



PATRICK J. SULLIVAN
DIRECTOR

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

January 7, 2019

CASE # 2019.01: CERTIFICATE OF APPROPRIATENESS

18 Johnny Cake Hill (Map 53 Lot 161)

OWNER/ Old Dartmouth Historical Society/
APPLICANT: New Bedford Whaling Museum
18 Johnny Cake Hill
New Bedford, MA 02740

OVERVIEW: To alleviate confusion among first-time visitors to the New Bedford Whaling Museum, the Museum is proposing to add or modify outdoor signage within the Museum campus.

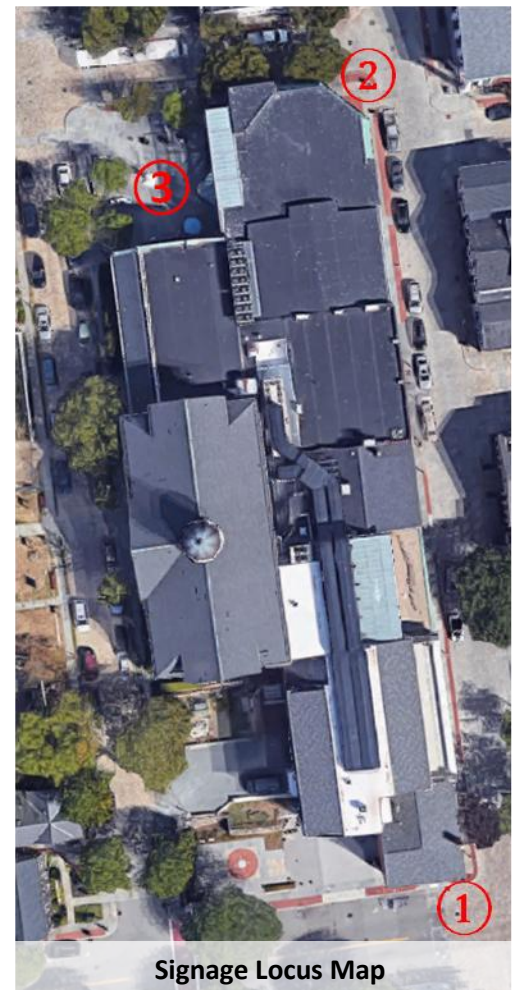
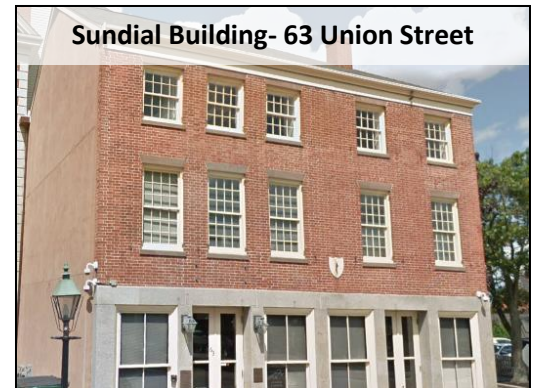
EXISTING CONDITIONS: The complex that houses the New Bedford Whaling Museum encompasses the entire block between Johnny Cake Hill and William, Water, and Union streets. It consists of four independently constructed but interconnected buildings: the c. 1820 Sundial Building; the c. 1822–1825 William H. Allen Building; the 1883 National Bank of Commerce; and the 1915–1916 Jonathan Bourne Building, which connects to the rear (west) elevations of the two older buildings and has multiple contemporary additions.

PROPOSAL: The applicant is proposing to add two (2) new signage elements and modify one (1) existing sign on three buildings located within the Museum campus.

1. Add a new non-illuminated flagpole-style, double sided sign on the southeast corner of the ca. 1820 Sundial Building located at the corner of Union and N Water Streets.
2. Add a new non-illuminated wall sign on the northeast corner of the ca. 1972 Cook Theatre located at the corner of William and N Water Streets.
3. Modify the existing signage located on the ca. 2000 vestibule awning located on the Museum Plaza at the corner of William Street and Johnny Cake Hill.

All signage is 1/4" aluminum plate painted to match Pantone 3015c (Deep Blue), satin finish, with 1/4" dimensional letters painted White, satin finish.

SEE SIGN SPECIFICATIONS.



Signage Locus Map

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: Wayfinding signage for cultural institutions is a key component for making good impressions on tourists and for helping to find their way around on their first time visit.

The proposed signage makes use of consistent messaging with its colors, logo and directional arrows; providing a clear navigational tool for visitors to locate the Museum's main entrance.

Staff recommends the approval of the signage and the issuance of a Certificate of Appropriateness with the condition that the signage bolts be mounted within the masonry mortar.