



# 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**

**July 11, 2018**

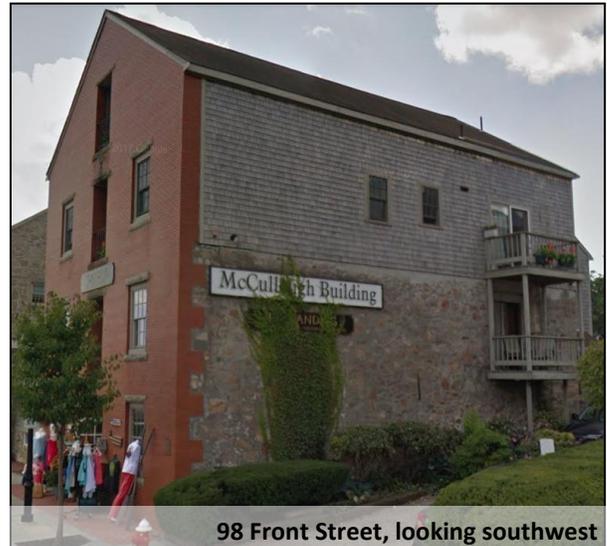
### **CASE #2018.18: CERTIFICATE OF APPROPRIATENESS**

98 Front Street (Map 53, Lot 192)

**APPLICANT:** Saunders & Saunders LLP  
98 Front Street (Unit 2)  
New Bedford, MA 02740

**APPLICANT'S AGENT:** Poyant Signs  
125 Samuel Barnet Blvd.  
New Bedford, MA 02745

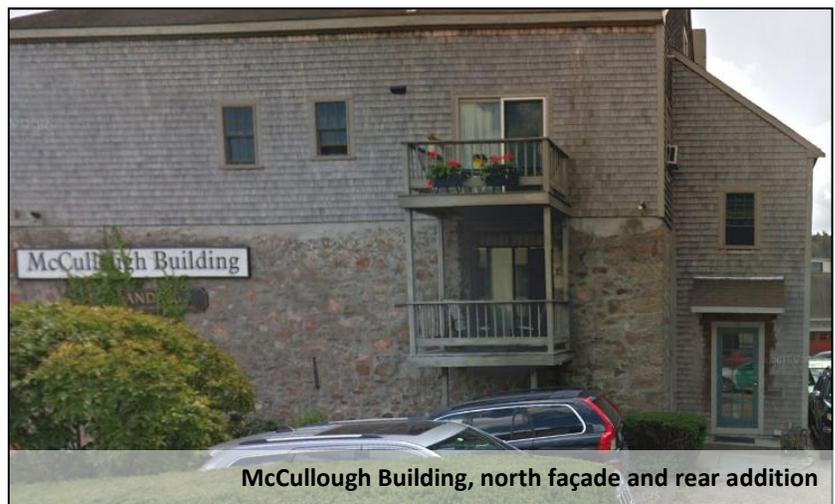
**OWNER:** Horace and Emily Field  
18 Centre Street  
New Bedford, MA 02740



98 Front Street, looking southwest

**OVERVIEW:** The applicant is seeking to install a single, non-illuminated wall sign on the north facade of the building, adjacent to the entry to the building's upper stories.

**EXISTING CONDITIONS:** The McCullough Building is a three-and-one-half-storey, brick, wood and rubble stone gable-end structure constructed c. 1820–1840 for use as a commercial building. After a fire severely damaged the building in the 1940s, only the north and south stone walls remained and the building was extensively rehabilitated in 1978; including the construction of a rear addition. The contemporary use of the building consists of a retail shop along Front Street, office space on the second storey and residential on the third storey. The building's upper stories are accessed



McCullough Building, north façade and rear addition

through an entry door located on the north façade of the rear addition. The second and third stories have a Centre Street address for postal service and location purposes.

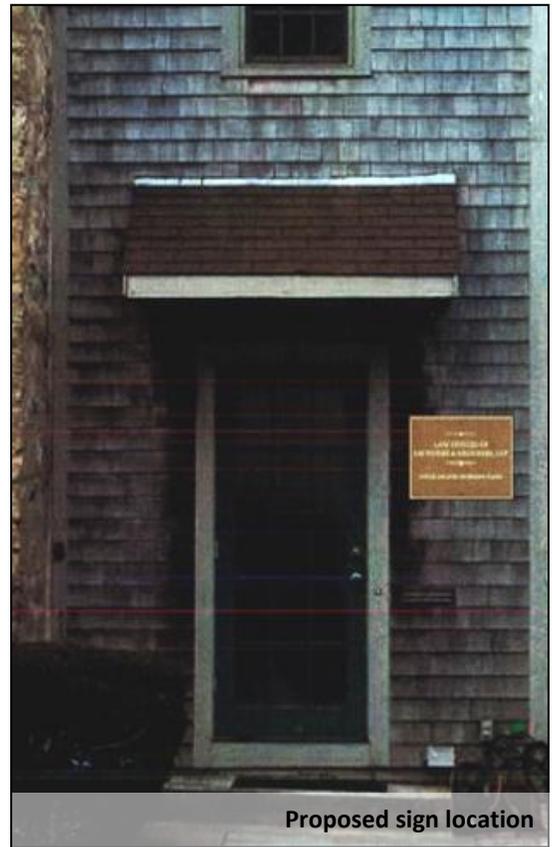
**PROPOSAL:** The applicant is locating the business to the second storey of the building and is seeking to install a single, non-illuminated sign adjacent to the Centre Street building entry. The proposed sign is 18" X 24" in size, painted acrylic with vinyl lettering.

**Refer to sign specifications.**

**STATEMENT OF APPLICABLE GUIDELINES:** *The Bedford Landing District Design Guidelines* state the following relative to this proposal:

**SIGNAGE:** 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.
- 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.



Proposed sign location

**STAFF RECOMMENDATION:**

The proposed sign meets the design standards of the District and is appropriate and compatible to the property; as such, staff recommends the approval of the application and the issuance of a Certificate of Appropriateness.