



# City of New Bedford

## Department of Planning, Housing & Community Development

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**PATRICK J. SULLIVAN**

**DIRECTOR**

## STAFF REPORT

### NEW BEDFORD HISTORICAL COMMISSION MEETING

May 2, 2016

**LOCATION:** 25 Elm Street (Map 53 Lot 27)

**APPLICANT:** Poyant Signs representing Bay Coast Bank

**OVERVIEW:** In January 2015, Bay Coast Bank representatives met with the City Planner and Preservation Planner to informally present their preliminary plan for signage for 25 Elm Street.



At that time, the proposed ground and wall signage was either internally lit or had channel lit lettering. The applicant's representatives were advised that internally lit signs were inappropriate in the District and generally not permitted. The applicant subsequently revised the ground signs to be externally lit with ground lighting, which was presented in their application to the commission at the February 2015 public hearing. The applicant did not revise the lighting for the wall signage and did not provide details regarding the proposed traffic directional signage.

### FEBRUARY 2015 MEETING RECAPITULATED

#### Monument Signs:

- **Staff Report:** The Staff Report was not applicable, as the applicant revised the monument signs subsequent to the Staff Report issuance.
- **Determination:** The two ground signs were approved with external ground lighting.

#### East & South Façade Signage:

- **Staff Report:** *The proposed building signage on the east and south façades of the building are internally lit signs, which are not generally permitted within the District.*
- **Determination:** Based on discussion at the hearing, the commission approved halo lit signage in place of channel lit lettering for the east and south façade signage, with conditions limiting the hours of lighting.

West Façade & ATM Canopy Signage:

- **Staff Report:** *The ATM directional signage on the west façade of the building may be determined to be unnecessary, as the Elm Street monument sign with ATM directional is within the same sightline. The ATM canopy signage may be determined to be unnecessary, as the east façade building signage is within the same sightline.*
- **Determination:** The minutes of the hearing and the Certificate of Appropriateness issued for the application do not reflect that the signage proposed for the west façade or the ATM canopy were either approved or denied.

Directional Signage: At the February 2015 public hearing, the applicant only provided a site plan noting the proposed locations of traffic directional signage. Elevations of the signs were developed in February 2016 and require approval.

**EXISTING CONDITIONS:** The site at 25 Elm Street is currently under renovation and the building permit for signage submitted to the Department of Inspectional Services. Upon review of the building permit, it became apparent that there may be inconsistencies in what was approved by the Historical Commission at the February 2015 hearing and what was submitted within the building permit package. The purpose of this public hearing is to clarify the February 2015 determination for the signage located on the west façade of the building and to review of the traffic directional signage.

**PROPOSAL:** The applicant is seeking determination for a previously submitted internally illuminated wall mounted directional sign to be located on the west façade of 25 Elm Street. Please refer to attached Plan #7A.1 for dimensions and details.

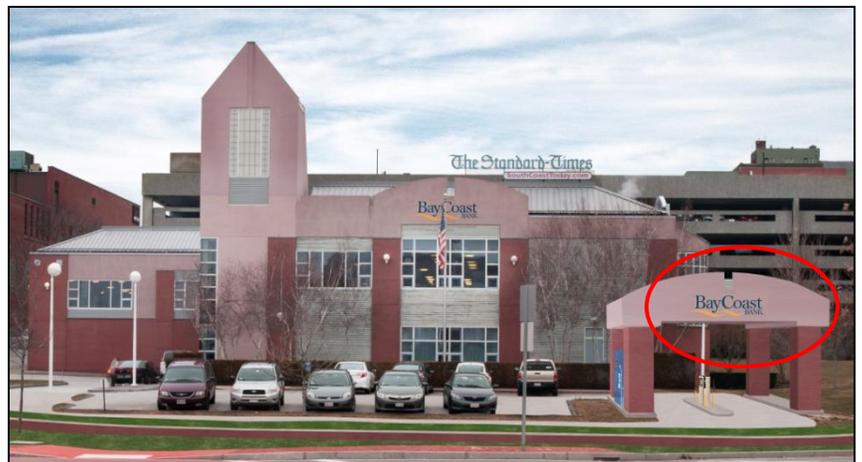
The applicant is seeking approval for two (2) single faced, non-illuminated directional signs to be located within the parking lot. Please refer to attached Plan #10B.1 and 11B.1 for the sign dimensions and details, and to Site Plan #1 for sign locations.

