



## City of New Bedford Department of City Planning

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**MAYOR**  
JON MITCHELL  
**PLANNING DIRECTOR**  
JENNIFER CARLONI

## PLANNING BOARD

# STAFF REPORT

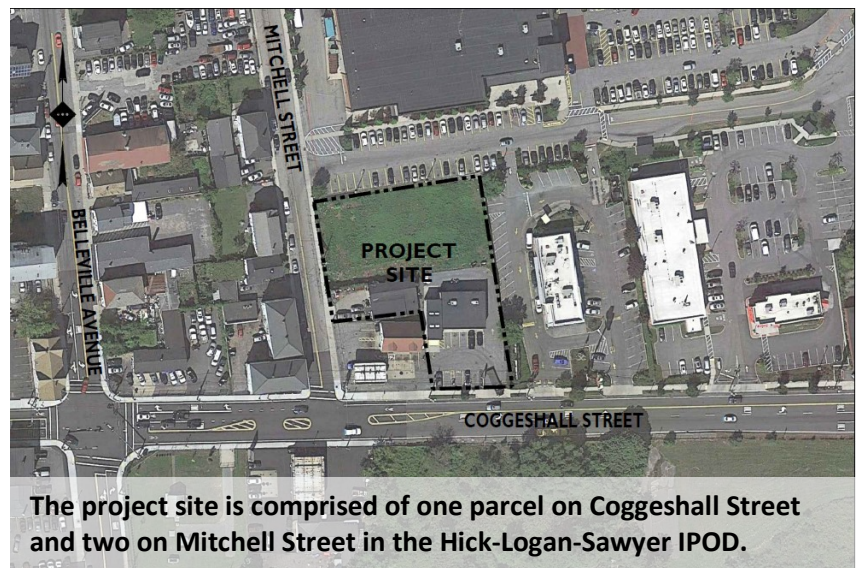
**REPORT DATE**  
**AUGUST 2, 2021**

**MEETING DATE**  
**AUGUST 11, 2021**

**Case #21-27:** **SPECIAL PERMIT/  
157-161 Coggeshall Street**  
Map: 93 Lots: 168, 169, 275

**Owners:** Scott R. Boutin & Tammy M. Boutin 358 Beam Street, New Bedford, MA 02744); Michael J. Khalife & Antoine J. Khalife (171 Coggeshall Street, New Bedford, MA 02746); Mitchell Street Trust-2013 (83 Point Road, Portsmouth, RI 02871)

**Applicant:** ALRIG USA Development LLC  
30200 Telegraph Road  
Suite 205  
Bingham Farms, MI 48025



The project site is comprised of one parcel on Coggeshall Street and two on Mitchell Street in the Hick-Logan-Sawyer IPD.

### Overview

Request by applicant for a **Special Permit** for the construction of a fast-food restaurant with a drive-through and associated site improvements at 157-161 Coggeshall Street (Map: 93 Lots: 168, 169, 275), a 0.8± acre site located in the Hicks-Logan-Sawyer Iterim Planning Overlay zoning district.

### Existing Conditions

The project site is composed of three lots totaling in 35,212 square feet with 90± feet of frontage on Coggeshall Street and 100± feet of frontage on Mitchell Street. On Coggeshall Street, the site is occupied by a 2,272 SF commercial building with associated parking that was most recently

**Former Subway and carwash at 157-161 Coggeshall Street.**  
Looking north from the Coggeshall Street.





**Vacant lot on Mitchell Street adjacent to Market Basket.**  
Looking east from Mitchell Street.



**Auto repair shop on Mitchell Street behind Petro Mart.**  
Looking east from Mitchell Street

used as a Subway restaurant and an automatic carwash. Lot 168 on Mitchell Street is currently occupied by an autobody shop with a 2,115 SF building. Adjacent to the autobody shop Mitchell Street is Lot 275, which is vacant land.

The surrounding neighborhood is a mix of multifamily housing and commercial businesses.

Directly abutting the site to the southwest is Petro Mart, a gas station/convenience store, on the corner of Coggeshall Street and Mitchell Street. A McDonald's with a drive-through abuts to the east on Coggeshall Street. Market Basket inside Riverside Plaza abuts to the north. Multifamily homes are across from the site on Mitchell Street.

