



CITY OF NEW BEDFORD
DEPARTMENT OF CITY PLANNING

133 William Street • Room 303 • New Bedford, Massachusetts 02740
(508) 979-1488 • www.newbedford-ma.gov

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

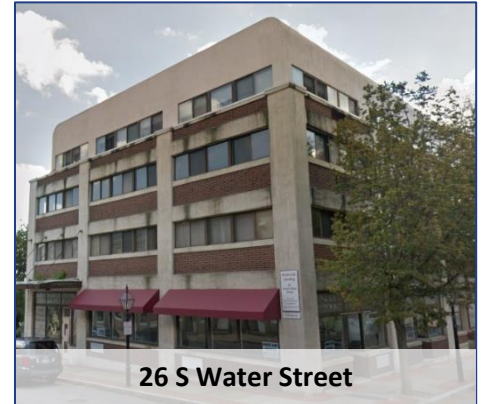
July 8, 2019

CASE # 2019.14: CERTIFICATE OF APPROPRIATENESS

26 S Water Street (Map 47 Lot 69)

APPLICANT: Ramone Silva
150 Hawthorn Street
New Bedford, MA 02740

OWNER: Stephen Chaletzky
PO Box 590099
Newton Center, MA 02459



26 S Water Street

OVERVIEW: The applicant has recently opened a new business on the first floor in the northwest corner of the Plumbers Supply Building. The applicant is seeking approval for a previously installed sign located on the building's northwest concrete pier. Additionally the applicant is seeking to re-surface two existing rigid frame cloth awnings located on the north façade storefront and install a similar awning to cover the entrance and windows on the west façade storefront.

EXISTING CONDITIONS: The Plumbers Supply Building at 26 South Water Street was constructed in 1922 as a commercial warehouse. It is a five-story, eight-by-three-bay, masonry and steel building on a poured concrete foundation. Initially constructed as a four-story building, the poured concrete fifth story was added in 1982 when the building was converted to mixed residential and commercial use. The northwest portion of the first story contains multiple storefronts with large plate-glass windows topped with two rows of glass blocks on either side of recessed entry doors. The main entrance to the building is in the east elevation, facing onto a large parking lot between Commercial Street and MA Route 18/John F. Kennedy Memorial Highway. Two rigid frame cloth awnings in the color marron are located on the first floor storefront on the north façade. A non-illuminated 24" X 96" hand-painted wood sign was recently installed on the building's northwest concrete pier.

PROPOSAL: The applicant has been in the process of receiving various state and city permits for this new business since January 2019 and installed signage to coincide with the Certificate of Occupancy and a celebratory grand opening. The applicant made Staff aware of the timing, which did not align with the Commission's meeting schedule. The applicant is seeking approval and a Certificate for a recently installed non-illuminated hand-painted wood sign (24" X 96") located on the northwest corner pier of the building. The applicant is also seeking approval to re-surface two existing rigid frame awnings located on the north façade storefront from the color maroon to "Deep Sea Blue", and install a similar awning to cover the entrance and windows on the west façade storefront.

STATEMENT OF APPLICABLE GUIDELINES: *The Bedford Landing District Design Guidelines* state the following relative to this proposal:

SIGNAGE: Signs should complement the architecture or site where they are placed as well as make a positive contribution to the District. The overall goal is to create signage which complements the architecture without creating visual clutter and which reflects the historic use of signage in the District.

NUMBER OF SIGNS: Each store shall be limited to two signs: one on the building façade, and one blade sign. However, storefronts with two street elevations may treat each elevation as a separate storefront for purposes of determining signage numbers.

GENERAL GUIDELINES:

- All signs shall be installed in such a manner as to ensure that the installation does not create damage or loss of historic fabric and that the installation is temporary or reversible.
- The size and shape of the sign should be proportionate with the scale of the structure.
- Sign materials should be chosen to complement the property that the sign identifies.

AWNINGS AND CANOPIES

INSTALLATION: Awnings must be installed in such a manner as to not obscure significant architectural detail and the installation shall not create damage or loss of fabric. All such awnings or shades shall be supported from above, and shall not be less than eight (8) feet above the level of the sidewalk over which they are placed, and shall not reach within twenty-four (24) inches of a line perpendicular to the outer edge of the curbing of said sidewalk. The length of the awning should be restricted to the width of the doorway, storefront or window opening; awnings should not continue over decorative piers. The vertical and horizontal dimensions should be proportional to the overall projection of the awning.

