



PATRICK J. SULLIVAN
DIRECTOR

City of New Bedford

Department of Planning, Housing & Community Development

608 Pleasant St, New Bedford, Massachusetts 02740
Telephone: (508) 979.1500 Facsimile: (508) 979.1575

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

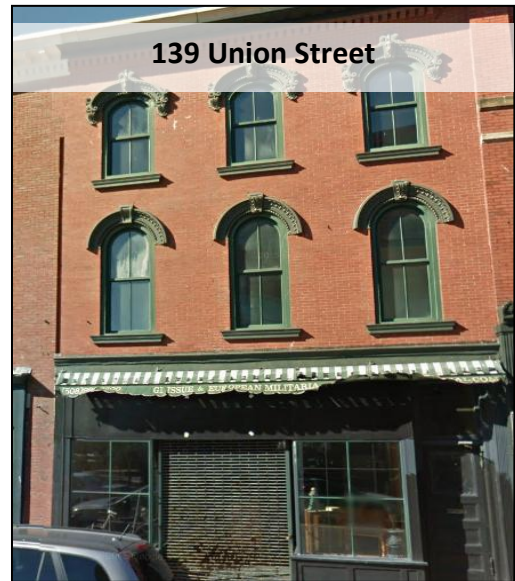
November 1, 2017

Case #2017.21: CERTIFICATE OF APROPRIATENESS

139 Union Street
(Map 53, Lot 144)

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, and now that the building tenets have been identified; the applicant is seeking a Certificate of Appropriateness for building signage.



EXISTING CONDITIONS: The building at 139 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 141 Union Street as a mixed use development oriented towards the creative economy.

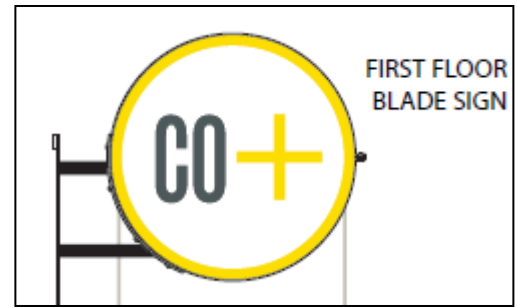
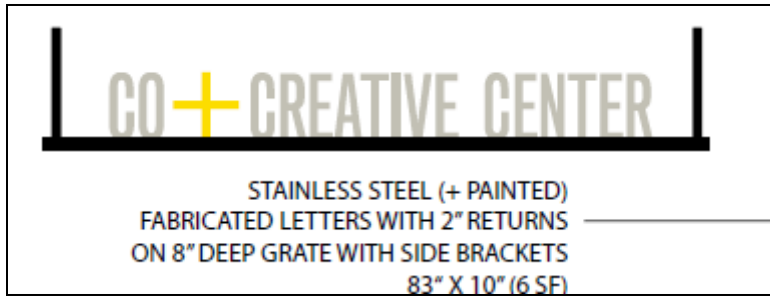
Known as the Abraham Barker Building, 139 Union Street was constructed c. 1850–1870 possibly by New Bedford whaler Abraham Barker and occupied throughout the years by small businesses. It is a three-story, flat-roofed, brick, Italianate commercial building on a granite foundation. A modern, one-story, flat-roofed, concrete masonry addition projects off the rear (north) elevation.

PROPOSAL: The applicant proposes the installation of three (3) projecting signs and a directory sign board to be located on the Union Street storefront façade. A painted mural-type graphic is proposed for the rear façade of the building facing Barker’s Lane.

All of the signage materials consist of 1-1/2” High Density Urethane with metal band edging. All of the signage is unlit and the blade signs utilize black powder coated brackets.

The Co-Creative first floor blade sign is 36” round.

The Co-Creative suspended sign measures 18" X 8' and is suspended by brackets.



The upper floors blade sign is divided to reflect several tenants and measures 36" in height. The panel directory sign measures 32' X 40". 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 painted mural-type graphic proposed for the rear façade facing Barker's Lane consists of the Co-Creative Center's logo and measures approximately 13'H X 16'W.



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.

