



# City of New Bedford

## Department of Planning, Housing & Community Development

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# STAFF REPORT

## NEW BEDFORD HISTORICAL COMMISSION MEETING July 11, 2016

**LOCATION:** 34 Union Street (Map 47 Lot 39)

**APPLICANT:** Barry Flynn

**OVERVIEW:** Sometime in 2007, a window film was applied to the three large plate glass windows at 34 Union Street. There was no recorded Certificate of Appropriateness for that 2007 application. In 2013, the applicant submitted a proposal for new window film along with new building signage, which was approved by the Commission and a Certificate of Appropriateness was granted. The applicant has recently removed the approved 2013 window film and has installed new window film and is seeking a Certificate of Appropriateness.

**EXISTING CONDITIONS:** The new window film is applied to the exterior of the plate glass and consists of frosted vinyl, red vinyl edging, digital printed logo, Irish Cross, and the Ireland Coat of Arms.

**PROPOSAL:** The applicant is seeking a Certificate of Appropriateness for an applied vinyl decal to three successive storefront windows.

**STATEMENT OF APPLICABLE GUIDELINES:** The Bedford Landing District Design Guidelines state the following: WINDOW SIGNAGE: Signage placed within windows for advertising is not permitted. Stencils with hours of operation and business names are permitted

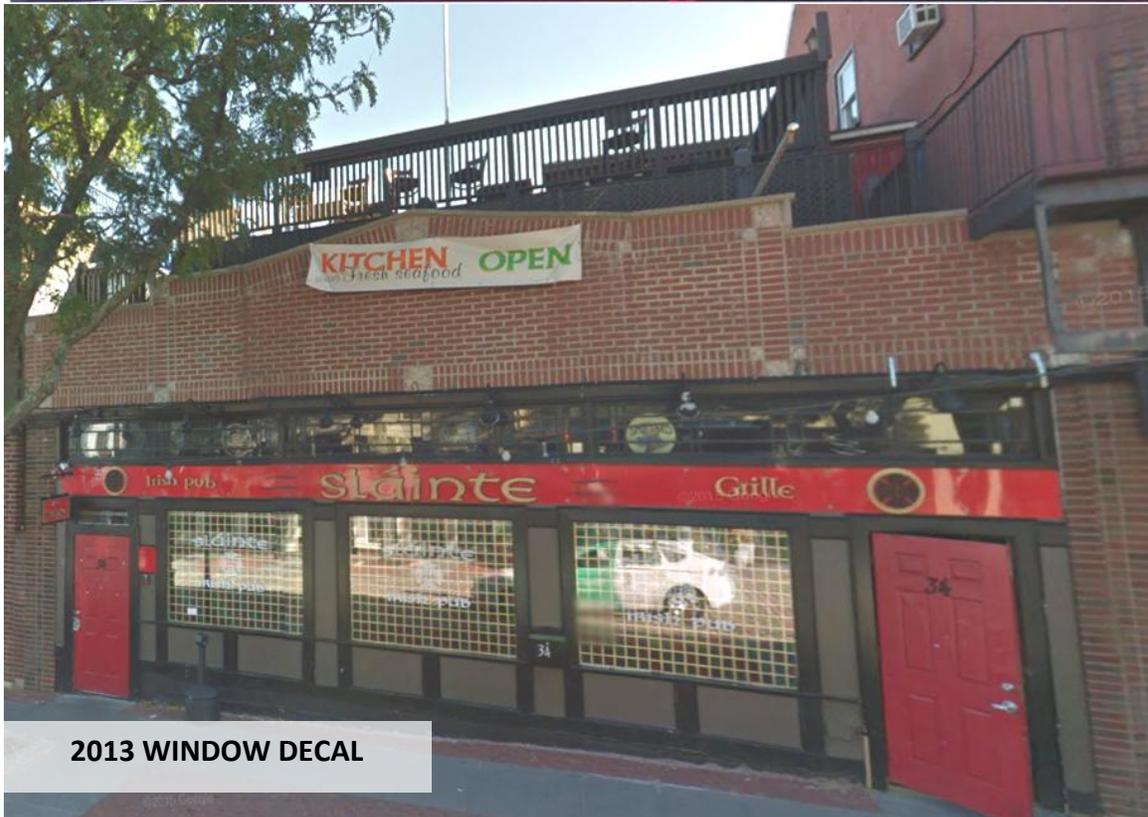
**FOR BOARD MEMBER CONSIDERATION:** Although the vinyl film is applied to the exterior of the window, the manufacturer and installer has informed staff that it is durable from 7-9 years under normal conditions.

**STAFF RECOMMENDATION:** The business name is incorporated into the decal, which is allowed, along with Irish symbols, which could be construed as advertising, but is better interpreted as aligning itself to the identity of the business name. The vinyl decal is removable and does not harm the historic fabric of the building, and for this reason staff recommends the granting of the Certificate of Appropriateness.





2007 WINDOW DECAL



2013 WINDOW DECAL