



City of New Bedford

Department of Planning, Housing & Community Development

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PATRICK J. SULLIVAN

DIRECTOR

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

October 2, 2017

CASE #2017.04: CERTIFICATE OF APPROPRIATENESS

MODIFICATION

72 N Water Street

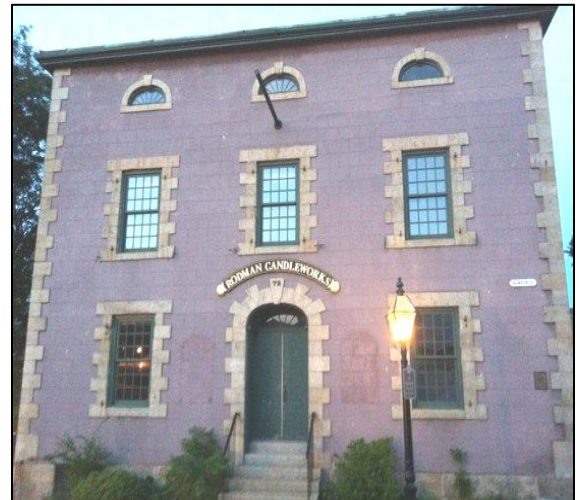
Map 53 Lot 68

APPLICANT: Bristol County Savings Bank

29 Broadway, Taunton MA

OWNER: New Bedford, Inc.

72 N Water Street



OVERVIEW: 72 N Water Street, widely known as the Rodman Candleworks, received both a Certificate of Appropriateness and a Certificate of Non-Applicability in the fall of 2015 for several aspects of a rehabilitation project related to the continued use

of a restaurant on the lower level and commercial offices on the third story. Bristol County Savings Bank, which is leasing the first and second stories, received a Certificate of Appropriateness in March 2017 for its use as a full service bank branch including the construction of a drive-through banking structure. The applicant is seeking a modification to Certificate #2017.04 to reflect additional directional signage on the building and a change to the previously approved ground directional signage.

EXISTING CONDITIONS: The Rodman Candleworks (circa 1815) is distinguished as being the first candleworks in Bedford Village, built for the production and manufacturing of spermaceti candles from whale oil. Constructed in the Federal Style by Samuel Rodman (1753-1835), architect/builder unknown, the building operated as an oil manufacturing business until 1859 and ownership stayed within the Rodman family until 1890.

A major rehabilitation to the building occurred in 1978 and again in 2015 when the new owner renovated the lower level to reopen in its longtime use as a restaurant and the third story as office space. Bristol County Savings Bank has leased the first and second stories and has received city permitting approvals to operate as a full service bank branch including the construction of a drive-thru banking structure.

The Candleworks building is located on the southwest corner of the site which is bounded on four sides by public roadways, three of which are city streets (Rodman Street to the south, North Water Street along its west border, Elm Street to the north) and one which is a state highway (Route 18 -- John F. Kennedy Memorial Highway).

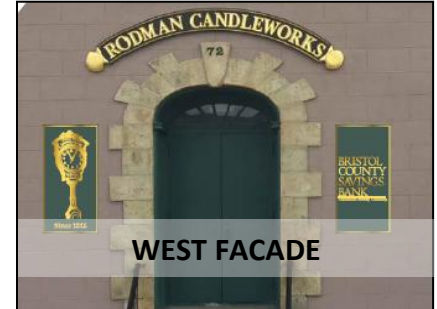
SITE ACCESS & CIRCULATION: The site has two vehicular entries and the bank will share the parking lot with the other uses of the building. The drive-thru structure will be located parallel to Route 18 along the eastern edge of the existing parking lot and circulation of vehicles would be such that they will enter the drive-thru from Rodman Street on the south side of the lot and then move north through the ATM travel lanes. Drive-thru vehicles

will exit into the parking lot's travel lane and proceed to exit at North Water Street. Bank customers wishing to park their vehicles would most likely enter the site by the N Water Street entrance and enter the building either through the ground floor, which offers elevator access, or the first floor entrance on N Water Street.

PROPOSAL: The applicant is proposing for consideration three (3) additional building signs, one (1) additional ground directional sign, and a change to the previously approved ground signs.