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

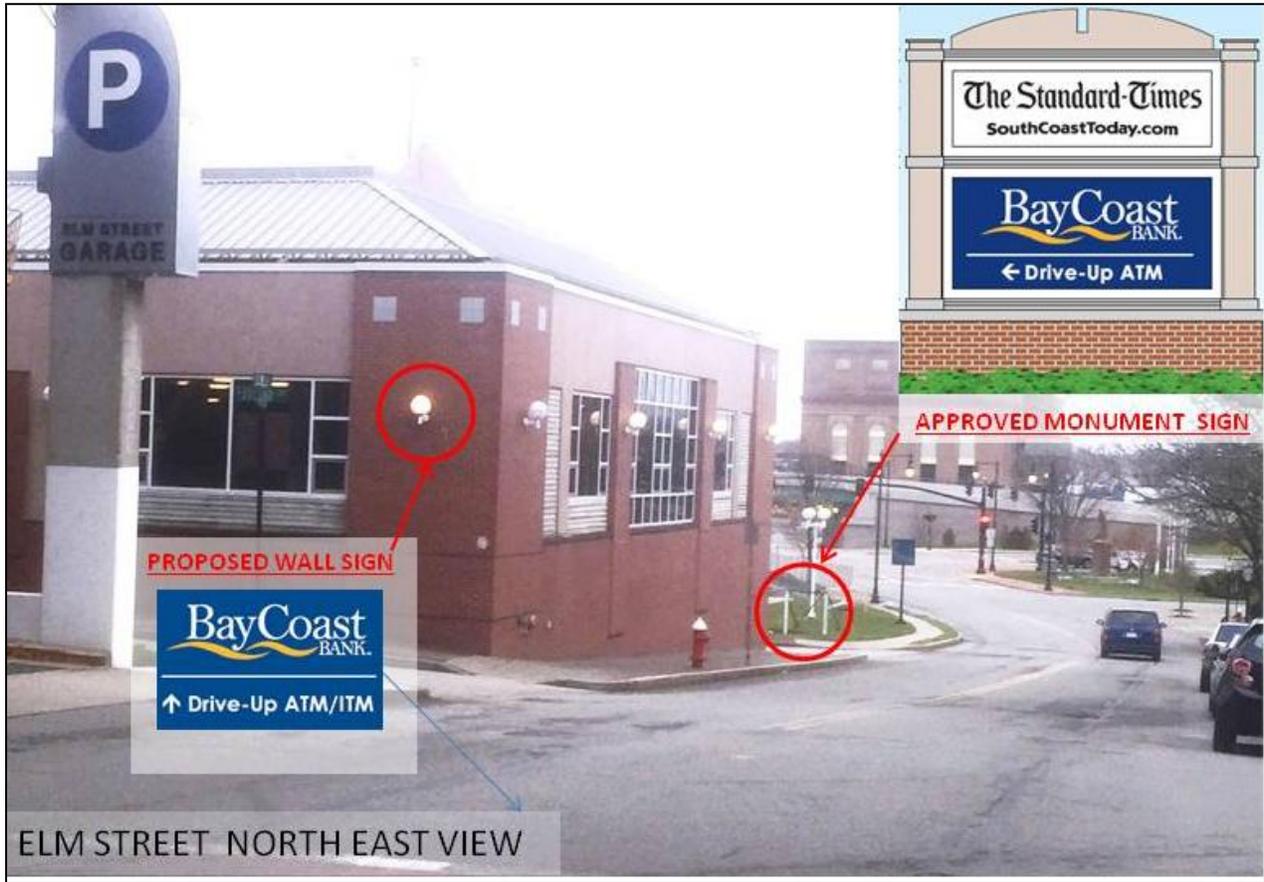
- Signs should complement the architecture or site where they are placed as well as make a positive contribution to the District. The overall goal is to create signage which complements the architecture without creating visual clutter and which reflects the historic use of signage in the District.
- 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.

**FOR BOARD MEMBER CONSIDERATION:**

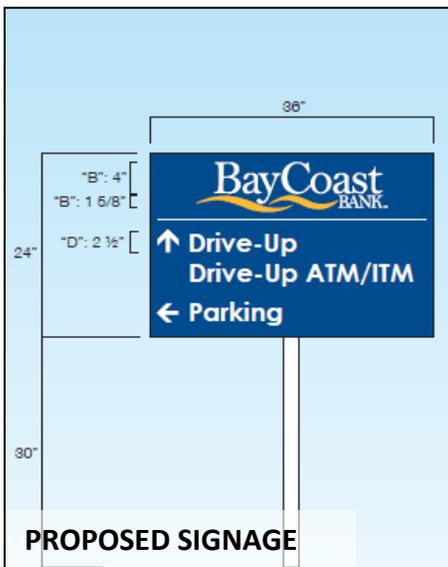
Although the applicant is not seeking approval for the previously submitted sign for the ATM Canopy, the commission should clarify its determination on this matter in order for it to reflect undoubtedly in the minutes as well as within the Certificate of Appropriateness.



**STAFF RECOMMENDATION:** The internally illuminated wall mounted directional sign proposed for the west façade of the building may be determined to be unnecessary, as the Elm Street monument sign with ATM directional is within the same sightline. Although the sign would be mounted on a non-contributing building, the District’s landscape would be adversely affected by the number of signs. However, if the determination is to approve a wall mounted sign in this location, the commission should consider an externally lit sign in place of the proposed internal illumination.



