



**PATRICK J. SULLIVAN**  
DIRECTOR

## City of New Bedford

### Department of Planning, Housing & Community Development

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# STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

April 2, 2018

#### **CASE #2018.06: CERTIFICATE OF APPROPRIATENESS**

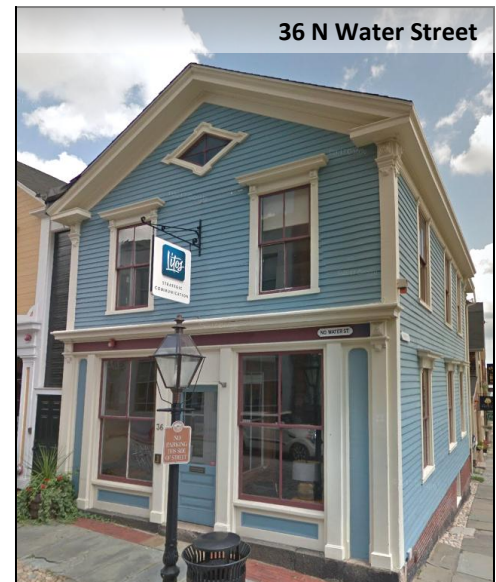
36 N Water Street (Map 53, Lot 182)

**APPLICANT:** Pidalia LLC/ Scott Dubois  
36 N Water Street  
New Bedford, MA 02740

**OWNER:** 36 N Water Realty Trust  
60 N Water Street  
New Bedford, MA 02740

**OVERVIEW:** The applicant, who is a new tenant to the building, is seeking to install signage to the front of the building.

**EXISTING CONDITIONS:** The Burroughs & Cushman Store was constructed c. 1820–1835 as a dry goods store run by Henry J. Burroughs and Timothy R. Cushman. The building fronts the sidewalk and is located on the northeast corner of N Water and Centre Streets. A new tenant has leased the building as office space.



**PROPOSAL:** The applicant is seeking to utilize the existing sign bracket and replace the current blade sign with an image of their business logo. The sign is proposed to be two sided, constructed of 1" thick PVC with high performance vinyl graphics. The size and shape of the proposed sign will remain the same as the existing sign and there is no associated lighting. **Refer to attached sign specifications.**

**STATEMENT OF APPLICABLE GUIDELINES:** *The Bedford Landing District Design Guidelines* state the following relative to this proposal:

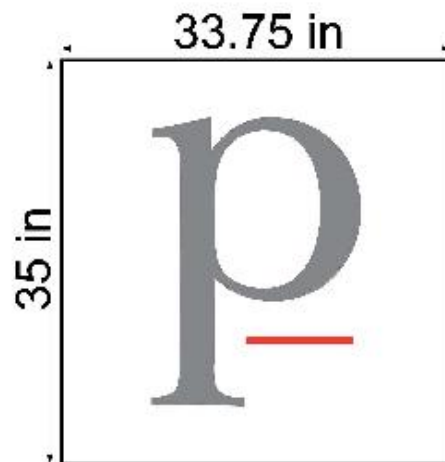
**SIGNAGE:** Signs should complement the architecture or site where they are placed as well as make a positive contribution to the District. The overall goal is to create signage which complements the architecture without creating visual clutter and which reflects the historic use of signage in the District.

- 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 meets the design standards of the district and is appropriate and compatible to the property. Staff recommends the approval of the application and the issuance of a Certificate of Appropriateness.

### 36 N Water Street Sign Specifications

**For:**  
Pidalia  
36 N Water St  
2nd Floor  
New Bedford, MA 02740



EXISTING



PROPOSED



PVC SIGN 1"THICK WITH LOGO HIGH PERFORMANCE VINYL  
SIGN IS TWO SIDED TO HANG ON EXISTING SIGN BRACKETS



**Signature SIGNS**  
Visual Communication

833-C American Legion Hwy  
Westport MA 02790  
P 774-309-3307 / F 774-309-3309  
[mysigns@msn.com](mailto:mysigns@msn.com)