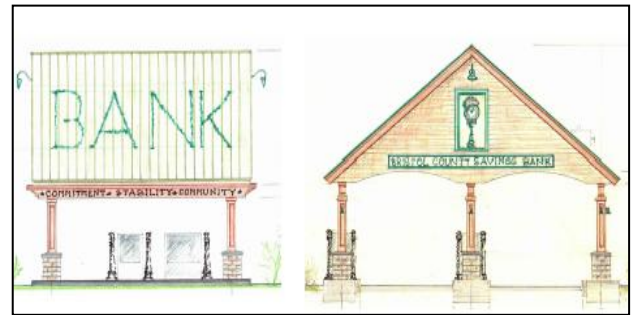
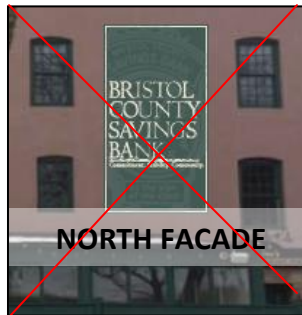
PREVIOUSLY APPROVED SIGNAGE

Building Signage was approved for the north, west and east facades of the building. However the applicant has indicated that the previously-approved vertical wall sign approved for the north façade will not be installed.

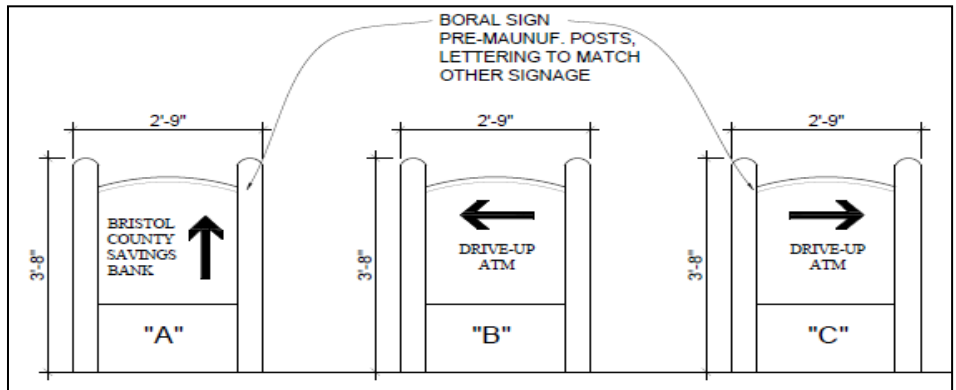


Drive-thru Signage remains the same, except for the addition of vinyl graphics to be applied to the Interactive teller machines.

Directional Signage previously approved has changed moderately in design, but not in location.



Previously Approved
Ground Directional
Signs



NEW SIGNAGE PROPOSAL

Building Signage

The applicant is proposing the installation of two signs to be installed on an existing Sign Directory located adjacent to the building's ground level entry. The signs are painted black with gold lettering to match the existing Carmine's signage and are 8.5"H X 11.5" W. *Please refer to Sign Plan Sheet #7 for details.*



The applicant is proposing the installation of a single informational sign to be located within the N Water Street entry alcove. The sign matches the previously approved building signage in its materials and colors, and measures 12”H X 12” W. Please refer to Sign Plan Sheet #6 for details.