### **Proposed Conditions**

The applicant proposes to demolish all existing structures on the site and construct a new 2,280 SF building at the rear of the site for a Starbucks fast-food restaurant with a double-lane drive-through and an outdoor seating area. The building is oriented with entrances facing Coggeshall Street and Mitchell Street. A pickup window is proposed next to the Mitchell Street entrance. The bi-directional (entrance/exit) driveways will provide access to the site from Coggeshall Street and Mitchell Street. Parking areas are proposed to the north, west, and south of the building for a total of thirty (30) spaces, including two (2) handicapped spaces. The applicant also proposes two (2) bicycle racks adjacent to the storefront, new landscaping, and drainage systems for the site.

The Board may consider the "Relationship to Public Spaces" design guidelines for development in the HLS IPOD to determine whether the proposed site layout conforms to the vision for the district. Listed below are select guidelines the board may wish to consider in relation to this project:

### **Chapter 9 Section 4661 (A) Relationship to Public Spaces.**

"Public Spaces" shall include streets, sidewalks, squares, parks, pedestrian and bicycle paths and facilities. Development should enhance public spaces, and where possible, make physical improvements on site, or on abutting public ways to enhance consistency of design, access and safety of public spaces consistent with the HLS District Master Plan.

- Buildings and landscape elements should define and frame public spaces. Property lines should be defined by buildings, street walls, or fences. New development and adaptive reuse shall create a street edge at the sidewalk either by the building itself or by a fence or continuous landscaped edge.
- Buildings entrances should be located to facilitate pedestrian movement between private and public spaces and to promote strong physical connections to public spaces.
- Curb cuts should be limited in size and number. Shared driveways between adjoining uses are encouraged.



## Operations

The proposed hours of operation are 5 A.M. to 11 P.M. every day. The applicant expects deliveries to occur daily between 8 A.M. and 5 P.M. The application indicates that the business will have six (6) employees, while the parking calculation in the site plans accounts for seven (7) employees. **The Board may wish to clarify the number of employees per shift with the applicant. The Board may wish to clarify if the applicant anticipates any early morning deliveries and limit any to lessen any noise impacts on residential neighbors.**

The application also indicates that currently the businesses on the site see 100 customers a day and that the applicant anticipates servicing 700 customers. However, a site visit revealed that both carwash and the Subway location on the site are closed and the only other active business is the autobody repair shop. **The Board may wish to discuss the intensity of the current uses of the site with the applicant in order accurately assess the impacts of the proposed development.**

## Parking & Loading

**Under HLS IPOD ordinance, the Board “may request and require that the proposed development provide off-street parking at a rate less than is required.”** The proposed project meets the number of parking & loading spaces required for the use.

USE	PARKING REQUIREMENTS	LOADING REQUIREMENTS
Fast-food drive-in, carry-out restaurants	One (1) space per each employee per shift for a minimum of five (5) spaces plus one (1) space per 100 sq. ft. of gross floor area with a minimum of twenty (20) spaces	One (1) loading space for each building
<b><u>Parking Calculations</u></b>		
7 1 space per employee		
+ 23 1 space per 100 SF GFA (2,280/100 =23)		1 loading space per building
30 Total required parking spaces		1 Total required loading space
<b><u>Proposed Parking</u></b>		
Total parking spaces proposed 30 spaces		Loading spaces proposed 1 space

Parking is provided four areas on the site. Six (6) parking spaces, including two (2) handicapped spaces, are proposed adjacent to the south side of the building and row of seven (7) spaces is proposed to the west of the drive-through lanes. On the south side of the site, a row of five (5) parking spaces is proposed perpendicular to Coggeshall Street. A row of eight (8) spaces is proposed on the west side of the site perpendicular to Mitchell Street. Finally, four (4) employee-designated parallel parking spaces are proposed on the north side drive-through bypass lane. **The Board may wish to discuss the employee parking area with the applicant, as accessing it may require queuing in the drive-through lane to park and the safety of crossing the drive-thru lane as a pedestrian.**

Two (2) bicycle racks are also proposed southeast of the building.

