



**CITY OF NEW BEDFORD**  
**Department of Planning, Housing & Community Development**  
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## STAFF REPORT

### NEW BEDFORD HISTORICAL COMMISSION MEETING

June 3, 2019

**CASE # 2019.10: CERTIFICATE OF APPROPRIATENESS**

82-86 Front (Map 53 Lot 200)

**APPLICANT/** Valerie Kollars  
**OWNER:** 86 Front Street  
New Bedford, MA 02740

**OVERVIEW:** The applicant recently purchased the building, moving the business from the adjacent building at 31 Union Street. The applicant has transferred and installed the existing sign from Union Street to the Front Street façade and has installed a new sign on the Union Street façade.



82-86 Front Street

**EXISTING CONDITIONS:** The c. 1765 Seth Russell House (NBE.3014) is a contributing building to the District which was moved from its original location at 17 North Water Street (adjacent to the New Bedford Whaling Museum) in 1980 to make way for a planned museum expansion. The building was expanded from one story to two between c. 1810 and 1860. The Greek Revival detailing on the east elevation—including deep cornice returns, engaged pilasters at the corners, and a simple entablature around the first story—was likely added at the same time. It is one of the oldest properties within the District.

**PROPOSAL:** The applicant has recently installed the signage and is seeking a Certificate of Appropriateness to be in conformance with the District's regulations. The sign installed above the Front street entrance was approved in 2014. The new sign is similar in materials design and has been installed above the Union Street doorway, where the previous business sign was located. It is 36" round, constructed of carved wood with a black background, gold lettering and gold relief motifs.

**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.



Union Street façade Signage

**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.

**STAFF RECOMMENDATION:**

The proposed signage is appropriate in design and scale for the building and Staff recommends the approval and the issuance of a Certificate of Appropriateness.