



## City of New Bedford

### Department of Planning, Housing & Community Development

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DIRECTOR

# STAFF REPORT

#### REPORT DATE

December 5, 2017

#### PLANNING BOARD MEETING

December 13, 2017

**Case #42-17: SITE PLAN REVIEW FOR  
A GROUND SIGN**

100 Duchaine Blvd  
Map 134 Lot 5

**Applicant:**

Poyant Signs  
125 Samuel Barnet Blvd.  
New Bedford, MA 02745

**Owner:**

Parallel Products  
969 Shawmut Avenue  
New Bedford MA 02746



#### Overview

Request by applicant for **Site Plan Approval for a New Ground Sign** for Parallel Products and other uses located at 100 Duchaine Blvd (Map 134, Lot 5) on a 61.5+ acre parcel in the Industrial C zoning district. Applicant's agent: Poyant Signs, Inc., 125 Samuel Barnet Boulevard, New Bedford, MA 02745.

The applicant proposes to install a new ground sign for the purpose of advertising businesses located on the site.

#### Existing Conditions

The existing site is located within the New Bedford Business Park at the southerly end of Duchaine Boulevard (within the park). There are several existing signs located within the general vicinity of the subject location.

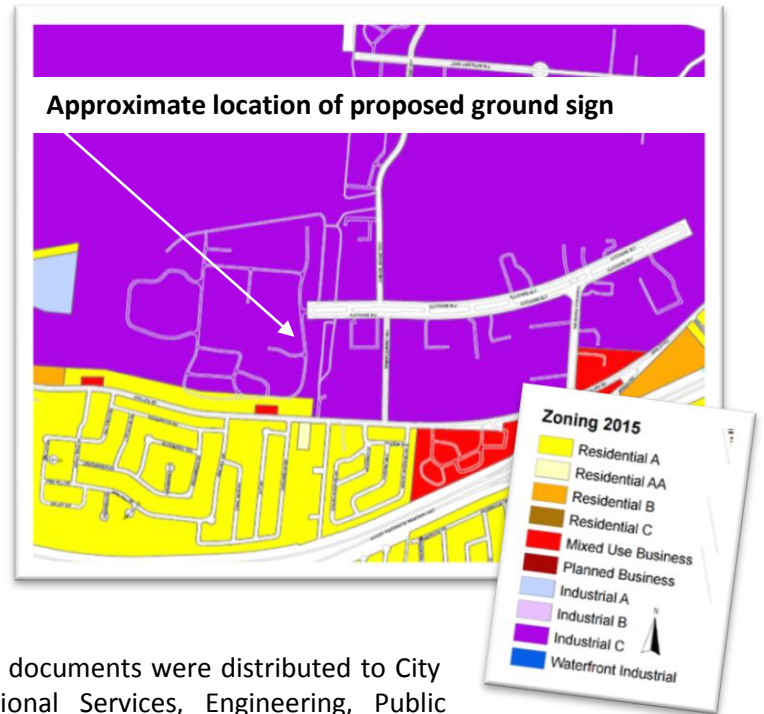
#### Proposed Conditions

The applicant's agent, Poyant Signs, has submitted the application for site plan review for a ground sign on behalf of the property owner, Parallel Products. The request is straightforward in that a ground sign is requested in order to better advertise and advise people as to the location of several industrial uses on the site including both the applicant, Eversource, Tomra. The proposed sign can additionally accommodate up to four smaller sign panels and includes both address and traffic information roughly 8-9 feet above grade. Signage would use standard corporate images.

The configuration of the subject lot is such that a heavily wooded entrance negates any view into the site and therefore it is unclear what is actually on the site until one enters a long looped roadway. The proposed sign would replace an existing sign that the applicant's agent notes is 16' in height.

The applicant is proposing a sign that would be 24' in height where only 15' is allowed under the ordinance with a total sign area of 70.58 SF where only 25 SF is allowed by ordinance. Because this site is located within the Industrial C [IC] zoning district, no variances from the Zoning Board of Appeals (ZBA) is required.

If allowed as presented, the proposed sign would be located at the terminus of Duchaine Boulevard. As designed, the proposed sign would provide clarity as to site occupancy from a significant distance. There are no other immediate industrial or commercial abutter signs.



### **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, and the Fire Department. Any comments received after the publishing of this report will be provided to the Planning Board at the public meeting.

The Greater New Bedford Industrial Foundation reviewed the plans and have given an "OK" for the overall plan, "...leaving the final signage approval to the Planning Board."

### **Master Plan Goal**

Insofar as this proposal would support the active use of an existing industrial property, staff finds that a request for a ground sign in this location is not inconsistent with the master plan's goal of establishing a sound foundation for future growth and expands cultural and workforce opportunities.

### **Materials For Consideration**

The submittal is shown as the Parallel Products 100 Duchaine Blvd, New Bedford, MA (Assessors Map 134 Lot 5). Plans were prepared by Poyant Signs in New Bedford, MA. The plan set consists of the following sheets with a date of November 15, 2017:

- ❏ **Site Plan** by Farland Corp for Parallel Products depicting overall site map, area map and zoning data including parking/loading requirements with record owner information dated August 10, 2017. *Sheet 1 of 9)*
- ❏ **Sign Location Plan II** depicting aerial map associated with the proposed Ground Sign. *(Sheet II)*
- ❏ **Sign Type 13360.1B-R5** depicting the sign elevation in both front view and side view with accompanying specifications. *(Sheet 1B.1 1 of 2)*
- ❏ **Sign Type 13360.1B-R5** depicting five photo compositions with both existing site conditions and proposed conditions once the proposed sign is installed. *Sheet 1B.2 2 of 2)*

- ❑ **Sign Type 13360.1BC-R5** depicting the sign elevation in both front view and side view with accompanying specifications noting no illumination. *(Sheet 1BC.1 1 of 2)*



### Staff Recommendation



**Site Plan Review.** Having reviewed the submitted materials, planning staff offers the following recommendations for conditions to the Planning Board should it move to approve the requested site plan approval for the ground sign:

- ❑ That all general conditions be applied to this decision.
- ❑ That the applicant ensure, through a professional survey or in working with the City's Department of Public Infrastructure, that the sign is to be located on private land and not within the public right of way.
- ❑ That the applicant provides a coversheet for the project meeting the requirements of the site plan review application standards for such sheets to the satisfaction of the City Planner.

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**Materials Provided by the Applicant** (available at: <http://www.newbedford-ma.gov/planning/planning-board/agenda-item-info-2017/>)

1. Site Plan Review Application
2. Plan Set
3. Certified Abutters List