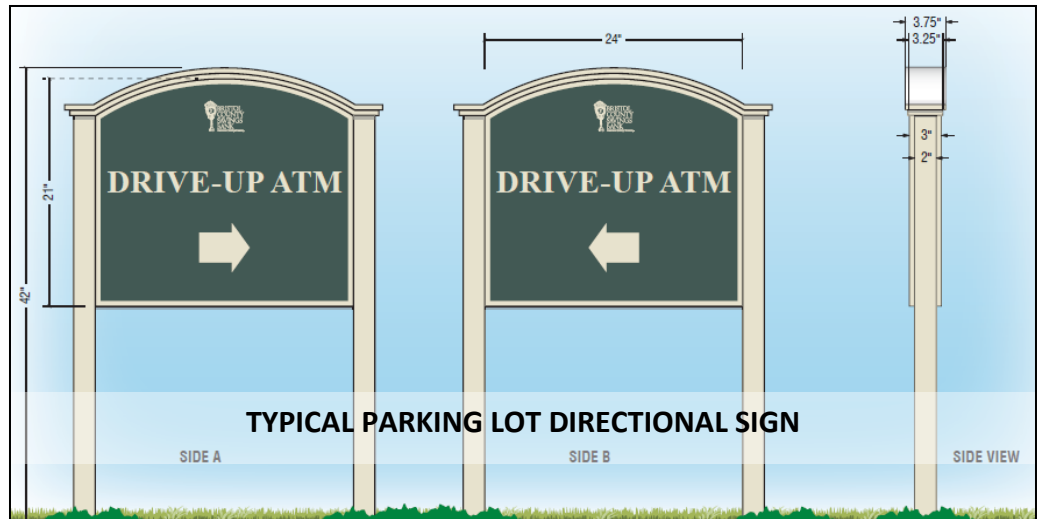


Directional Signage

The applicant is proposing the installation of a single post-style ground sign within the parking lot to direct pedestrians to the building entries. The sign is painted aluminum with an aluminum post, painted white. The sign measures 15”H X 18”W and is 48”H. Please refer to Sign Plan Sheet #8 for details.



Three (3) double post-style ground signs are proposed for the site to direct vehicles into the parking lot and to the drive-thru lanes. All three signs are the same in size and design, but have different informational panels. The sign panels measure 24”W X 21”H and have an overall height of 42”. Please refer to Sign Plan Sheet #9, #10, & #11 for details.

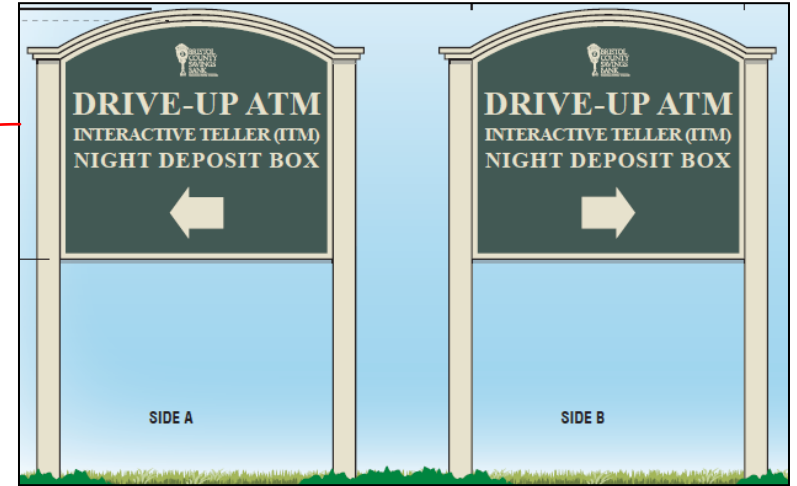
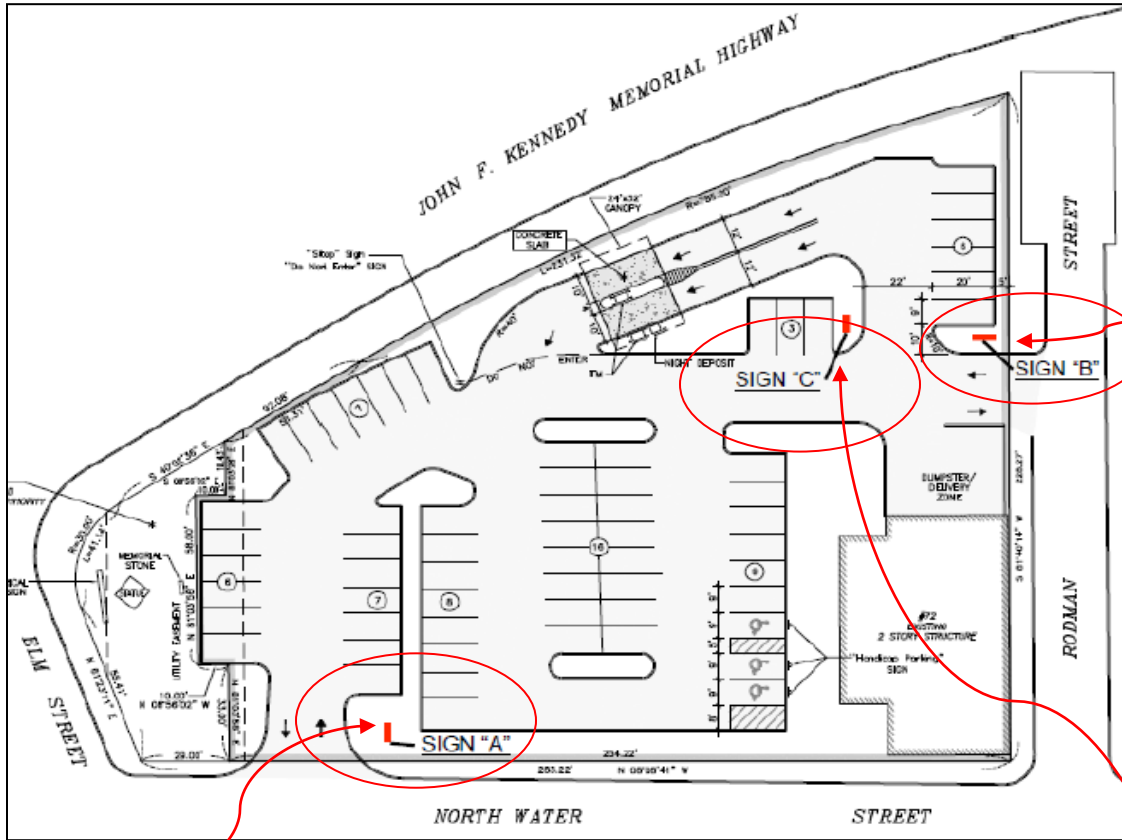


