



## City of New Bedford

### Department of Planning, Housing & Community Development

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DIRECTOR

## STAFF REPORT

### REPORT DATE

December 4, 2018

### PLANNING BOARD MEETING

December 12, 2018

**Case #18-52: SITE PLAN REVIEW  
NEW GROUND SIGN**

899 Pleasant Street  
Map 58 Lots 302

**Applicant:** Poyant Signs  
c/o Bethany Leonard  
125 Samuel Barnett Blvd.  
New Bedford, MA 02745

**Owner:** 899 Pleasant Street LLC  
c/o Dr. Moftah El-Ghadi 32  
Hillman Street  
New Bedford, MA 02703



**899 Pleasant Street**

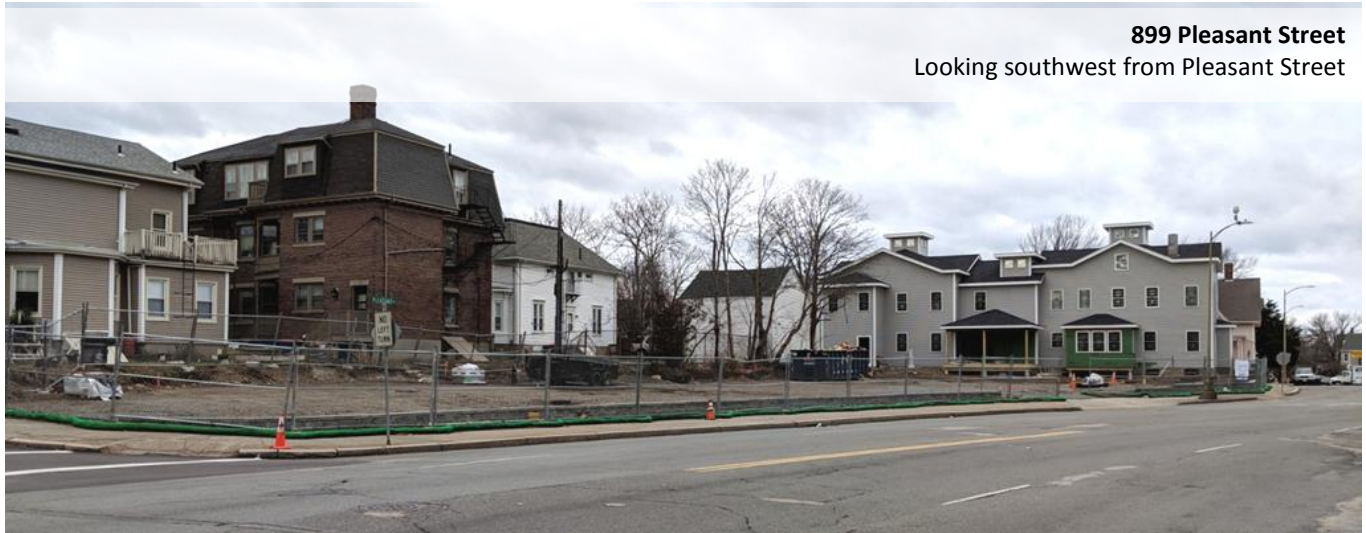
Looking west from Pleasant Street

### Overview

The request by the applicant is for Site Plan approval of a New Ground Sign for a dentistry/multiuse office building; located at **899 Pleasant Street** (Map: 58 Lot:302) on a 0.41± acre site in a Mixed Use Business [MUB] zoned district.

### Existing Conditions

The 0.5 acre parcel is located just west of where Pleasant Street merges with Purchase Street, in the North Bedford Historical District. The parcel is shaped like a hammer and has frontage on four streets. The primary frontage is 288'± on Pleasant Street. The site also has 44'± of frontage on North Street, 167'± on Hillman Street, and 92'± on Foster Street. The property is currently being redeveloped with the construction of an addition on the rear of the existing building, a new parking lot, landscaping, and other site improvements. The building is located in the northeast corner of the lot. The parking lot spans the remainder of the lot with some landscaping around the perimeter of the site. The future use of the site is a dentist office on the first floor and professional offices on the upper levels.



**899 Pleasant Street**

Looking southwest from Pleasant Street

The surrounding neighborhood has a mixture of commercial and residential uses present. Directly abutting the property's west side along Foster Street are multifamily residential units. Directly south across North Street is a mixed commercial/residential property. Commercial businesses and the Downtown Fire Station are located east across Pleasant Street from the property. Lastly, north across Hillman Street from the property are single- and two-family properties.

#### **Proposed Conditions**

The applicant proposes to install a new pylon ground sign in a landscaped bed proposed along the frontage in the southern portion of the site. The sign as proposed would have an overall area of 70.76 SF, with an overall height of 18', sign body width of 7', 1'5"± depth, and with a height 6' 4"± from the ground to the base of the sign.

The sign as proposed would be a double sided, internally illuminated sign with multiple tenant panels. The top panel will have an aluminum sign face painted dark blue with white push thru graphics and lettering with the words "Sound Dentistry" and a white frame border. The lettering and boarder will be internally illuminated via LED lights.

