



City of New Bedford

Department of Planning, Housing & Community Development

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DIRECTOR

STAFF REPORT

REPORT DATE

April 5, 2018

PLANNING BOARD MEETING

April 11, 2018

**Case #18-15: GROUND SIGN SITE
PLAN REVIEW**
510 Belleville Avenue
Map: 100 Lot: 115

**Owner /
Applicant:** Tires R Us, LLC
c/o Michael Frates
510 Belleville Avenue
New Bedford, MA

**Applicant's
Agent:** Image Signs & more
c/o Derek Yates
126 River Road
New Bedford, MA



510 Belleville Avenue
Looking southeast from Belleville Avenue

Overview

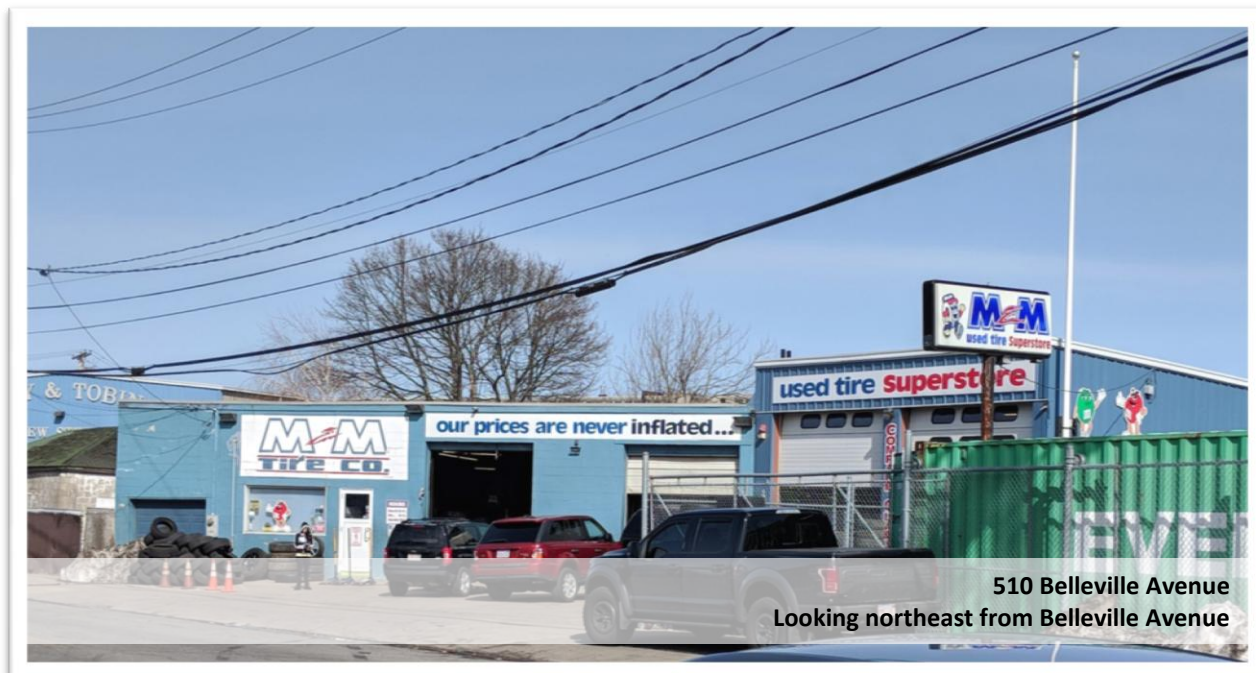
Request by applicant for **New Ground Sign Site Plan** approval for a pylon sign for M&M Tire Company. The 12,430 SF site is located at **510 Belleville Avenue** (Map 100, Lot 115) in an Industrial B [IB] zoning district.

The applicant proposes to upgrade an existing, nonconforming sign, to comply with the city's zoning code requirements. The existing, nonconforming sign was installed without a permit, on top of a portable storage container located on-site.

The city's Department of Inspectional Services served a violation notice for the unpermitted sign on February 6, 2018. The violation instructed the property owner to file for a ground sign site plan review before the Planning Board.



