



City of New Bedford

Department of Planning, Housing & Community Development

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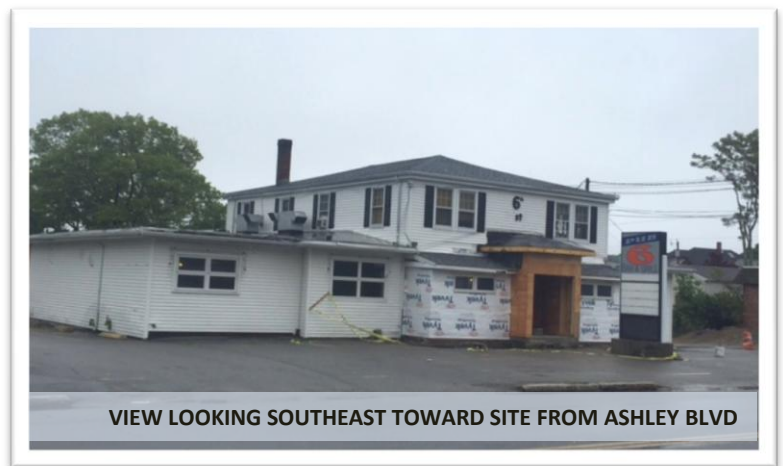
STAFF REPORT

PLANNING BOARD MEETING

June 14, 2017

**Case #21-17: SITE PLAN REVIEW
FOR NEW GROUND SIGN**
736 Ashley Blvd
Realty Trust
736 Ashley Blvd
Map 126, Lots 65 & 66

Applicant: Richard F. Trapilo
2 Old Pine Hill Road
Westport, MA 02790



VIEW LOOKING SOUTHEAST TOWARD SITE FROM ASHLEY BLVD

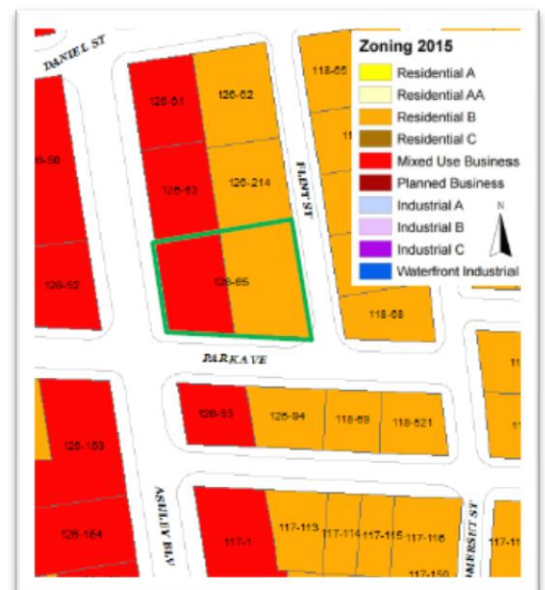
Overview of Request

Request by applicant for Site Plan approval for Ground Sign under Chapter 9 Comprehensive Zoning, §5400 -5490B, 5410, and 5427 located at 736 Ashley Blvd (Map 126, Lots 65 & 66) 0.48 acre site in the Mixed Use Business (MUB) zoning district.

As this is a limited review under Site Plan review for New Ground Sign, the applicant submits a request petitioning for waivers from **§5440. Preparation of Plans.** and submittal of all plan requirements specified under the **Site Plan Review Checklist.**

Existing Conditions

This business use may be recognized as the site of the former Sixth Bristol Social Club and Pub 6 Bar & Grill. The building fronts arterial street Ashley Boulevard at the northeast corner at Park Avenue, south of Tarkiln Hill Road. The structure, which is undergoing extensive remodeling, is shown as being located on a combined parcel lot within the MUB and Residence B zoning districts. The proposed Pub 6 T 5 restaurant use with appurtenant parking is permitted by right, as such use has been in continuous operation at the site, thereby preserving the preexisting grandfather use which predates the New Bedford zoning district under the current ordinance.



Neighboring businesses include Paul’s Electric Systems, Inc., a Texaco service station, Cumberland Farms, Morrison Auto Parts, Inc., and CVS Pharmacy. City of New Bedford Fire Station 9 is located in proximity to anticipated Pub 6 T 5 at Tarkiln Hill Road and Ashley Boulevard.

Proposed Conditions

The proposal for a new ground sign consists of a double-face sign cabinet, illuminated by internal LED lighting. Color specifications for the sign are not explicitly stated in the case submittal documents so the Planning Board may want to have the applicant elaborate on the finish colors during the public hearing.

The face sign will be fabricated from Lexan, a durable, plastic-like material of polycarbonate resin. The unique sign shape is designed in memory of the applicant’s brother, Steve Trapilo, the man who held Heisman Trophy quarterback Doug Flutie aloft after the remarkable Boston College win on a Hail Mary pass against the Miami Hurricanes in 1984.

Plan review finds the 55 inch by 54.62 inch sign face measures 21+/- SF overall and is in compliance with the area restrictions for ground sign under §3255.

Height from grade is 14.58 feet. The proposed sign is to be mounted upon a 10 foot pole of eight (8) inch steel, with aluminum wrap, in black finish using an anchor bold plate system. Maximum height of signage in the MUB district is 15 feet from ground level to top of sign. Sign installation should not exceed the maximum height allowance of 15 feet to include the anchor bold plate system base.

The applicant states on the Site Plan Review Application for New Ground Sign the front setback for the proposed new sign will be 14 feet, which meets and exceeds the six (6) foot minimum setback under the ordinance.

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.

No other comments have been received from the reviewing departments.

Site Plan Review

Plans submitted for consideration:

The submittal is shown as Pub 6 T 5, 736 Ashley Boulevard, New Bedford, MA 02745, as prepared by Signature Signs, 833-C American Legion Highway, Westport, MA 02790 consisting of five (5) sheets:

Cover Page

Parcel Map and Aerial

Photograph depicting signage of previous occupant Pub 6 Bar & Grill



Sign Specifications
Anchor Bolt Plate Specifications

Master Plan Goal

The well-being of any community is often measured by the strength of its local economy. In this regard, the application for commercial ground sign under consideration by the Planning Board for Pub 6 T 5 meets the criteria set forth under *A City Master Plan: New Bedford 2020* in that the proposal for a ground sign supports existing small businesses as part of the strategic approach for economic development.

For Board Member Consideration

Signs constitute a separate and distinct use of the land upon which they are placed and affect the use of adjacent streets, sidewalks, other public places and adjacent private places open to the public. Unregulated construction, placement, and display of signs constitute a public nuisance detrimental to the health, safety, convenience and welfare of the residents of the city. Staff finds that the sign as proposed is both consistent with the city's established expectations and the plans for this ground sign are professional in design and scope.

Staff Recommendation

In light of the nature of this request and project scale, staff offers the following recommendations:

1. That the Planning Board approves the requested waivers from Site Plan Review.
2. Sign color finish is to be clearly defined for final review by the city planner.
3. That the sign height installation does not exceed 15 feet from ground level to top of sign.
4. The existing ground sign and appurtenances are to be removed during erection of the new ground sign.

Attachments:

1. Site Plan Review Application for New Ground Sign
2. Deed - Bristol County (S.D) Registry of Deeds Book 11957, Page 131
3. Waiver Petition
4. Site Plan Review Checklist
5. Site Photos
6. Sign Graphics