

PLANNING BOARD

City Hall, Room 303

133 William Street,

New Bedford, MA 02740

(508) 979-1488

www.newbedford-ma.gov

Registry of Deeds/City Clerk Use Only:

CITY OF NEW BEDFORD
JONATHAN F. MITCHELL, MAYOR

NOTICE OF DECISION

| | | | | |
|-----------------------------------|---|----------------------|--------------------|---------------------------|
| Case Number: | 18-01 | | | |
| Request Type: | Site Plan Approval for a Ground Sign | | | |
| Address: | 779 Church Street | | | |
| Zoning: | Industrial A Zoning District | | | |
| Recorded Owners: | Milhench, Inc. | | | |
| Owners Address: | 121 Duchaine Blvd, New Bedford, MA 02745 | | | |
| Applicant: | Seamless Marine & Village Signs, Inc | | | |
| Applicant Address: | 779 Church Street New Bedford, MA 02745 & 94C Marion Road Mattapoisett, MA 02739 | | | |
| Application Submittal Date | Public Hearing Date | Decision Date | | |
| November 22, 2017 | January 10, 2018 | January 10, 2018 | | |
| Assessor's Plot Number | Lot Number(s) | Book Number | Page Number | Certificate Number |
| 130F | 20 | 1598 | 732 | |


Application: Request by Village Signs, Inc on behalf of Seamless Marine and Milhench, Inc. for Site Plan approval pursuant to Section 3200, Sign Regulations, of the Zoning Ordinance, to install a new ground sign at the property located at 779 Church St (Map130F, Lot 20) in the Industrial A (IA) zoning district.

Action: GRANTED, WITH CONDITIONS, as described in section four (4).

A copy of this decision was filed with the City Clerk of the City of New Bedford on March 1, 2018. Any person aggrieved by this decision for Site Plan Approval has twenty (20) days to appeal the decision in accordance with the procedures set forth in Section 8 of Chapter 40A of the General Laws of Massachusetts and Section 5490B of the City of New Bedford Site Plan Review Ordinance.

3/1/2018

Date


Kathryn Duff, Chair
City of New Bedford Planning Board

1) APPLICATION SUMMARY

Village Signs, INC (94C Marion Road Mattapoisett, MA 02739) submitted an application under Chapter 9 Comprehensive Zoning §5400 Site Plan Approval for a New Ground Sign and Section 3200, Sign Regulations for Seamless Marine located at 779 Church Street New Bedford, MA 02745, in the Industrial A (IA) zoning district.

The applicant proposes to install a new ground sign for the purpose of advertising a commercial business.

This proposal is consistent with the master plan's goal as it would support the active use of an existing commercial building and this location is not inconsistent with the master plan's goal of establishing a sound foundation for future growth [that builds upon its coastal location, preserves its historic legacy], and expands cultural and workforce opportunities.

2) MATERIALS REVIEWED BY THE PLANNING BOARD

Plans Considered to be Part of the Application

The submittal is shown as the Seamless Marine Ground Sign Proposal, prepared by Village Signs, Inc., last revision date November 10, 2017; stamped received by City Clerk's Office November 22, 2017; consisting of four (4) sheets:

- | | |
|------------------|---------------------------------------|
| ❑ Detail Sheet 1 | New Sign Layout |
| ❑ Detail Sheet 2 | Existing Photo and Proposed Rendering |
| ❑ Detail Sheet 3 | Site Plan Aerial |
| ❑ Detail Sheet 4 | Existing Photo |

Other Documents and Supporting Materials

- ❑ Department of Planning, Housing & Community Development Staff Report dated January 4, 2018
- ❑ Site Plan Review Application for a Ground Sign, stamped received by City Clerk's Office November 22, 2017
- ❑ Waiver Request
- ❑ Certified Abutters List
- ❑ Bristol County (S.D) Registry of Deeds Book 1598, Page 732
- ❑ Letter from Seamless Marine, received by the Board on January 10, 2018

3) DISCUSSION

Board Chair Kathryn Duff and Board Members, Arthur Glassman, Peter Cruz, Alexander Kalife, and George Smith were present on the evening of the discussion. City Staff member: Gloria McPherson, City Planner, was present during the proceedings.

