



**PLANNING BOARD**  
 City Hall, Room 303  
 133 William Street,  
 New Bedford, MA 02740  
 (508) 979-1488  
[www.newbedford-ma.gov](http://www.newbedford-ma.gov)

**CITY OF NEW BEDFORD**  
 JONATHAN F. MITCHELL, MAYOR

Registry of Deeds/City Clerk Use Only:

CITY CLERK  
 2017 NOV - 1 A 11:07  
 CITY CLERKS OFFICE  
 NEW BEDFORD, MA

**NOTICE OF DECISION**


Case Number: 36-17	
Request Type: Site Plan Approval	
Address: 480 Rockdale Avenue	
Zoning: Mixed Use Business (MUB) Zoning District	
Recorded Owners: Taunton Federal Credit Union	
Applicant: Taunton Federal Credit Union	
Applicant Address: 14 Church Green Taunton, MA 02780	
<b>Application Submittal Date</b>	<b>Public Hearing Date</b>
September 15, 2017	October 18, 2017
<b>Decision Date</b>	
October 18, 2017	
<b>Assessor's Plot Number</b>	<b>Lot Number(s)</b>
34	1
<b>Book Number</b>	<b>Page Number</b>
3985	270
<b>Certificate Number</b>	

**Application:** Request by applicant for **Site Plan Approval** for a change of owner of a 2,840+/- existing financial institution with drive-thru on a 13,337+/- SF site located at 480 Rockdale Avenue (Map 34, Lot 1) in the Mixed Use Business (MUB) and Residence A (RA) zoning districts. Applicant: Taunton Federal Credit Union, 14 Church Green, Taunton, MA 02780.

**Action: GRANTED, WITH CONDITIONS, as described in section four (4).**

A copy of this decision was filed with the City Clerk of the City of New Bedford on November 1, 2017. Any person aggrieved by this decision for Site Plan Approval has twenty (20) days to appeal the decision in accordance with the procedures set forth in Section 8 of Chapter 40A of the General Laws of Massachusetts and Section 5490B of the City of New Bedford Site Plan Review Ordinance

11/1/17  
 Date

  
 \_\_\_\_\_  
 Colleen Dawicki, Chair  
 City of New Bedford Planning Board

## 1) APPLICATION SUMMARY

Poyant Signs (125 Samuel Barnet Boulevard, New Bedford, MA 02745) submitted an application under Chapter 9 Comprehensive Zoning §5400-5490B Site Plan Review for a change of owner of a 2,840+/- existing financial institution with drive-thru on a 13,337+/- SF site located at 480 Rockdale Avenue (Map 34, Lot 1) in the Mixed Use Business (MUB) and Residence A (RA) zoning districts on behalf of the applicant, Taunton Federal Credit Union, 14 Church Green, Taunton, MA 02780.

The applicant proposes to operate the Taunton Federal Credit Union at the subject location where previously Webster Bank was located. There is an existing building with drive-thru already on the site as well as a parking lot. The new owner proposes to use the site in the same way as had previously been operated, relying on both walk in and drive-thru banking clients. The applicant is before the Planning Board because of a change in owner and because the Comprehensive Zoning Ordinance c.9 stipulates that site plan review is necessary for drive-thru facilities any time a drive-thru is closed for a period of ten (10) days or more as has been the case here.

This proposal is consistent with the master plan's goal [of establishing a sound foundation for future growth that builds upon its coastal location, preserves its historic legacy, and expands cultural and workforce opportunities] as it improves the neighborhood, and attracts emerging businesses and commercial enterprise.

## 2) MATERIALS REVIEWED BY THE PLANNING BOARD

### Plans Considered to be Part of the Application

The submittal is shown as the Taunton Federal Credit Union 480 Rockdale Ave, New Bedford, MA Design Development September 19, 2017 prepared by Poyant Signs, 125 Samuel Barnet Boulevard, New Bedford, MA 02745, consisting of fourteen (14) sheets:

- ❑ Cover Sheet
- ❑ Refurbish Pylon Sign (*Sheet 1C.1*)
- ❑ Internally Illuminated Building Sign, Northwest Elevation (*Sheet 2A.1*)
- ❑ Non Illuminated Building Sign South Elevation Option A (*Sheet 3A.1*)
- ❑ New Face-Lit Channel Letterset for East Elevation (*Sheet 4A.1*)
- ❑ Directional Signs (*Sheet 5A.1*)
- ❑ Regulatory Signs (*Sheet 6A.1*)
- ❑ Site Plan with Proposed Freestanding Signs (*Sheet SP.1*)
- ❑ Site Plan with Proposed Freestanding Signs (*Sheet SP.2*)
- ❑ Mortgage Inspection Plan
- ❑ Vinyl Graphics for Main Entrance Door and Window (*Sheet 7A.1*)
- ❑ Digitally Printed Graphics for Drive-Up Window (*Sheet 8A.1*)
- ❑ Drive-Up Canopy Clearance Sign (*Sheet 9A.1*)
- ❑ Drive-Up Canopy Drive Up ATM Sign (*Sheet 10A.1*)

### Other Documents and Supporting Materials

A Staff Report dated October 11, 2017 was provided for the October 18, 2017 Planning Board meeting as was the following material:

- ❑ Site Plan Review Application
- ❑ DPI Memorandum Dated 10.4.17

- ❑ Waiver Request
- ❑ Certified Abutters List
- ❑ Bristol County (S.D) Registry of Deeds Book 3985, Page 270

### 3) DISCUSSION

Board Chair Colleen Dawicki and Board Members Kathryn Duff, Arthur Glassman, Peter Cruz and Alexander Kalife were present on the evening of the discussion. There was no city staff present during the proceedings.