Existing (unpermitted) sign to be relocated on-site



Existing Conditions

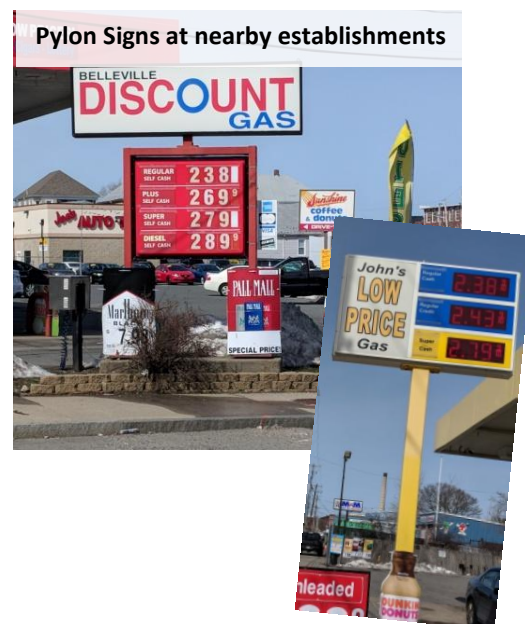
The project site is M&M Tires, a tire service facility in New Bedford's north end. The site contains a 5,119 SF commercial garage. The lot is a trapezoid shape with 144'± of frontage on Belleville Avenue and 100' of depth.

Current signage on-site includes flat mounted, non-illuminated, wall signage. The signage located above the retail office space reads, "M&M Tires Co." There are two additional signs, both which span two garage bays, respectively. A flag pole 20'-25' in height is located adjacent to the southwest corner of the garage.

An existing, nonconforming and unpermitted, internally illuminated sign, which reads, "M&M used tire Superstore," is affixed on to a portable storage container on site. The sign face is 8' in length by 3' in height, and is mounted on a 4' pole installed on to a storage container. The overall height is approximately 15' from the ground to the top of the sign.

Lighting on site is provided by wall packs on the building, and a pole-mounted flood light located in the southwest corner of the site.

The surrounding neighborhood is predominantly industrial and retail/commercial, with educational/civic and residential uses present. An industrial metal supplier is located directly adjacent to the north and surrounds the site in the rear (east). A gas station with a convenience store is directly abutting to the south. Directly across Belleville Avenue is Alma Del Mar Charter School. Diagonally west across Belleville Avenue is High Point Outpatient Treatment, and diagonally east is another gas station with retail plaza housing two restaurants. There are pylon signs in the surrounding neighborhood for gas stations and a coffee and donut shop.



Proposed Conditions

The applicant proposes to bring the existing, internally illuminated sign, installed without a permit, into conformance with the zoning code requirements. The sign, as currently installed (on the portable storage container) is prohibited, as prohibited sign types within the zoning ordinance include: “portable signs mounted on wheeled trailers” (Ch. 9 §3225).

The proposed sign is intended to reuse the existing sign face (8’ in length, by 3’ in height), which would remain internally illuminated, and be installed onto a 12’ steel sign pole bolted into the ground. The proposed sign height would be 15’ from the ground to the top of the sign.

The proposed sign would be relocated inside a fenced storage area on the south side of the lot. More specifically, the sign will be setback 48’ from the south side property line and 6’ from the west (front) property line.

The sign as proposed would meet zoning code dimensional requirements; as such, no additional approvals or relief is being sought by the applicant.

Site Plan Approval

Site Plan Review is required for commercial or industrial ground signs (Ch. 9 Section 5427)

In considering Site Plan Approval for the proposed project, the Board must find the plan to meet 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:
 - 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;
 - Ensure compliance with the Zoning Ordinance;
 - Minimize damage to existing adjacent public ways;

The proposed sign is unobtrusive to the surrounding neighborhood, given the mixed commercial and industrial character of the neighborhood. The sign location as proposed is appropriate given the limitation of the site layout and the location of the site along this stretch of Belleville Avenue. The location as proposed will not have any negative impacts on pedestrian or vehicular safety, nor visual intrusion as viewed from public ways or residential areas. In light of these circumstances staff finds that, with the conditions presented under “staff recommendations”, this proposal satisfies these zoning code objectives.

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 available as of the writing 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 an existing industrial property.

Materials for Consideration

The plan set consists of the following sheets, prepared by Image Signs & More:

- ❏ Sign Elevation (front view)
- ❏ Sign Elevation (front view) and Placement Rendering
- ❏ Site Plan, initialed by DY, dated March 15, 2018
- ❏ Aerial rendering

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 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.
 - 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/>

510 Belleville Avenue Map: 100, Lot: 115

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