## Traffic Impact Study

The applicant has provided a traffic assessment, prepared by Stonefield Engineering & Design. The results are summarized here. Give the location, proximity to other recently permitted developments, and the proposed mitigation strategies, **the Board may wish to request a peer review.**

The assessment estimates automobile trips for the proposed use of the site and considers the impact of these trips on roadways and intersections. Based on the peak hour counts, the traffic assessment concludes that the proposed Starbucks would generate 204 weekday peak morning trips (7:30am-8:30am), 224 weekday midday peak (12pm-1pm) trips, 99 weekday evening peak (4pm-5pm) trips, and 201 Saturday midday peak (12-1pm) trips. It should be noted that the traffic

assessment does not include total daily trip estimates. **The Board may wish to request that the applicant provide daily total trip estimates.**

The assessment differentiates between “new” trips, which add to existing traffic, and “pass-by” trips, which are diverted from existing traffic. For example, someone who regularly travel down Coggeshall Street to visit Market Basket every Saturday would be a “pass-by” rather than a “new” traveler. During the peak hours provided, the majority of trips are estimated to be “new” trips.

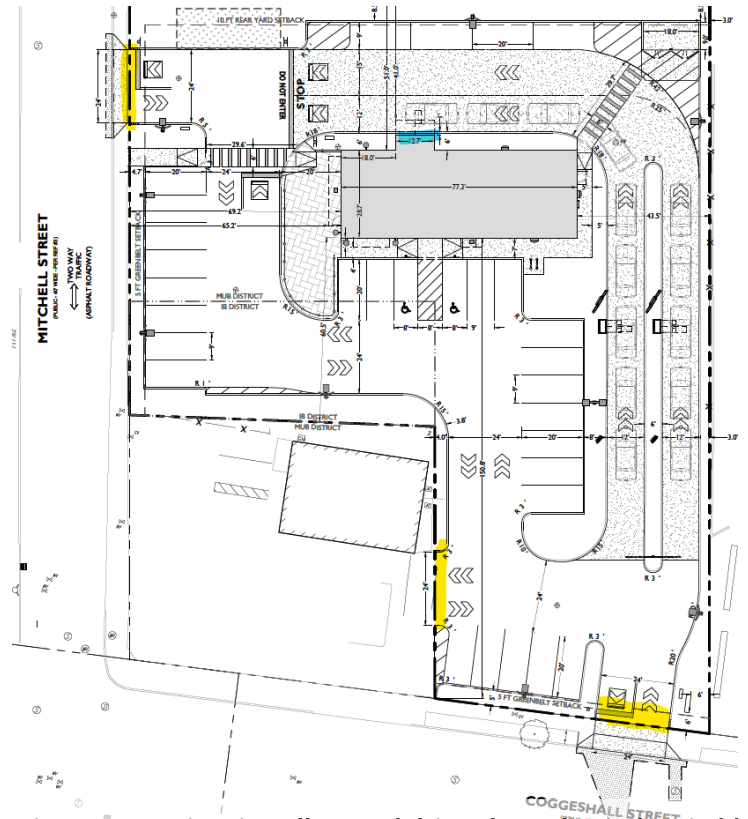
The traffic assessment also estimates decreases in the level of service for nearby intersections. In particular, the assessment predicts that the Coggeshall Street/Belleville Avenue intersection will decrease from a C to a D under both build and no-build conditions. The assessment also considers the impact on the Coggeshall Street/Mitchell Street intersection and finds B to a C for traffic turning right or left off Mitchell Street on to Coggeshall Street. The traffic assessment does not consider any other intersections in the area.

### Circulation

There are three vehicular entrances to the site. A 24’ wide driveway entrance on the southside of the site provides access to/from Coggeshall Street and is the most direct way to enter the drive-through lanes. A dedicated left turn lane begins on the eastbound side of Coggeshall Street shortly before the entrance. A second 24’ wide drive at the northwest corner of the site provides access to/from Mitchell Street and is the most direct way to exit the site from the drive-through without travelling through the parking area. Finally, there is 24’ wide cross-access connection to the adjacent gas station on the southwest corner of the site. **The Board may wish to discuss any cross-access easements proposed.**

The drive-through area provides queuing space for up to 16 cars without blocking access to the site via Coggeshall or producing spillover on to Coggeshall. **The Board may wish to discuss typical wait times for a Starbucks drive through with the applicant to determine whether adequate space has been provided.** Pedestrian access is proposed from Mitchell Street via a concrete sidewalk extension on to the site and a crosswalk connection across a parking lot drive aisle to the outdoor seating area. There is no pedestrian access proposed from Coggeshall Street. Pedestrians attempting to access the site from Coggeshall Street would have to cross through landscaped areas and the length of the parking lot.

