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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

September 10, 2018

CASE # 2018.26: CERTIFICATE OF APPROPRIATENESS
11 William Street (Map 53 Lot 105)

OWNER/ 11 William Street Real Estate
APPLICANT: 60 N Water Street
New Bedford, MA 02740



11 William Street looking west from N Water Street

OVERVIEW: The property has been recently leased by a new business seeking to replace the current signage on the exterior of the building.

EXISTING CONDITIONS: 11 William Street, often referred to as the “Hiller Printing Building” at the northwest corner of William and N Water Streets, was constructed in 1948 and is a non-contributing building within the District. The one-story, rectangular, stuccoed masonry building has a flat roof and a poured concrete foundation. In 1961, the windows along the east and south elevations were filled in with concrete and glass blocks. The west elevation contains four- and six-light fixed windows with plain surrounds. A large asphalt parking lot surrounds the building on the west and north.

PROPOSAL: The applicant is proposing new signage consisting of one (1) non-illuminated projecting sign and four (4) non-illuminated wall signs. The proposed projecting sign will resurface the existing sign face and use the existing bracket. The sign face material is a flat black vinyl with applied ivory lettering. The four wall signs consist of the business logo only, with no associated lettering. The wall signs are consistent in their size, 24” X 24” and in their materials: 1’ thick PVC, painted gloss black. The wall signs will be applied to the building with Liquid Nails extra strength adhesive and silicone. The location of the wall signs are the upper corner of each of the building’s facades closest to the street. *Please refer to the submitted Sign Specifications for more detail.*



Current and proposed bracket sign
at William Street façade entrance.

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.

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:

Projecting Sign: The proposed projecting sign is utilizing the existing bracket and resurfacing the current sign face. There is no change in size or materials and staff recommends approval.

Wall Signs: The building is located at a street corner, providing two street elevations, and due to the parking lot locations, all of the building facades are visible. In addition to the projecting sign, the applicant is proposing four (4) wall signs, one on each façade; exceeding the District guidelines. The proposed wall sign design, consisting of the business logo, is relatively small and unobtrusive, and the Commission may wish to consider the allowance of all of the proposed wall signs.



Typical wall sign.
Please refer to Sign Specifications for all locations.