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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

November 1, 2017

Case #2017.21: CERTIFICATE OF APROPRIATENESS

141 Union Street
(Map 53, Lot 143)

Applicant/ Teri Bernert
Owner Waterfront Historic Area League
15 Johnny Cake Hill
New Bedford, MA 02740

OVERVIEW: The subject building is currently being restored and will house a combination of retail, residences, offices, art galleries and maker spaces. The restoration received a Certificate of Appropriateness in November 2016. Now that the building's tenants have been identified, the applicant is seeking a Certificate of Appropriateness for building signage.

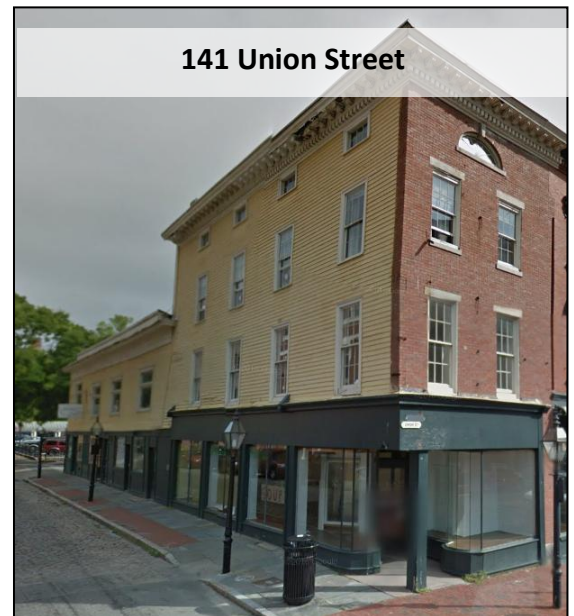
EXISTING CONDITIONS: 141 Union Street had been vacant for several years and experienced deferred maintenance and deterioration. The Waterfront Historic Area League (WHALE) purchased the property in 2016 and is currently restoring it and the adjacent building at 139 Union Street as a mixed use development oriented towards the creative economy.

Known as the John Perkins Building and constructed c. 1825–1845 for John Perkins, an importer and manufacturer of paper hangings, the building occupies the northeast corner of Acushnet Avenue and Union Street. The western third of the original building was removed when Acushnet Avenue was constructed c. 1876. This three-story, wood-frame and brick front building has a two-story addition off the rear (north) elevation.

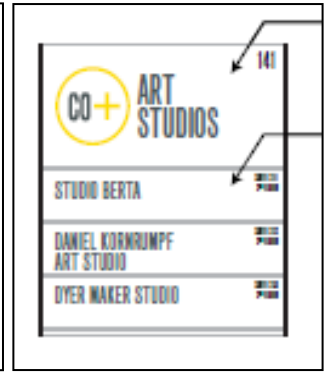
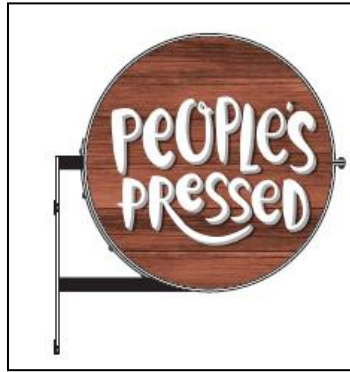
PROPOSAL: The applicant proposes the installation of one blade sign on the Union Street storefront and two blade signs and a directory sign board to be located on the Acushnet Avenue façade. In addition, brass lettering is proposed for the signboards on the Union Street corner storefront and the northern Acushnet Avenue storefront.

All of the signage materials, except for the Duende Glass sign, consist of High Density Urethane with metal band edging. All of the signage is unlit and the blade signs utilize black powder coated brackets.

