



NEW BEDFORD HISTORICAL COMMISSION

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NBHC POLICY: TEMPORARY & PERMANENT SIGNS

DATE: 12.6.2005

PURPOSE: To provide guidance to property owners and tenants to the review and approval policy of installation of all types of signs for properties in the Bedford Landing-Waterfront Historic District. The NBHC has the authority under Chapter 40C of Massachusetts General Law to enact specific policy for the approval of temporary signs, subject to such conditions such as duration of use, location, etc.

The goal of the NBHC is to maintain a historic district that can grow and develop respective of the changing needs of the property owners and tenants while keeping the architectural and historical integrity of the district intact.

GUIDELINES: Temporary signs include, but are not limited to; promotional banners, open flags, for sale/rent/lease signs, political signs and free-standing a-frame/sandwich boards. All other signs that are fixed to a building or structure or installed in a secure fashion by such means as a bracket, pole or other fixed method shall be considered permanent signs.

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. Design of signs should be sensitive to the historical integrity of the structure and the district. Signs should not detract from the building façade and may reflect the nature of the business being advertised or the period and style of the building on which the sign is to be mounted. Scale, material, colors and location on the building façade should be carefully considered.

Temporary signs shall have a specified time for the duration of use, and is as follows:

- Promotional banners- installed for duration no greater than 7 days prior to the event and removed no later than 2 days following the event.
- For sale signs- installed for duration no greater than 90 days and removed no later than 7 days following the closing of the sale, rent or lease.
- Political signs- installed for duration no greater than 30 days prior to the election (primary or final) and removed no later than 7 days following the final election.
- Flags- installed for a duration that is to be determined on a case by case basis.
- Free-standing a-frame signs/sandwich boards - installed for a duration that is to be determined on a case by case basis.

PROCESS:

Temporary Signs-

The installation of all temporary signs is to be reviewed and approved by the NBHC by the application process for issuing a Certificate of Non-Applicability. There is no public hearing, nor a fee for this application. Most applications will be reviewed by NBHC staff and approved by the Chairman within 2 business days. Applications should provide a drawing or photo of the sign, a sketch of proposed location and mounting method, color/material sample or description and proposed dates of installation. Applicants may apply for an extension of duration for an approved temporary sign, such as a for sale/rent/lease sign.

Permanent Signs-

The installation of all permanent signs is to be reviewed and approved by the NBHC by the application process for issuing a Certificate of Appropriateness. There is a public hearing for this application, and most applications will be reviewed and approved within 30 days. Requirements for this application package are listed in the *Guidelines for the Bedford Landing-Waterfront Historic District*.

If you are planning to install a new sign, please contact Derek Santos, the NBHC secretary and he will guide you through the application process as with all other changes that may require NBHC approval.

If you have any questions please do not hesitate to call. Derek can be reached at 508.996.4095 ext 11, fax 508.984.1250.