Below the main panel will be five tenant panels: one large size (3'4"x7') and four smaller sized (1'3"x 3.5'±). The tenant panels are unidentified at this time and will be white space holders until tenants are identified. The tenant panels will be internally illuminated.

The sign as proposed will be installed in a masonry pedestal 2'3"H x 11'2" W x 3'2" depth. The sign poles will be covered by painted white aluminum and the sign will have a white painted PVC topper. The address number "899" will be on the topper.

**Note:** The proposal also requires a Variance from the Zoning Board of Appeals as the pylon signs exceeds dimensional requirements under zoning ordinance. The applicant has yet to file an application with the ZBA.

#### **New Bedford, Code of Ordinances, Chapter 9 Section 3200 – Sign Regulations:**

*"3255. Area restrictions for ground signs. In Mixed-Use Business districts, no ground sign shall exceed one square foot in area for each linear foot of street frontage of the lot upon which it is erected, but in no event shall such sign exceed twenty-five (25) square feet in area, nor shall there be a distance of more than ten (10) feet from the ground to the bottom of the sign and not more than fifteen (15) feet from the ground to the top of the sign."*

Staff acknowledges the presence of existing nonconforming signage in the surrounding neighborhood.



### **Review Comments**

As required under city ordinance, the case submittal documents were distributed to City Clerk, City Solicitor, Health Department, Inspectional Services, Engineering, Public Infrastructure, Conservation Commission, Fire Department and School Department.

Comments were not received as of the publication of this report; any comments received will be made available at the public meeting.

### **Master Plan Goal**

The proposal is consistent with the Master Plan in that the proposed sign would support the active use of a commercial property.

### **Materials for Consideration**

The plan submission is shown as "Project15312 Southern New England Dental", dated 9/7/18 as revised through 10/19/18, and date stamped received by City Clerk's Office November 16, 2018. Plans were prepared by Poyant Signs, in New Bedford, MA. The plans include the following sheets:

- Pylon Sign Option C
- Site Plan

## Site Plan Approval

In considering Site Plan Approval for the proposed project, the Board must find that the plan meets a number of objectives identified in Section 5470 of the City's (c.9) Zoning Ordinance including:

- Adequate access to each structure for fire and service equipment;
- Adequate provision for utilities and stormwater drainage;
- Site alteration shall be designed after considering the qualities of the specific location, proposed land use, the design of building form, grading, egress points and other aspects of the development so as to:
  - Minimize cut/fill volumes, removal of 6" caliper trees and larger, removal of stone walls, displacement of wetland vegetation, extent of stormwater flow increase from the site, soil erosion and the threat of air/water pollution;
  - Maximize pedestrian/vehicular safety to/from the site;
  - Minimize the obstruction of scenic views from publicly accessible locations;
  - Minimize visual intrusion by controlling layout/visibility of parking, storage and outdoor service areas viewed from public ways and residential areas;
  - Minimize glare from vehicle headlights and lighting fixtures;
  - Minimize unreasonable departure from the character, materials and scale of buildings in the vicinity;
  - Minimize contamination of groundwater from on-site wastewater disposal systems or operations on the premises involving the use, storage, handling or containment of solid/liquid wastes and hazardous substances;
  - Ensure compliance with the Zoning Ordinance;
  - Minimize damage to existing adjacent public ways;
  - Promote orderly and reasonable internal circulation within the site so as to protect public safety.

### Staff Recommendations



**Site Plan Approval.** Having reviewed the submitted materials, planning staff offers the following recommendations for conditions to the Planning Board should it act favorably on the requested site plan approval for the project:

- That the following specific conditions be applied to this decision:
  - The sign is to be installed a minimum of 6' from the property line.
- That the following general conditions also be applied to this decision:
  - The project shall be completed according to the plans, notes, reports, and specifications submitted for consideration and final approval by the Planning Board.
  - The applicant shall submit final plan revisions to the Planning Division in the following formats: one (1) -11" x 17" Plan Set and one (1) CD or USB with Plan Set in PDF format and shall ensure that these same plans are properly submitted to the Department of Inspectional Services.
  - The applicant shall ensure that a copy of the Notice of Decision, bearing the certification of the New Bedford City Clerk signifying no appeal has been made against the project's approval, be provided for the Planning Division Case file folder.
  - That the applicant shall ensure a copy of the Notice of Decision bearing the certification of the city of New Bedford City Clerk, signifying no appeal has been made against the project's approval, be recorded at the Registry of Deeds.
  - The applicant shall ensure that a copy recorded decision be provided for the Planning Division Case file folder.
  - The applicant shall present any proposed modification from the approved plans for consideration to the City Planner for determination as to whether the modified plan must return before this Board for further review.
  - The rights authorized by the granted approval must be exercised by issuance of a Building Permit by the Department of Inspectional Services and acted upon within one year from the date the decision was granted or they will lapse.

**Materials Provided by the Applicant** are available at: <http://www.newbedford-ma.gov/planning/planning-board/planning-board-agenda-info-2018/>).



## 899 Pleasant Street Map: 58 Lot: 302

*NOTE: Property line is approximate; for discussion purposes, only. Aerial map is oriented north.*

