



PATRICK J. SULLIVAN
DIRECTOR

City of New Bedford
Department of Planning, Housing & Community Development
133 William St, New Bedford, Massachusetts 02740
Telephone: (508) 979.1488

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

December 10, 2018

CASE # 2018.32: CERTIFICATE OF APPROPRIATENESS

13 Centre Street (Map 53 Lot 187)

OWNER:

Tallman Associates
13 Centre Street
New Bedford, MA 02740

APPLICANT:

Theresa Duarte
TD Tax & Accounting LLC
13 Centre Street
New Bedford, MA 02740



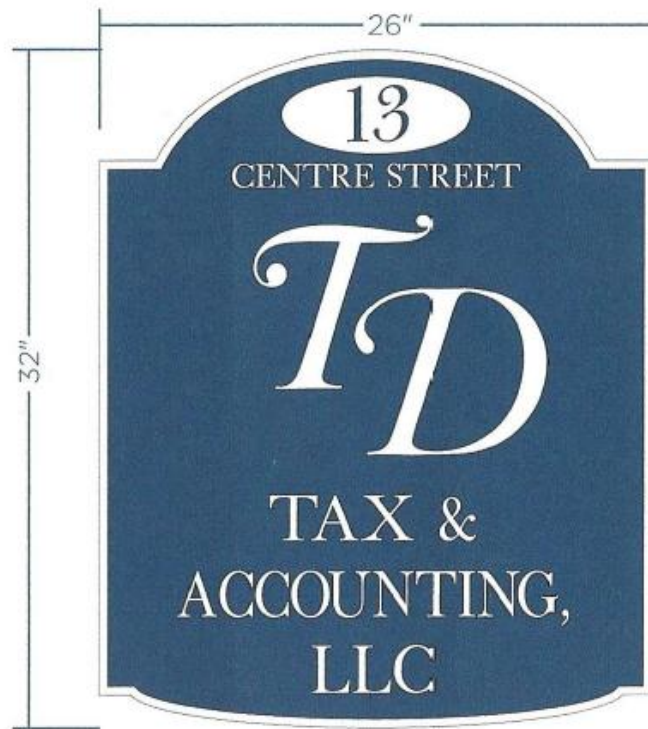
OVERVIEW: The applicant is a new first floor tenant seeking to install non-illuminated signage and an awning.

EXISTING CONDITIONS: The circa 1790–1800 Tallman/Russell Warehouse is located at the northwest corner of Front Street and Centre Streets. It is a three-story, six-bay-by-three-bay, side-gable, painted brick warehouse on a granite foundation. Fenestration consists of twelve-over-twelve and six-over-six double-hung sash windows with stone sills and lintels. The majority of openings in the west half of the building, along the south and west elevations, are filled in and painted black. The east elevation has four loading doors that run vertically down the center of the wall. The first story of the building is accessed by doors in the center of the east elevation, the eastern half of the south elevation, and the east end of the west elevation.

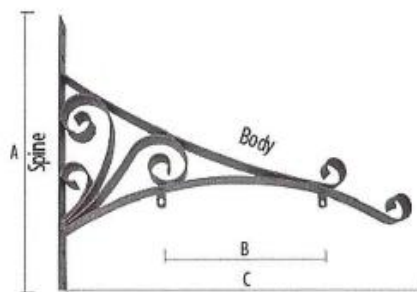
The only sign elements which currently exist on the building are historic replications of street signs at the building's corner and a bronze plaque commemorating the location of the launching of the first whaling ship, *Dartmouth*, in New Bedford in 1767.

PROPOSAL: The applicant is proposing two options for consideration. Option #1 would consist of a double sided blade sign at the Centre Street entrance with an awning above the Front Street entrance. Option #2 would consist of a blade sign at the Centre Street entrance and a wall sign above the Front Street entrance.

All signage is 3/4" thick PVC painted with 3m white vinyl lettering. The paint is *One Shot* sign enamel in the color "Brilliant Blue". The proposed awning is a shed-style, colored blue with white lettering.



Hanging Sign
Scale: NTS



Hanging Sign Bracket
Scale: NTS

- A) 28"
- B) 16 1/2"
- C) 36"

Hanging Sign Specs

Sq Ft = 5.78

- 26" x 32" x 3/4" PVC sign material
- Sign to be painted dark blue w/ white copy vinyl
- Sign to be secured to 36" Newport scroll bracket
- Sign bracket to be mounted to wall with 4 mounting bolts



Existing Photo
Scale: Not To Scale



Proposed Photo
Scale: Not To Scale



Proposed Front Street Wall Sign Above Entry Door



Proposed Awning Above Front Street Entry Door

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.

