



City of New Bedford

Department of Planning, Housing & Community Development

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STAFF COMMENTS

NEW BEDFORD HISTORICAL COMMISSION MEETING December 7, 2015

LOCATION: 35 Union Street

APPLICANT: Jay Lanagan

OVERVIEW: The storefront at 35 Union Street is being redeveloped into a restaurant named Cultivator Shoals. The main entrance to the restaurant will be located on the west façade of the building to accommodate universal accessibility requirements. Changes to the exterior façade and new signage are required and requested, respectively, to accommodate the new use.

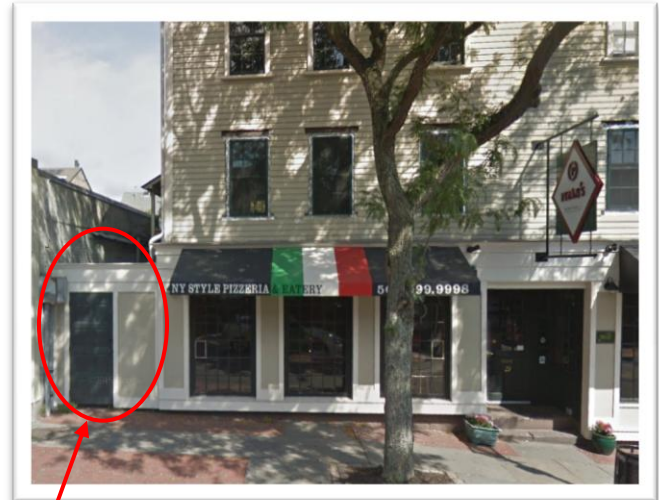
EXISTING CONDITIONS: The subject storefront has been vacant for the last two years and the previous exterior signage and awnings removed. A false wall façade with a matching cornice and an entry door was constructed several years ago to block public access to the alleyway on the west side of the building which also accesses the upper floor entrance.

PROPOSAL: The applicant proposes to remove the false façade which currently exists in order to allow access to the main entrance door of the new restaurant. The false wall façade will be set back approximately six feet to block public access to the upper floor entrance.

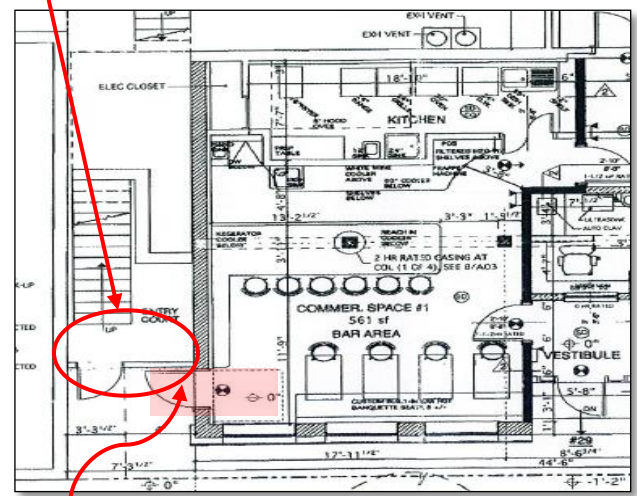
A new bracketed blade sign is proposed to be installed on Union Street near the west façade entrance. The sign is painted wood, with its edges wrapped in black metal. Its dimensions are 31" W X 35" H. It will be hung with a simple black metal bracket with two wall mounted light fixtures.

STATEMENT OF APPLICABLE GUIDELINES: The Bedford Landing District Design Guidelines state the following:

- 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



False façade to be removed and set back.



Main Entrance to Storefront Restaurant

architecture without creating visual clutter and which reflects the historic use of signage in the District.

- 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.

FOR BOARD MEMBER CONSIDERATION: The false façade which will be set back consists of a wall, cornice and single door entry, and will utilize the same materials.

STAFF RECOMMENDATION: The removal and relocation of the false wall façade will not adversely affect the main building’s façade. The sign dimensions are appropriate for the location and will be hung in such a manner as to not cause harm to the historic fabric of the building and the exterior sign lighting is unobtrusive. For these stated reasons, the façade modification and the new signage should be approved and granted a Certificate of Appropriateness.



Proposed Sign



Relative Scale of Proposed Signage



Proposed Sign Location



Proposed Sign Lighting