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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

February 4, 2019

CASE # 2019.02: CERTIFICATE OF APPROPRIATENESS

30 N Water Street (Map 53 Lot 223B)

OWNER/ Tammy Gleeson
APPLICANT: 30 Centre Street, Unit 2
New Bedford, MA 02740

OVERVIEW: The applicant is opening a new business on the ground floor and is seeking to install signage.



EXISTING CONDITIONS: The building, constructed in 2005, is a non-contributing structure to the District and is located at the southeast corner of North Water and Centre streets. The two-and-one-half-story, end-gable building sits on a concrete foundation and fills nearly the entire lot. The first story of the building consists of a traditional storefront with large, two-over-two, double-hung sash separated by pilasters, while the upper stories are clad in clapboard with engaged pilasters at each corner. Fenestration in the remainder of the building consists of six-over-six double-hung sash and fixed six-light windows. The interior is accessed via three glass doors, two in the north elevation and one recessed in the center of the west elevation.

PROPOSAL: The applicant is proposing to install a non-illuminated, double-sided blade sign on an existing bracket above the storefront main entrance on N Water Street. The sign is 46" X 30", constructed of ¾" high-density polyurethane foam, painted black with white vinyl lettering. In addition, white vinyl appliqué graphics and lettering are proposed for two windows on the N Water Street façade and on a first story entry door's glass panels located on Centre Street.

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.

WINDOW SIGNAGE: Signage placed within windows for advertising is not permitted. Stencils with hours of operation and business names are permitted.

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.

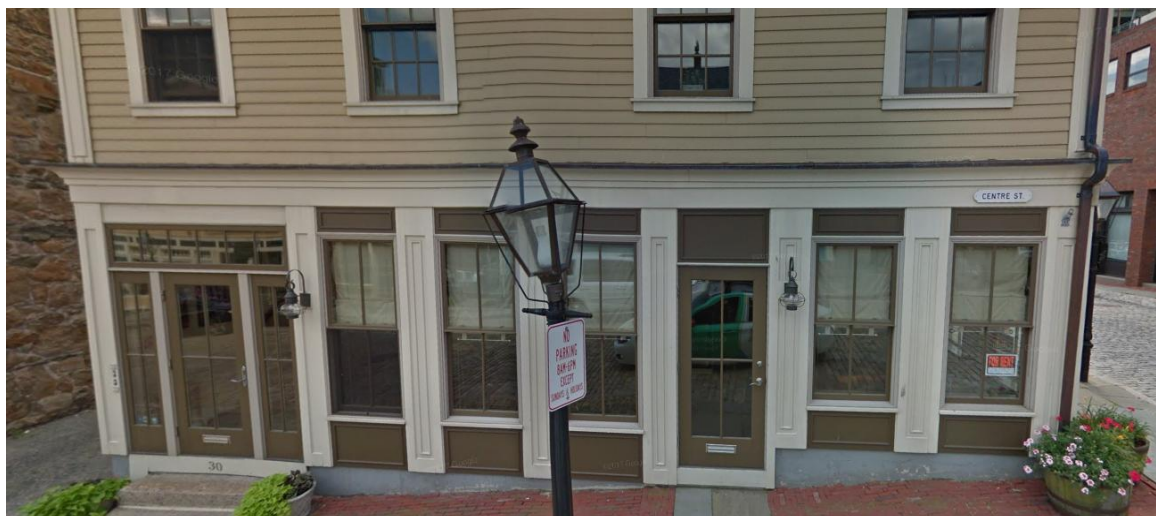
STAFF RECOMMENDATION:

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

The window signage is an applied white vinyl which consists of the business name, products and services, physician name and certification. The size and shape of the vinyl appliqué is proportionate with the scale of the windows and the structure. The installation does not create damage or loss of historic fabric and the installation is reversible Furthermore, the appliqué on the Centre Street façade is less encumbering than an additional wall sign. Staff recommends the approval of the appliqué signage and the issuance of a Certificate of Appropriateness.



CURRENT CONDITIONS- N WATER STREET



CURRENT CONDITIONS- CENTRE STREET

Customer Proof:



reusing existing bracket
from sign previous



Signature SIGNS
Visual Communication

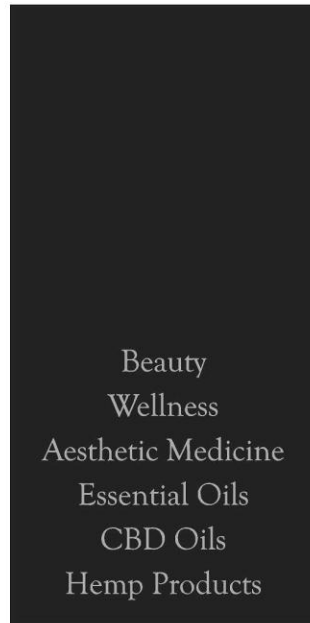
833 American Legion Hwy.
Westport, MA 02790
mysigns@msn.com | 774-309-3307

PROOF: REPLICATION NOT ALLOWED WITHOUT OUR PERMISSION
Colors on proof may not represent actual colors.
Actual Colors are what we agreed upon as noted in the file.

Please sign and date if you approve this proof.

N WATER STREET ENTRANCE BLADE SIGN

Customer Proof:



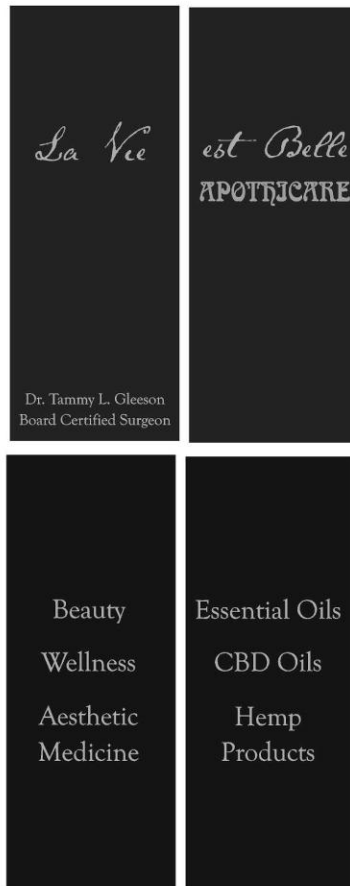
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N WATER STREET WINDOW SIGNAGE

Customer Proof:



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CENTRE STREET WINDOW SIGNAGE