

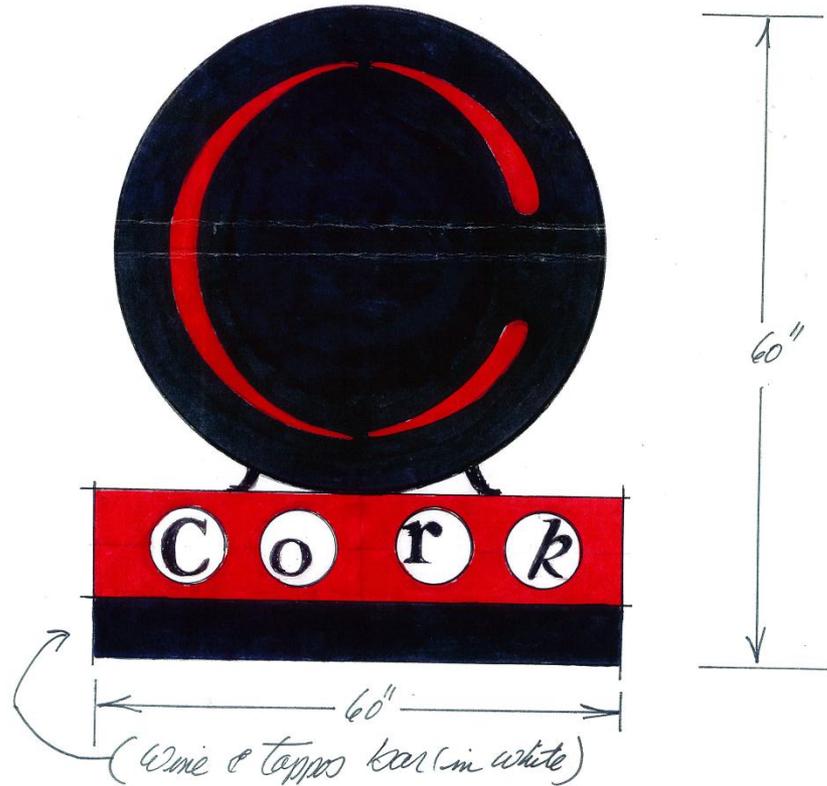
**NBHC APPLICATION**  
**90 Front Street Signage**

LOCATION: Rear façade of 90 Front Street

APPLICANT: Jay Lanagan

CERTIFICATE OF APPROPRIATENESS:

Installation of one externally lit sign to rear façade of 90 Front street. Proposed size: 5" X 5'



25/1/14

# 90 Front Street Sign Location



# Cork Sign Lighting Example





# City of New Bedford

## Department of Planning, Housing & Community Development

608 Pleasant St, New Bedford, Massachusetts 02740  
Telephone: (508) 979.1500 Facsimile: (508) 979.1575

**PATRICK J. SULLIVAN**  
DIRECTOR

# STAFF COMMENTS

## NEW BEDFORD HISTORICAL COMMISSION MEETING November 2nd, 2015

**LOCATION:** 90 Front Street

**APPLICANT:** Jay Lanagan

**OVERVIEW:** The street level business located at 90 Front Street, Cork, currently has one blade sign on the Front Street façade. The building is located on the corner of Front Street and Rose Alley, and therefore has several street facades available for sign placement. The applicant is proposing an externally lighted wall sign on the rear elevation of the building.

**EXISTING CONDITIONS:** There currently is no signage on the rear of the building. The upper story rear elevation of 90 Front Street is highly visible from Rose Alley and N. Water Street, which are main access points to Front Street.

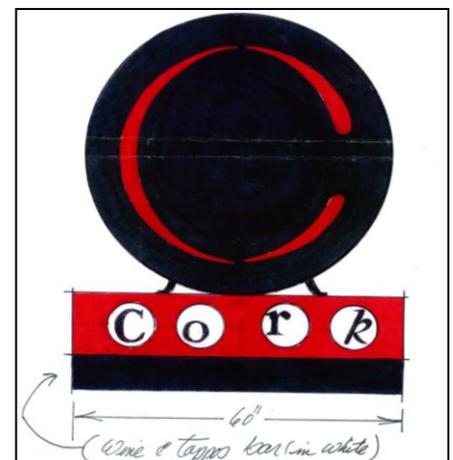
**PROPOSAL:** Installation to the rear elevation of the building, of a single wall mounted sign, with identical colors and design as the current Front Street blade sign. Sign is to be constructed of high and medium density wood panels, painted, and with PVC lettering and exterior shielded lighting.

**STATEMENT OF APPLICABLE GUIDELINES:** The Bedford Landing District Design Guidelines state the following:

- *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.*
- *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.*



View from N. Water Street



Proposed sign design

- Signs that require lighting should be spot lit with shielded, incandescent bulbs in order to prevent light scatter. Internally lit and neon signs are not permitted and are inappropriate 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.

**FOR BOARD MEMBER CONSIDERATION:**

The proposed sign dimensions are 60" X 60". For perspective and comparison purposes, the Rose Alley sign on the rear of 94 Front Street has dimensions of 48" X 80".

**STAFF CONCERNS:** The size of the sign in relation to the amount of wall space is out of scale. The existing adjacent window appears to be dwarfed by the sign. Commission members may want to reconsider the size of the proposed sign in relation to the building façade on which it is being situated.

**STAFF RECOMMENDATION:** Because the proposed sign should relate better to the scale of the wall surface on which it is being applied, the Commission may want to approve the application with the condition that the sign dimensions be 48" X 48". The location of the sign light and the electrical conduit should be situated along the cornice of the building.

