



CITY OF NEWTON, MASSACHUSETTS

Urban Design Commission

MEETING MINUTES

A meeting of the City of Newton Urban Design Commission (UDC) was held virtually on Thursday, **February 14, 2024** at 7:00 p.m. via Zoom

<https://newtonma-gov.zoom.us/j/81860326138>

Ruthanne Fuller,
Mayor

The Chair, Michael Kaufman, called the meeting to order at 7:02 P.M.

I. Roll Call

Barney Heath,
Director
Planning & Development

Those present were Michael Kaufman (Chair), Jim Doolin, and Visda Saeyan. Bill Winkler joined at 7:10 p.m. Shubee Sikka, Urban Designer, was also present.

Shubee Sikka,
Urban Designer
Planning & Development

II. Regular Agenda

Sign Permits

Mr. Kaufman asked if the Commission felt there were any applications they could approve without discussion. The Commission agreed to approve the following signs without discussion:

Members
Michael Kaufman, Chair
Jim Doolin, Vice Chair
John Downie
William Winkler
Visda Saeyan

Sign Permits

2. 19 Pelham Street – House of Noodles

Proposed Sign:

- One awning mounted principal sign, non-illuminated, with approximately 37 sq. ft. of sign area on the southern façade facing Pelham Street.

3. 66 Needham Street – The Creative Kids Studio

Proposed Signs:

- One wall mounted principal sign, internally illuminated, with approximately 61 sq. ft. of sign area on the western façade facing Needham Street.
- One wall mounted secondary sign, internally illuminated, with approximately 49 sq. ft. of sign area on the northern façade facing the side parking lot.

1000 Commonwealth Ave.
Newton, MA 02459
T 617/796-1120
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5. 23-33 Lincoln Street - SoleAmour

Proposed Sign:

- One wall mounted principal sign, non-illuminated, with approximately 23 sq. ft. of sign area on the southern façade facing Lincoln Street.

MOTION: Mr. Kaufman made a motion to approve the signs at 19 Pelham Street – House of Noodles, 66 Needham Street – The Creative Kids Studio, 23-33 Lincoln Street – Sole Amour. Mr. Doolin seconded the motion, and none opposed. All

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the members present voted, with a 3-0 vote, Michael Kaufman, Visda Saeyan, and Jim Doolin in favor and none opposed.

1. 131-181 Needham Street – Newton Nexus; Veterinary Specialists

Applicant/Representative: Applicant not present at the meeting

Proposed Sign:

- One arbor mounted sign, internally illuminated, with approximately 8.95 sq. ft. of sign area facing Needham Street.

Presentation and Discussion:

- The UDC had questions about the different existing signs, but the applicant was not present to answer any questions. Hence, the Commission continued this hearing to the next meeting.

4. 839-853 Washington Street – Cookie Monstah

Applicant: Melissa Gale,

Building owner: Scott Lombardi

Proposed Signs:

- One wall mounted principal sign, internally illuminated, with approximately 8.5 sq. ft. of sign area on the northern building façade facing the parking lot.
- One wall mounted secondary sign, internally illuminated, with approximately 16 sq. ft. of sign area on the western building façade perpendicular to Washington Street.

Presentation and Discussion:

- Building owner commented that Cookie Monstah is a retail space that faces the parking lot in the rear of Trio, and it has no Walnut Street or Washington Street frontage, which is different than any other spaces. Building owner shared their screen to show the two proposed signs, one facing the parking lot and the other wayfinding sign facing Washington Terrace. The wayfinding sign is in the same location as the former P sign that was approved a few years ago. The building owner mentioned that there has been no difficulty finding the parking lot for anyone that wants parking there. There's far more parking for people to utilize if they are going if they are going to use the retail component of Trio. The homeowner mentioned that they are proposing to keep the same dimensions and remove the P sign and put a new face in there so there will be signage and logo to direct people to the new space.
- Mr. Kaufman commented that the principal sign looks good. Not sure about the building owner's argument that a Parking sign is not needed anymore, it is important to have the directional P sign. That location is also not good for a business sign since it's higher than other business signs. This proposed sign location is violating that, and it doesn't fit the comprehensive sign package.
- Building owner commented that the original concept was to have a blade sign to the side of the brick. The building owner commented that they will be happy to mount a blade sign on the side of the building and have it project next to the arrow above CVS space and keep the P parking sign. If there is a sign on the wall that is CVS space, it will be very confusing.
- The building owner commented that there were no businesses that were only facing the parking lot and not the street. The Cookie Monstah space was created within the last 18

months after Chipotle moved in. The UDC commented that they would like to see a different location for the secondary sign. Staff commented that the business has only 10 feet façade frontage so the principal sign can be 30 square feet and two secondary signs of up to 10 sq. ft. each. The Commission commented that the sign above business will be the principal sign and the other sign will be the secondary sign. The Commission also recommended to keep the existing P sign and propose a different location for the secondary sign.

- UDC requested the applicant to come back with an alternate secondary sign.

MOTION: Mr. Kaufman made a motion to approve only one sign with a condition at 839-853 Washington Street – Cookie Monstah. Ms. Saeyan seconded the motion, and none opposed. All the members present voted, with a 4-0 vote, Michael Kaufman, Visda Saeyan, William Winkler, and Jim Doolin in favor and none opposed. The UDC recommended the principal sign for approval on the **condition** that a lighting dimmer is added to the sign. The Commission recommended the applicant come back with an alternate secondary sign.

6. 839-853 Washington Street – New York Bagel Factory

Applicant/Representative: Randal Noller

Proposed Signs:

- One marquee split principal sign, internally illuminated, with approximately 30 sq. ft. of sign area on the southern building façade facing Washington Street.
- One perpendicular split principal sign, externally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.

Presentation and Discussion:

Staff informed the Commission that the applicant sent the correct façade frontage for this business, which is 36 feet (not 10 feet as indicated in the application). Hence, both signs are consistent with the zoning ordinance.

MOTION: Mr. Kaufman made a motion to approve the signs at 839-853 Washington Street – New York Bagel Factory. Mr. Doolin seconded the motion, and none opposed. All the members present voted, with a 4-0 vote, Michael Kaufman, Visda Saeyan, William Winkler, and Jim Doolin in favor and none opposed.

III. Old/New Business

1. Meeting minutes

The Commission reviewed the minutes of January meeting.

MOTION: Mr. Kaufman made a motion recommending approval of the regular meeting minutes for January as submitted. Mr. Winkler seconded the motion. All the members present voted, with a 4-0 vote, Michael Kaufman, Visda Saeyan, Jim Doolin, and William Winkler in favor and none opposed. The decision is hereby incorporated as part of these minutes.

IV. ADJOURNMENT

Mr. Kaufman made a motion to adjourn the meeting and there was general agreement among the members.

The meeting was adjourned at 7:45 p.m.

Respectfully submitted by Shubee Sikka

Approved on March 13, 2024