Tony Tranfaglia, Village Signs, 94C Marion Road Mattapoisett, MA, joined by Debra Lime and Nicole Botelho of Seamless Marine, proposed to install a double-sided non-illuminated pylon sign on the front lawn to improve visibility for the business. He noted the current banner on the building will be removed. He provided an illustration delineating the setbacks and described the same, noting it meets all setback requirements. He provided a schematic of the proposed sign and discussed the same, which is less than the 15' maximum height.

Debra Lime, 779 Church Street New Bedford, MA, stated they have been conducting business in this location since 2013 with only a banner. She noted the benefits of the sign as regards increasing business and profits, citing credibility, new customers, a professional look, and driver ease in locating the facility. She stated that

studies show the addition of a sign directly improves sales revenue. She noted the nearby Fisher College sign creates a misconception that their company is part of the college, and a sign would address this.

A motion was made (AG) and seconded (PC) to accept the letter just read by Ms. Lime.
Motion passed unopposed.

In response to an inquiry by Chairperson Duff, Ms. Lime stated they intend to plant grass under the sign, filling in the current dirt path. Ms. Lime also stated hours of operation are 7:30 a.m. to 4:00 p.m., noting the building lighting.

Board Member Glassman stated the company, a neighbor of his, runs a very clean operation. He noted the surrounding residences, and the positive nature of a non-illuminated sign.

Chairperson Duff informed the applicant that any addition of lighting would require an appearance before the board.

Ms. Lime acknowledged certified receipts of abutter notices. A motion was made (GS) and seconded (PC) to place the same on file. Motion passed unopposed.

Board Member Smith and Cruz confirmed the sign was within the proper height allowed.

A motion was made (AG) and seconded (GS) to open the public hearing. Motion passed unopposed.

There was no response to Chairperson Duff's invitation to speak or be recorded in favor.
There was no response to Chairperson Duff's invitation to speak or be recorded in opposition.

A motion was made (GS) and seconded (AG) to close the public hearing. Motion passed unopposed.

After brief board discussion and input from Ms. McPherson, a motion was made (AG) and seconded (GS) to approve the sign request for site plan approval pursuant to Section 3200 to install a new ground sign at the property located at 779 Church St (Map130F, Lot 20) in the Industrial A (IA) zoning district. The approval includes all staff comments.

Motion passed 5-0.

4) DECISION

Board Member Glassman made the motion, seconded by Mr. Smith, to approve sign request for site plan approval pursuant to Section 3200 to install a new ground sign at the property located at 779 Church St (Map130F, Lot 20) in the Industrial A (IA) zoning district. The approval includes all staff comment conditions:

- All general conditions be applied to this decision.
- The applicant shall ensure, through a professional survey or by working with the City's Department of Public Infrastructure, that the sign is located on private land and not within the public right of way.
- If lighting is proposed in the future, the applicant/owner shall return to the Planning Board to amend this site plan approval.

■ List of General Conditions:

- That the project shall be undertaken according to the plans submitted with the application with adherence to all notes on plans as reviewed by the Planning Board on this date as modified by the conditions of this decision.
- The applicant shall ensure that any plan corrections identified by the Planning Division shall be completed and presented on the final plan set and/or case documents.
- The applicant shall submit final plan revisions to the Planning Division in the following formats:
 - One (1) -11" x 17" Plan Set
 - 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 provide a copy of the Notice of Decision certifying no appeal has been brought forward by the office of the City Clerk 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 Site Plan 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 they were granted or they will lapse.

The Planning Board finds this request to be in accordance with City of New Bedford Code of Ordinances Chapter 9 §5400 Site Plan Review. As a result of such consideration, the Board moves approval on the subject application with the conditions so noted. The motion being properly made and seconded, the Chair called for a roll call vote which was taken and unanimously approved five (5) to zero (0).

Board Chair Duff -- Yes

Board Member Kalife-Yes

Board Member Cruz – Yes

Board Member Glassman – Yes

Board Member Smith - Yes

Filed with the City Clerk on:

3/1/2013
Date



Kathryn Duff, Chair
City of New Bedford Planning Board