ATM Signage

The applicant is proposing the addition of a graphic image to the lower half of the ATM machines. The graphic is digitally printed on styrene film and applied to the machine. The machines measure 30”W X 59” H and the graphic logo will measure 30”W X 22” H. Please refer to Sign Plan Sheet #12 for details.



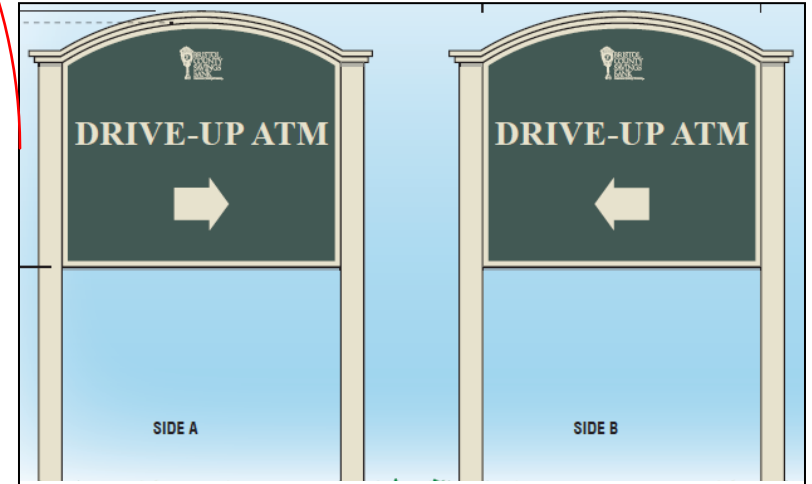
KEYED SITE MAP FOR PARKING LOT DIRECTIONAL SIGNAGE



SIGN B



SIGN A



SIGN C

FOR BOARD MEMBER CONSIDERATION: In 2006, the NBHC formulated and adopted a policy, *The Priority of Historic Structures*, in which all structures within the District were ranked according to their level of historical and architectural significance. The purpose of this ranking is to apply the suitable and consistent standard of review, documentation, and treatment for each individual property.

The Rodman Candleworks is considered a “Priority 1” structure, as it is individually identified in the National Historic Landmark nomination for the District and is classified as “mission essential” in the New Bedford Whaling National Historical Park’s enabling legislation.

Due to the Candlework’s level of historical and architectural significance, the National Park Service, within its Historic Structures Report, recommends that the treatment approach for the structure is **preservation** as it is defined in *The Secretary of the Interior’s Standards for the Treatment of Historic Properties*.

In addition, the Massachusetts Historical Commission holds a Preservation Restriction on the Rodman Candleworks which is in place to ensure the preservation of the architectural and historical integrity of the building.

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.
 - 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 RECOMMENDATIONS:

BUILDING SIGNAGE: All of the proposed building signs’ material and design compliments the architecture of this significant resource and great care should be taken with their installation. Staff recommends the approval of the additional proposed building signage.

ITM SIGNAGE: The addition of the styrene wrap with the bank logo on the ITM softens the harshness of the metal box, is minimal in size and has limited visibility due to its location within the drive-thru structure. Staff recommends the approval of the proposed ITM logo signage.

DIRECTIONAL SIGNAGE: As a means to direct both vehicular and pedestrian traffic, well placed and easy to read directional signage can help direct traffic, control parking and point visitors in the right direction. However this type of wayfinding aid also has the potential to create visual clutter.