At the outset of the discussion Chair Dawicki advised the Board that this site plan review was limited to the question of reactivating the drive-thru which triggers such review under the city ordinance and was not related to a ground sign.

Stephanie Moran of Poyant Signs and applicant's representative advised the Board that an ordinance exists where if a drive-thru is closed more than 10 days, one is required to appear before the Planning Board in order to reopen the same. She stated that the application for sign permits on this site triggered the building department into reviewing the site and thus recognizing the need for site plan approval under the zoning code, thus necessitating the applicant to appear for site plan review regarding the reopening of the drive-thru.

In her presentation Ms. Moran stated the previous Webster Bank Property is being taken over by Taunton Federal Credit Union. Outside of painting, there will be no changes to the property regarding traffic flow, landscaping or building changes. She stated that while the signs, themselves, will change, there is nothing in the new signage that is out of code, further noting that insofar as the new ground sign is concerned, the applicant will utilize the existing sign pole [thereby negating the need for site plan approval for a ground sign at this time]. Ms. Moran also stated the walkup ATM will be eliminated to reduce pedestrian traffic and will be relocated within the drive-thru. She noted there is no change to traffic flow or drive-thru lanes. Both parking space and handicap space counts remain the same, as do curb cuts.

Ms. Moran clarified that signage will remain the same in the sense that previously lit signs will remain lit, and the same with previously unlit signs. Once more, Chair CP Dawicki clarified that the sign is not before the board, but only the drive-thru.

In response to observations offered by Ms. Duff, Ms. Moran noted the new directional signs are the same size as those now existing. She added there will, in fact, be one less sign on the property, and the pylon sign will actually be shorter, have no digital component and the square footage will also be reduced, as is the east facing sign. Ms. Duff and Ms. Moran also discussed the required visibility with regard to handicap spaces. In response to Mr. Cruz, Ms. Moran agreed to add a "no left turn" sign from within the parking lot to what is an entrance only driveway from Rockdale Ave.

In response to a concern by Ms. Duff, Ms. Moran agreed to a change on Plan Sheet 6A that the directional sign be reduced so that the distance from grade to the top of sign would be 5'.

Chair Dawicki asked for a motion to open the Public Hearing which was moved by Board Member K. Duff and seconded by Board Member A. Glassman. Motion carried unanimously five (5) to zero (0).

No one spoke or asked to be recorded in favor of, or in opposition to, of the project.

The public hearing was then closed on a motion by Board Member K. Duff and seconded by Board Member A. Glassman. Motion carried unanimously five (5) to zero (0).

#### 4) DECISION

After brief board discussion Board Member K. Duff made the motion, seconded by A. Glassman, to approve the applicant's request for Site Plan Approval for case #36-17 with conditions based on the application and materials presented and received by this Board as prepared and submitted by Poyant Signs with the following conditions:

- That the applicant add a "no left turn" sign internally on the site indicating that visitors are not allowed to turn left exiting onto Rockdale Avenue, as it is one-way traffic;
- That the applicant agree to lower the parking signs as noted on Sheet 6A to a height to the top of the sign of 5' from grade;
- That the applicant provide a cover sheet for project meeting the requirements of the site plan review application standards to the satisfaction of the city planner;
- That the site plan review approval extends only to the change of tenant and reactivation of the drive-thru;
- Any additional future site plan review approval for signage, as may be required by the Zoning Enforcement Officer, will be required to return before the planning board as a new application;
- That with the exception of the cover sheet so noted, the applicant's request for a waiver from Section 5450 as presented is granted;
- And subject to the general conditions so noted on the worksheet.

The Planning Board finds this request to be in accordance with City of New Bedford Code of Ordinances Chapter 9 §5400 Site Plan Review. As a result of such consideration, the Board moves approval on the subject application with the conditions so noted. The motion being properly made and seconded, the Chair called for a roll call vote which was taken and unanimously approved five (5) to zero (0).


Board Chair Dawicki -- Yes  
Board Member Glassman -- Yes

Board Member Kalife-Yes  
Vice Chair Duff - Yes

Board Member Cruz -- Yes

Filed with the City Clerk on:

11/1/17  
Date

  
\_\_\_\_\_  
Colleen Dawicki, Chair  
City of New Bedford Planning Board



## Department of Public Infrastructure

**Manuel H. Silva**  
**Acting Commissioner**

Water  
Wastewater  
Highways  
Engineering  
Cemeteries  
Park Maintenance

**CITY OF NEW BEDFORD**  
**Jonathan F. Mitchell, Mayor**

### MEMORANDUM

TO: City of New Bedford Planning Board

FROM: Manuel H. Silva, Acting Commissioner, D.P.I. *(MHS)*

DATE: October 4, 2017

RE: Taunton Federal Credit Union- Site Plan  
480 Rockdale Ave  
Plot 34 Lot 1

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The Department of Public Infrastructure has reviewed the proposed site plan referenced above, and because there is no work within the City layout has no comments. Therefore recommends approval.

/ct

Cc: Department of Inspectional Services  
Environmental Stewardship  
Poyant Signs  
Taunton Federal Credit Union