



MAYOR
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PLANNING BOARD

STAFF REPORT

REPORT DATE
December 3, 2020

PLANNING BOARD MEETING
December 9, 2020

**Case #20-32: NEW GROUND SIGN
SITE PLAN REVIEW**
1230 Purchase Street
Map: 66 Lot: 86

Owner/ 1230 Purchase Street LLC
Applicant: 1230 Purchase Street
New Bedford, MA
02740

Agent: ProSign Graphics
c/o Anna Haluch
65 Belmont Street
South Easton, MA 02375

Overview

Request by applicant for **New Ground Sign Site Plan** review for the installation of a new 4'x5' pylon sign 14' above grade at an auto glass sales business located at **1230 Purchase Street** (Map: 66 Lot: 86) on a 0.34± acre site in a Mixed-Use Business (MUB) zoned district.

Existing Conditions

The project site is the location of Safelite AutoGlass, an auto glass repair business. The site is approximately 0.34 acres with 167± feet of frontage on Purchase Street. On site is a 6160 SF building. Parking—17 standard spaces and one handicapped space—occupies most of the remaining lot.

There is currently no free-standing signage on-site.

The surrounding neighborhood, located along Purchase Street, is a business corridor comprised of primarily of offices and professional services including state and local government offices, a doctor's office, an accounting firm, and a credit union. The Veteran's Transition House operates further to the north on Purchase Street.

Proposed location of new ground sign at 1230 Purchase Street



Directly abutting to the south is a City-owned building that houses state and local government offices. Directly abutting to the north is the Purchase Street offramp from Route 18. Directly across Purchase Street is the Quest Center, another City-owned building occupied by City departments, business tenants, and the NBEDC, and the former site of Glaser Glass, which is currently unoccupied. Directly abutting the rear of the site is a slope of land descending to the southbound lanes of Route 18.

Proposed Conditions

The applicant proposes erecting a 20 SQFT sign supported by a 10' steel pipe with a planter at the base in a parking space that is currently occupied by a dumpster. **The Board may wish to determine if the dumpster is to be relocated, and if so, where.** The sign will be centered in a 5-foot wide planter, which is located 2 feet from each adjacent parking line.



**Proposed Sign Location
with Planter**



Signage details.

A pylon sign internally illuminated by white LED is proposed for second parking space in from the sidewalk on the south side of the property. **The Board may wish to request that remaining parking spot between the sign and the sidewalk be eliminated.** The area of the sign panel as proposed is 20 SF, which is a permissible size. The sign will have an overall height of 14', width of 5', and depth of 1'. The sign will have two (2) 3'11" x 4'9" x 3/16" polycarbonate panels with vinyl-applied graphics in black vinyl and poppy red vinyl, with one on each side of the sign. The polycarbonate panels will be housed in a cabinet of unknown material. **The Board may wish to determine the type of material to be used for the cabinet.** The sign will be set 15' from the property line on the street and 10' from the southern property line, which is in accordance with siting restrictions.

The proposed signage meets all dimensional requirements for the Mixed-Use Business (MUB) zoning district.

Impact on Parking, Circulation, and Landscaping.

To accommodate the new sign, the applicant must eliminate one of the parking spaces on the site. This parking space is currently occupied by a small dumpster. Based on the square footage and use of the building, the site is required to have 15 parking spaces. Removing one space for siting the sign would leave 17 parking spaces on site. The plans submitted show a planter box to be installed at the base of the sign. While the plans indicate that the planter box is 5' wide and 1' high, the depth is unclear. It is also unclear what species of plants will be in the box. **The Board may wish to determine the contents of the planter box and its exact dimensions.**

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's goal to expand workforce opportunities and communicates a positive message for business development.

Materials for Consideration

The architectural plan submission is shown as "Glaser Glass Renovation." Dated 3/18/2020. Plans were prepared and stamped by 8T5 Studio, in Freetown, MA. The plan set consists of the following sheet:

- Sheet 1 Site & Area Plan

The sign plan submission, prepared by Advanced Sign Group., in Columbus, OH. Dated 6/18/2020, consists of the following sheets:

- Summary of Signage
- Poly Rendering – Proposed
- Double-sided Sign Cabinet – Polycarb Face w/ Vinyl & Sign Details – Illuminated Sign

The ground sign design specifications are shown as "Safelite." Dated 6/17/20. Plans are prepared and signed by Darren S. Antle, P.E. of Knoxville, TN. The plan consists of the following sheets:

- Safelite Drawing 1
- Safelite Drawing 2

Finally, an unnamed plan for the location of the sign within a parking space and the design of the planter box are shown. The plans are designed by Prosign Graphics LLC of South Easton, MA and are undated. The plan consists of:

- Sheet 1

Site Plan Criteria

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.



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 specific conditions be applied to this decision:
 1. A revised plan including the elimination of the parking spot between the proposed sign and the sidewalk, and a proposed used for this space.
 2. A revised plan including the proposed location for the dumpster that currently occupies the space.
 3. A revised plan including the dimensions for the planter at the base of the sign and the type and quantity of plantings.
 4. A revised plan including any additional materials to be used for the sign cabinet.

- That the following general conditions also be applied to this decision:
 1. The project shall be completed according to the plans, notes, reports, and specifications submitted for consideration and final approval by the Planning Board.
 2. The project shall be undertaken in a manner consistent with the Memorandum from the Department of Public Infrastructure received and placed on file and the Planning Board incorporates the DPI memo as part of these conditions.
 3. The applicant shall submit final plan revisions to the Department of City Planning 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.
 4. 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.
 5. The applicant shall ensure that a copy recorded decision be provided for the Department of City Planning Case file folder.
 6. The applicant shall present any proposed modification from the approved plans for consideration to the Director of City Planning for determination as to whether the modified plan must return before this Board for further review.
 7. 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.
 8. The developer and site contractor must schedule a pre-construction meeting with the Department of Public Infrastructure prior to the start of construction.
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Materials Provided by the Applicant are available at: <https://www.newbedford-ma.gov/planning/planning-board-agenda-info-2020/>

Staff Report prepared by: Michael McCarthy, Staff Planner
Reviewed by: Jennifer Carloni, Senior Planner

1230 Purchase Street Map: 66 Lot: 86

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

