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Director

ZONING REVIEW MEMORANDUM

Date: March 15, 2022

To: John Lojek, Commissioner of Inspectional Services

From: Jane Santosuosso, Chief Zoning Code Official
Neil Cronin, Chief Planner for Current Planning

Cc: Amanda Chisholm, WS Asset Management, Inc
Chestnut Hill Shopping Center LLC, Petitioner
Barney S. Heath, Director of Planning and Development
Jonah Temple, Assistant City Solicitor

RE: Request to amend an approved Comprehensive Sign Package and Special Permit #417-12(2)

Applicant: Chestnut Hill Shopping Center LLC	
Site: 1-55 Boylston Street	SBL: 63037 0025, 63037 0026
Zoning: BU4	Lot Area: 859,444 square feet
Current use: Mixed-Use Shopping	Proposed use: No change

Background:

The property at 1-55 Boylston Street is located in the Business 4 district and is improved with a commercial center known as "The Street". The property contains a mix of retail, service, restaurant, office, medical office and a movie theater. The site has received several special permits relevant to buildings, parking and signage. A comprehensive sign package was approved in 2013 and amended in 2020. The applicant now seeks amend the sign package to include the signs at 25 Boylston Street, to add tenant and wayfinding signs for 27 Boylston Street and to update elevations for all of the buildings in the development with new sign bands.

The following review is based on plans and materials submitted to date as noted below.

- Zoning Review Application, prepared by Amanda Chisholm, WS Asset Management, dated 2/4/2022, updated 2/23/2022
- Special Permit #417-12(2)
- Conceptual Signage, prepared by WS Development, dated 1/13/2022

ADMINISTRATIVE DETERMINATIONS:

1. A special permit was granted in 2013 approving a comprehensive sign package for the entire development known as The Street: Chestnut Hill and amended in 2020. The petitioner now seeks to update the sign program with the amendments to the existing sign waivers and additional signage. To implement the changes to the Comprehensive Sign Package as proposed, the petitioner must obtain an amendment to the existing Special Permit #417-12(2) and relief from the design of several other proposed signs.
2. The petitioner is seeking to add the signage at 25 Boylston Street (The Chestnut Hill Medical Center) to the program which was never previously included in the sign package because it is under a master lease. There are nine tenant signs on the south elevation and five tenant signs on the north elevation, all of which conform to the special permit conditions. The sign band proposed for the entire site is also proposed for this building.
3. The petitioner is proposing two 15 square foot internally illuminated free-standing directory signs at 27 Boylston Street; one each to the west, south and north. Per section 5.2.13.A, free-standing signs require a special permit.
4. The petitioner is proposing two 6 square foot non-illuminated free-standing directional signs at 27 Boylston Street to the southwest and east of the building. Per section 5.2.8 directional signs may be a maximum of 3 square feet. A special permit per section 5.2.13.A is required to allow an oversized directional sign.
5. The petitioner is proposing a 259 square foot illuminated wall-mounted placemaking principal sign on the southern façade of 27 Boylston Street. The sign will measure 34.6 feet by 7.5 feet. Per section 5.2.8 a principal wall sign may not exceed 100 square feet. A special permit per section 5.2.13.A is required.
6. The petitioner is proposing one 2 square foot non-illuminated free-standing pedestrian directional sign, one 1 square foot non-illuminated free-standing pedestrian directional sign, one 15 square foot wall-mounted directory sign and one 2 square foot non-illuminated wall mounted pedestrian directional sign. The four proposed signs are allowed and require only an amendment to the site plan showing their locations.
7. See "Zoning Relief Summary" below:

Zoning Relief Required		
Ordinance		Action Required
	Amend Special Permit #417-12(2)	S.P. per §7.3.3
§5.2.13.A §5.2.13.B	To allow free-standing directory signs	S.P. per §7.3.3
§5.2.13.A §5.2.13.B	To allow a wall sign exceeding 100 square feet	S.P. per §7.3.3
§5.2.3 §5.2.8 §5.2.13.A §5.2.13.B	To waive the definition and maximum size of directional signs	S.P. per §7.3.3