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**Barney S. Heath**  
Director

## ZONING REVIEW MEMORANDUM

Date: April 7, 2022

To: John Lojek, Commissioner of Inspectional Services

From: Jane Santosuosso, Chief Zoning Code Official

Cc: Mandeville Sign  
DIV Washington LLC, Petitioner  
Barney S. Heath, Director of Planning and Development  
Jonah Temple, Assistant City Solicitor

**RE: Request to allow a free-standing sign and modifications to existing signs**

Applicant: DIV Washington LLC	
Site: 1210 Washington Street	SBL: 31004 0013
Zoning: BU1	Lot Area: 79,093 square feet
Current use: Offices	Proposed use: No change

### Background:

The property at 1210 Washington Street is located in the Business 1 district and is improved with a multi-tenanted office building. The petitioner seeks to construct a free-standing sign and to replace and increase the number of secondary wall signs, requiring a special permit

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

- Zoning Review Application, prepared by Mandeville Sign, dated 2/22/2022
- UDC Memo, dated 12/15/2021
- ALTA/ACSM Land Title Survey, signed and stamped by David W. Humphrey, surveyor, dated 10/30/2015
- Conceptual Signage, prepared by Mandeville Sign, dated 1/18/5/2021

## ADMINISTRATIVE DETERMINATIONS:

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1. The petitioner seeks to remove one wall sign from the front of the building and construct a 35 square foot internally illuminated free-standing sign facing Washington Street at the entrance to the building. Per section 5.2.13.A a special permit is required to allow a free-standing sign.
2. Per section 5.2.8, one secondary wall sign up to 50 square feet is allowed per entrance or frontage on a street or parking area. Inspectional Services and the Law Department have determined that for the purposes of the sign regulations, the Massachusetts Turnpike is considered a street front.

The petitioner proposes to construct one 11.67 square foot non-illuminated wall-mounted secondary wall sign on the front façade at the building entrance advertising both tenants within the building.

A 15.48 square foot non-illuminated wall-mounted secondary wall sign advertising both tenants is proposed on the western façade of the building facing an abutting property.

A 49 square foot internally illuminated wall-mounted secondary sign for Panera is proposed on the southern façade of the building facing the Massachusetts Turnpike.

An existing 84 square foot internally illuminated wall-mounted secondary sign for Rockport on the southern façade of the building facing the Massachusetts Turnpike is intended to remain. The sign was permitted as the principal sign, which is allowed to be up to 100 square feet. As a secondary sign, it exceeds the maximum square footage of 50 square feet.

A special permit per sections 5.2.8 and 5.2.13 is required to allow exceptions to the number of secondary signs and for a secondary sign exceeding 50 square feet.

3. See “Zoning Relief Summary” below:

<b>Zoning Relief Required</b>		
<b>Ordinance</b>		<b>Action Required</b>
§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 exceptions to the number and size of secondary signs	S.P. per §7.3.3