



**CITY OF NEW BEDFORD  
DEPARTMENT OF CITY PLANNING**

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## STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

May 3, 2021

**CASE # 2021.06: CERTIFICATE OF APPROPRIATENESS**  
30 N Water St (Map 53 Lot 223A)

**OWNER**

**APPLICANT:** 3030 Vision, LLC  
30 Centre St, Unit 1  
New Bedford, MA 02740

**OVERVIEW:** 3030 Vision, LLC has recently purchased the property and opened a new business on the ground floor and is seeking signage on an existing bracket.



**EXISTING CONDITIONS:** A curved wrought iron type metal bracket exists over the storefront's main entrance located on N Water Street and can accommodate the proposed blade sign.

**PROPOSAL:** The applicant is seeking to hang a non-illuminated sign on an existing bracket above the N Water Street entrance. The sign will be painted high density urethane foam and measure 32" W X 24 "H X 2" thick.

**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.

**STAFF RECOMMENDATION:** The proposed signage is appropriate for the building and meets the standards of the District.