Overall, the proposed directional signage matches the previously approved building signage in its materials and colors, and the size and height is appropriate for the site and the District.

Proposed SIGN A is located at the N Water Street driveway, contains the bank's logo, and appears to direct vehicles into the parking lot. Staff finds that this sign not necessary due to the abundance of building signage, overall, the absence of signage at parking lot entries on the part of the building's other major tenant, Carmine's restaurant, and the presence of an opportunity for the bank to place signage on the existing pylon sign at Elm Street and Route 18. Furthermore, according to City Ordinance, the registered trademark of a specific product shall occupy no more than twenty-five (25) percent of the area of a sign face. Staff does not recommend the approval of this particular sign.

Proposed SIGN B is located at the Hamilton Street driveway and provides direction to the preferred entry to access the ATM drive-thru. This sign is double faced, which is unnecessary, as Hamilton Street terminates after the driveway. Staff recommends making this sign single faced and approved as such.

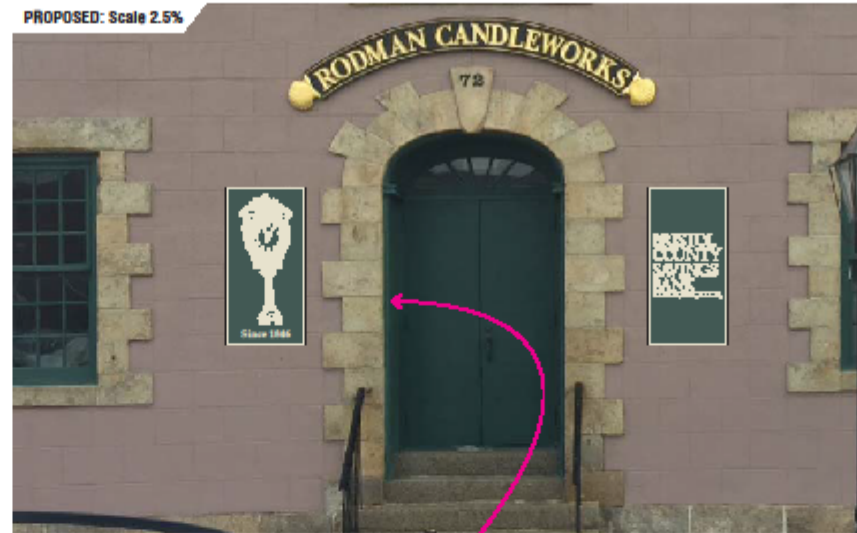
Proposed SIGN C is located within the parking lot, but is visible from the public way. This double faced sign's purpose is to direct vehicles to the ATM drive-thru. The drive-thru is a prominent stand-alone structure with an abundance of signage. The clear sight-lines and visibility of the drive thru negate the need for additional directional signage and therefore Staff does not recommend the approval of this sign.

The proposed single post pedestrian directional sign located within the parking lot near the stairway is appropriate and Staff recommends its approval.

Hours of Operation Sign - West Entry (Union Street)

Quantity: TBD single-sided
Size: 12"W x 12"H
Material: 2" thick, high density urethane foam
Graphics: all routed graphics 1/2" deep, paint filled routed graphics & border: BM Tarrytown Green HC-134, painted background: BM Lancaster White PM-31
Installation: Mounted flush to wall with studs concealed

Quantity: 1



INSTALL LOCATION: Scale NA

99343

Version 20
08-28-17

Bristol County
Savings Bank
Historic District
New Bedford, MA

New Location
Design Proposal



170 Liberty Street
Brockton, MA 02301
508-580-0094

SALES REPRESENTATIVE
Chrissy Ripley
PROJECT MANAGER
Lindsey Collyer
ACCOUNT COORDINATOR
Sheila Walsh
DESIGNER
MR

SCALE 50%

SHEET
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Exterior Signs - Near Carmine's	
Quantity:	(2 total) 1 each single-sided
Size:	11.5"W x 8.5"H
Material:	TBD
Graphics:	faux gold leaf vinyl
Installation:	installation location tbd



