City of New Bedford
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DIRECTOR

STAFF REPORT

NEW BEDFORD HISTORICAL COMMISSION MEETING
May 2, 2016

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

APPLICANT: Laura Orleans, New Bedford Fishing Heritage Center

OVERVIEW: The New Bedford Fishing Heritage Center is locating into the first floor of 38 Bethel Street and is seeking to install their organization's signage on the south wall of the building.

EXISTING CONDITIONS: A "ghost" sign exists in the upper corner of the south west façade of the building in the location which the applicant is seeking to place signage.

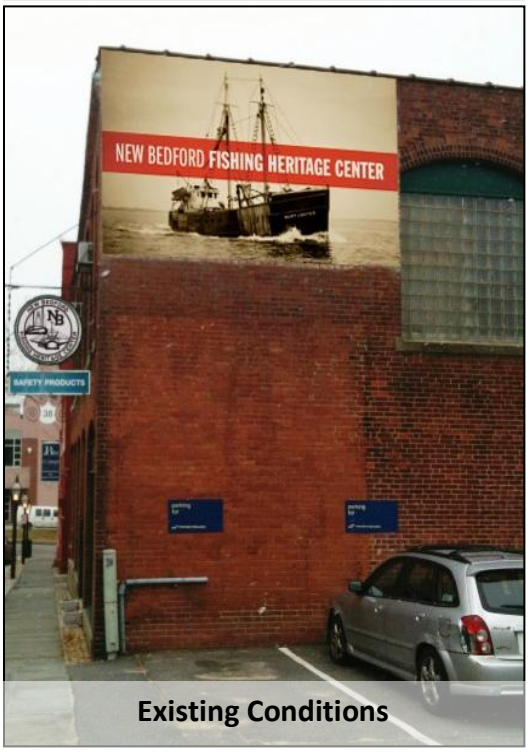
PROPOSAL: The applicant proposes the installation of a 9' X 13' mesh fabric banner, fastened to the brick masonry using removable cement anchor screws into the mortar joints.

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.

FOR BOARD MEMBER CONSIDERATION: The applicant will provide a material sample at the public hearing. The proposed signage conforms to the City's zoning regulations and will therefore not require relief as proposed.

38 Bethel Street



Existing Conditions

STAFF RECOMMENDATION: The proposed banner, although not a painted sign, in an updated manner evokes the 19th century signs which were commonly painted on the sides of buildings throughout the District. It will be installed in a manner which will not harm historic fabric. Staff recommends the Certificate of Appropriateness be granted.