



CITY OF NEW BEDFORD DEPARTMENT OF CITY PLANNING

133 William Street • Room 303 • New Bedford, MA 02740
508-979-1488 • www.newbedford-ma.gov

Historical Commission

TO: City of New Bedford Planning Board
FROM: Anne Louro, Preservation Planner and Historical Commission Secretary
DATE: February 9, 2021
RE: 115 Coggeshall Street – Special Permit Review/Design Standards

The Host Community Agreement (HCA), is a negotiated agreement between the City and a Marijuana Establishment, setting forth the agreed upon terms to operate within the City. These terms include **Design Standards** for the facility.

The terms of the HCA Agreement, which specify the Design Standards, can only be waived by written amendment executed by all the parties of the agreement.

The HCA dictates that establishments utilizing a historic building must follow the **Design Guidelines of the 40C Bedford-Landing Historic District**. The project at 115 Coggeshall Street will be located in the circa 1910 former office building of the former Bennet Mills.

Certain elements of the proposed application do not meet the HCA Design Standards and/or the 40C Bedford Landing Design Guidelines.

BUILDING MATERIALS: The applicant is proposing a fiber cement board for the addition siding and a metal and glass storefront system for the main entrance.

HCA REQUIREMENT	COMMENT
Use high quality, traditional materials that weather naturally on the exterior of the building to reflect regional building traditions. Alternatively, incorporate low-reflective, neutral, and earth tones to retain the subtle character of the region's traditional materials. In areas not visible from regional roadways or distinctive community districts, use of nontraditional materials, forms, and site designs may be appropriate. In such areas, maintenance of adequate landscape buffers on the subject property shall be required to ensure that the proposed development is screened from view. <i>Metal and vinyl siding are prohibited.</i>	The use of non-traditional materials is acceptable as painted fiber cement board mimics wood. The applicant proposes to paint the material black.
40C DESIGN GUIDELINES	COMMENT
Create meaningful juxtapositions with the existing context. Use of materials similar to those in the district or on the block, including similar color. Use of materials in a manner that creates details, incorporates textures or small scale elements that give buildings a three-dimensional character and a “human scale”	The use of non-traditional materials differentiates the new addition from the historic building. Painted fiber cement board mimics wood.

FAÇADE VARIATION: The applicant is proposing a vertical board and batten siding for the one story addition façade.

HCA REQUIREMENT	COMMENT
If a building facade is more than 50 feet in length, it shall include a minimum of 10 feet of variation in the building footprint (setback or projection in the building wall) for every 50 feet of facade length, and related changes in the roofline in order to reduce the apparent mass of the building.	The west façade of the new addition is in excess of 50 feet in length and does not offer variation or rhythm.
40C DESIGN GUIDELINES	COMMENT
Inclusion of architectural elements that divide facade into intervals that maintain a pedestrian friendly scale.	The use of varying materials, panels, and/or distinct projections would break up the length of this flat façade.

SIGNAGE: The applicant is proposing a cut-letter sign above the north main entrance canopy. A blade sign is proposed to be attached to the historic building façade along Coggeshall Street.

HCA REQUIREMENT	COMMENT
Ground mounted, pylon, internally lit and/or flashing signs shall not be permitted. Wall signs shall be limited in size to be read at a pedestrian scale. The size and color of all signs shall be in scale and compatible with the surrounding buildings and street. When more than one sign is used, the graphics shall be coordinated to present a unified image. All signage shall, at a minimum, be subject to requirements of New Bedford Code of Ordinances S. 3200 and Cannabis Control Commission. In the event of any conflict between said requirements and this Agreement, the more restrictive requirement shall prevail. Logos shall be tasteful and ambiguous in nature. All proposed signage (Wall, ground, blade, or otherwise) is subject to administrative approval by the Planning department.	The sign above the main entrance fits the context of materials and scale of the new modern glass storefront. The proposed blade sign on the Coggeshall Street historic facade is three dimensional and nearly 8' in height. It is not at pedestrian scale.
40C DESIGN GUIDELINES	COMMENT
Signs should complement the architecture or site where they are placed. The overall goal is to create signage which complements the architecture without creating visual clutter. The size and shape of the sign should be proportionate with the scale of the structure.	The three dimensional nature of the blade sign does not compliment the historic façade and is disproportionate in scale to the historic building.

FAÇADE VARIATION

The Preservation Planner suggests that the west façade of the new one story addition incorporate a variety of material textures and/or panels to achieve the desired façade variation and rhythm.

SIGNAGE

The proposed blade sign on the Coggeshall Street historic façade is not at pedestrian scale, nor in scale with the building.
The proposed blade sign does not meet the requirements of the HCA or the 40C Design Guidelines.