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STAFF MEMORANDUM

Meeting Date: **Wednesday, May 13, 2020**
DATE: May 8, 2020
TO: Urban Design Commission
FROM: Shubee Sikka, Urban Designer
SUBJECT: **Additional Review Information**

The purpose of this memorandum is to provide the members of the Urban Design Commission (UDC) and the public with technical information and planning analysis which may be useful in the review and decision-making process of the UDC. The Department of Planning and Development’s intention is to provide a balanced view of the issues with the information it has at the time of the application’s review. Additional information may be presented at the meeting that the UDC can take into consideration when discussing Sign Permit or Fence Appeal applications.

Dear UDC Members,

The following is a brief discussion of the sign permit applications that you should have received in your meeting packet and staff’s recommendations for these items.

I. Roll Call

II. Regular Agenda

Sign Permits

1. 297 Lowell Avenue – Bowen Nursery School

PROJECT DESCRIPTION: The property located at 297 Lowell Avenue is within Single Residence 2 zoning district. The applicant is proposing to install the following sign:

1. One free-standing principal sign, non-illuminated, with approximately 6 sq. ft. of sign area along Otis Street.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.7. Per the Zoning Ordinance, one free-standing sign is allowed, which the applicant is not exceeding, the maximum size of the sign allowed is 10 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of the free-standing sign as proposed.

2. 200-220 Boylston Street, A101 – Beth Israel Lahey Health Urgent Care

PROJECT DESCRIPTION: The property located at 200-220 Boylston Street is within a Business 4 district and has a comprehensive sign package authorized by a special permit via Board Order # 214-10(2). The applicant is proposing to install the following signs:

1. One wall mounted split principal sign, internally illuminated, with approximately 56 sq. ft. of sign area on the northern façade facing the parking lot (sign 1).
2. One perpendicular split principal sign, internally illuminated, with approximately 21 sq. ft. of sign area on the northern façade facing the parking lot (sign 2).

TECHNICAL REVIEW:

- Per the Zoning Ordinance in §5.2.8, *“In particular instances, due to the nature of the use of the premises, the architecture of the building, or its location with reference to the street, the total allowable sign area may be divided between two wall signs which together constitute the principal wall sign.”*
- Both the proposed split principal signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 79 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding. However, the smaller split principal sign (sign 2), with 21 sq. ft. of sign area is not consistent with the comprehensive sign package, it is not in the permissible sign area (see attachment A).

STAFF RECOMMENDATION: Staff recommends approval of the split principal sign (sign 1) as proposed. Staff seeks recommendation from UDC regarding the smaller split principal sign (sign 2).

3. 55 Needham Street – Restore Hyper Wellness and Cryotherapy

PROJECT DESCRIPTION: The property located at 55-71 Needham Street is within a Mixed Use 1 zoning district and has a comprehensive sign package authorized by a special permit via Board Order # 213-12(1). The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 28 sq. ft. of sign area on the southeastern building façade facing Needham Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 12 sq. ft. of sign area on the northwestern building façade facing the rear parking lot.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 14 feet, the maximum size of the sign allowed is 42 sq. ft., which the applicant is also not exceeding. The sign is also consistent with the comprehensive sign package (attachment B).
- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 8 feet, the maximum size of the sign allowed is 8 sq. ft., which the applicant is exceeding.
- Staff has sent an email to the applicant regarding the secondary sign and is waiting to hear back.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed. Staff will have a recommendation for the secondary sign at the UDC May 13th meeting.

4. 901 Walnut Street – Trapdor Hair Salon

PROJECT DESCRIPTION: The property located at 901 Walnut Street is within a Business 2 district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, non-illuminated, with approximately 30 sq. ft. of sign area on the eastern façade facing Walnut Street.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 44 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed.

Comprehensive Sign Package

1. 355 and 399 Grove Street – Riverside Comprehensive Sign Package

PROJECT DESCRIPTION: The property located at 355 and 399 Grove Street is within Mixed Use 3 zoning district. The applicant is proposing a comprehensive sign package with the following signs:

Building 1

- Three 350 SF signs, interior illumination.
- Appropriate signage at canopy or first floor level for branding and building identification.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade and 60 SF sign on secondary façade, if applicable. Interior illumination.
- Each retail tenant may have one 15 SF blade sign per elevation.

Building 2

- 300 SF sign on highway frontage and additional signage on Hotel Square, interior illumination.
- Appropriate signage at canopy or first floor level for branding and building identification or third-party restaurant.
- Each restaurant may have one 15 SF blade sign per elevation.

Building 3

- 65 SF sign visible from highway, interior/Halo illumination.
- 25 SF sign for building name/address per lobby entrance.

Building 4

- No Grove Street signage, except for 25 SF sign for building name/address.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade and 60 SF sign on secondary façade, if applicable. Interior illumination.
- Each retail tenant may have one 15 SF blade sign per elevation.

Building 5

- No Grove Street signage, except for 25 SF sign for building name/address per lobby entrance.

Building 6

- 25 SF sign for building name/address per lobby entrance.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade, 60 SF sign on secondary façade, and 60 SF sign on tertiary façade, if applicable. Interior illumination.
- Each retail tenant may have one 15 SF blade sign per elevation.

Building 7

- 25 SF sign for building name/address per lobby entrance.
- 65 SF identification sign visible from Transit Square, interior/Halo illumination.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade and 60 SF sign on secondary façade, if applicable. Interior illumination.
- Each retail tenant may have one 15 SF blade sign per elevation.

Building 8

- 25 SF sign for building name/address per lobby entrance.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade and 60 SF sign on secondary façade, if applicable. Interior illumination.
- Each retail tenant may have one 15 SF blade sign per elevation.

Building 9

- 25 SF sign for building name/address per lobby entrance.
- For each retail tenant, ground floor retail signage not to exceed 100 SF sign on primary façade and 60 SF sign on secondary façade, if applicable. Interior

illumination.

- Each retail tenant may have one 15 SF blade sign per elevation.
- Appropriate signage for Garage and Garage Elevator Lobby.
- 65 SF sign visible from Grove Street entrance, interior/Halo illumination.

Building 10

- 25 SF sign for building name/address per lobby entrance.
- Appropriate signage for GoBus.
- Appropriate signage for Garage and Garage Elevator Lobby.

General Note

- No blinking or flashing; no neon colors; hours of illumination as per the Sign Ordinance.

Attached is a letter from Lower Falls Improvement Association regarding the proposed sign package (attachment C).

STAFF RECOMMENDATION: Staff seeks recommendation regarding the comprehensive sign package from UDC to the Land Use Committee of the City Council.

Attachments

- Attachment A – 200-220 Boylston Street, comprehensive sign package
- Attachment B – 55 Needham Street, comprehensive sign package
- Attachment C – Letter from LFIA regarding Riverside sign package