



CITY OF NEW BEDFORD DEPARTMENT OF CITY PLANNING

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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

February 3, 2020

CASE # 2020.01: CERTIFICATE OF APPROPRIATENESS

93 Union Street (Map 53 Lot 154)

OWNER/ Tyler Dechaine, CEO
APPLICANT: Coastal New England Federal Credit Union
93 Union Street
New Bedford, MA 02740

APPLICANT'S Image Signs
AGENT: 126 River Road, New Bedford, MA 02745



OVERVIEW: In November 2019 the applicant changed from St. Anne Credit Union to Coastal New England Federal Credit Union. All of the associated branding has changed, which includes site signage.

EXISTING CONDITIONS: 93 Union Street is a non-contributing one-story, brick- and wood-shingle-clad, L-shaped building constructed in 1970 on a poured concrete foundation. A gable-roofed porte-cochère supported by brick piers projects off the west elevation and serves the drive-up bank teller window and ATM. A large asphalt-paved parking lot surrounds the building on the north, west, and south. Externally illuminated wall signage exists above the south facing entry and an externally lit, double-sided post sign is located on the southern edge of the parking lot on Union Street. Temporary banner wrap signage with the new branding was recently placed over the existing signs.

PROPOSAL: The proposed signage will replace existing locations, are similar in size and will utilize existing illumination methods. The sign materials consist of a 1/8" aluminum backing for stability with applied 1/2" PVC (screwed from the rear) with cut logo and lettering, painted. The wall sign will be installed to the building facade with anchor screws and the post sign will consist of two sign faces applied to each side of the existing posts, anchored from the rear, and the existing gap to be filled with aluminum.

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 meets the District's guidelines and Staff recommends approval and the issuance of a Certificate of Appropriateness.



PRE-EXISTING CONDITIONS- Double-faced post sign and wall sign



CURRENT EXISTING CONDITIONS- Double-faced post sign and wall sign with temporary banner wrap.