

City of Newton Planning and Development

Petition #200-23

Special Permit/Site Plan Approval to locate an oversized second principal sign



714-724 Beacon Street

June 13, 2023

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Zoning Relief

Zoning Relief Required		
Ordinance		Action Required
§5.2.8 §5.2.13	Request to allow a second principal sign	S.P. per §7.3.3
§5.2.8 §5.2.13	Request to allow an oversized principal wall sign	S.P. per §7.3.3
§5.2.8 §5.2.13	Request to allow a principal and secondary sign on the same wall	S.P. per §7.3.3

2

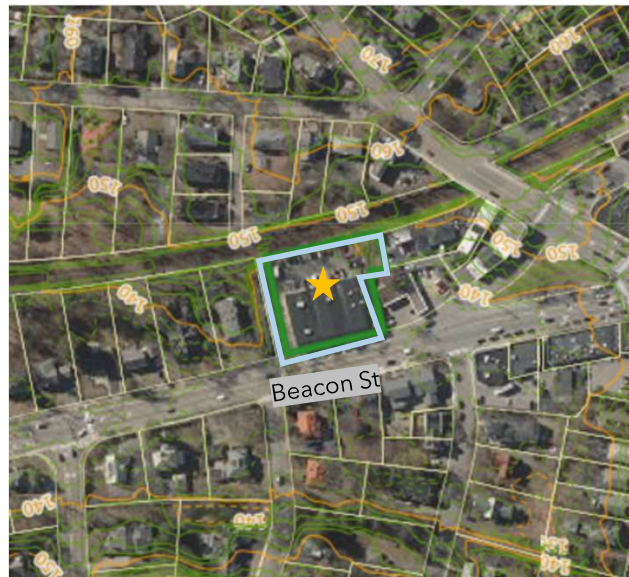
Criteria to Consider

When reviewing this request, the Council should consider:

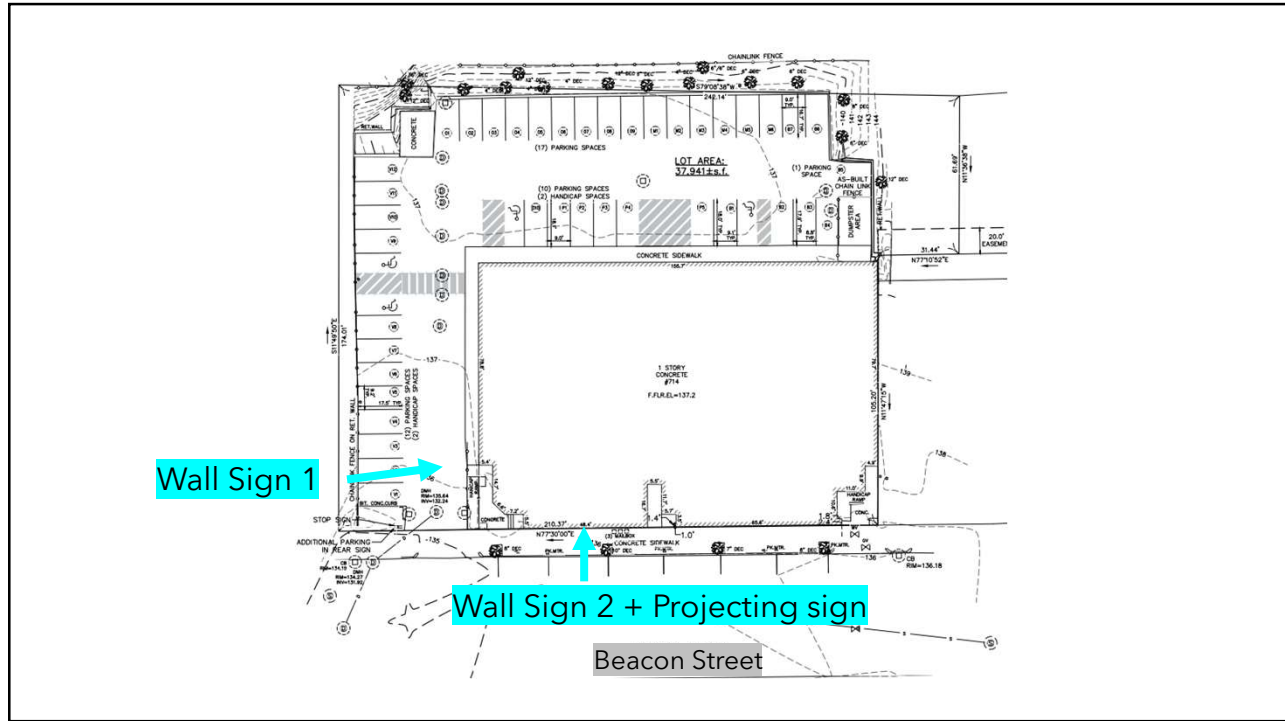
- The proposed exceptions to the sign ordinance should be permitted and are appropriate due to the nature of the use of the premises, the architecture of the buildings or their location with reference to the street is such that such exceptions are in the public interest. (§5.2.13)
- The specific site is an appropriate location for the proposed oversized second principal wall sign located on the same wall as a secondary sign. (§7.3.3.C.1)
- The proposed sign will adversely affect the neighborhood. (§7.3.3.C.2)
- There will be a nuisance or serious hazard to vehicles or pedestrians; (§7.3.3.C.3)
- Access to the site over streets is appropriate for the types and numbers of vehicles involved. (§7.3.3.C.4)