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Quantity: 1



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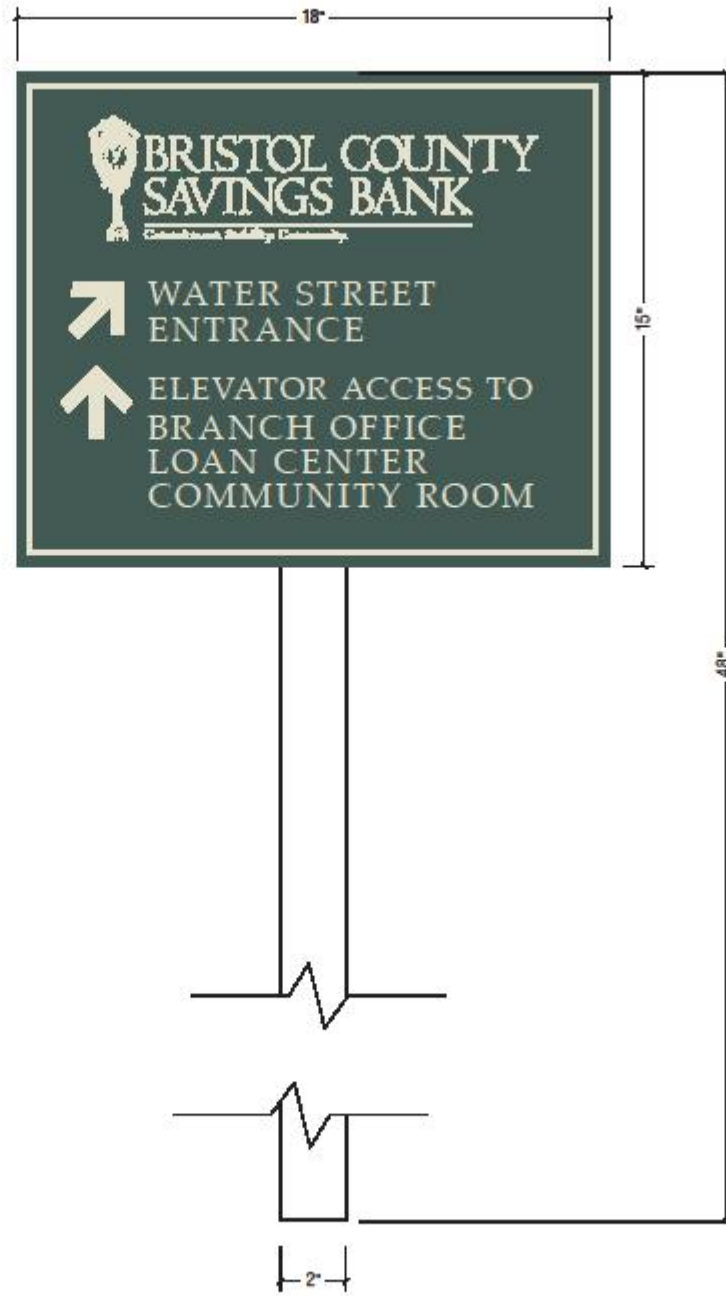
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Sign with Post

Quantity: 1 single-sided
Size: 18"W x 15"H
Material: .080 aluminum panel
Graphics: painted BM Tarrytown Green HC-134; with BM Lancaster White PM-31 graphics
Installation: aluminum panel mechanically fastened to 2" square aluminum tube post, 48"H (painted white)

INSTALL LOCATION: Scale approximate 5%



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Post and Panel - SIGN A	
Quantity:	1 Double-Sided Post & Panel
Panel Size:	24"W x 21"H
Material:	"U" channel frame w/ .080 alum faces & 1/2" thk. decorative white PVC (2 layer) top & post covers, painted BM Lancaster White PM-31
Graphics:	painted faces to match BM Tarrytown Green HC-134 w/ graphics to match BM Lancaster White PM-31
Posts:	2" square aluminum posts painted to match BM Lancaster White PM-31 Height above grade: 42" / Depth below grade: 24"
Installation:	remove existing & replace with new, direct burial with concrete footing