The nearest public transportation connection is at Market Basket, which is served by SRTA’s #2 and #11 bus lines.



Site access points in yellow and drive-through window in blue.



Existing cross access has no clearly defined drive aisle or markings. Looking west from project site.

## Landscaping

The applicant proposes landscaped areas around the perimeter of the site and a landscaped island between the drive-through lanes and the parking area. An evergreen landscaped border is proposed between the Coggeshall Street sidewalk and the parking area. Creeping juniper is proposed along the narrow strip between the eastern property line and the drive-through lanes. A mixed shrub border is proposed along the property line with the gas station and between the Mitchell Street sidewalk and the parking area. A tree border including one (1) red maple and a row of cypresses is proposed along the northern property line. An additional red maple and shrub area is proposed on the west side of the drive-through, which will also serve a screen for an electric transformer adjacent to the southwest corner of the building.

The number of proposed plantings is summarized by type below.

Species/Type	Number
Leyland Cypress – Tree	14
Red Maple – Tree	2
Red Twig Dogwood – Shrub	9
Winterberry – Shrub	2
Virginia Sweetspire – Shrub	7
Arrowwood Viburnum – Shrub	10
Columnar Japanese Holly – Evergreen Shrub	10
Inkberry Holly – Evergreen Shrub	88
Northern Sea Oats – Grass	35
Creeping Juniper – Evergreen Shrub	66
Switch Grass – Grass	32

Plans indicate that the existing fencing on the east property line will remain. A site visit revealed that this fencing is in disrepair. **The Board may wish to condition that the fencing be repaired or replaced and that revised plans showing details for any new fencing be submitted to the Department of City Planning for review.**

## Snow Storage & Waste Receptacles

The applicant proposes a snow removal storage area at the northwest corner of the site on a landscaped area marked for grass. **The Board may wish to verify that it will be feasible to use this area for relocating all the snow on site.**

The applicant proposes locating trash and recycling on a concrete pad at the northeast corner of the site in a cinderblock enclosure with a screened chain-link fence opening.

The trash enclosure area is only accessible for pickup via the drive-through. Branding detail plans indicate that the drive-through lanes will have 8' 6" clearance bars. The average height of a frontend loading garbage truck is 12 feet. **The Board may wish to discuss waste disposal plans with the applicant.**

## Stormwater

Plans show that the existing stormwater and drainage infrastructure will be removed. The proposed stormwater system will connect roof leaders and six (6) catch basins throughout the parking area to an underground infiltration system, which will have an overflow connection to the City sewer line at Coggeshall Street.





The applicant has provided a stormwater management report conducted by Stonefield Engineering & Design, which concludes that under the proposed conditions the site will be adhere to all applicable stormwater management standards and regulations and that the proposed development will not negatively impact neighboring properties or the watershed.

Planning staff defers to the Department of Public Infrastructure regarding compliance with the city stormwater regulations.

### Utilities

The applicant proposes to cap the existing gas line on site as part of construction and create a new connection from Mitchell Street to the east side of the building. Similarly, electric and telecommunication lines will originate at a utility pole on Mitchell Street and connect at the east side of the building. Water and sewer lines will run from the City service under Coggeshall Street and connect to the east side of the building. Plans indicate that all utility meters will be installed inside the building.

An electrical transformer is proposed near the southwest corner of the building.

No mechanical systems are indicated on the site plans or the architectural elevations. **The Board may wish to verify if any systems are proposed for the site and condition that revised plans showing the location of mechanical systems with details for any required screening be submitted the Department of City Planning for review.**

### Site Preparation (Demolition and Erosion Control)

The applicant proposes to demolish all structures and pavement on site as well as remove existing vegetation. Plans show that sections of the concrete sidewalks will be removed on Coggeshall Street and Mitchell Street to create site entrances. Plans also show an area of saw cutting for the pavement at Coggeshall Street to make utility connections.

