

CITY OF NEWTON

IN BOARD OF ALDERMEN

LAND USE COMMITTEE REPORT

TUESDAY, FEBRUARY 5, 2013

Present: Ald. Hess-Mahan (Chairman), Ald. Crossley, Laredo, Fischman, and Schwartz; absent: Ald. Harney; 1 vacancy; also present: Ald. Fuller and Baker
City staff: Alexandra Ananth (Senior Planner), Katy Holmes (Planning) Amanda Stout (Planner), Eve Tapper (Chief Planner for Current Planning), Robert Waddick (Assistant City Solicitor), Linda Finucane (Assistant Clerk of the Board)

#416-12 MAIN GATE REALTY LLC, petition for a SPECIAL PERMIT/SITE PLAN APPROVAL and CHANGE in a NONCONFORMING USE to allow a ~~service or~~ retail and/or office use ~~a yoga and life coaching business~~ and to locate 5 parking stalls in the front setback with a 3-foot drive width and to erect a freestanding sign at 242-244 COMMONWEALTH AVENUE, Ward 7, ~~and in addition to allow office, service, retail, or medical office as a future use and to waive 2 required parking stalls for future conversion to medical office use at 242-244~~ COMMONWEALTH AVENUE, on land known as SBL 61, 13, 11, containing approximately 7,452 sq. ft. of land in a district zoned MULTI RESIDENCE 1. Ref: Sec 30-24, 30-23, 30-21(b), 30-19(g)(1), (g)(3), ~~30-19(d)(12)~~, and 30-19(m), 30-20(e)(4), 30-20(l), of the City of Newton Rev Zoning Ord, 2012.

ACTIONS: APPROVED 5-0
REQUEST TO ALLOW SERVICE USE AND/OR CONVERSION TO
MEDICAL OFFICE AND ASSOCIATED PARKING WAIVER WITHDRAWN
WITHOUT PREJUDICE 5-0

NOTE: The public hearing for this item was opened and closed on January 15, 2013. (Please see attached excerpt from that report.) Since then, the tenant in the western side of the building, Core Harmony the service use for which a special permit was sought, decided to terminate its lease. This space was the subject of a special permit granted in 1973 to allow a retail use which occupied the space until 1998.

Property owner and petitioner Wally Zainoun of Main Gate Realty, which currently is located in the eastern side of the building, would like the flexibility to allow low-intensity office and/or retail use in both spaces with the associated waiver to allow five parking stalls in the front setback and a freestanding sign. He has reached out to neighbors to discuss concerns raised at the public hearing and is agreeable to limiting the use to office and/or retail.

The existing parking at the rear of the building is not striped, but the petitioner has agreed to do so. It appears from the site plan to support four conforming parking stalls. The petitioner will submit a revised site plan prior to obtaining any permits. Although a handicapped parking stall is not required for a parking facility with fewer than six spaces, Alderman Fuller suggested and the committee agreed that it would be an amenity to have a dimensionally compliant handicapped stall for a future employee or tenant, although the stall could be unsigned and not limited if it is not needed. The Planning Department recommends that there be no more than four cars parked in the lot at one time.

The proposed freestanding sign will replace an existing blade sign. Since up lighting is not allowed; it will be unlit or possibly down lit. After viewing a scale model of the sign, the Planning Department feels the proposed sign will not impede site lines. The sign will be reviewed by the Urban Design Commission.

The petitioner has been approached by several potential tenants. One, an engineering office, expressed an interest in using the basement for a conference room. However, the Planning Department is concerned because the space was not included in the parking calculation. The Committee felt that a tenant using it as an accessory conference room was acceptable; however, the basement cannot be leased to an additional tenant. The Committee agreed that a low-intensity retail or office use is better for the neighborhood than a service use because of the parking, particularly the potential overlap associated with a service use that could congest neighborhood streets. The petitioner agreed to accept a restriction on the use of the basement. He also agreed to limit retail hours to 7:00 a.m.-10:00 p.m. As to whether the petitioner can rent parking spaces for overnight parking to neighbors without off-street accommodation, there is nothing that prohibits it.

The petitioner chose to withdraw the requests for a service use or medical office as a future use with the waiver of two required parking stalls for such use. Alderman Laredo moved to approve without prejudice withdrawal of the requested relief for such uses, which motion carried 5-0.

Alderman Laredo then moved to approve the petition as amended finding that office and/or retail use would not be substantially more detrimental to the neighborhood because those uses would generate the same amount of traffic and parking demand as prior uses on the site; the size and shape of the lot make the prohibition on parking in the setback impracticable; replacing the existing large blade sign with a freestanding sign of up to 15 square feet is more appropriate for the building and its architecture. The motion to approve the petition as amended carried unanimously, 5-0.

#417-12 CHESTNUT HILL SHOPPING CENTER, LLC/C&R REALTY TRUST petition for a SPECIAL PERMIT /SITE PLAN APPROVAL for a comprehensive sign package at 1-55 BOYLSTON STREET, Ward 7, CHESTNUT HILL, on land known as Sec. 63, Blk. 37, Lots 18A, 22, 25, 26, 27 in a district zoned BUSINESS 4. Ref: 30-24, 30-23, 30-20(1) of the City of Newton Rev Zoning Ord, 2012. Ref: Sec 30-24, 3-23, 30-20(f)(1), (f)(2), (f)(3), and (f)(9) of the City of Newton Rev Zoning Ord, 2012.

ACTION: APPROVED 5-0

NOTE: The public hearing was opened and closed on January 15, 2013. The attached email contains the petitioner's responses to questions raised at the public hearing. In addition, a supplemental sign package is also attached. There are over 50 tenants, perhaps 70 total; proposed tenant signs include the following:

- The theatre/restaurant tenants in 55 Boylston Street are allowed two principal wall signs each up to 150 square feet, and two secondary wall signs each up to 75 square feet, in addition to a by-right marquee sign;

- For tenants of at least 2,000 square feet whose entrance is not substantially facing Boylston Street a third principal perpendicular blade-style wall sign of up to 100 square feet is permitted on the Boylston Street elevation;
- For business establishments that serve food, one additional secondary sign is allowed provided that the aggregate square footage of all secondary signs for an individual tenant does not exceed 100 square feet;
- For business establishments whose storefront wall includes an architectural canopy, a principal wall sign not to exceed 100 square feet may be affixed to any position on, above or below the canopy, and one secondary blade sign not to exceed 50 square feet may be affixed to the underside of such canopy;
- Retail, restaurant or health club tenants which occupy at least 5,000 square feet, and are located on or above the second floor of a building, may have two additional secondary signs not to exceed 100 square feet in the aggregate;
- Three wafer-style ground signs, up to six square feet in sign area are permitted for a second floor occupant of 55 Boylston Street.
- Secondary signs may be located on the same façade as a principal sign.

The petitioner's corporate office will be located at 33 Boylston Street which does not face Boylston Street. The petitioner may have one single upper-story sign facing Boylston Street in addition to a principal sign not exceeding 100 square feet facing north or east. There are five wall mural signs proposed at specific locations. The petitioner will have the right to review and approve the content of the mural signs. Acknowledging the special resource of Hammond Pond, the petitioner has committed to include public art within the framework of some of the proposed signs. Some signs will be externally or internally lit. The tenant ground signs will not be lit. Freestanding signs will identify the "Street." Other signs include wayfinding for pedestrians and vehicles, placemaking and promotion of the types of activities and businesses located at the property.

Ms. Ananth reviewed with the Committee a draft board order. Assistant City Solicitor Waddick expressed reservations about including a condition requiring the petitioner to consult with the Planning Department and representatives of the Urban Design Commission on the message content of the pedestrian directory and wall panel/blade panel signs. The Committee too had reservations and struck the proposed condition.

Alderman Laredo moved approval of the petition, finding that the proposed signs are in the public interest given the size and shape of the site and its uniqueness; the signs are accessory to the businesses on the site; the signs that have changeable content that will not flash or blink to create an animated effect; the proposed signs will not adversely affect the neighborhood. The motion to approve carried unanimously, 5-0.