MATERIALS AND COLORS: Awnings should be canvas or canvas-like appearance and colors should be compatible with the building. **SIGNAGE** Lettering and graphics may be installed on awning valances; sizes should be proportional to valance dimensions.

STAFF RECOMMENDATION: The previously installed signage meets the District’s guidelines and Staff recommends approval and the issuance of a Certificate of Appropriateness. The proposed awning material is a dark blue fabric whose size, material, color installation method is in alignment with the District’s guideleines. Staff recommends approval and the issuance of a Certificate of Appropriateness for the resurfacing of the existing awnings and the installation of an awning on the west storefront.



EXISTING CONDITIONS- Signage on Northwest corner of Plumbers Supply Building



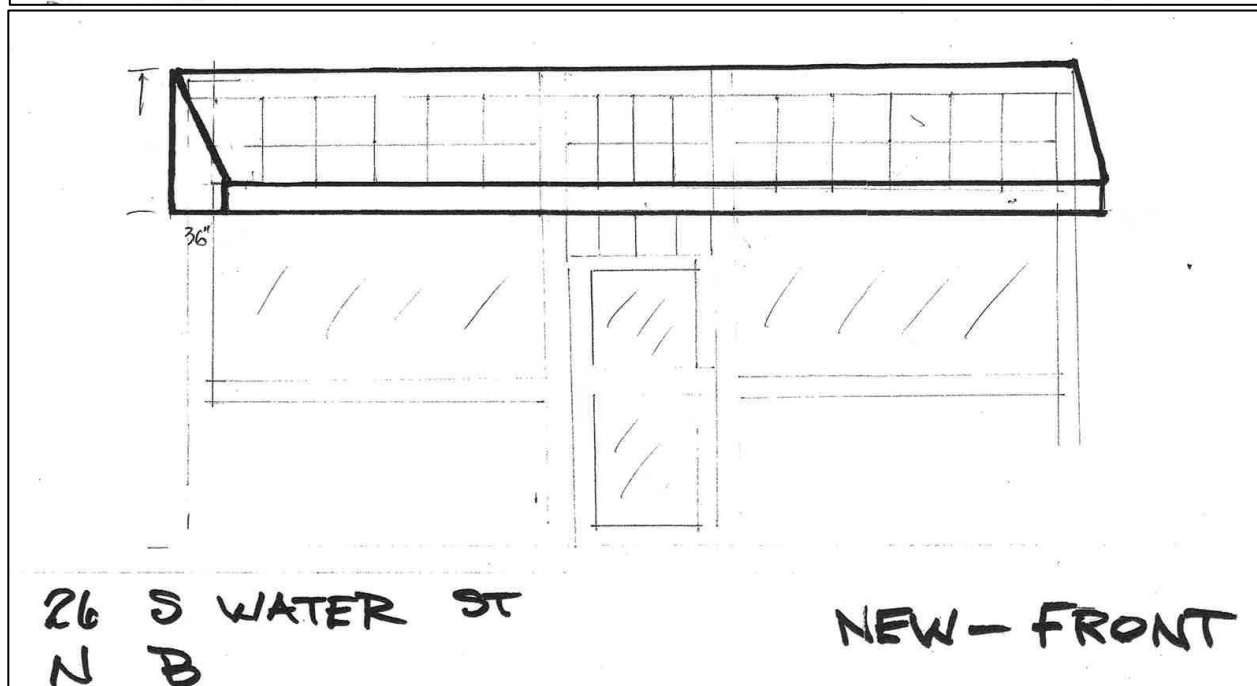
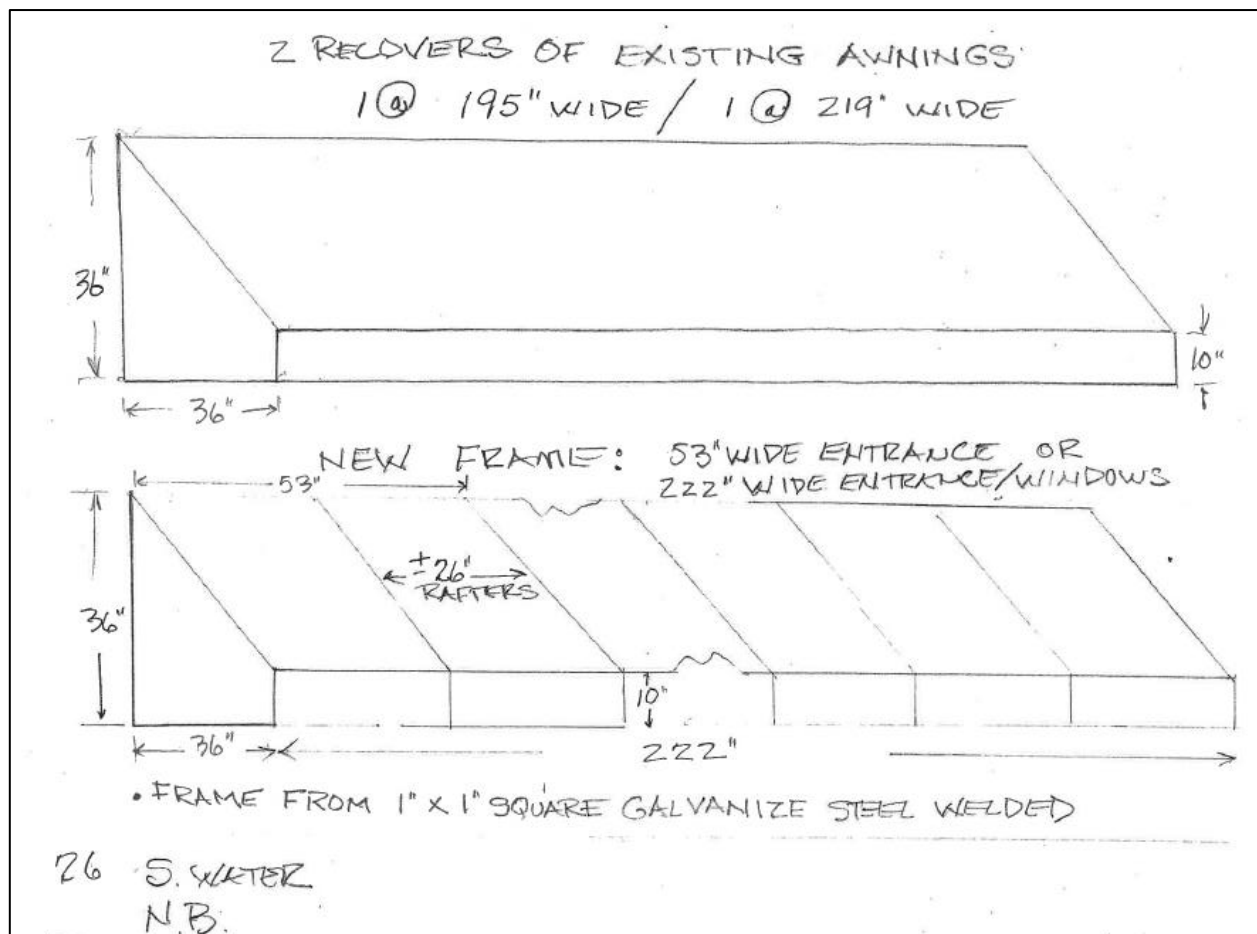
EXISTING CONDITIONS – Awnings to be resurfaced on north storefront façade.

Specifications:

- Sign dimensions: 2ft wide x 8ft tall x 1in thick
- Surface material and framing ¾ inch t&g reclaimed barnwood
- Backing ¾ inch marine grade plywood
- Graphics and Lettering engraved and painted black
- Sealed with weather resistant clear two-part marine grade epoxy