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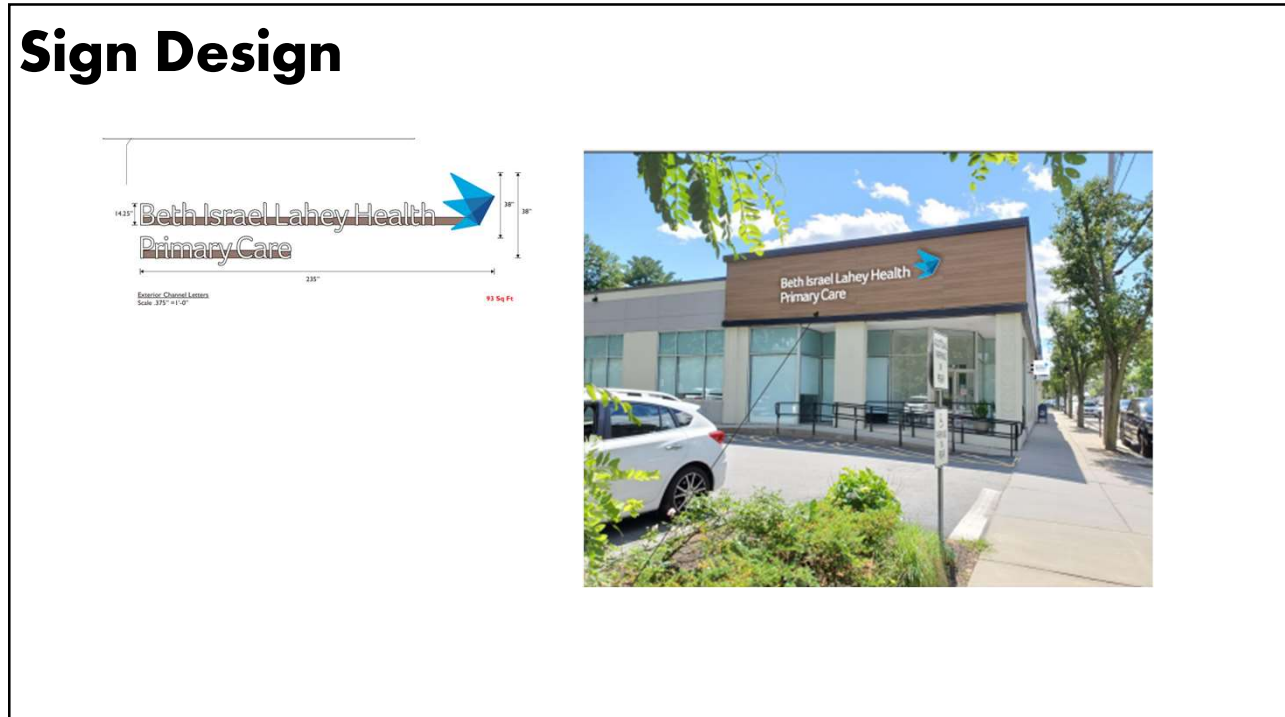
Aerial Map



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Findings

1. The proposed exceptions to the sign ordinance should be permitted and are appropriate and are in the public interest because the approved sign will enhance wayfinding from Beacon Street to the commercial property with multiple tenants. (§5.2.13)
2. The specific site is an appropriate location for the proposed oversized second principal wall sign located on the same wall as a secondary sign because it is associated with a commercial building in a business district. (§7.3.3.C.1)
3. The proposed oversized second principal wall sign located on the same wall as a secondary sign will not adversely affect the neighborhood because the proposed sign is similar in size and placement to other commercial signs in the neighborhood. (§7.3.3.C.2)
4. There will be no nuisance or serious hazard to vehicles or pedestrians because the sign will improve wayfinding for both modes of transport. (§7.3.3.C.3)
5. Access to the site over streets is appropriate for the types and numbers of vehicles involved. (§7.3.3.C.4)

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Conditions

- + *Plan Referencing Condition*
- + *Signs will be designed to comply with building code*
- + *Standard Building Permit Condition*
- + *Standard Final Inspection/Certificate of Occupancy Condition*

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