



# City of New Bedford

## Department of Planning, Housing & Community Development

608 Pleasant St, New Bedford, Massachusetts 02740  
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**PATRICK J. SULLIVAN**  
DIRECTOR

## STAFF REPORT

### NEW BEDFORD HISTORICAL COMMISSION MEETING March 6, 2017

**LOCATION:** 70 N Second Street (Map 53, Lot 96)

**APPLICANT:** Poyant Signs

**OWNER:** Oz LLC

**OVERVIEW:** The installation of signage was undertaken without the issuance of a certificate. A Certificate of Appropriateness is required for exterior alterations or new construction visible from a public way.

**EXISTING CONDITIONS:** The Haile Luther House was constructed c. 1840 at the southeast corner of Acushnet Avenue and Grinnell Street (south of the District), and moved by WHALE to its current location at the southeast corner of North Second and Elm streets in 1977 to protect it from demolition. The property underwent a major restoration from 2014–2015 for which it received a Certificate of Appropriateness. Signage was recently installed without a Certificate of Appropriateness.

**PROPOSAL:** The property owner has installed new signage which consists of a double-face, non-illuminated, ground sign located at the property's corner, within the fencing, installed at a 45 degree angle to be visible from N Second and Elm Streets. In addition, two sign plaques have been installed, one on the building façade, adjacent to the entry, and one on a granite post.



Ground Sign



Sign Plaques

The ground sign is constructed of high density urethane, painted black with white print. It is attached to two, 2" X 2" square aluminum poles, painted gray. The sign plaques are composed of 1/8" thick zinc with a black background and white raised text. The building plaque is mounted onto the building's clapboard and the granite post plaque is mounted with blind studs and silicone. See attached **Sign Specifications** for further detail.

**FOR BOARD MEMBER CONSIDERATION:** The ground sign requires approval by the Planning Board. Staff recommends that if approved, the NBHC may wish to condition the approval such that any modification arising from a future Planning Board action shall be reviewed by staff to determine whether a modification of the Certificate of Appropriateness is necessitated.

**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:**

**GROUND SIGN:** The ground sign panel’s dimension and overall height is in scale to the building and staff recommends its approval.

**GRANITE POST PLAQUE:** It is unfortunate that historic fabric has been altered to accommodate the plaque, however due to its current installation, staff recommends its approval.

**WALL PLAQUE:** Prior to the property’s rehabilitation, two wall plaques were in place commemorating the history of the building. A New Bedford Preservation Society Plaque and a Waterfront Historic Area League plaque documented the building’s original owner, date of construction, and building’s relocation to the site. These plaques have been removed. In their place, a new wall plaque has been installed with the business name and the year the business moved into the property.

Staff recommends that the Commission consider asking the property owner to relocate the new wall plaque to a less prominent location and reinstall the previously existing historic plaques. The new plaque creates a false sense of historical development and is incongruous to the site and the District. According to the Secretary of the Interior’s Standard for Rehabilitation: *“Each property will be recognized as a physical record of its time, place, and use.”*



**Previously existing commemorative wall plaques**



**Newly installed wall plaque**





**A** Photo Comp - Existing  
Not to Scale



**B** Photo Comp - Proposed  
Not to Scale

\* Sign to be placed at 45° angle to street.

**Poyant**  
Making Your Vision Real

125 Samuel Barnett Boulevard  
New Bedford, MA 02745  
800.544.0361 | poyantsigns.com

**Whelan Associates**


70 North Second Street  
New Bedford MA

Project: 11420  
Whelan Associates

Sales: Stephanie Poyant Moran  
Date: 09.27.16  
Designer: JST

**Note:**  
This is an original unpublished drawing created by Poyant Signs, Inc. It is submitted for your personal use in connection with a project being planned for you by Poyant Signs, Inc. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied or exhibited in any fashion until transferred.