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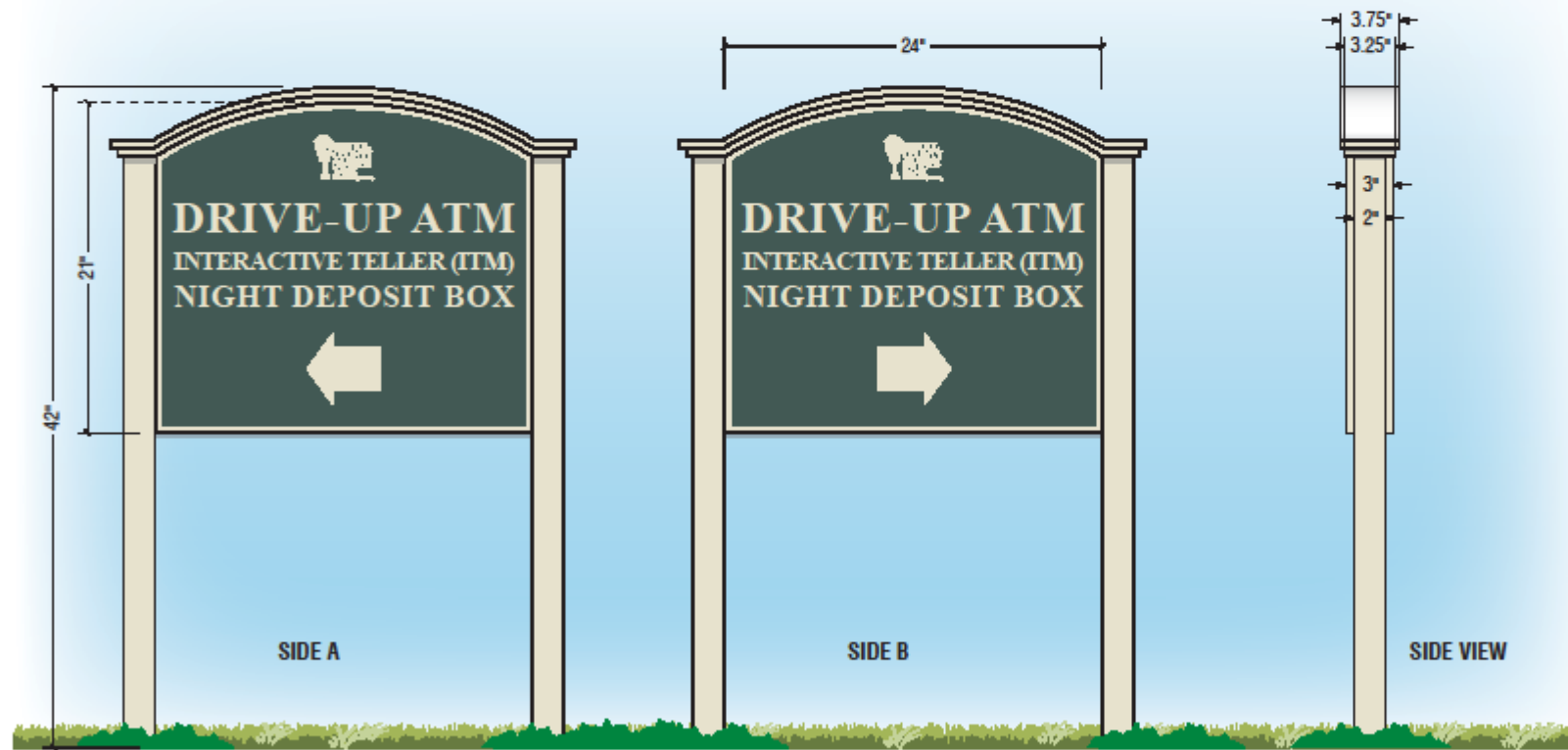
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Post and Panel - SIGN B	
Quantity:	1 Double-Sided Post & Panel
Panel Size:	24"W x 21"H
Material:	"U" channel frame w/ .080 alum faces & 1/2" thk. decorative white PVC (2 layer) top & post covers, painted BM Lancaster White PM-31
Graphics:	painted faces to match BM Tarrytown Green HC-134 w/ graphics to match BM Lancaster White PM-31
Posts:	2" square aluminum posts painted to match BM Lancaster White PM-31 Height above grade: 42" / Depth below grade: 24"
Installation:	remove existing & replace with new, direct burial with concrete footing



