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Barney Heath  
Director

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**DATE:** March 17, 2022

**TO:** Jennifer Caira, Deputy Director  
Jane Santosuosso, Chief Zoning Code Official  
Katie Whewell, Senior Planner  
Michael Gleba, Senior Planner

**FROM:** Urban Design Commission

**RE:** 1-55 Boylston Street - The Street, Comprehensive Sign Package

**CC:** Land Use Committee of the City Council  
Petitioner

At the request of the Department of Planning and Development, the Urban Design Commission has reviewed and provides the following comments to the Department of Planning and Development and the Land Use Committee of the City Council regarding the Comprehensive Sign Package at 1-55 Boylston Street – “The Street”.

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### 1-55 BOYLSTON STREET - THE STREET COMPREHENSIVE SIGN PACKAGE

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At its regularly scheduled meeting on February 9<sup>th</sup> and March 9<sup>th</sup>, the Urban Design Commission (UDC) reviewed the proposed Comprehensive Sign Package. The property located at 1-55 Boylston Street is within Business 4 zoning district and has a comprehensive sign package authorized by a special permit via Board Order # 417-12(2).

The UDC review is based on plans and materials submitted to date as noted below:

- Comprehensive Sign Package, prepared by WS Development, dated 1/13/2022

*The Street Comprehensive Sign Package* was first developed and approved through special permit in February of 2013. The package was amended in April of 2020 with a refreshed set of free-standing signs and re-organized set of wall sign elevations. The applicant is seeking for a second amendment to include the signs at 25 Boylston Street, to add tenant and wayfinding signage for 27 Boylston Street and to include updated elevations for each of the buildings at The Street with new sign bands that correspond to the architectural elements of each current storefront façade.

The applicant is proposing to amend the special permit via Board Order # 417-12(2) for the following signs:

1. One free-standing directory sign, internally illuminated, with approximately 15 sq. ft. of sign area west of 27 Boylston Street (sign E5).
2. One free-standing directory sign, internally illuminated, with approximately 15 sq. ft. of sign area south of 27 Boylston Street (sign E10).
3. One free-standing directory sign, internally illuminated, with approximately 15 sq. ft. of sign area north of 27 Boylston Street (sign E11).
4. One free-standing vehicular directional sign, non-illuminated, with approximately 6 sq. ft. of sign area southwest of 27 Boylston Street (signs K4).
5. One free-standing vehicular directional sign, non-illuminated, with approximately 6 sq. ft. of sign area east of 27 Boylston Street (sign KD15).
6. One wall mounted placemaking principal sign, illuminated, with approximately 259 sq. ft. of sign area on the southern façade of 27 Boylston Street (sign N).

The applicant is proposing the following signs that do not require an amendment to the special permit:

7. One free-standing pedestrian directional sign, non-illuminated, with approximately 2 sq. ft. of sign area west of 27 Boylston Street (signs G2).
8. One free-standing pedestrian directional sign, non-illuminated, with approximately 1 sq. ft. of sign area west of 27 Boylston Street (sign M2).
9. One wall mounted pedestrian directional sign, non-illuminated, with approximately 2 sq. ft. of sign area on the western façade of 27 Boylston Street (sign O).

In addition to the above, the applicant has also submitted sign bands and tenant sign locations for 25 Boylston Street which were not included in the previous packages and revised sign bands and tenant sign locations for all other buildings.

At the February 9<sup>th</sup> UDC meeting, the applicant presented the comprehensive sign package. The UDC recommended to create a separate sign band that allows Blade Signs only. The UDC also recommended the applicant rethink the placemaking sign "Welcome to The Street" at 27 Boylston Street. At the March 9<sup>th</sup> UDC meeting, applicant presented two options for the placemaking sign "Welcome to The Street" and "The Street". The UDC reviewed the updates and recommended the sign package for approval and "The Street" placemaking sign.

**Mr. Doolin made a motion to approve the proposed comprehensive sign package, that includes the directional signs, principal placemaking sign with a condition. Mr. Winkler seconded the motion, and none opposed. All the members present voted, with a 4-0 vote, James Doolin, Carol Todreas, Robert Linsky, and William Winkler in favor and none opposed.** The principal placemaking sign was recommended for approval with the condition that it stays in the proposed location, but it only says, "The Street" and is slightly larger than the sign shown at the meeting and with consideration for a bolder script.

The applicant submitted a revised "The Street" sign by email and UDC recommended the revised 259 sq. ft. principal sign for approval.