



CITY OF NEW BEDFORD
Department of Planning, Housing & Community Development
133 William St, New Bedford, Massachusetts 02740
Telephone: (508) 979.1488

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

June 3, 2019

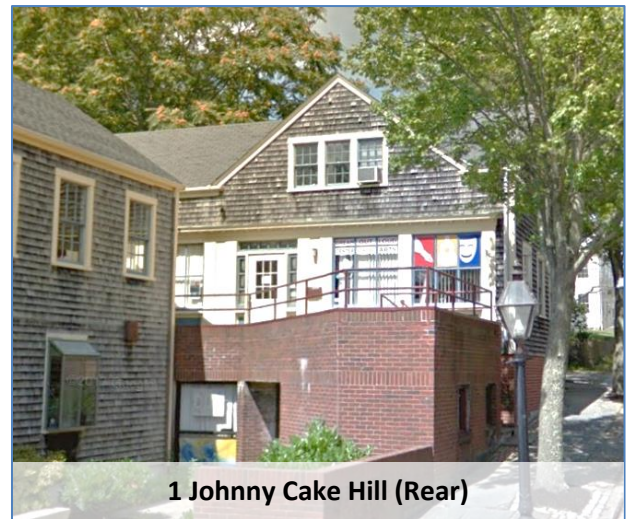
CASE # 2019.06: CERTIFICATE OF APPROPRIATENESS

1 Johnny Cake Hill (Map 53 Lot 222)

APPLICANT: Tracy Furtado
1 Johnny Cake Hill
New Bedford, MA 02740

OWNER: John J. Meldon
60 N Water Street
New Bedford, MA 02740

OVERVIEW: The applicant has been leasing the rear building at 1 Johnny Cake Hill and received a Certificate of Appropriateness for signage in 2013, however it was never executed due to financial constraints. The applicant has recently received grant funding for signage and would like to move forward.



1 Johnny Cake Hill (Rear)

EXISTING CONDITIONS: The rear portion of 1 Johnny Cake Hill is connected to the Selmar Eggers Building, which was moved to the corner of Union Street and Johnny Cake Hill in 1978 after sustaining severe damage from the 1977 gas leak explosion. The rear portion of the building is a one-and-one-half-story, wood-frame, cross-gabled addition constructed on the north side of the property in 1978.

PROPOSAL: The applicant is proposing to install two units of non-illuminated signage on the building. The proposed signage is painted wood with a white background, vinyl lettering and vinyl logo. A 20" X 40" blade sign is proposed to be installed on an existing bracket located on the southeast corner of the building, along Johnny Cake Hill. A 15" X 30" wall sign is proposed to be installed on the west wall of the building, facing into the St Anne Credit Union parking lot.

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.

STAFF RECOMMENDATION: There have been minor changes in the signage dimensions since the issuance of the Certificate in 2013. There is also confusion relative to the location of the wall sign. The Certificate indicated that it is to be installed “on the west wall of the building in line with the existing signage.” This indicates that the intention may have been to install the signage on the front Eggers Building. However, the sign manufacturer demonstrates the wall sign’s location on the south façade of the rear building.

Due to the proposed size of the wall sign (15” X 30”), the sign would not align itself with the existing signage on the west wall of the Eggers Building, which are uniform in their size (16” X 60”). Staff recommends the wall sign to be located on the west wall of the rear building.

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 with members consideration of staff’s recommendation of the wall sign placement.

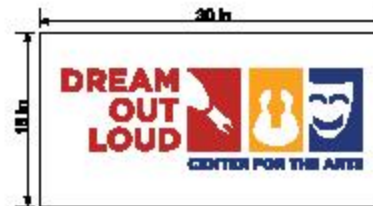


EXISTING CONDITIONS- EAST FAÇADE (JOHNNY CAKE HILL)



EXISTING CONDITIONS- WEST FAÇADE (CREDIT UNION PARKING LOT)

Customer Proof:



building sign
15 x 30 = 3.125 sq ft

painted wood sign with vinyl lettering



Signature SIGNS
Visual Communication

833 American Legion Hwy.
Westport, MA 02790
mysigna@man.com | 774-309-3307

Please sign and date if you approve this proof.

PROPOSED WALL SIGNAGE

Customer Proof:



bracket sign 20 x 40 = 5.5 sq ft

painter wood sign with vinyl lettering



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Visual Communication

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Please sign and date if you approve this proof.

PROPOSED BLADE SIGN



STAFF RECOMMENDATION FOR WALL SIGN LOCATION