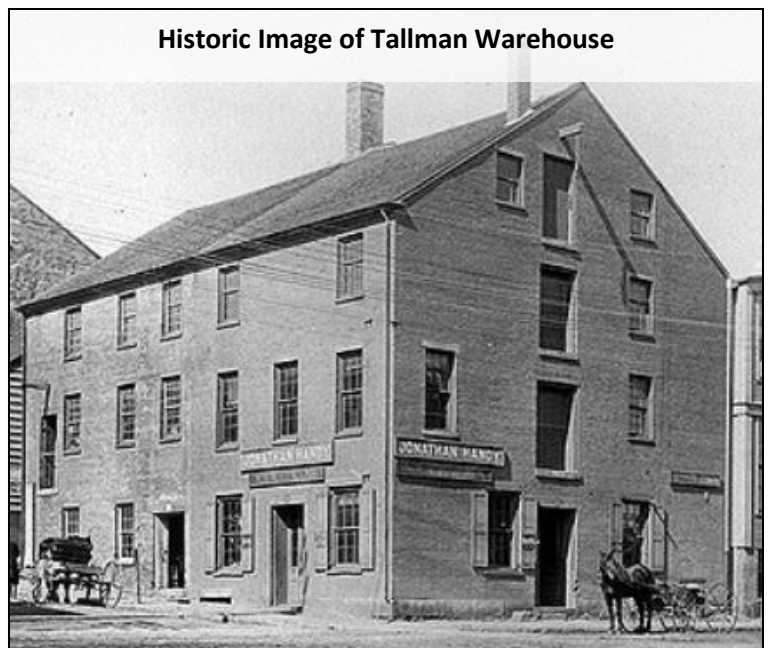
AWNINGS AND CANOPIES: Awnings must be installed in such a manner as to not obscure significant architectural detail and the installation shall not create damage or loss of fabric. All such awnings or shades shall be supported from above, and shall not be less than eight (8) feet above the level of the sidewalk over which they are placed, and shall not reach within twenty-four (24) inches of a line perpendicular to the outer edge of the curbing of said sidewalk. The length of the awning should be restricted to the width of the doorway, storefront or window opening; awnings should not continue over decorative piers. The vertical and horizontal dimensions should be proportional to the overall projection of the awning.

MATERIALS AND COLORS

Awnings should be canvas or canvas-like appearance and colors should be compatible with the building. SIGNAGE Lettering and graphics may be installed on awning valances; sizes should be proportional to valance dimensions.

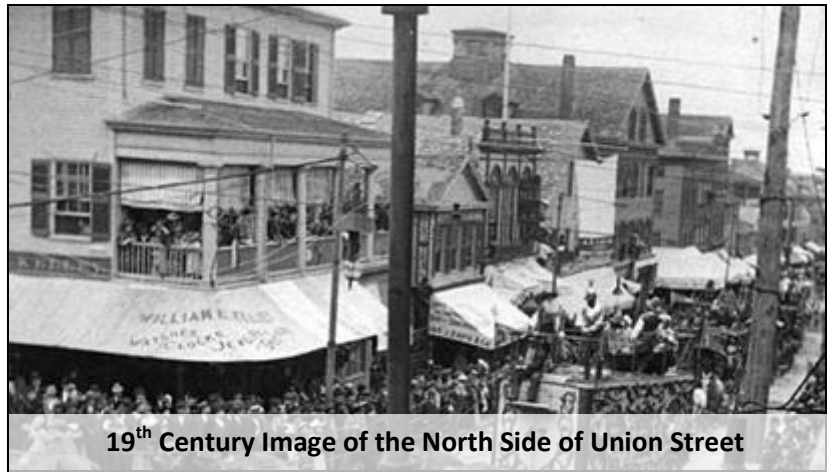
PHOTOGRAPHIC DOCUMENTATION

Historic photographs and drawings are a primary documentary resource used to determine an earlier awning configuration. Photographs have the benefit of providing information about the covering, such as stripe pattern, valance type, and lettering. When photographs indicate that the historic character of a building was defined in part by awnings, it is appropriate to install new awnings that replicate their appearance.



STAFF RECOMMENDATION: The use of awnings on storefronts was prevalent in the 19th century and photographic documentation of New Bedford's downtown demonstrates the popularity of storefront awnings.

Warehouse and industrial buildings did not typically use awnings and there is no photographic evidence that the Tallman Warehouse ever had an awning. Staff does not recommend the approval of the proposed awning as it would provide a false sense of the building's original use as a warehouse.



19th Century Image of the North Side of Union Street

The proposed signage is appropriate for the building. Staff recommends the approval of the signage and the issuance of a Certificate of Appropriateness with the condition that the signage bolts be mounted within the masonry mortar.