



CITY OF NEW BEDFORD DEPARTMENT OF CITY PLANNING

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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

August 3, 2020

CASE # 2020.17: CERTIFICATE OF APPROPRIATENESS

48 N Water Street (Map 53 Lot 179)

OWNER: John Meldon
48 N Water Street RE Trust
60 N Water Street
New Bedford, MA 02740

APPLICANT: Flynn, Wirkus, Young, PC
48 N Water Street
New Bedford, MA 02740

APPLICANT AGENT: Village Signs, Inc
94 Marion Rd
Mattapoisett, MA 02739



48 N Water Street

OVERVIEW: The first floor tenant is seeking to install non-illuminated signage.

EXISTING CONDITIONS: The circa 1832 William J. Rotch building is located on the southeast corner of North Water and Hamilton Streets. The two-and-one-half-story, end-gable building is clad in painted clapboards with plain corner boards and has a stone foundation. The doorway centered in the west elevation is filled with a two-light, two-panel wood door with a two-light sidelight that is topped by a plate glass transom and surrounded by a Greek Revival entablature. Fenestration consists of six-over-six double-hung sash and four-light fixed sash with wood sills and flared wood lintels. A fanlight is centered in the peak of the west gable.



Previously applied window signage

In 2018, the applicant received a Certificate for vinyl window signage applied to the first floor windows on the west façade as well as on the glass panel of the entry door.

PROPOSAL: The applicant is proposing a non-illuminated double sided blade sign with bracket to be located on the storefront façade. The proposed sign is 18" X 40" in size and is composed of 2" High Density Urethane (HDU), V- grooved carved, painted black with 23K gold leaf lettering. Sign to be mounted on a 42" black metal bracket centered above the entry.

PROPOSED SIGNAGE



Hanging Sign
Scale: NTS

Sign Specs

- 18" x 40" x 2" urethane sign material double sided
- Sign to be v-grooved carved
- Background color painted black
- Copy to be 23k gold leaf
- Sign to be mounted to 42" Mount Hope hanging bracket; Bracket to be securely mounted to building fascia with correct hardware.



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.

WINDOW SIGNAGE

Signage placed within windows for advertising is not permitted. Stencils with hours of operation and business names are permitted.

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.