The meeting was adjourned at approximately 9:50 p.m.

Respectfully submitted,

Ted Hess-Mahan, Chairman

EXCERPT FROM JANUARY 15, 2013 LAND USE REPORT

#416-12 MAIN GATE REALTY LLC, petition for a SPECIAL PERMIT/SITE PLAN APPROVAL and CHANGE in a NONCONFORMING USE for a yoga and life coaching business and to locate 5 parking stalls in the front setback with a 3-foot drive width and to erect a freestanding sign at 242-244 COMMONWEALTH AVENUE, Ward 7, and *in addition* to allow office, service, retail, or medical office as a future use and to waive 2 required parking stalls for future conversion to medical office use at 242-244 COMMONWEALTH AVENUE, on land known as SBL 61, 13, 11, containing approximately 7,452 sq. ft. of land in a district zoned MULTI RESIDENCE 1. Ref: Sec 30-24, 30-23, 30-21(b), 30-19(g)(1), (g)(3), 30-19(d)(12), and 30-19(m), 30-20(e)(4), 30-20(l), of the City of Newton Rev Zoning Ord, 2012.

ACTION: HEARING CLOSED; HELD 7-0

NOTE: The petition was presented by property owner Wally Zainoun and petitioner Debra Bennett who operates Core Harmony, the yoga and life coaching business for which they are seeking to locate four parking stalls in the front setback and to erect a freestanding sign to replace the existing blade sign that extends out from the building. (The proposed sign has been reduced from 25 square feet to 15 square feet, the limit allowed by special permit.) See the attached PowerPoint.

In addition, Mr. Zainoun is requesting relief to allow office, service, and retail use and/or medical office in the event the second space, currently occupied by TNM Realty, in this legally nonconforming commercial building becomes vacant without the need to amend a special permit and to waive the two parking stalls that would be required for a future conversion to medical office use. Mr. Zainoun said this request was prompted by an inquiry from a husband and wife, both dentists, looking to open a small dental office.

Located in a Multi Residence 1 District, the building was constructed in 1922 prior to zoning. Historically, the building has housed two tenants, which over the years have included a grocer, drug store, gift shop (for which a special permit was granted in 1973), insurance office, and poster shop. TNM Realty is located in the east side of the building and Core Harmony in the west side.

Ms. Bennett has operated a “virtual” business out of her home for the past 14 years. She decided to open a studio to offer clients open classes at a lower cost. Classes include yoga, Pilates, fitness, wellness, weight loss, and relationships, as well as small business services, coaching, consulting, and web design. She plans to continue providing in-home and virtual corporate services. Given the size of the space (approximately 300 square feet in the main room), she anticipates no more than eight clients in a class. Most clients are from Newton and she expects many, perhaps 60%, will walk or bike to class.

She explained that she signed a lease in August and prepared the interior for a September opening. She was informed by the Inspectional Services Department when she went to amend her business registration that she needed a special permit. When asked why there appeared to be a delay in seeking the special permit, it was pointed out that the application was filed in

December for public hearing in January, the earliest it could be after completing the review process the city requires for all special permit applications. The business is operating because in most cases the Inspectional Services Department does not issue a cease and desist if a special permit application is pending. Alderman Laredo was troubled that the owner did not advise Ms. Bennett prior to leasing the space that she needed a special permit. Mr. Zainoun said he was unaware that a special permit was required.

When asked about the number of classes and times, Ms. Bennett said she plans to offer 10 to 12 classes a week. Day classes are generally for one hour; evening classes 1.5 hours. She expects that the front can provide parking for three to four cars. There are four spaces behind the building and there is one-hour parking available on the carriage lane. Currently, class times are

9:00 am to 10:00 am on Monday, Wednesday, Thursday and Friday
4:00 pm to 5:00 pm on Monday, Wednesday and Thursday
6:00 pm to 7:00 pm and 7:00 pm to 8:30 pm on Tuesday
10:00 am to 11:00 am on Tuesday and Saturday
1:00 pm to 2:00 pm on Saturday and possibly a 2:00 to 3:30 pm class

Aldermen Albright and Fuller suggested that a half hour gap between classes would ensure a smoother transition of the parking spaces. When asked about plans to use the side yard for outdoor classes, Ms. Bennett said initially she thought it would be pleasant space to utilize in nice weather, but the noise on Commonwealth Avenue makes it less than ideal for practicing yoga. Although, she would like to use it for small gatherings such as the Marathon much like anyone else uses their yard.

Alderman Schwarz said that he is not particularly concerned about the proposed use given the building's past. However he like Alderman Laredo is troubled because this is not the first petition coming in after the fact seeking forgiveness.

Alderman Fischman visited the site today and observed five cars, one parked tandem, occupying the entire rear lot. Mr. Zainoun said he allows two students to park in the lot overnight because they have no parking. Alderman Fischman is concerned about the intersection of Commonwealth Avenue and Manet Road and with pedestrians crossing there because of the curve and the potential obstruction of the site line by the proposed freestanding sign.

In Alderman Harney's opinion this evening was a bit harsh on Ms. Bennett, particularly given the site's history and her long term connection to the city. He believes she has good intentions and wishes to operate a successful business primarily serving residents of Newton. (He also shared that his mother's best friend had owned the gift/card shop at this site.) Alderman Laredo said he does not doubt the good intentions. He wants to encourage businesses and their success; however, the 1930's and 1940's were very different, there were fewer cars and most people walked. He believes an overlap in class times has the potential for significant traffic and parking issues.

Public Comment:

Susan Servais, 4 Garrison Street, a 33-year resident said that a grocery and drug store from another era cannot be compared to Commonwealth Avenue today. Traffic at certain times is bumper to bumper. It is unlikely with all of the large medical offices nearby that a doctor or dentist would locate here. The previous poster business was operated by a neighbor and most of its business was online. There is a longtime parking situation in the neighborhood and the residents would appreciate keeping outside parkers off the neighborhood streets. The neighborhood does not want a bigger commercial area.

Janet Razulis, 266 Commonwealth Avenue, a 22-year resident, has no major objection to Core Harmony but is concerned about the future of the space currently occupied by the real estate office and would prefer the owner be required to return to amend a special permit. However, she supports the limited scope of the fitness use and associated parking.

Saul Wisnia, 24 Hamlin Road, who spoke in favor of the prior petition, grew up and his mother lived for 50 years 300 yards from the subject site. He attended both high school and college with Ms. Bennett and said there was probably not a more appropriate tenant. He noted that the type of client this type of business attracts is likely to walk and bike when feasible.

Gloria Gavis, 21 Monadnock Road, who is president of the Chestnut Hill Association, echoed the concerns about parking and asked the committee to be mindful of the parking constraints. However, she is not concerned by the use of the space for a yoga studio, but agrees there should be a gap between classes.

Betty Cohen, 104 Manet Road, walks to her office at Boston College and agreed that the intersection of Commonwealth Avenue and Manet Road is dangerous and that a free standing sign could block the view further. Manet Road is parked up every day. (The east side of Manet Road is a resident restricted area and parking is prohibited all days on the west side.) She is concerned about pedestrians crossing Commonwealth Avenue from the carriage lane and with cars parking on Commonwealth.

Aphrodite Giannakopoulos, 214 Commonwealth Avenue, said that the city is becoming too commercial and that people in the neighborhood had paid a lot of money to live there and it should be kept as it is.

After the conclusion of the public hearing, the committee held a scoping session in which the Planning Department was asked to meet with the petitioners to address the following issues prior to working session:

- reasonable class hours from Ms. Bennett that she can live with including a gap between each class
- a parking plan for both spaces – Core Harmony and TNM Realty
- renting spaces or allowing non-tenants to park on the property
- current available on-street parking

- size, location, lighting re the proposed sign and if it impacts the site line from Commonwealth Avenue
- pedestrian crossing/safety/crosswalk – the committee was reminded that Commonwealth Avenue/Route 30 is a state road recently reconstructed by the state that project included pavement markings, crosswalks, and a number of new or amended parking restrictions which the state required the city to implement as part of the reconstruction.

