



City of New Bedford

Department of Planning, Housing & Community Development

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DIRECTOR

STAFF REPORT

REPORT DATE
January 4, 2018

PLANNING BOARD MEETING
January 10, 2018

**Case #18-01: SITE PLAN REVIEW FOR
A GROUND SIGN**
779 Church Street
Map 130F Lot 20

Applicant: Village Signs, Inc.
94C Marion Road
Mattapoisett, MA 02739

Seamless Marine
779 Church Street
New Bedford, MA 02745

Owner: Heike Milhench of Milhench Inc.
127 Duchanine Blvd
New Bedford, MA 02745



Looking northwest at site from Church Street

Overview

Request by Village Signs, Inc. on behalf of Seamless Marine and Milhench, Inc. for **Site Plan Approval for a New Ground Sign** pursuant to Section 3200, Sign Regulations of the Zoning Ordinance, to install a new ground sign at the property located at 779 Church Street (Map 130F, Lot 20) in the Industrial A zoning district.

Applicant's agent is Village Signs, Inc., 94C Marion Road, New Bedford, MA 02739.

The applicant proposes to install a new ground sign which will replace an existing banner on the premises to enhance the business' visibility.



Left: Existing Banner (facing Church Street) to be replaced by proposed sign.
Right: Existing Banner on the north side of the building.

Existing Conditions

The existing site is located on Church Street, one of the City's major roads, between Lynn Street and Wildwood Street. The site is zoned Industrial A. There are several ground signs accompanying businesses along the northern side of Church Street.

Proposed Conditions

The proposed sign is 25 sq. ft. in area and 13.8 ft. in height and consists of a white background with black text, a blue and white logo and gold accents. If allowed as presented, the proposed sign would be located at the north east area of the premises on Church Street. The proposed sign would replace an existing banner located on the premises.

The total number of signs proposed for the site, according to the application, is three, although it appears that the banners are included in that total. There are two existing banner signs for the Seamless Marine Business on the premises. One sign is located on the Church Street entrance, and has been proposed for removal upon installation of the new sign.

No lighting of the sign is proposed at this time.

Review Comments

There are no signage standards within the current Zoning Ordinance for industrial zoning districts. Section 3255, Area Restrictions for Ground Signs, which requires that a ground sign be no greater than 25 ft in area, at least 6 ft from the property line, and no more than 10 feet to the base of the sign, applies to the MUB zoning district. The proposed sign, while located within the Industrial A zoning district, is in compliance with the MUB standards. Because the sign is not in the Industrial Park, there is no review required by the NB Industrial Foundation or the EDC.

There is an opportunity for the applicant to enhance the site and the sign by providing some landscaping at the base of the sign. ***The Planning Board may want to consider requiring plantings around the base of the sign.***

The proposal is consistent with the Master Plan in that it would support the active use of an existing industrial property.

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, and the Fire Department. Any comments received after the publishing of this report will be provided to the Planning Board at the public hearing.

Materials for Consideration

The submittal is shown as the Seamless Marine Ground Sign Proposal, 779 Church Street, New Bedford, MA (Assessors Map 130F Lot 20). Plans were prepared by Village Signs, Inc in Mattapoisett, MA.

- ❏ **Planning Board Site Review Application** by Village Signs, Inc. for Milhench Inc. for a New Ground Sign dated November 15, 2017.
- ❏ **Certified Abutters List**
- ❏ **Deed** A quitclaim deed was provided for staff review. Staff has confirmed current property ownership.
- ❏ **Building Permit** The rejected building permit is attached.

- ❏ **City of New Bedford Map 130F/130F-20** consists of two maps, both black and white. On the first, (Map 130F), there is one parcel that is outlined in bold, but there is no legend or descriptor for map focus. On the second map (Map 130F-20) there is not an apparent area of focus on the map. (Page 18, 19)
- ❏ **Scaled Drawing of Proposed Sign** (*Detail Sheet 1*)
- ❏ **Existing & Proposed Picture** consists of an existing photo as well as a rendering of the proposed sign. (*Detail Sheet 2*)
- ❏ **Overhead View of Side and Front Setbacks** (*Detail Sheet 3*)
- ❏ **Picture of Existing Banner on Building to be Removed** (*Detail Sheet 4*)



Staff Recommendation



Site Plan Review. Having reviewed the submitted materials, planning staff offers the following recommendations for conditions to the Planning Board should it move to grant the requested site plan approval for the proposed ground sign:

- ❏ 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.

Materials for Case 18-01 are available at <http://www.newbedford-ma.gov/planning/planning-board/planning-board-agenda-info-2018/>