A two-foot silt fence is proposed for perimeter erosion control and inlet filter bags are proposed for maintaining catch basins during construction. A construction entrance is proposed on Coggeshall Street at the southeast corner of the site. Plans indicate that the entrance will be constructed of a crushed base and a geotextile cover. A soil stockpile area protected by a silt fence is proposed near the northeast corner of the site.

### Signage

The applicant has provided a branding book that details the signage proposed for the site and building. The applicant proposes a pylon sign adjacent to the driveway entrance on Coggeshall Street with an overall height of 60 feet. The sign is topped by a 9' by 9' Starbucks logo and will be mounted on a steel tube. Sign plans indicate that the pylon specifics, including the height, are "TBD upon engineering." For reference, the Board restricted the height of ground signs for Riverside Landing Phase II to 37' in 2012, a decision that included the Taco Bell sign on Coggeshall Street and the Riverside Landing plaza gateway sign. **The Board may wish to discuss the details of the pylon with the applicant and condition a specific height.**

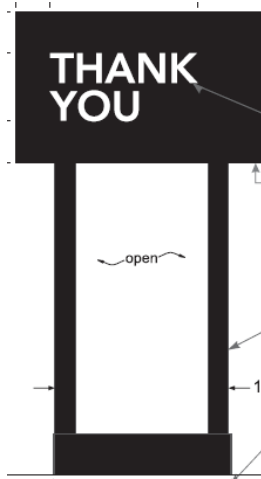
The building will have a 48" internally illuminated wall sign of Starbucks logo on the north, east, and south exterior walls. Twenty (20) inch tall, internally illuminated channel letters saying "STARBUCKS" are proposed for the west side of the building. The applicant has also proposed a 48" internally illuminated sign reading "DRIVE THRU >>" for the west, south, and east sides of the building.



Pylon sign logo and signage.

Internally illuminated directional signage is also proposed for the site at the driveway entrances and the drive-through exit. Directional signage as proposed will have an overall height of 3'10". The sign face width and heights vary as per the plans submitted. **The Board may wish to condition that signs be illuminated no early than one prior to opening and no later than one hour after to closing.**

Drive-through exit sign, front.



Drive-through exit sign, rear.



Driveway entrance sign.



In addition to the ground signs proposed, the applicant provides menu board and drive-through clearance bar details in the branding book. The menu boards and clearance bar are proposed for the drive-through lanes on the east side of the building. Plans indicate that the menu boards will be illuminated.

### Lighting

The lighting plan indicates that 9 pole-mount lights are proposed throughout the site. The majority of the pole-mounted lighting is along the perimeter of the site and one, double light is proposed for the center of the landscaped area adjacent to the drive-through. Overall, there does not appear to be significant bleed on to adjacent sites.

The applicant also proposed 7 wall-mounted lights around the exterior of the building. Four (4) of the wall sconces proposed are listed illuminate above and below the fixture. **The Board may wish to condition that all lighting on site be down shielded.**

Lighting fixtures proposed include:

- Cree Lighting OSQ Outdoor LED Area Light – 7
- Cree Lighting OSQ Outdoor LED Area Light DOUBLE 180 – 1
- Cree Lighting Edge Series Outdoor LED Wallpack – 1
- Cree Lighting CPY Series - LED Walkway Canopy Light – 2
- Tech Lighting LED Up & Down Wall Sconce – 4

**The Board may wish to consider conditioning the hours of illumination for site lighting to no earlier than one hour prior to opening and no later than one hour prior to closing.**

### Architectural Plans

Architectural elevations show that approximately five (5) feet around the base of the building will be a pewter modular brick veneer. The bulk of the building will be a gray EIFS siding. Teak wood siding accents are proposed for the west elevation, around the drive-through window, and at the western edge of the south elevation.

The main entrances on the west and south feature 10-foot high aluminum-framed windows and a glass panel door. The door for the east exit appears to be steel.

Black steel awnings are proposed over the drive-through window and the west entrance. A black steel trellis is the south entrance. A roof ladder and a black aluminum frame awning are shown on the eastern elevation.

### **Review Comments**

As required under city ordinance, the case submittal documents were distributed to the appropriate departments for review.

