



CITY OF NEW BEDFORD DEPARTMENT OF CITY PLANNING

133 William Street • Room 303 • New Bedford, Massachusetts 02740
(508) 979-1488 • www.newbedford-ma.gov

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING

December 5, 2022

CASE # 2022.38: CERTIFICATE OF APPROPRIATENESS

19 Centre Street (Map 53 Lot 185)

OWNER: Harriet Didreksen, Trustee
13 Centre Street
New Bedford, MA 02740

APPLICANT: Poyant Signs
125 Samuel Barnet Blvd
New Bedford, MA 02745



OVERVIEW: The applicant is proposing the installation of a non-illuminated double sided blade sign above the building's west entrance on Centre Street.

EXISTING CONDITIONS: The circa 1790–1800 Tallman/Russell Warehouse is located at the northwest corner of Front Street and Centre Streets. It is a three-and one-half story, six-bay-by-three-bay, side-gable, painted brick warehouse on a granite foundation. The building is divided into two sections, under separate ownership. The east section of the building is mixed-use with first and second story office units and a loft residence on the third story. The west section of the building is used as warehouse space associated with Ship Supply, whose building is connected to the north. The first story of warehouse is accessed along Centre Street.

The Commission has previously approved similar business signage for the entrance located on the east section of the building in 2018 and 2020.



PROPOSAL: The applicant is proposing a non-illuminated double sided blade sign, 30" round, extending 36" from the building. The sign is painted aluminum with vinyl lettering.

See attached 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.

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 closely matches signage previously approved. Staff recommends the approval of the signage and the issuance of a Certificate of Appropriateness with the condition that the signage bolts be mounted within the masonry mortar.

Historic Image of Tallman Warehouse



Didriksen Export Warehouse | 19 Center Street, New Bedford, MA, 02740 | Design Development | June 29, 2022



A Site Plan - Plan View
Not to Scale

Sign Type Key	
1	Blade Sign - Page 1A



125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

Didriksen Export Warehouse

19 Center Street
New Bedford, MA, 02740

Project: 21348
Didriksen Export Warehouse

Sales: Bethany Leonard
Date: 06.29.22
Designer: MM

Note:
This is an original unpublished drawing created by Poyant Signs, Inc. It is submitted for your personal use in connection with a project being planned for you by Poyant Signs, Inc. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied or exhibited in any fashion until transferred.

Revisions:

 This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

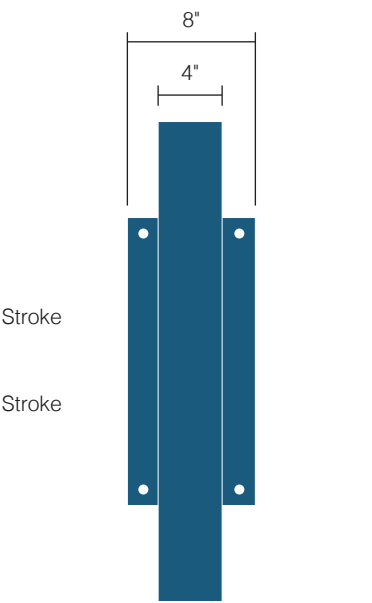
Approved By:

Date:

Site Plan



A Sign Elevation - Front View - Side A
Scale: 1"=1'-0"



B Sign Elevation - Side View
Scale: 1"=1'-0"



C Sign Elevation - Front View - Side B
Scale: 1"=1'-0"



D Photo Comp - Existing
Not to Scale



E Photo Comp - Proposed
Not to Scale



F Photo Comp - Proposed Location
Not to Scale

Specifications

Qty = 1 6.25 Sq Ft

Double Sided Non Illuminated Blade Sign

Internal Structure

- (Qty: 2) 1" x 1" x 1/8" Aluminum tube frame bent to 30" dia. circles, each clad on one side with .090 aluminum faces
- Frames secured back to back over (Qty: 2) 2" x 2" x 3/16" horizontal aluminum tubes
- Entire sign to be painted blue
- Opaque vinyl applied to faces

Mounting

- Horizontal aluminum tubes welded on both sides to 18"H x 8"W x 3/8"D aluminum plate
- Plate secured to masonry fascia with 3/8" expansion anchor as required

Provided By Others - All below to be provided by others

- 3/4" Thick plywood blocking directly behind signage

Verify in Field (VIF)

- OAH grade to top of door (to ensure sign is min. of 80" above grade)
- OAH of flat area above door (See detail F)
- Wall material for proper mounting
- Wall thickness (to ensure expansion achors are proper hardware to use)

*Bottom of sign to be a minimum of 80" above grade; confirm in field

Colors & Materials

- 1** Paint
Navy Blue; Satin Finish - Akzo Nobel, FLNA5034
Tubes, Cladding, & Mounting Plate
- 2** Opaque Vinyl
White; 3M 7725-10



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Blade Sign

Option A