



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

## City of New Bedford Department of City Planning

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### PLANNING BOARD

# STAFF REPORT

#### REPORT DATE

December 8, 2021

#### MEETING DATE

December 15, 2021

**Case #21-43:** Site Plan Review for New Ground Sign  
969 Shawmut Avenue  
Map: 121 Lot: 63

**Owner:** Brendan Riley  
True Storage New Bedford, LLC  
670 North Commercial Street  
Manchester, NH 03101

**Applicant:** Amanda McElroy  
ViewPoint Sign & Awning  
35 Lyman Street  
Northboro, MA 01532

**Zoning District:** Industrial - B

**Site Area:** 153,477 ft<sup>2</sup>

**Overview:** Request by applicant for **Site Plan Review** for a new ground sign at 969 Shawmut Avenue (Map: 121 Lot: 63), a 153,477 square foot site in an Industrial-B (IB) zoned district.



**New storage facility on Shawmut Avenue**  
Looking north from southern extent of property.

## Existing Conditions

The project site is the location of a recently permitted self-storage facility near at 969 Shawmut Avenue. The 3.5 ± acre site has 602.8 feet of frontage on Shawmut Avenue with two driveway entrances. Two wall signs exist on the building.

The surrounding neighborhood consists of residential, commercial, and industrial uses. Directly abutting the property is in to the north is the Route 140 highway and industrial properties, a shopping center including a McDonald's restaurant with a drive-thru abuts across Shawmut Avenue to the east, a contractor garage to the south, and a residential property buffered by a tree line to the west.

## Related Permitting

The site previously received Site Plan review from the Planning Board (Case #21-11), which did not include a ground sign at that time.

## Decision Criteria

The applicant is requesting a Site Plan Review for New Ground Sign. The ordinance provides the Board the following criteria for reaching a decision.

### Site Plan Review Criteria

In considering Site Plan Approval for the proposed project, the Board must find that the plan meets the objectives identified in Section 5470 of the City's Zoning Ordinance (c.9) 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

## Proposed Conditions

The applicant proposes to install a new double-sided, internally illuminated (LED) aluminum fabricated ground sign in front of the public storage facility along the site frontage on Shawmut Avenue at southern driveway entrance. The sign measures 71.5" H x 84" W. The proposed total sign area is 22.16 SF. The sign will be set back 10 feet from the front property line.

## Staff Review

The table below outlines the proposed site changes and highlights items for discussion and the Board's consideration.

<b>Landscaping &amp; Site Features</b>	<ul style="list-style-type: none"><li>• Renderings shows area under the sign mulched with evergreen shrubs; that are not shown in the site plan provided. <b>The Board may wish to discuss the proposed landscaping around the base of the sign and condition the approval to include specific landscaping around the base of the sign.</b></li><li>• Sign to be sited about 10 feet from the edge of paved sidewalk.</li></ul>
<b>Utilities</b>	<ul style="list-style-type: none"><li>• <b>The Board may wish to discuss utility plan with applicant.</b></li></ul>
<b>Lighting</b>	<ul style="list-style-type: none"><li>• The applicant proposes an internally illuminated LED for the sign face. <b>The Board may wish to discuss the brightness of the LED proposed.</b></li></ul>
<b>Architectural</b>	<ul style="list-style-type: none"><li>• Two-sided, internally illuminated monument style ground sign</li><li>• Sign boards will be vinyl graphic, translucent green with white lettering with black trim, reading "ExtraSpace Storage"</li><li>• Base will be 8" wide, approximately 4' long, and painted gray to match the building on site.</li><li>• The sign will be housed in an aluminum cabinet.</li></ul>
<b>Master Plan</b>	<ul style="list-style-type: none"><li>• The proposal is consistent with the character of the neighborhood and enhances the recent redevelopment of a property near the municipal airport.</li></ul>

## Interdepartmental 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.

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

## Site Photos



## Materials for Consideration

The engineered plan submission is shown as “Commercial Building Conversion” dated 2/9/21, and prepared by Allen & Major Associates of Woburn, MA. The plans are stamped by Michael Malynowski, P.E. The plan set consists of the following sheets:

- C-102 Layout & Materials Plan

The proposal drawing submission is shown as “True Storage (Extra Space Storage)” dated 10/12/21 and prepared by ViewPoint Sign and Awning. The drawing set contains the following sheets:

- Concept
- 1-B Scaled Plan

## Recommended Conditions



**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. The sign shall be illuminated no earlier than one hour before business opening and no later than one hour after close.
2. The area around the base of the sign shall be landscaped with [to be determined by the board/applicant at the hearing].

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

3. The project shall be completed according to the plans, notes, reports, and specifications submitted for consideration and final approval by the Planning Board.
4. 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.
5. 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.
6. 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.
7. 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.
8. The applicant shall ensure that a copy recorded decision be provided for the Department of City Planning case file folder.
9. 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.
10. 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.
11. 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: Rachel Mulroy, Staff Planner

Reviewed by: Jennifer Carloni, City Planner





## 969 Shawmut Avenue Map: 121 Lot: 63

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