Alderman Crossley suggested that the petitioners install a bike rack. The committee also asked for a copy of the 1973 special permit. Alderman Fischman moved to hold the petition, which motion carried 7-0.

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ACTION: HEARING CLOSED; HELD 7-0

NOTE: This petition was presented by attorney Franklin Stearns of K&L Gates and director of design and planning Richard Askin of WS Development. There are a number of special permits on this 18-acre site, the most recent in 2011 rezoned the site to Business 4, allowed reconstruction for a portion of 33 Boylston Street, reduced the total number of required parking stalls, and included multiple site improvements such as reconfiguring parking stalls, changes to landscaping, sidewalks, and lighting. The former Bloomingdale's/Macy's building at 55 Boylston Street is also currently under reconstruction. When completed it will contain a Cinema de Lux, The Sports Club/LA, a restaurant(s), and retail uses. The petitioner is seeking approval of a comprehensive sign package for the new shopping center, which is being re-branded as "The Street Chestnut Hill." The Urban Design Commission spent three meetings reviewing the sign package and the petitioner made a number of changes in response to its comments and suggestions. Alderman Fuller asked whether the colors will be those shown in the submittal. There was no public comment.

The petitioner's presentation was very thorough and the submittal very detailed but because of the scope and several of the types of signs proposed the committee agreed it was not prepared to vote the petition this evening. For example, the wall panel signs proposed for the rear intended to break up the blank wall facing Hammond Pond may change at the discretion of the owner: would they be rented? Could one be used for art or a photograph of the pond or even to reflect the pond? Several committee members thought less might be more. Alderman Crossley said it's a new world and the city's sign ordinance is extremely outdated, but is there too much visual noise? The committee asked the petitioner to break out the purposes of the different types of signs, i.e., identification, way finding, etc. and what each type of sign is meant to tell people. Individual maps might be helpful. Alderman Laredo moved to hold the petition, which motion carried 7-0.

From: "Stearns, Franklin G." <Franklin.Stearns@kigates.com>
To: "aananth@newtonma.gov" <aananth@newtonma.gov>
Copies to: "Stearns, Franklin G." <Franklin.Stearns@kigates.com>,
 "Thayer, Lyndsey" <Lyndsey.Thayer@wsdevelopment.com>,
 "Askin, Richard" <Richard.Askin@wsdevelopment.com>
Date sent: Fri, 1 Feb 2013 10:33:21-0500
Subject: CHSC Working Session Petitioners Response to Comments

The following is the Petitioner's Narrative Response to Public Hearing Comments from the Land Use Committee Public Hearing on January 15, 2013 (#417-12).

Re: Chestnut Hill Shopping Center LLC/ C&R Realty Trust, 1-55 Boylston Street

1. Comment: Does the signage create the proper balance between too little signage and too much signage?

Response: The Petitioner is very sensitive to achieving the right balance. All signage will be reviewed and approved by Owner before submission to the city ISD for a permit. The design intent of the sign package, which is mostly as of right signage per the zoning ordinance, section 30-20 and the limitations on the scope of the waivers both contribute to creating placemaking and wayfinding through sign bands and first class presentation of signage.

2. Comment: Can some aspect of the signage be used for "art" and/or displays that promote Hammond Pond?

Response: Yes. The Petitioner will integrate into the signage on the site reasonable and appropriate recognition of the special resource of Hammond Pond adjacent to the Site. The Petitioner intends to include public art within the framework of the approved signs. The draft Board Order reflects this commitment.

3. Comment: Please clarify the different types of signs and the purposes of each type of sign.

Response: The Petitioner has prepared and attached to this memorandum a set of supplemental plans that depict each type of signage for which a waiver is requested separately so that each type of waiver signage can be portrayed independently and which will show its type, style, size, locations and purpose(s). See attached plans.

4. Comment: Provide more detail about the nature, visibility and oversight of the Wall Mural signs.

Response: The Wall Mural signs are proposed for only 5 specific locations. 2 locations are under the overhang of the 55 Boylston Street building and are not visible from any of the site's perimeters and 1 is on the first floor elevation (west) of 55 Boylston Street. Only 2 of the wall murals are on the second level of site buildings. Each mural will be greater than 100 sq feet which is the basis for the waiver. The specific location and size of the murals is shown on the Mural Plans attached. The perimeter photographs depict the visibility of the mural locations from vantage points off the property, particularly from Hammond Pond Reservation. The Petitioner will control the murals. If the mural locations are made available to tenants of the Center, the Petitioner will have the right to review and approve the content of any mural. The Petitioner agrees to conditions in the Board Order designed to ensure that the Planning Department can review and consult with the Petitioner about particular murals.

5. Comment: Provide more detail about the illumination of the different types of signs.

Response: The Entrance Directory Ground Signs, Column Capital Signs and Wafer Signs will be either externally or internally lit. The Tenant Directory Ground Signs will not be lit. The Wall Murals and Blade Panels will be externally lit. The wall signs, pedestrian directories and the Gateway signs will be internally

illuminated. The lighting will operate only when businesses at the Center are open. All signage will comply with the sign ordinance requirements regarding lighting. No lighting waivers are being sought.

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THE STREET

CHESTNUT HILL





I. OVERVIEW

SIGN PROGRAM: REQUEST FOR LIMITED RELIEF

The new shopping center property is a modern, multiple-retailer shopping destination which dates back to the 1940's. Over the years, the buildings and grounds have been renovated to support great retailers such as Filenes, SS Pierce and General Cinema. This ongoing pattern of renewal intensified over the past decade. In 2009 the eastern-most building (addresses: 1 through 23 Boylston St) featured reconstruction of Star Market, additional small shops, and the renovation of the original adjoining small shop wing. In 2012 the renovation of the former Macys-Bloomingtondale-RH Stearns building (address: 55 Boylston St) began at the western end of the shopping center. In 2012 the buildings addressed 49, 33 and 27 Boylston are scheduled for reconstruction and renovations. In addition, pedestrian and vehicular areas are now being upgraded with new sidewalks, landscaping, pavement and lighting. The result of this significant reinvestment is a mix of fresh and exciting retailers, restaurants, cinema and office space populating a high-quality, open-air pedestrian friendly environment.

An important component of the renewed property is a high quality signage program which can be categorized as two kinds. 1) Tenant signage is necessary to identify and support tenant branding; 2) Common area signage is useful towards establishing 'sense of place', information content, and way-finding. Working with multiple design teams on both of these categories of signage, the goal is to have the most creative and high quality signage possible. The result of this coordinated signage program is robust messaging combined with aesthetics consistent with the new architecture and site improvements.

Most signage in this program conforms to the City's zoning ordinance by-law governing signs. Some signs in this program require zoning relief. This document is to provide an overview of the entire program so as to provide context, and to highlight signs which require relief.

SIGN PROGRAM: PROPERTY MANAGEMENT TEAM

The Shopping Center's landlord (i.e., its management team) includes professionals responsible for all on-property signage, for two different categories of sign:

1] Tenant-installed signage – Each tenant designs & installs its own signage consisting of one or more sign pieces. The number, location, size and details of design & fabrication are subject to the City's Zoning ordinance. Tenant signs are also guided by the landlord's Tenant Design Criteria, which provides much detail to guide individually prepared tenant signs. Before any tenant may apply to Inspectional Services for its sign permit, and for Urban Design Commission review, landlord's Tenant Coordinator works closely with the tenant to ensure zoning conformance and to ensure overall compatibility. Prior to permit submittal, each tenant must obtain final written approval of its signage by landlord Tenant Coordinator, which is attached to the application which Inspectional Services then receives.

2] Common area signage – The shopping center landlord team installs ground and wall mounted signs which present various types of messaging, including: select tenant names & branding; placenames; wayfinding; advertising; marketing & events information; public service information; holiday décor; and similar. These signs are designed, fabricated and installed by the landlord (though in some instances a tenant's sign piece is a distinct and integral part of a common area sign). The Landlord submits sign permit applications for common area signs to the city. The property management of these common area signs are maintained by landlord's team on a continuing basis with content revised and updated as appropriate.