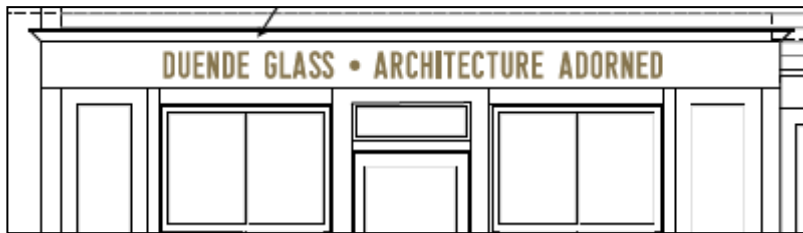
The People's Pressed first floor blade sign (see illustration on page two of these comments) is 36" round and will be located on the Union Street side of the storefront. Six inch and eight inch brass lettering will be located within the signboards along the Acushnet Avenue storefront.



On the Acushnet Avenue facade, a ground level entrance exists to access the upper story offices. A 32"W X 42"H blade sign divided to reflect several upper story tenants is proposed to be located above this entrance and a panel directory sign is proposed to be located adjacent to the entrance. Although the directory sign portrays the various logos of the tenants, the applicant has agreed that the directory sign will have consistent type for all the tenants.



The Duende Glass sign is custom translucent architectural glass developed by layering laminated safety glass. This sign will be 32W" X 40"H on a fixed bracket. The signboard for the Dusende Glass storefront will also utilize 8" brass lettering.



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.

DIRECTORY SIGNAGE: Grouped building directory signage is encouraged as opposed to individual business signage. Building directory signage should be located near the primary entrance and may be placed on the façade or placed in a blade sign. The sign should be designed to accommodate change of business occupants. Street level individual signage is often acceptable in the form of blade signage for first level businesses.

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.
- Signs painted on buildings shall be dependent on historic evidence and precedence.
- 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.
- Signs that require lighting should be spot lit with shielded, incandescent bulbs in order to prevent light scatter. Internally lit and neon signs are not permitted and are inappropriate in the District.

STAFF RECOMMENDATION: The proposed type and size of signage complements the use of the building and takes advantage of the storefront signboards for installation locations. Staff recommends that members give consideration as to whether both the upper floor blade sign and the adjacent directory signage are necessary as it appears duplicative.

DETAIL SCALE: 1/2" = 1'-0"



27 Water Street
Plymouth, MA 02360

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PRELIMINARY

PEOPLE'S PRESSED COLD PRESSED JUICE COMPANY

POLISHED BRASS
FABRICATED LETTERS WITH 3/4" RETURNS
63" X 8" AND 109" X 8" (10 SF)



WEST ELEVATION - PROPOSED
SCALE: 1/4" = 1'-0"

2
A2.1

REVISED: 10/25/17

SOUTH ELEVATION - PROPOSED
SCALE: 1/4" = 1'-0"

2
A7.1



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PRELIMINARY

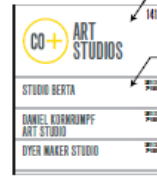
DUENDE GLASS • ARCHITECTURE ADORNED

DETAIL SCALE: 1/2" = 1'-0"

POLISHED BRASS FABRICATED LETTERS WITH 3/4" RETURNS - 152" X 8" (9 SF)



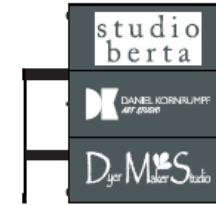
BLADE SIGN
MADE OF DUENDE GLASS
SET IN 1 1/2" METAL FRAME
32" X 40" (9 SF)



DIRECTORY SIGN
31" X 35" (8 SF)

1/8" ACRYLIC
GRAPHICS

THREE
CHANGEABLE
ALUMINUM SLATS
WITH VINYL TEXT
(ONLY, NO LOGOS)



SECOND FLOOR BLADE SIGN
THREE CHANGEABLE ALUMINUM SLATS
WITH LOGOS
32" X 40" (9 SF)



WEST ELEVATION - PROPOSED
SCALE: 1/4" = 1'-0"

REVISED: 10/25/17

3
A2.1