



City of New Bedford

Department of Planning, Housing & Community Development

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DIRECTOR

STAFF REPORT

REPORT DATE

November 5, 2018

PLANNING BOARD MEETING

November 14, 2018

**Case #18-47: SITE PLAN REVIEW
NEW GROUND SIGN**

319A Union Street
Map 52 Lots 357

Applicant/ Jasgar, LLC
Owner: c/o Job Roach
319A Union Street
New Bedford, MA 02740

Overview

The request by the applicant is for Site Plan approval of a New Ground Sign for a corporate office and retail establishment; located at 319A Union Street (Map 52, Lot 357) on a 2,960 SF site in a Mixed Use Business [MUB] zoned district.

Existing Conditions

The project site is a 2,960 SF lot with 37' of frontage on Union Street and 80' in depth. The site has a flat roof commercial building with single story in the front and a two-story addition in the rear. A cement retaining wall marks the frontage as the property is set approximately 2' above the grade of the street/sidewalk. Two sets of stairs provide access to the business entrances. The site is currently the corporate office and retail store for Growing in Health, a Home Health Consulting Agency. According to their website, the business is "focused on educating patients on various treatment options that utilize alternative medicine".¹ The retail store sells cannabidiol (CBD) products for humans and pets.

A wall sign is located above the front door of the establishment. A hanging sign post without a sign is located to the east of the front steps.



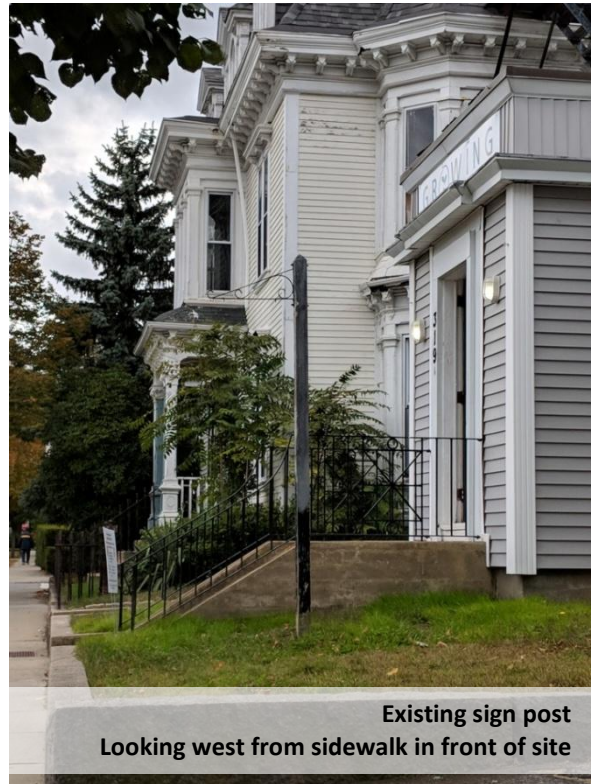
**319A Union Street
Looking north from Union St.**

¹ Growth in Health-Bio. <http://www.growthinhealth.org/bio> Accessed Online 11/5/18.

The surrounding neighborhood is a mixture of residential, professional offices and civic uses. Multi-tenant apartment buildings are directly abutting the property to the east side, west side, and rear. The New Bedford Superior Court House is also directly abutting the property in the rear. Directly south across Union Street is the Arnold Mansion (Wamsutta Club) parking lot and diagonal is a professional law office.

Proposed Conditions

The applicant proposes to install a new ground sign in the front lawn area on the east side of the staircase; in the approximate location of the existing post without sign. A new post will be installed and moved slightly closer towards the building in order to meet the six foot (6') setback requirement under ordinance. The proposed sign will be a non-illuminated, double sided, hanging sign with one main sign (2' width x 3' height) with three riders (2' width x 7" height each). The sign as proposed would have an overall size of 2' width x 4' 9" height, installed on a 8'4" post, at 8' from the ground to the top of the sign, and 3.6' from the ground to the base of the sign.



Existing sign post
Looking west from sidewalk in front of site

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 "319A Union Street New Bedford, MA 02740" date stamped received by City Clerks' Office October 12, 2018. Plans were prepared by unknown.



319A Union Street
Looking east from Union Street

The following sign specifications were also provided titled "Customer Proof", not dated. Plans were prepared by Signature Signs, in Westport, MA.

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 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/>).

319A Union Street Map:52 Lot: 357

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

