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STAFF MEMORANDUM

Meeting Date: **Wednesday, June 10, 2020**
DATE: June 5, 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. 555 Commonwealth Avenue – CRG Centre Realty Group

PROJECT DESCRIPTION: The property located at 555 Commonwealth Avenue is within Multi-Residence 1 zoning district. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, non-illuminated, with approximately 8 sq. ft. of sign area on the southern façade facing Commonwealth Avenue.
2. One wall mounted secondary sign, non-illuminated, with approximately 32 sq. ft. of sign area on the eastern façade facing Irving 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 wall mounted principal sign is allowed, which the applicant is not exceeding, the maximum size of the sign allowed is 20 sq. ft., which the applicant is also not exceeding.
- The proposed secondary sign does not appear to be consistent with the dimensional controls specified in §5.2.7. Per the Zoning Ordinance, only one wall mounted sign is allowed.

STAFF RECOMMENDATION: Staff recommends approval of the proposed principal sign and does not recommend approval of the proposed secondary sign.

2. 55 Boylston Street – PNC Bank

PROJECT DESCRIPTION: The property located at 55 Boylston Street is within Business 4 zoning district and has a comprehensive sign package authorized by a special permit via Board Order # 417-12. The applicant is proposing to install the following signs:

1. One wall mounted split principal sign, internally illuminated, with approximately 46 sq. ft. of sign area on the southern building façade facing Boylston Street.
2. One perpendicular split principal sign, internally illuminated, with approximately 4 sq. ft. of sign area on the southern building façade facing Boylston Street.
3. One wall mounted secondary sign, internally illuminated, with approximately 26 sq. ft. of sign area on the western building façade facing the side parking lot.

TECHNICAL REVIEW:

- As per §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, two split principal signs are allowed, which the applicant is not exceeding, and on this façade of 25 feet, the total maximum size of the sign allowed is 75 sq. ft., which the applicant is also not exceeding. 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 36 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.
- 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 36 feet 3 inches, the maximum size of the sign allowed is 36 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of both the proposed split principal signs and the proposed secondary sign.

3. 89 Rumford Avenue – Giner Labs

PROJECT DESCRIPTION: The property located at 89 Rumford Avenue is within a Manufacturing zoning district. The applicant is proposing to install the following signs:

1. One wall mounted secondary sign, internally illuminated, with approximately 13 sq. ft. of sign area on the southeastern building façade facing Riverview Avenue.

TECHNICAL REVIEW:

- 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 286 feet, the maximum size of the sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- There is an existing free-standing sign. The staff checked and has not found either a special permit or a sign permit for the existing free-standing sign. The staff has spoken to the applicant about this sign. The applicant will speak to the building owner about this sign and let staff know before June 10th UDC meeting about how they would like to proceed.

STAFF RECOMMENDATION: Staff does not recommend approval of the proposed secondary sign currently. Staff is waiting to hear from the applicant regarding the existing free-standing sign.