



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

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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

April 6, 2020

CASE # 2020.03: CERTIFICATE OF APPROPRIATENESS

31 Union Street (Map 53 Lot 198A)

OWNER: Fuji Real Estate LLC
35 Union Street
New Bedford, MA 02740

APPLICANT: Scuttlebutt Coffee Company LLC
92 Kilburn Street
New Bedford, MA 02740

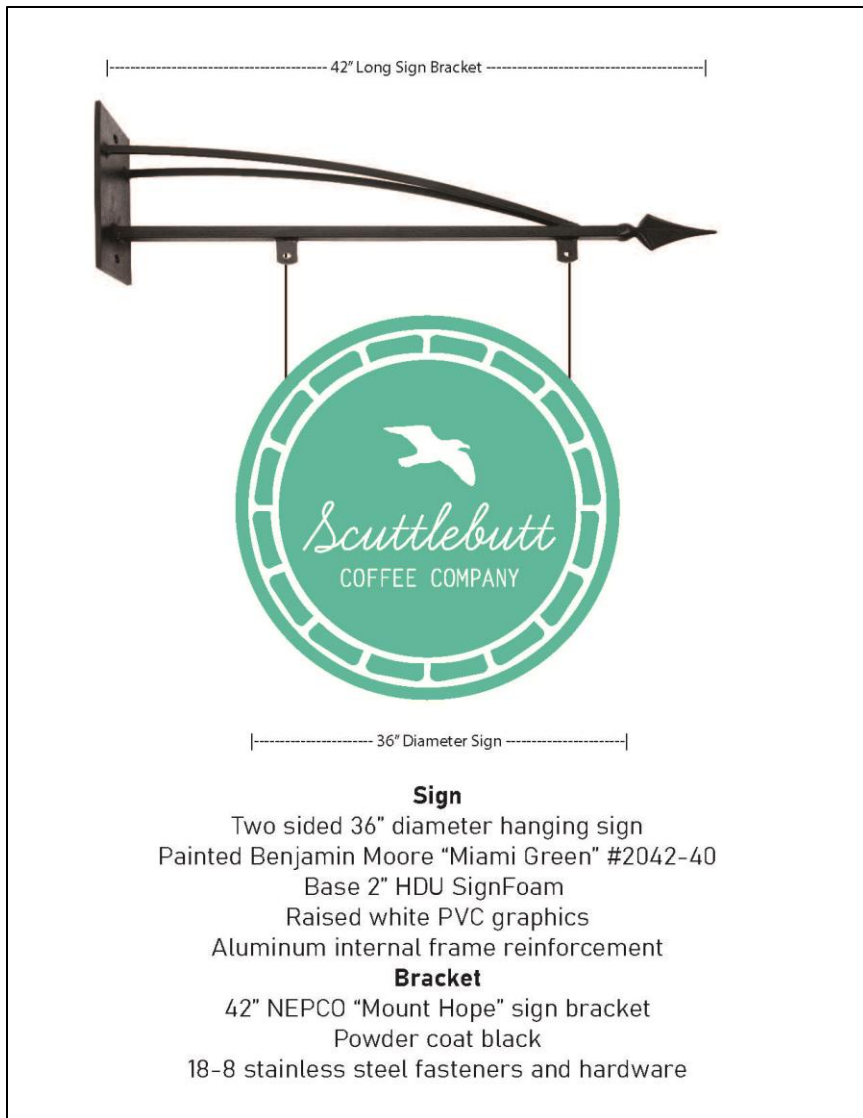


OVERVIEW: The applicant is a new storefront tenant seeking to install non-illuminated signage.

EXISTING CONDITIONS: The Benjamin Taber Double House at 31-35 Union Street was constructed c. 1792 as a double house and raised c. 1828 to make space for storefronts on the first story. The two-and-one-half-story, clapboard-clad, side-gable building sits on a low granite foundation and faces south onto Union Street. Up to recently, the double storefront accommodated two separate businesses. Currently, the entire storefront is being utilized by two businesses sharing the space; Cultivator Shoals Bar and Scuttlebutt Coffee Company. An illuminated double sided blade sign for Cultivator Shoals exist on the west side of the storefront.

PROPOSAL: The applicant is proposing a non-illuminated double sided blade sign with a bracket to be located on the east side of the storefront. The proposed sign is 36" in diameter and is composed of 2" High Density Urethane (HDU), with raised white PVC graphics with an aluminum internal frame reinforcement. The HDU will be painted Benjamin Moore "Miami Green" #2042-20.

PROPOSED SIGNAGE



EXISTING CONDITIONS



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 Staff recommends the approval of the signage and the issuance of a Certificate of Appropriateness with the condition the bracket be installed within the corner board, similar to the Cultivator Shoals sign to the west.