Principal signs up to 150 square feet and secondary signs up to 75 square feet in addition to the marquis for the Theatre

Internal Illumination



Cinema at 55 Boylston Street



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Additional principal and secondary signs facing Boylston Street for those limited tenants whose entrances and fronts are entirely 'inside' the property.

Internal Illumination

Illustrative representation of restaurant on North side of building



(Waiver # 2) Additional principal wall sign for business not facing Boylston Street

W1



W1-15



27 Boylston Street
South Elevation



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Legend
█ W.1 Tenant Sign: by waiver (provisional location)
█ W.2 through W.5: common signs by waiver (as shown)

Additional secondary signs up to 100 square feet total for food service tenants

Internal Illumination



(Waiver # 8) Upper story establishment that serves food (W1) ↑

33 Boylston Street
East Elevation

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Legend
■ W.1 Tenant Sign: by waiver (provisional location)
■ W.2 through W.5: common signs by waiver (as shown)

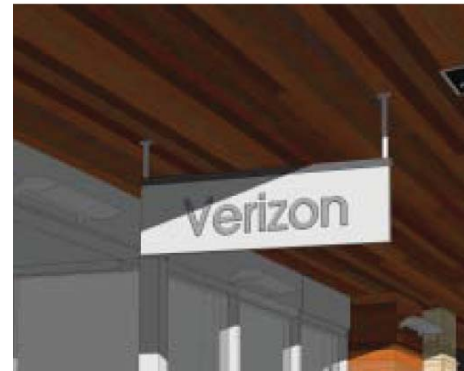
Additional blade style canopy sign located more than 6 inches off the face of the storefront

Internal Illumination



(Waiver # 4) Canopy Sign (typical example) (W1) ↑

Canopy detail →



33 Boylston Street North Elevation

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Legend
 W.1 Tenant Sign: by waiver (provisional location)
 W.2 through W.5: common signs by waiver (as shown)

Upper Story Sign

Internal Illumination

W1 (Waiver # 8) Upper story non retail sign for business not facing Boylston Street



33 Boylston Street
South Elevation



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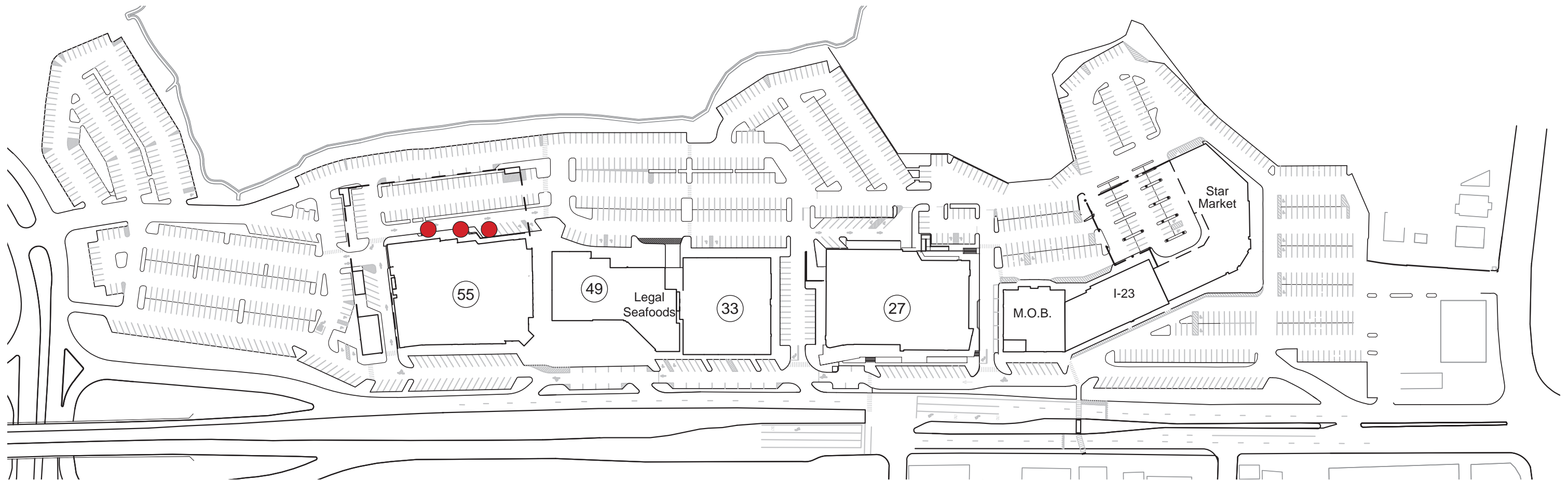
Legend W.1 Tenant Sign: by waiver (provisional location)
 W.2 through W.5: common signs by waiver (as shown)

Wafer Signs

Internal or External Illumination

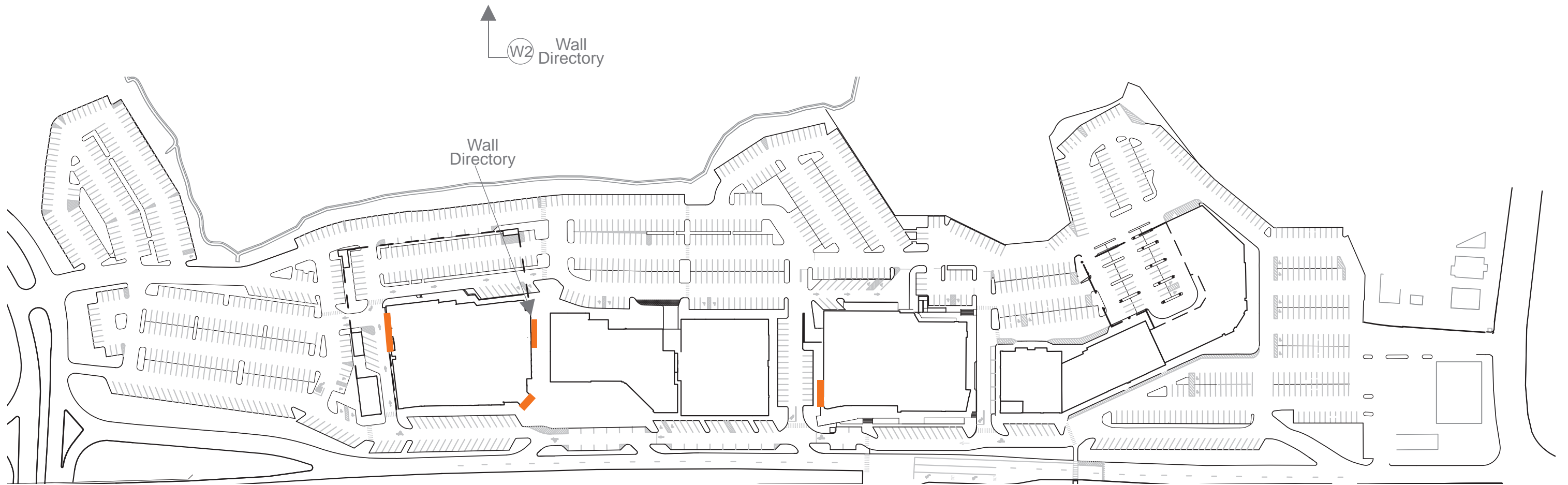
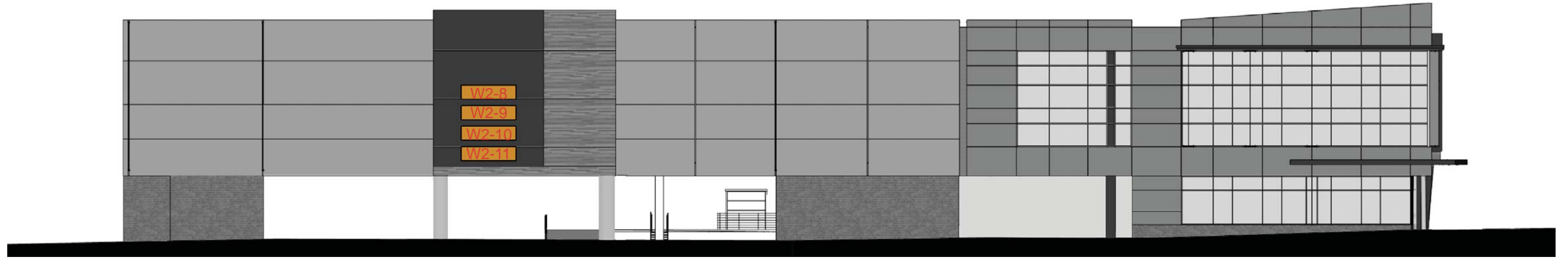


