



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

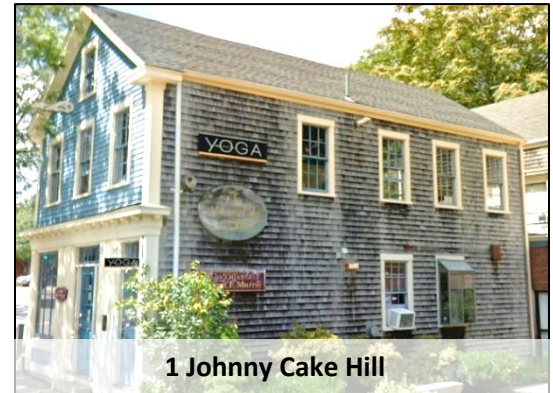
April 1, 2019

CASE # 2019.06: CERTIFICATE OF APPROPRIATENESS

1 Johnny Cake Hill (Map 53 Lot 222)

APPLICANT: Andrea DeVeau
1 Johnny Cake Hill
New Bedford, MA 02740

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



OVERVIEW: The applicant is leasing a space within the building and seeking to install signage.

EXISTING CONDITIONS: The Selmar Eggers Building is a contributing building to the District which was constructed in 1872 at 10 William Street (adjacent to the New Bedford Whaling Museum's Cook Theater) and moved to its current location at the northwest corner of Johnny Cake Hill and Union Street in 1978, after sustaining severe damage from the 1977 gas leak explosion. The two-and-one-half-story, end-gable, Greek Revival building clad in painted clapboards and weathered wood shingles sits on a concrete foundation and faces south onto Union Street. An irregularly shaped, one-story, brick hyphen connects the original portion of the building to 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 three units of non-illuminated signage on the original section of the building. Two wall signs and a blade sign will replace similar existing signage. Two 16" X 60" wall signs are proposed to replace existing wall signs on the west and east facades of the building. These replacement signs are the same size as the existing and are constructed from Alupanel with an applied digital print. ***The sign on the west wall has been installed.*** A 12" X 22 blade sign will replace an existing 6.5" X 24" sign using the existing bracket. The blade sign will be constructed of PVC with an applied digital vinyl print.

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:

Alupanel is a lightweight and durable material consisting of two sheets of 1/8" corrosion-resistant aluminum permanently bonded to a polyethylene core.

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.



EXISTING CONDITIONS- WEST FACADE



EXISTING CONDITIONS- EAST FACADE

POWER AND GRACE YOGA
ONE JOHNNYCAKE HILL
NEW BEDFORD, MA 02740



Existing sign on building size: 16" x 60"

Propose to layover existing sign with a
Alu Panel sub-straight with full digital
print applied to sub-straight.



New 16" x 60" sign
Alu Panel sub-straight with full digital
print applied to sub-straight.

PROPOSED WALL SIGNAGE



Existing sign facing. 6.5" X 24"
Proposing to remove old sign and replace with
12"H x 22"W PVC Sub-Straight with digital print
vinyl over lay.



New Sign
SIZE 12"H X 22"W SUBSTRAIGHT 1/2"
PVC WITH DIGITAL PRINT OVER LAY
ON TWO SIDES. BOTTOM OF SIGN TO
SIDE WALK IS 8' CLEARANCE.
8' was what was the clearance needed as
stated in city hand book.

PROPOSED BLADE SIGN