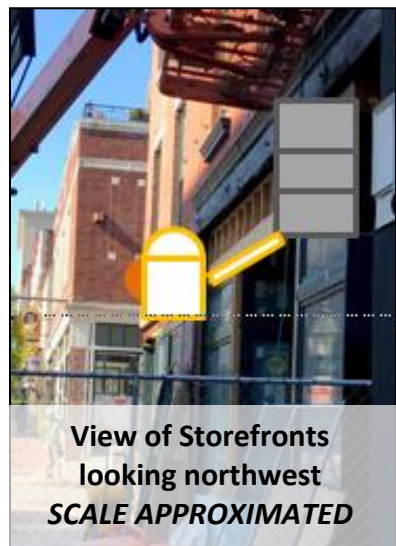
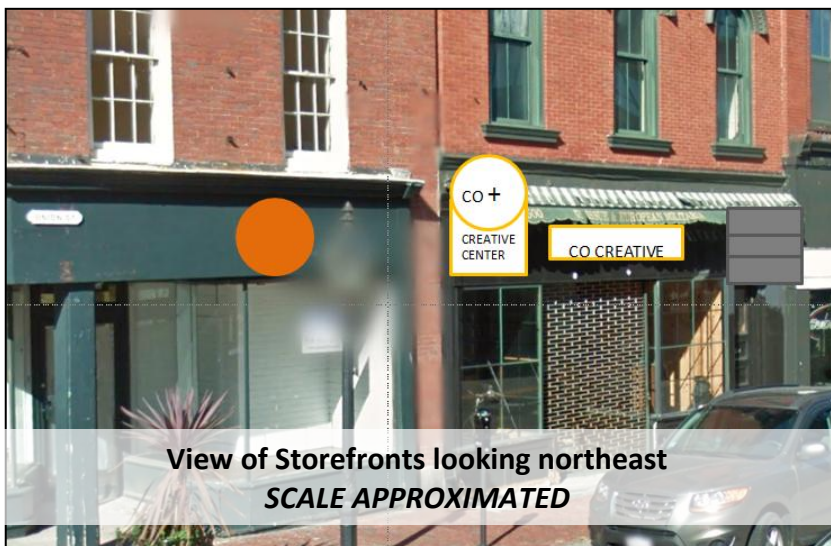
NUMBER OF SIGNS: Each store shall be limited to two signs: one on the building façade, and one blade sign. However, storefronts with two street elevations may treat each elevation as a separate storefront for purposes of determining signage numbers.

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. However the proximity of the four (4) signs on the 139 Union Street storefront, in conjunction with the proposed blade sign at the adjacent 141 Union Street storefront may block each other when viewed from certain locations, compete with one another, and create visual clutter on a storefront that is only 25’ wide.

Staff recommends that the members consider not approving the upper floor blade sign, as it is duplicative to the directory sign panel and is not utilized to identify retail establishments. Its removal would allow the directory panel to be more visible and effective.



Painted signage on storefronts and building facades was a common occurrence and staff recommends the approval of the painted graphic on the Barker’s Lane façade.





27 Water Street
Plymouth, MA 02360

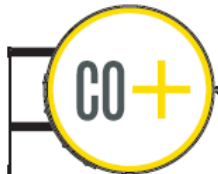
t: 508.746.9200 f: 508.746.9249
e: info@zebravisuals.com

PRELIMINARY

CO + CREATIVE CENTER

STAINLESS STEEL (+ PAINTED)
FABRICATED LETTERS WITH 2" RETURNS
ON 8" DEEP GRATE WITH SIDE BRACKETS
83" X 10" (6 SF)

ONE - BLADE SIGN
2" HDU WITH BACKGROUND RECESSED 1/2"
36" DIAMETER (9 SF)



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



SECOND FLOOR BLADE SIGN
THREE CHANGEABLE ALUMINUM SLATS
WITH LOGOS
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)

REVISED: 10/25/17

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

1
A2.1



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PRELIMINARY



GRAPHICS
PAINTED ON WALL
WITH VINYL ON GLASS DOOR
200" X 164" (200 SF)

REVISED: 10/25/17

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

3
A2.1