The proposed traffic directional signs are 24’ X 36” in dimension and stand 54” in height. Staff recommends decreasing the size and height of the traffic directional signs to be similar to the directional signs located at the applicant’s N. Dighton and Westport locations in an effort to lessen the impact of the number of signs located within the site.



BayCoast Bank | 25 Elm Street, New Bedford, MA | Design Development | April 12, 2016

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**BayCoast Bank**

25 Elm Street  
New Bedford, MA

Project: 10359

Sales: Richard Poyant  
Date: 10.27.2014  
Designer: PJM

**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:**

- 10.29.14 PJM
- 10.29.14 PJM (new sign)
- 11.25.14 PJM (larger)
- 11.26.14 ST (message)
- 01.14.15 PJM
- 03.04.15 PJM (opaque background)
- 07.07.15 PJM (blue vinyl w/ blackout film)
- 04.18.16 PJM - Tier 2



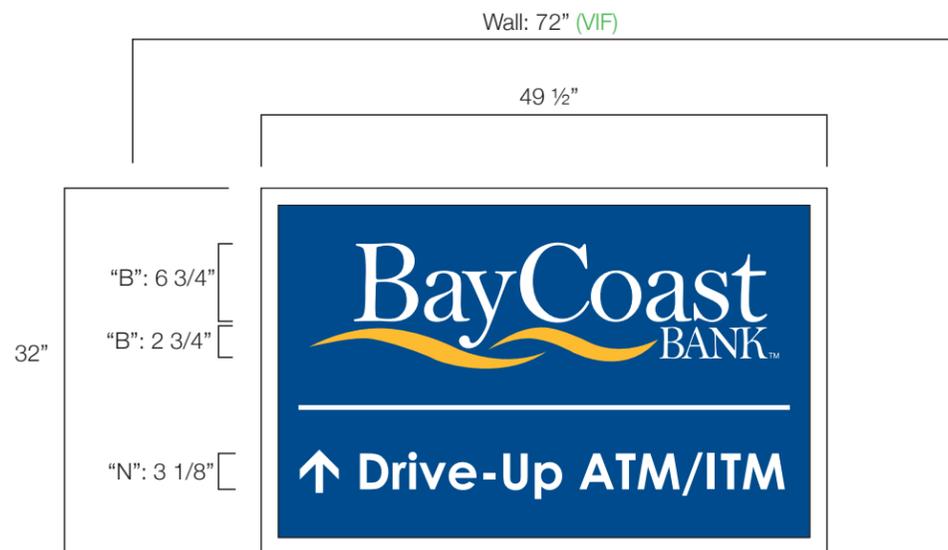
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Approved By:

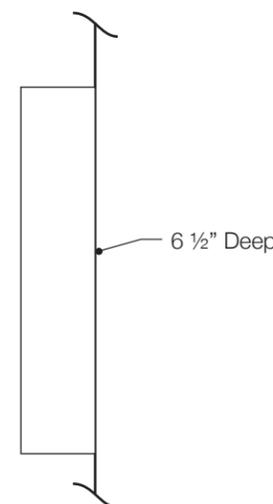
Date:

Wall Mounted Directional Sign

West Elevation



**A** West Elevation, ST7A - Front View  
Scale: 3/4"=1'-0"



**B** Sign Elevation - Side View  
Scale: 3/4"=1'-0"

**Specifications**

Qty: 1 10.66 Sq Ft

Internally Illuminated Wall Mounted Directional Sign

- 6 1/2" Deep Type 3 frame.
- 3/16" Thick white Lexan faces w/ applied vinyl graphics. Background will be Sultan Blue 3M 3630-157 w/ Black 3M 3635-22B Blockout film on back.
- Sides and 1 1/2" flat retainers painted P1.
- Illuminated w/ fluorescent lamps running horizontally.
- Electrical 277V. Use existing light fixture outlet; refer to Detail D.

**Colors & Materials**

Paint

P1  White, Satin Finish

P3  Blue, Akzo Nobel 482D5, Satin Finish (To Match PMS 288 C)

Vinyl

Sultan Blue, 3M 3630-157 (To Match PMS 288 C)

Black Blockout Film, 3M 3635-22B

Golden Yellow, 3M 3630-125 (To Match PMS 1235 C)

ST7A



**C** Photo Comp - Proposed West Elevation  
Not to Scale



**D** Photo - Existing West Elevation  
Not to Scale





**BayCoast Bank**

25 Elm Street  
New Bedford, MA

Project: 10359

Sales: Richard Poyant  
Date: 12.04.2014  
Designer: PJM

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Revisions:

- 01.14.15 PJM
- 02.06.15 PJM
- 04.06.15 PJM (new site plan)



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 with  
Free Standing  
Signs

