



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 #18-03: SITE PLAN REVIEW FOR
A GROUND SIGN**

1389 Phillips Road
Map 132, Lot 585

Applicant: Heather Dudko, National
Sign Corporation
2 Phoebe Way
Worcester, MA 01605

Owner: Michael Licciardi, Karmal
Management, LLC
9265 Estero River Circle
Estero, FL 33928



Existing ground sign at 1389 Phillips Road

Overview

Request by National Sign Corporation on behalf of Karmal Management, LLC, for Site Plan approval pursuant to Section 3200, Sign Regulations, of the Zoning Ordinance, to alter an existing ground sign at the BP/7-Eleven property located at **1389 Phillips Rd** (Map 132, Lot 585) in the Mixed Use Business (MUB) zoning district. The applicant will also appear before the Zoning Board of Appeals for a variance (as the total sign area of 75 SF proposed exceeds the maximum of 25 SF allowed as stated in section "3255. Area Restrictions for Ground Signs" of the City of New Bedford's Code of Ordinances).

Existing Conditions

The existing site contains a 7-Eleven convenience store and gas station and is located in the northern part of the city, east of Route 140. There is one existing ground sign on the premises located on the northwest corner of the property. The existing sign contains two internally illuminated panels. The third panel, the central panel between the 7-11 logo and the gas price cabinet, is missing or has been removed. The existing sign is 20 ft. in height and 5 ft. in width. There are several existing ground signs located within the general vicinity of the subject location. The premises is located within the Mixed Used Business (MUB) zoning district.

Proposed Conditions

The proposal involves upgrading the existing sign panels and filling in the missing third panel. The new sign will feature the standard corporate logos, with a BP logo panel located at the top of the sign, an updated 7-Eleven panel in the center, and a digital price cabinet located at the bottom of the sign. The panels will be internally illuminated.

The existing frame for the panels will remain in place and be reused so the proposed sign will remain 20 ft. in height and 5 ft. in width. The existing frame will be painted white.

The applicant proposes additional sign lighting in the form of LED light bars on the sides of the frame adjacent to the price cabinet.

Review Comments

The proposed sign is pre-existing, non-conforming and does not meet current MUB standards for size. Consequently, applicant is seeking a variance from the Zoning Board of Appeals.

Staff has requested specs for the LED light bars proposed adjacent to the price cabinet panel, as well as lumen information. **This seems like overkill when the panels are already internally illuminated. It's up to the applicant to make a reasonable case for the additional lighting.**

Staff finds that this proposal is consistent with the Master Plan in that it supports the active use of an existing commercial 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 meeting.

Materials for Consideration

- ❏ **Site Plan Review Application.** The Site Plan Review Application is complete and illustrates the project goal. The application contains applicant information, use information, a completed chart with existing and information on customer volume. The application is dated December 6, 2017.
- ❏ **Certified Abutters List.** An abutters list has been provided for review.
- ❏ **Deed.** The deed has been provided for staff review. Staff has confirmed current property ownership.
- ❏ **Plan Set.** The applicant has provided a parcel map, tax assessor property data, as well as an architectural site plan, existing and proposed renderings, and Google Imagery of the current site.
- ❏ **Building Department Rejection Packet.** The decision from the Building Department rejecting the sign application is included within the application.



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 approve the requested site plan approval for the proposed ground sign:

- ❏ All general conditions shall be applied to this decision.
- ❏ The digital price cabinet portion of the sign shall not contain flashing lights and shall be changed no more than one time in any 24 hour period.
- ❏ [whatever decision is made regarding the LED light bars, if any]

Materials for Case 18-03 are available at <http://www.newbedford-ma.gov/planning/planning-board/planning-board-agenda-info-2018/>