**Revisions:**  
10.28.16 JST Added to plot

 The sign is intended to be installed in accordance with the requirements of Article 100 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Approved By:

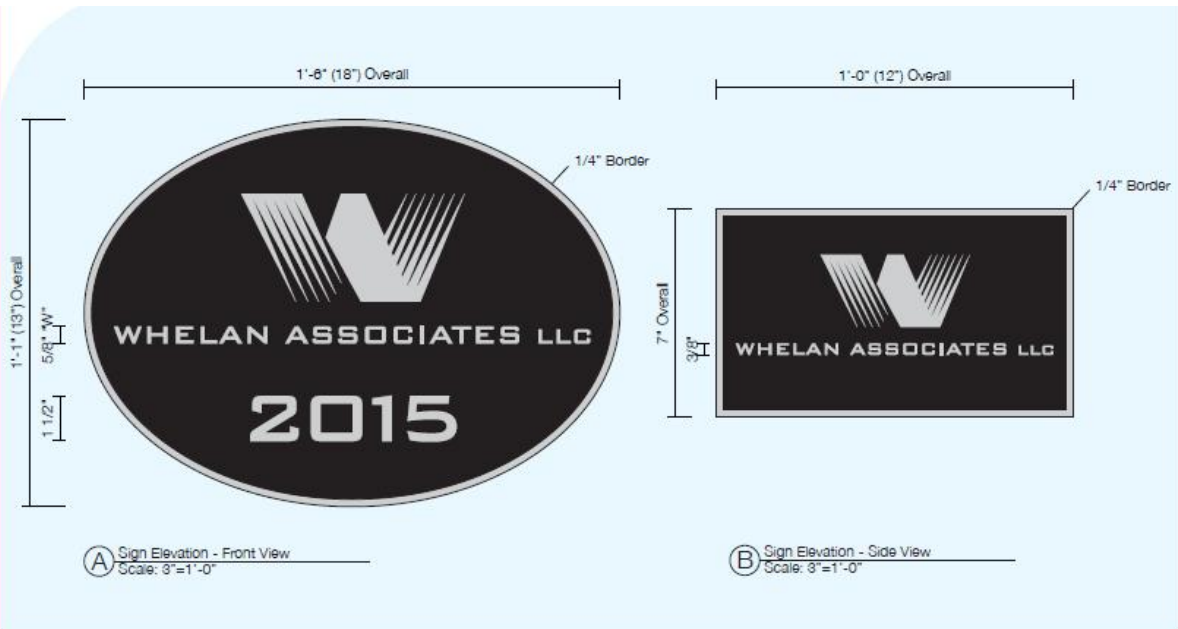
Date:

Pylon Sign

Option D

Sign Type 11420\_1D

1D.2



**Specifications**  
Qty = 2, 1 of each  
18" = 1.62 Sq Ft  
12" = .72 Sq Ft

**Single Face Non Illuminated Building Plaques**

- 1/8" Thick Zinc Plaques with horizontal brushed grain
- Text and border to be raised
- Background to be black leatherette texture
- 18" plaque to be blind stud mounted into buildings clapboard fascia with studs and silicone as required
- 12" plaque to be blind stud mounted into granite post with studs and silicone as required

\* Patterns required for both plaques

**Colors & Materials**

**Texture**  
Black leatherette finish - Example Only, Not to Scale

**Poyant**  
Building Your Brand

125 Samuel Barnett Boulevard  
New Bedford, MA 02745  
800.544.0961 | poyant signs.com

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**Revisions:**

10.26.16	JST	R1	change shape
11.09.16	JST	R2	Revised 2016 adjusted size of plaque accordingly
11.15.16	JST		Adjust Shape
11.29.16	JST		Rev 2

This sign is intended to be installed in accordance with the requirements of Article 405 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Approved By: \_\_\_\_\_  
Date: \_\_\_\_\_  
Building Plaque  
Option A

Sign Type 11420.2A-R2 2A.1  
1 of 1



**C** Photo Comp - Existing  
Not to Scale



**D** Photo Comp - Proposed  
Not to Scale