SIGN SPECIFICATIONS



AWNING SPECIFICATIONS

Webblon® Coast Line PLUS®

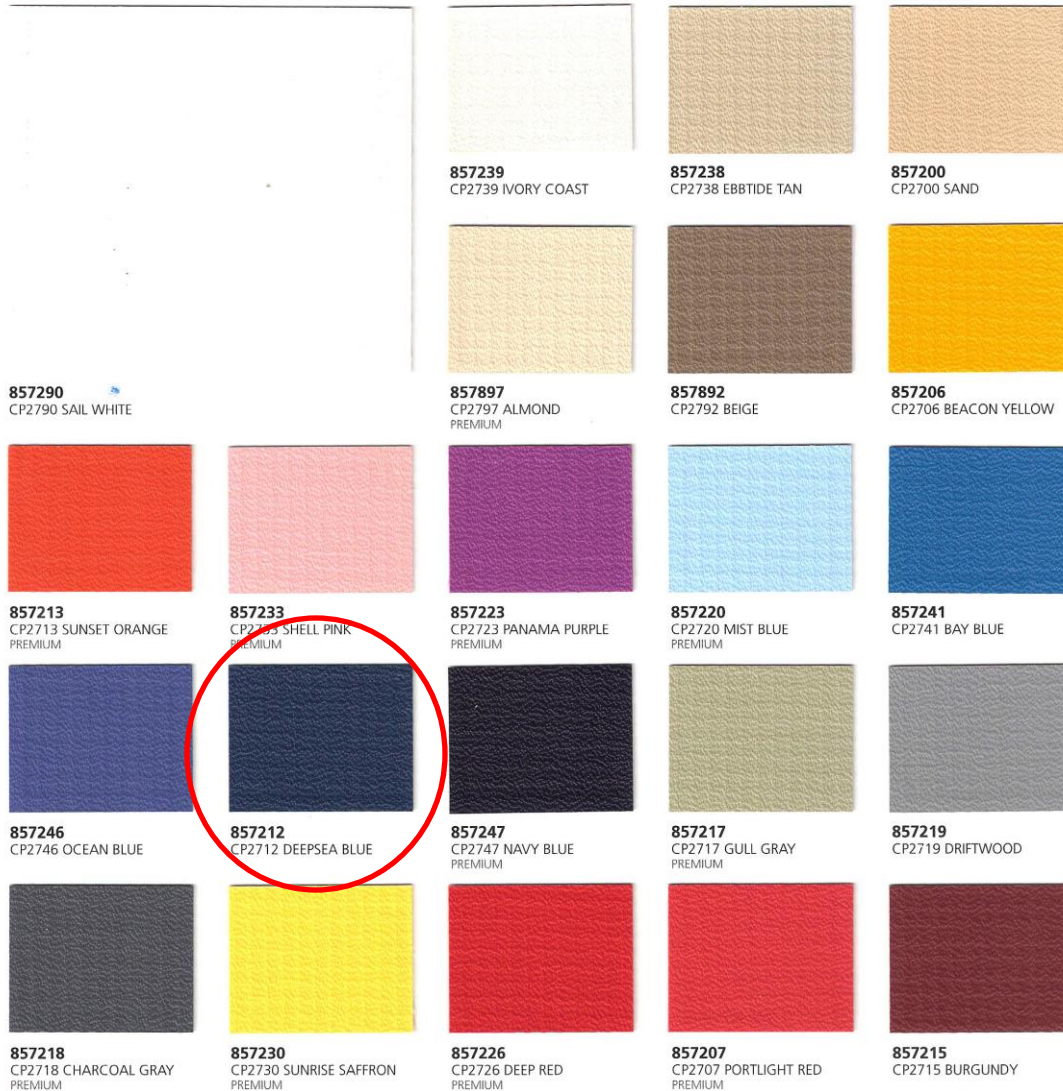
2015-2016

62" wide / 15 oz. per square yard (weight varies slightly from color to color)

Coastline Plus® awning fabric is a high performance PVC composite that features a strong polyester base fabric. The top surface is treated with the Rain Kleen® finish for color retention and prolonged fabric life. Coastline Plus® is UV, water, and mildew resistant, and is backed by a 5-year limited warranty.

Coastline Plus is available in solids, complement solids, linen-backed solids and select stripe patterns. It is extra strong, with manageable weight for superior resistance to sag and stretch.

Flame resistance meets or exceeds the standards of California State Fire Marshal, NFPA -701 TM2, and ASTM E-84 Class A flame spread.



AWNING COLOR