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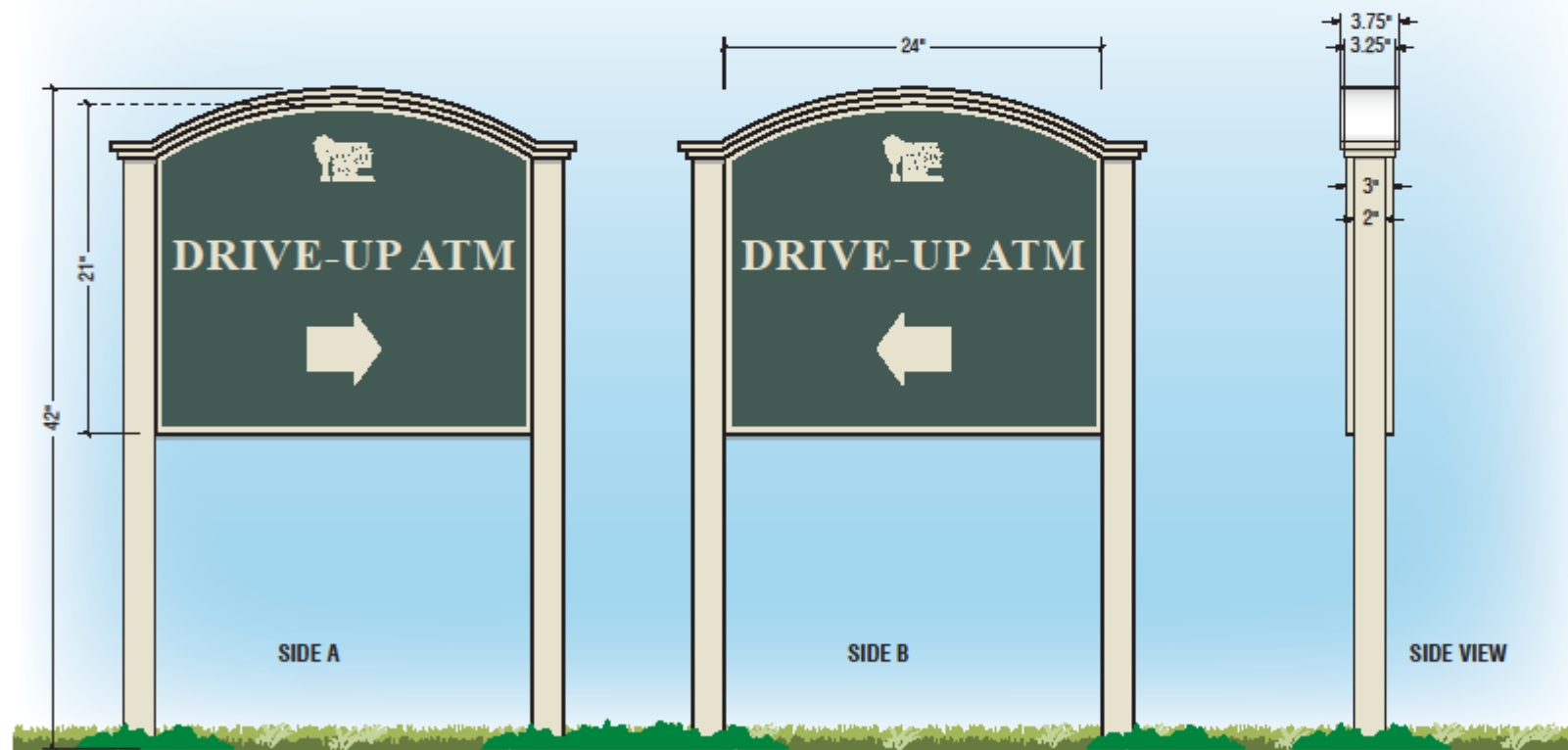
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Post and Panel - SIGN C	
Quantity:	1 Double-Sided Post & Panel
Panel Size:	24"W x 21"H
Material:	"U" channel frame w/ .080 alum faces & 1/2" thk. decorative white PVC (2 layer) top & post covers, painted BM Lancaster White PM-31
Graphics:	painted faces to match BM Tarrytown Green HC-134 w/ graphics to match BM Lancaster White PM-31
Posts:	2" square aluminum posts painted to match BM Lancaster White PM-31 Height above grade: 42" / Depth below grade: 24"
Installation:	remove existing & replace with new, direct burial with concrete footing



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INTERACTIVE TELLER MACHINE SIGNAGE

ITM Styrene Graphics	
Quantity:	1 single-sided
Size:	31"W x 28"H
Material:	.090 Styrene
Graphics:	digitally printed (uv)
Lamination:	3M matte lam
Finishing:	cut to size
Installation:	VHB tape on back for install

ITM Vinyl Graphics	
Quantity:	1 single-sided
Size:	30 7/16"W x 20"H
Material:	PVC Removable
Graphics:	digitally printed (latex)
Lamination:	3M matte lam
Finishing:	cut to size
Installation:	center on bottom part of ITM

Quantity: 1



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