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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

October 2, 2017

Case #2017.17: CERTIFICATE OF APROPRIATENESS

50 N Second Street
(Map 53, Lot 99 & Lot 266)

Owner/ David Fentress/Jonathan Schwartz
Applicant: 50 N Second Street
New Bedford, MA 02745

OVERVIEW: The applicant is seeking the approvals for three (3) “no parking signs” which have recently been installed on the site.

EXISTING CONDITIONS: The Benjamin Rodman House is a two-story, Federal-style building constructed in 1821 as a residence, restored by WHALE in 1965, and rehabilitated for use as professional offices in 1978. It is set back approximately 30 ft from the sidewalk and faces west on a raised embankment defined by raised granite curbing. The building sits on one parcel facing N Second Street and a paved driveway along the north side leads to a separate rear parcel (common ownership) which consists of a large paved parking lot behind the building.

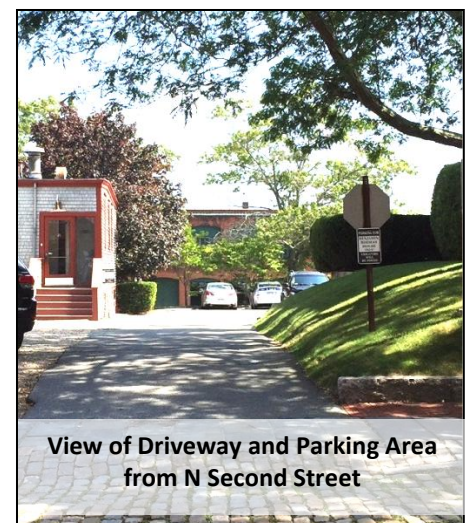
The Rodman House shares its driveway with the property at 66 N Second Street through a land easement. The Rodman House is currently occupied by Psychiatric & Psychological Associates.

The three (3) signs as proposed/exist are all exact and are single faced, non-illuminated 12”W X 18”H aluminum, with black and white digital digital print. Sign 1 is located at the driveway entry attached to a the back of a pre-existing stop sign post. Sign 2 is attached to the south side of the adjacent Livery Building. Sign 3 is attached to a black aluminum post located in the rear of the parking lot, adjacent to Bethel Street.

PROPOSAL: Given that this application seeks approval for an existing condition that was installed without benefit of Commission approval for signage, there are no new proposed conditions. See attached **Sign Images** for further detail.



50 N Second Street



View of Driveway and Parking Area
from N Second 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.

- **PERMANENT SIGNS:** Permanent Signs include those signs that are fixed to a building or structure or installed in a secure fashion by which means of a bracket, pole or other fixed method.
- **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: Unauthorized parking on private property has been an ongoing issue within the downtown and several property owners have sought restrictive signage. The proposed/existing signage is unobtrusive and does not detract from the site or the District. Staff recommends approval of the proposed/existing signage.



SIGN 1



SIGN 2



SIGN 3