



MAYOR
JON MITCHELL

City of New Bedford Department of City Planning

133 William Street • Room 303 • New Bedford, Massachusetts 02740
Telephone: (508) 979.1488 • Facsimile: (508) 979.1576

PLANNING BOARD

STAFF MEMO*

REPORT DATE
January 8, 2021

PLANNING BOARD MEETING
January 13, 2021

**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.

*Memo

This memo is provided as a supplement to the previous Department of City Planning Staff Report for Case #20-32 dated December 3, 2020. This memo addresses revised materials submitted by the applicant on December 22, 2020 in response to conditions identified in the Staff Report.

Since the last meeting

As is standard practice, the Staff Report was shared with the applicant prior to the December 9, 2020 meeting of the Planning Board. Although technical difficulties prevented the applicant from attending the meeting, they were able to review the report and modify their plans to address comments made within.

The applicant provided the following revised materials on December 10, 2020:

1. Revised Site Plan, dated 12/10/20
2. Revised Dumpster and Pylon Details, dated 12.10.20

Summary of Revisions Made to Previous Plans

In response to comments in the Staff Report dated December 3, 2020, the applicant has provided an updated Site Plan sheet that shows a new location for the dumpster that is currently occupying the location proposed for the ground sign. The revised Site Plan notes clarify that parking space #17 will be eliminated to create space for the ground sign. Revision notes also explain that the dumpster will be kept inside the storage garage portion of the building except on scheduled pickup days when it will be wheeled out to the area between the ground sign and the sidewalk.

The applicant also submitted an updated rendering detailing the dumpster and pylon sign. This drawing demonstrates the location of the dumpster on scheduled pickup days and clarifies that the area between the proposed sign and sidewalk would be designated as a no parking zone. The property would still comply with parking requirements. **The Board should inquire if any additional signage or pavement markings will be added to indicate that this is a no parking area.**

This updated rendering provides further clarification on the sign, noting that it will be housed in a 0.04" black aluminum cabinet and that the planter at the base will be constructed of pressure treated wood. While these new details provide some clarification to the issues raised in the previous Staff Report, they do not demonstrate the depth of the planter box or suggest what plant species will be in it. **The Board may wish to clarify the type of plants intended for the planter and determine its exact dimensions.**



Materials Provided by the Applicant are available at: <https://www.newbedford-ma.gov/planning/planning-board-agenda-info-2021/>

Staff Memo prepared by: Michael McCarthy, Staff Planner

1230 Purchase Street Map: 66 Lot: 86

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