G5 Wafer Sign
2-sided
tenant sign,
perpendicular
to storefront,
illuminated



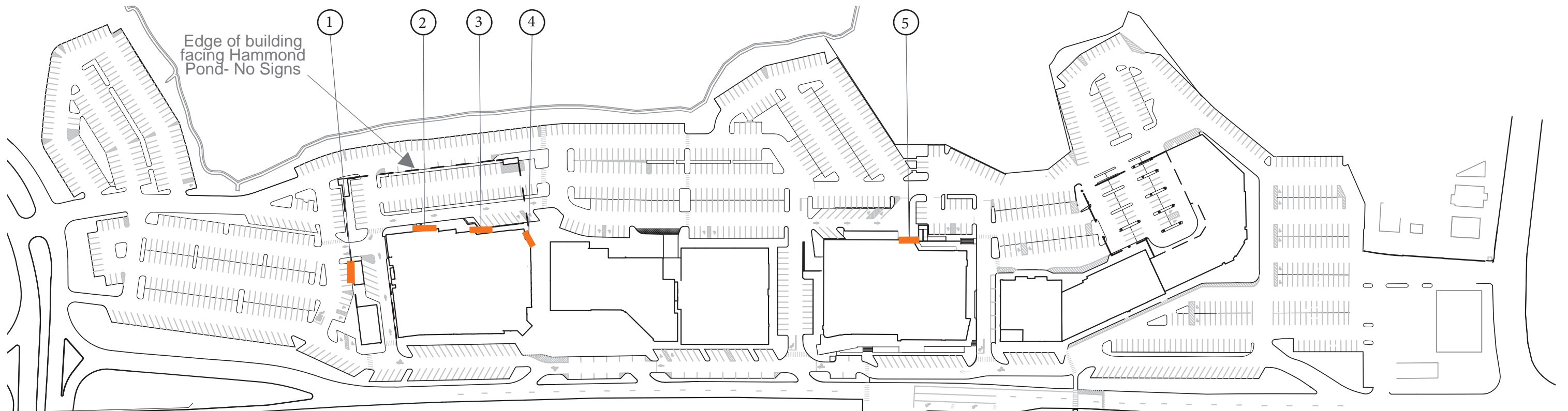
Wall Directory Signs

Internal Illumination



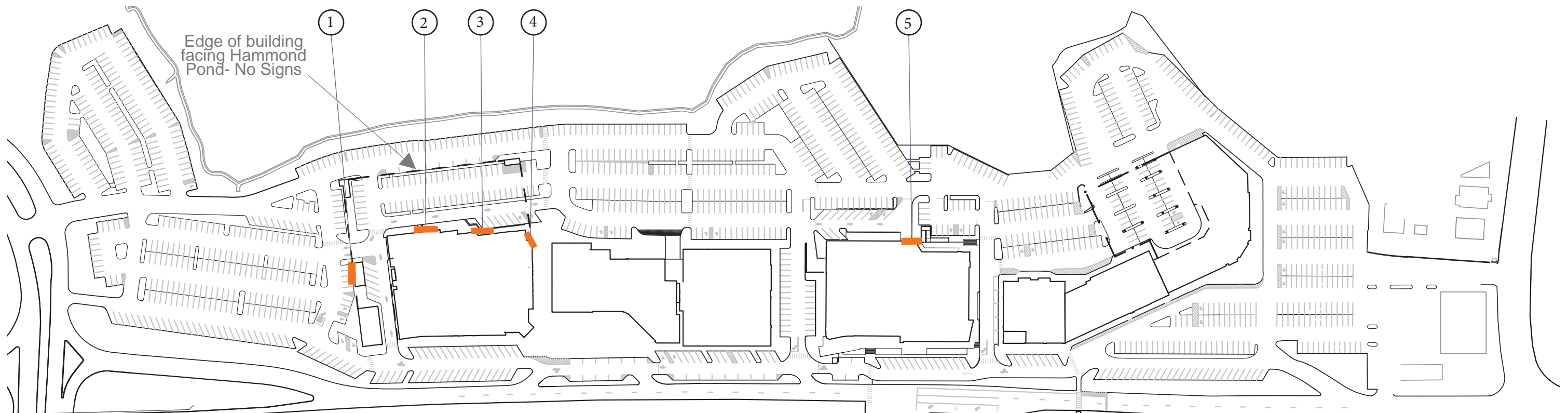
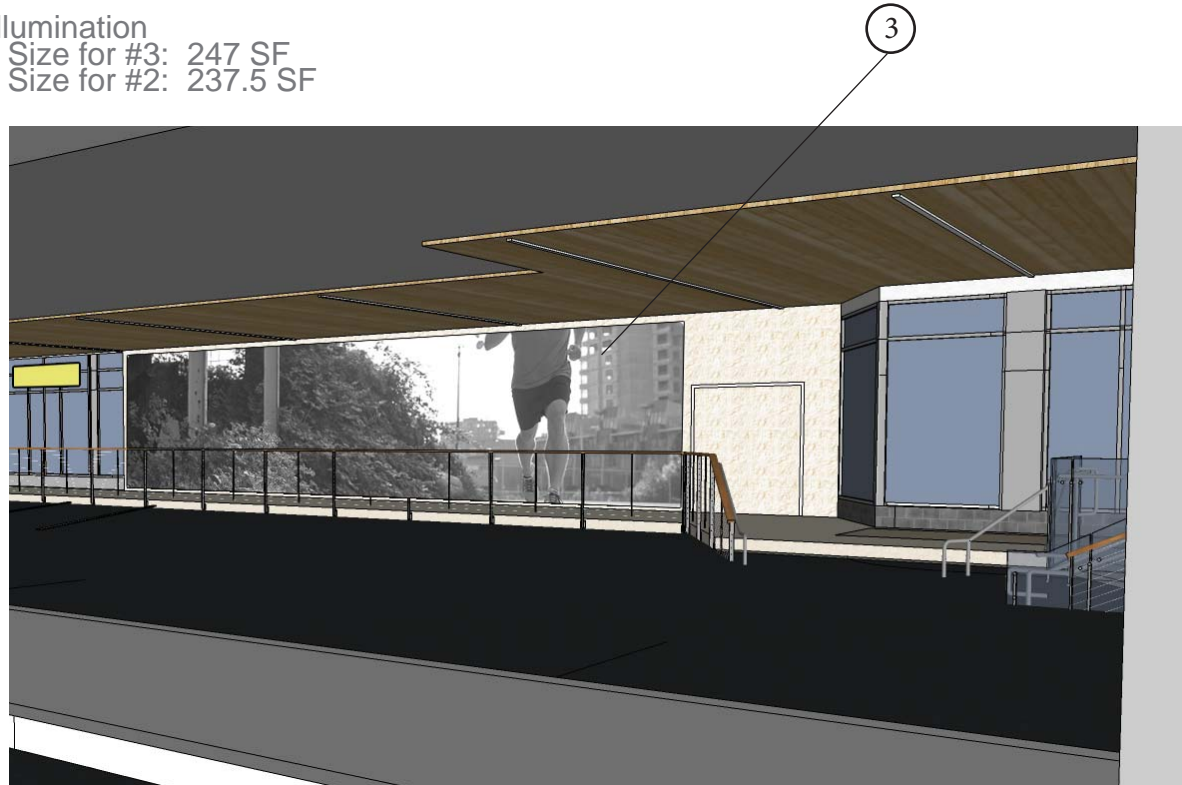
Wall Panel Signs

