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STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING
April 4, 2016

LOCATION: 38 Bethel Street (Map 53, Lot 103)

APPLICANT: Laura Orleans, New Bedford Fishing Heritage Center

OVERVIEW: The New Bedford Fishing Heritage is locating into the first floor of 38 Bethel Street and is seeking to install their organization's signage on the existing bracket on Bethel Street and replace parking signs on the building's south façade. Vinyl lettering depicting the hours of operation will be applied to the Bethel Street glass entrance door.

38 Bethel Street

EXISTING CONDITIONS: A black metal framed sign and bracket exists on Bethel Street and metal parking signs are located on the building's south façade within the parking lot.

PROPOSAL: Replacement of a double sided blade sign utilizing an existing frame and bracket, replacement of existing parking signs and the addition of door lettering. The existing metal frame bracket and hardware will be refurbished and repainted black by the sign company when the new sign in installed within the existing frame. There is no exterior lighting proposed. The parking signs will be the same size as the existing adjacent signs.

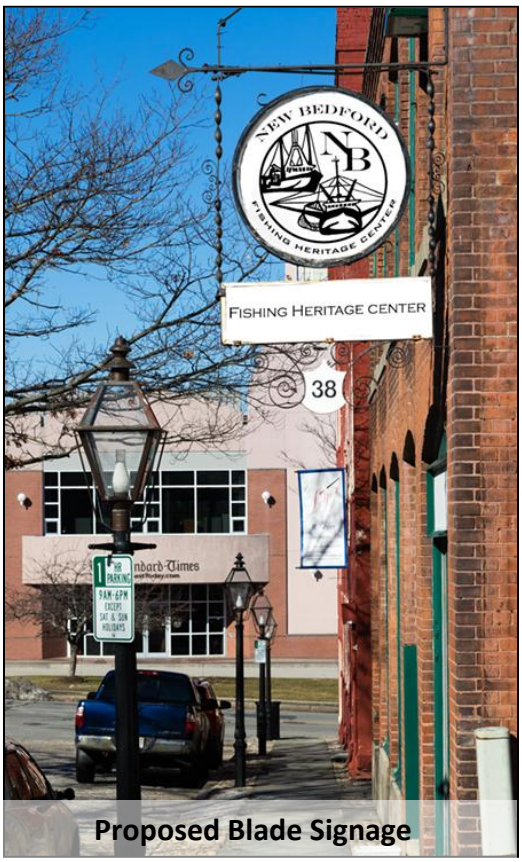
Existing Signage

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.
- 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.
- Stencils with hours of operation and business names are permitted on doors and windows.

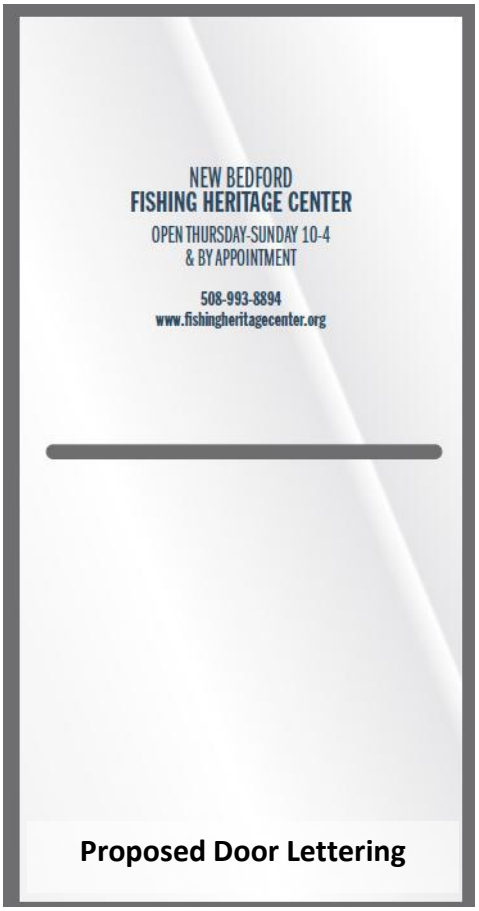
FOR BOARD MEMBER CONSIDERATION: The proposed signage conforms to the City's zoning regulations, including the requirement that the lower edge of the sign shall be not less than eight (8) feet above the sidewalk.

STAFF RECOMMENDATION: The existing frame and bracket, along with the new signage compliment the building and the District. The replacement parking signage is minimalistic and complementary in its color, size, and design, and the vinyl lettering is permitted. For the above stated reasons, the Certificate of Appropriateness should be granted.



Proposed Blade Signage

Proposed Parking Signage



Proposed Door Lettering