At the time of writing this report, no departmental memos have been received.

### **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 engineered plan submission is shown as "ALRIG USA Development, LLC Proposed Starbucks with Drive-Thru Facilities" dated 7/1/2021, and prepared by Stonefield Engineering & Design of Boston, MA. The plans are prepared and stamped by Jake Modestow, PE. The plan set consists of the following sheets:

- C-1 Cover Sheet
- C-2 Existing Conditions Plan
- C-3 Demolition Plan
- C-4 Site Plan
- C-5 Grading and Drainage Plan
- C-6 Utility Plan
- C-7 Lighting Plan
- C-8 Landscaping Plan
- C-9 - C-10 Soil Erosion & Sediment Control Plan
- C-11 - C-14 Construction Details
- C-15 Truck Turn Plan (Fire Truck)

The architectural plan submission is shown as "Restaurant Shell Building" dated 3-19-2021, and prepared by Cortland Morgan Architect of Arlington, TX. The plans are not stamped. The plan consists of the following sheets:

- PP-1 Preliminary Floor Plan and Elevations

The branding book and sign plan is shown as "Starbucks Coffee # New Bedford MA" dated 6-20-2021 and prepared by Hilton Displays of Greenville, SC. The plan consists of the following sheets

- Sheet 1 Site plan
- Sheet 2 Preliminary South Elevation
- Sheet 3 Preliminary East Elevation
- Sheet 4 Preliminary North Elevation
- Sheet 5 Preliminary West Elevation
- Sheet 6 48" Illuminated Siren
- Sheet 7 48" DT Wall Sign-RH
- Sheet 8 20" Channel Letters – Remote
- Sheet 9 Double Clearance Bar
- Sheet 10 46" Illuminated Directional TYEO
- Sheet 11 46" Illuminated Directional <DT / DT>
- Sheet 12 108" Illuminated D/F Pylon – 60' OAH
- Sheet 13 Pre-Menu Board – Freestanding
- Sheet 14 5-Panel Menu – Freestanding
- Sheet 15 DOS on Canopy – DCB on Unistrut



## 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.

## Staff Recommendations



**Special Permit – HLS IPOD.** Having reviewed the submitted materials, planning staff offers the following recommendations.

**Prior to the Planning Board deciding on this case, staff offers the following recommendations:**

- **The traffic impact assessment and proposed mitigation strategies be peer reviewed.**
- **The internal site circulation (vehicular and pedestrian) be discussed and reviewed; particularly in relation to the proposed location of the employee parking, waste receptacles, and anticipated pedestrian flows into and out of the site.**
- **The height of the pylon sign be reviewed and revised.**

Should the Planning Board act favorably on the requested special permit for the project, staff offers the following recommended conditions:

That the following **specific conditions** be applied to this decision:

1. Fencing along the east property line shall be repaired or replaced and that revised plans showing details for any new fencing be submitted to the Department of City Planning for review.
2. Revised plans showing the location of mechanical systems with details for any required screening shall be submitted for the review by the Planning Board chair in consultation with the City Planner for a determination whether modified plan must return before this Board for further review.
3. Signage on site shall be illuminated no early than one prior to opening and no later than one hour after to closing.
4. Lighting shall be illuminated to no earlier than one hour prior to opening and no later than one hour prior to closing.

That the following **general conditions** also be applied to this decision:

5. The project shall be completed according to the plans, notes, reports, and specifications submitted for consideration and final approval by the Planning Board.

6. The project shall be undertaken in a manner consistent with any departmental memos received in relation to plan and placed on file for Planning Board consideration. The conditions of such memos shall be considered to be part of these conditions.
7. 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.
8. The applicant shall ensure that a copy of the Notice of Decision, bearing the certification of the New Bedford City Clerk signifying no appeal has been made against the project's approval, be provided for the Department of City Planning case file folder.
9. That 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.
10. The applicant shall ensure that a copy recorded decision be provided for the Department of City Planning case file folder.
11. 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.
12. 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.
13. 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-2021/>

Staff Report prepared by: Michael McCarthy, Staff Planner  
Reviewed by: Jennifer Carloni, Director of City Planning

## 157-161 Coggeshall Street Map: 93 Lots: 275, 168, 169

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