External Illumination
Maximum Size for #4: 424.32 SF



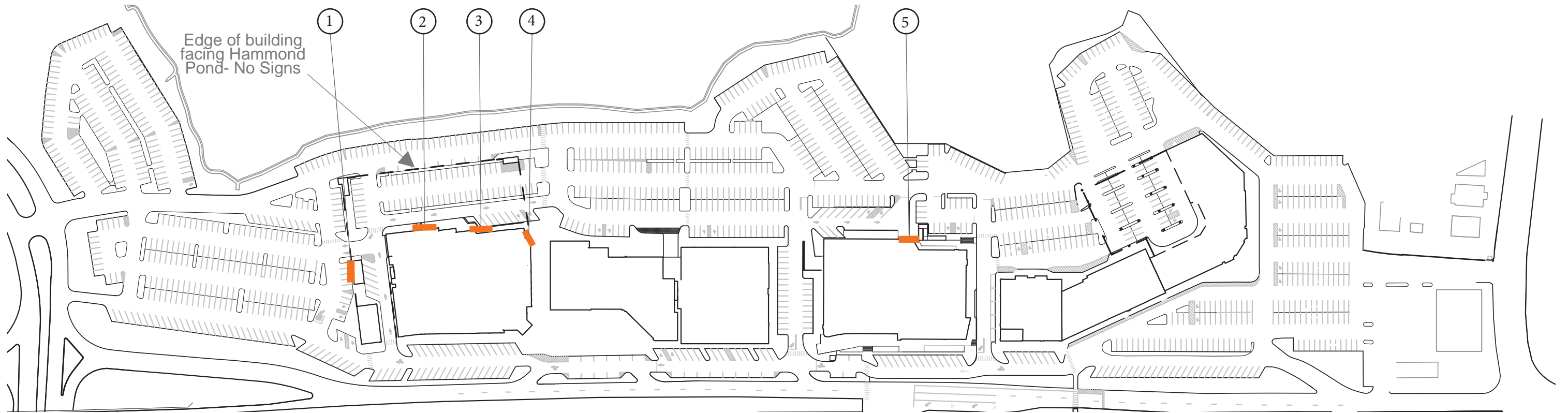
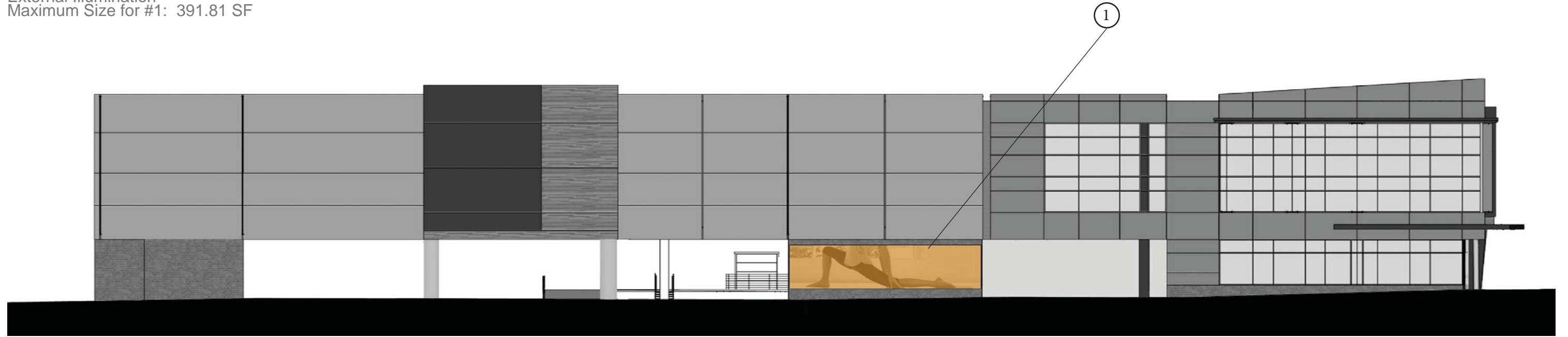
Wall Panel Signs

External Illumination
Maximum Size for #3: 247 SF
Maximum Size for #2: 237.5 SF



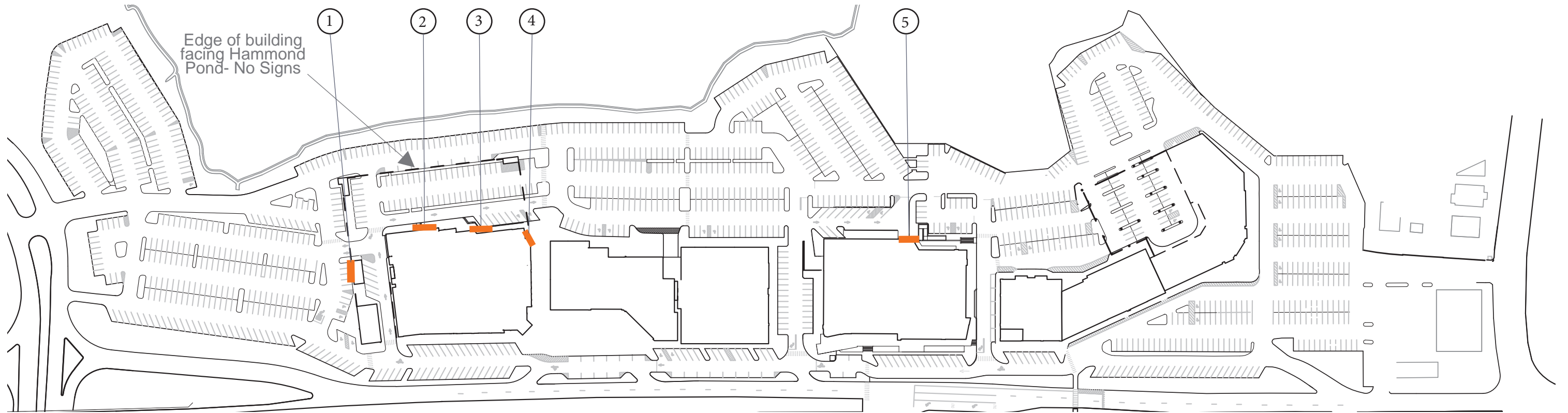
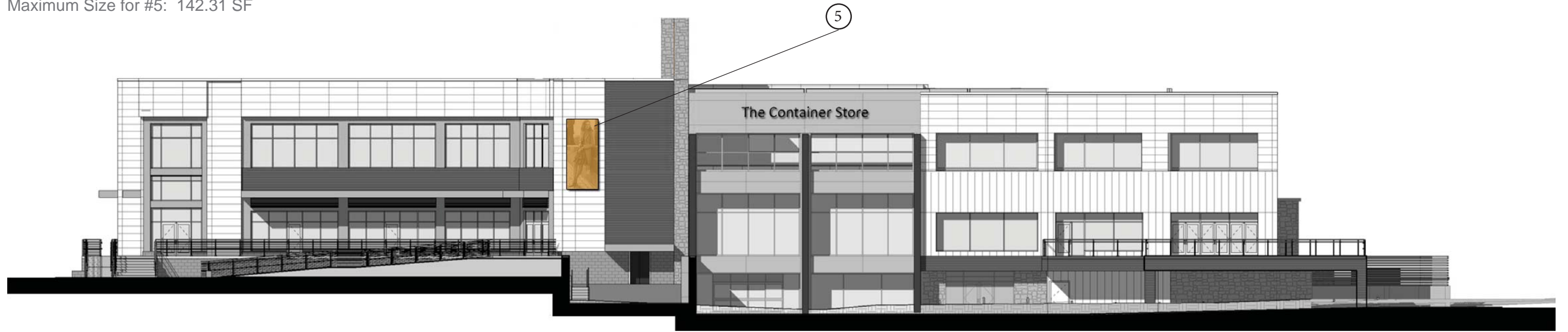
Wall Panel Signs

External Illumination
Maximum Size for #1: 391.81 SF



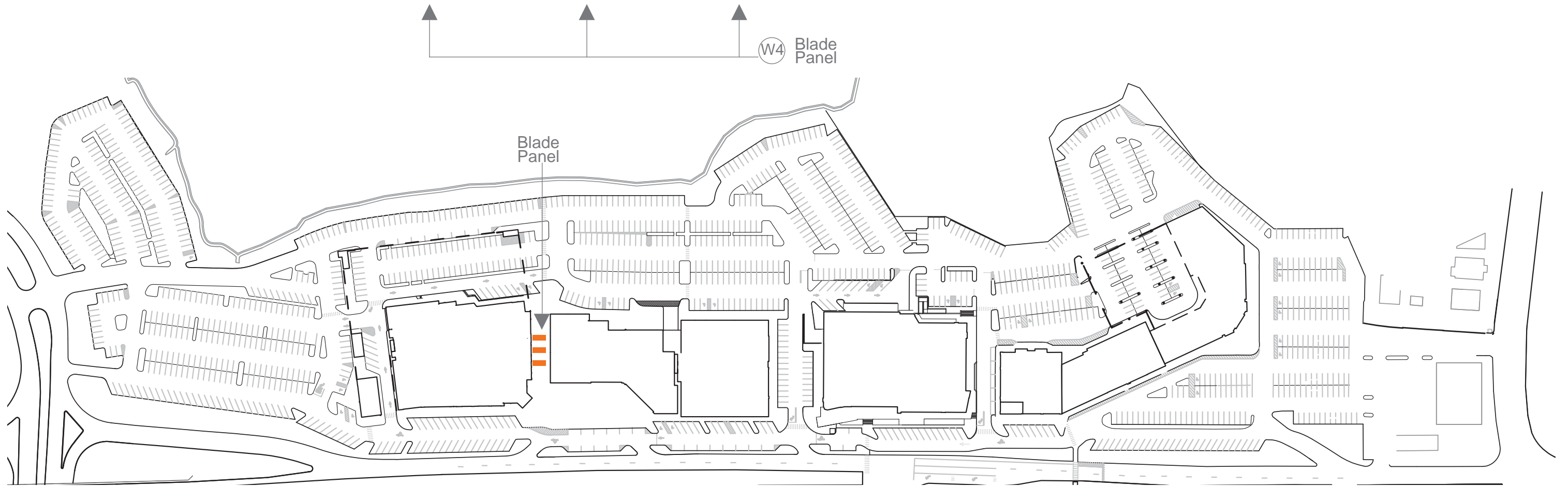
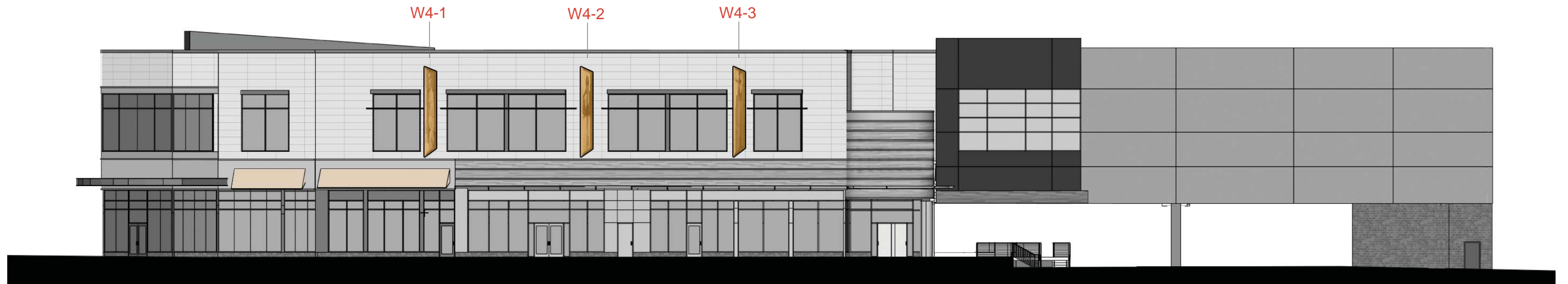
Wall Panel Signs

External Illumination
Maximum Size for #5: 142.31 SF



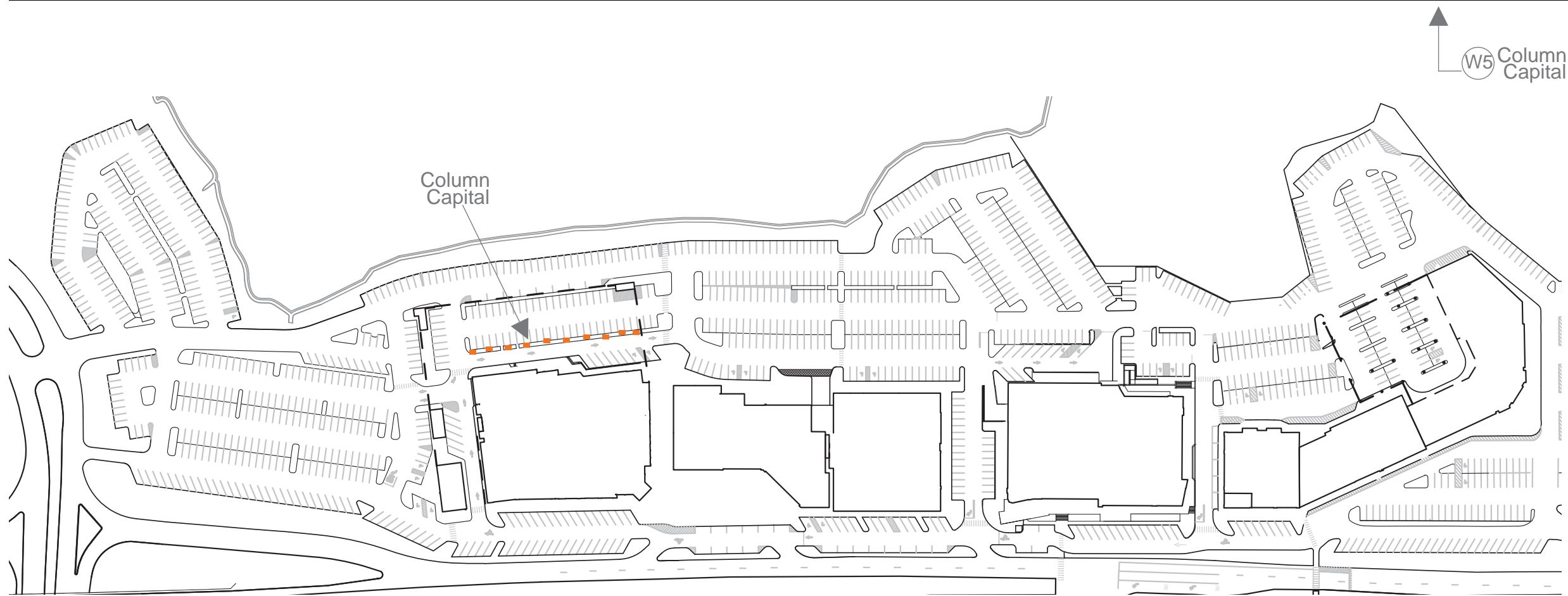
Blade Panel Signs

External Illumination
Maximum Size: 75 SF



Column Capital Signs

Internal or External Illumination
Maximum Size: 6 SF



Entrance Identification Signs

By Type (see next page)



Replaces Existing Entrance Sign

G.1-1 Entrance Sign (replacement) located at driveway to Hammond Pond Parkway

Sign Dimensions: 10' W. x 3.5' H.
Signage Area: 35 SF
External Illumination



New

Free Standing Tenant Directional Signs

G.1-1 Entrance Sign (replacement) located at driveway to Hammond Pond Parkway - Internal or External Illumination



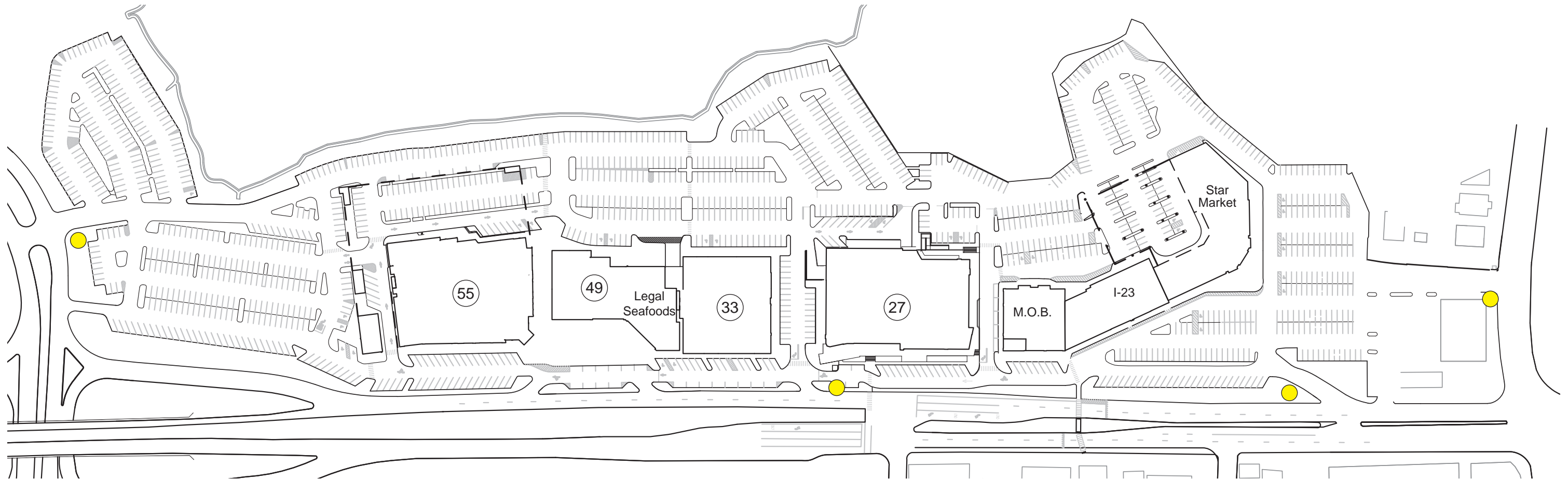
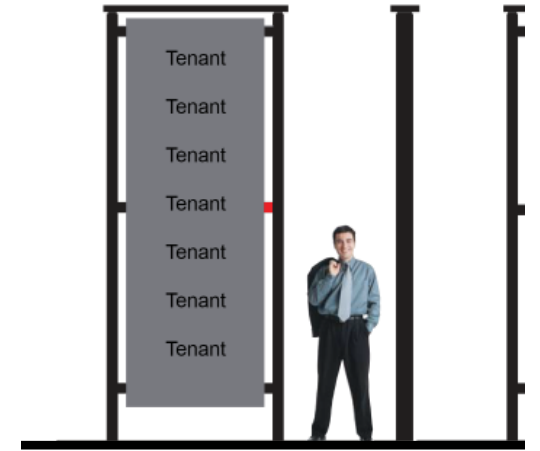
G.1-2 Entrance Sign (replacement) located at driveway to Hammond Street - No Illumination



G.1-3 Entrance Signs (new) located at frontage road on Boylston Street - No Illumination

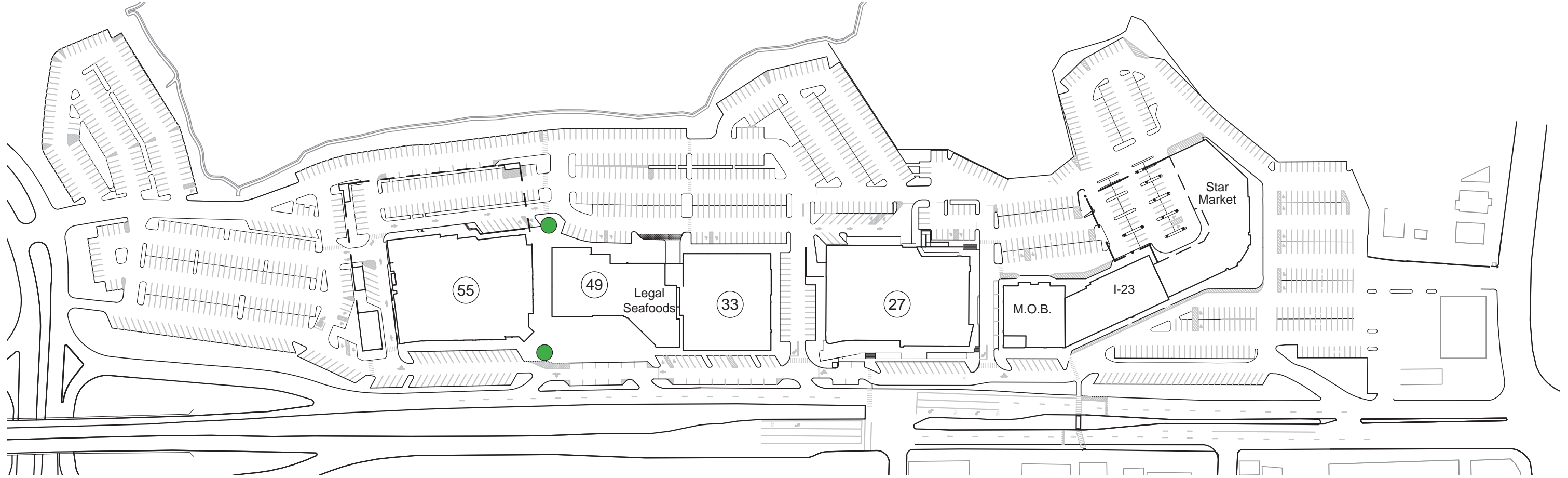
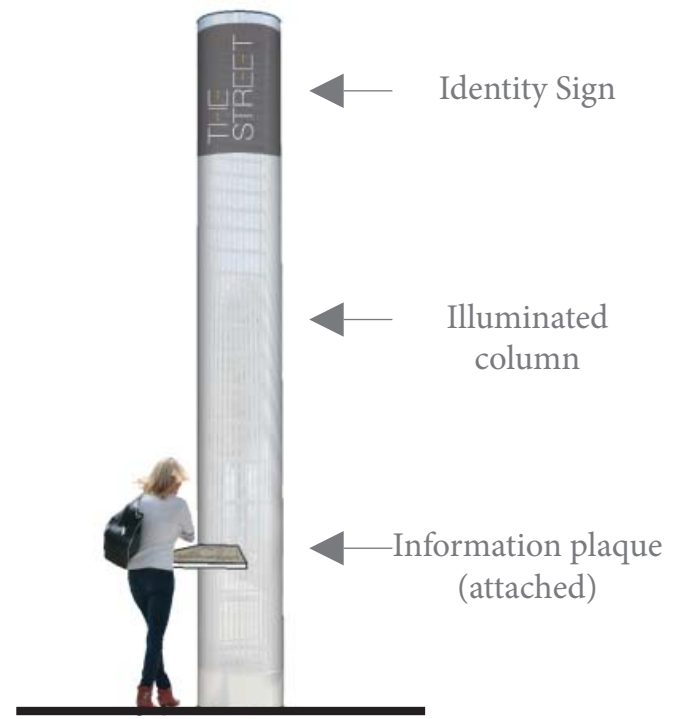


G.2 Directional Signs (replacement) (typical) No Illumination



Free Standing Gateway Signs

Internal Illumination



the studio
at
WSD

Example of illuminated column as concept for gateway sign.

Gateway Sign Dimensions:
6.28' W. x 5.5' H.
Area: 34.54 SF

Free Standing Pedestrian Directory Signs

Internal Illumination

