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Barney Heath
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STAFF MEMORANDUM

Meeting Date: **Wednesday, January 16, 2019**
DATE: January 10, 2019
TO: Urban Design Commission
FROM: Rachel Blatt, Long Range Planner
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. 112 Needham Street – Arin Realty Co., Inc.

PROJECT DESCRIPTION: The property located at 112 Needham Street is within a Mixed Use 2 district. The applicant has installed the following sign without a sign permit and has recently applied for a sign permit after a complaint was filed:

1. One free-standing principal sign, illuminated, with approximately 8 sq. ft. of sign area facing Needham Street.

TECHNICAL REVIEW:

- As per the Zoning Ordinance specified in §5.2.13, *"In particular instances, the City Council may grant a special permit to allow free-standing signs and exceptions to the limitations imposed by this Sec. 5.2 on the number, size, location and height of signs where it is determined that the nature of the use of the premises, the architecture of the building or its location with reference to the street is such that free-standing signs or exceptions should be permitted in the public interest. All free-standing signs shall not exceed 35 square feet in area, or 10 feet in any linear dimension, or 16 feet in height from the ground, except as further described in Sec. 5.2.7."*
- The existing free-standing 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 66 feet, the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. The applicant will be required to apply for a Special Permit to the Land Use Committee of the City Council.

STAFF RECOMMENDATION: Staff seeks recommendation from Urban Design Commission for the Land Use Committee of the City Council.

2. 776 Beacon Street - Chase

PROJECT DESCRIPTION: The property located at 776 Beacon Street is within a Business 1 zoning district. The applicant is proposing to replace and install the following signs:

1. One wall mounted split principal sign, internally illuminated, with approximately 21 sq. ft. of sign area on the northern building façade facing Beacon Street.
2. One wall mounted split principal sign, non-illuminated, with approximately 4 sq. ft. of sign area on the northern building façade facing Beacon Street.
3. One wall mounted secondary sign, internally illuminated, with approximately 21 sq. ft. of sign area on the western building façade facing the driveway.

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 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 42 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 59 feet, the maximum size of the sign allowed is 50 square feet which the applicant is also not exceeding.

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

3. 220-220 Boylston Street – Chestnut Hill Square; Lunette Optic

PROJECT DESCRIPTION: The property located at 200-220 Boylston Street is within a Business 4 zoning 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 principal sign, internally illuminated, with approximately 40 sq. ft. of sign area on the northwestern building façade facing the parking lot.
2. One wall-mounted secondary sign, non-illuminated, with approximately 15 sq. ft. of sign area on the northern building façade facing Boylston Street.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.8 and it also consistent with the sign band that was established in the comprehensive sign package (attachment A). Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 25 ft., the maximum size of the sign allowed is 75 sq. ft., which the applicant is not exceeding.
- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8 and is consistent with the comprehensive sign package (attachment A). Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 25 ft., the maximum size of the sign allowed is 25 sq. ft., which the applicant is also not exceeding.

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

4. 137 Rumford Avenue – Extra Space Storage

PROJECT DESCRIPTION: The property located at 137 Rumford Avenue is within a Business 2 district. The applicant is proposing to install the following signs:

1. One free-standing principal sign, internally illuminated, with approximately 83 sq. ft. of sign area perpendicular to Rumford Avenue.
2. One wall mounted secondary sign, internally illuminated, with approximately 42 sq. ft. of sign area on the northern building façade facing Rumford Avenue.
3. One wall mounted secondary sign, internally illuminated, with approximately 42 sq. ft. of sign area on the eastern building façade facing the side parking lot.
4. One wall mounted directional sign (Office), internally illuminated, with approximately 4 sq. ft. of sign area on the western building façade facing the side parking lot.
5. One wall mounted directional sign (Loading), internally illuminated, with approximately 6 sq. ft. of sign area on the western building façade facing the side parking lot.

TECHNICAL REVIEW:

- The proposed free-standing principal sign does not appear to be consistent with the dimensional controls specified in §5.2.8. As per the Zoning Ordinance specified in §5.2.13, *"In particular instances, the City Council may grant a special permit to allow free-standing signs and exceptions to the limitations imposed by this Sec. 5.2 on the number, size, location and height of signs where it is determined that the nature of the use of the premises, the architecture of the building or its location with reference to the street is such that free-standing signs or exceptions should be permitted in the public interest. All free-standing signs shall not exceed 35 square feet in area, or 10 feet in any linear dimension, or 16 feet in height from the ground, except as further described in Sec. 5.2.7."*
- Both the proposed secondary signs appear 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 153 feet, the maximum size of the sign allowed is 50 square feet which the applicant is also not exceeding.
- Both the directional signs appear to be not consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, the maximum size of the directional signs allowed is 3 square feet, which the applicant is exceeding.
- Staff has spoken to the applicant and encourages them to bring the revised sign drawings to the UDC meeting on Wednesday, January 16th.

STAFF RECOMMENDATION: Staff recommends approval of both the secondary signs. Staff does not recommend approval of the free-standing sign and both the directional signs. Staff encourages the applicant to reduce the size of the free-standing sign to less than 35 square feet and both the directional signs to less than 3 square feet.

Design Review

1. 39 Herrick Road – Herrick Road Residences Design Review

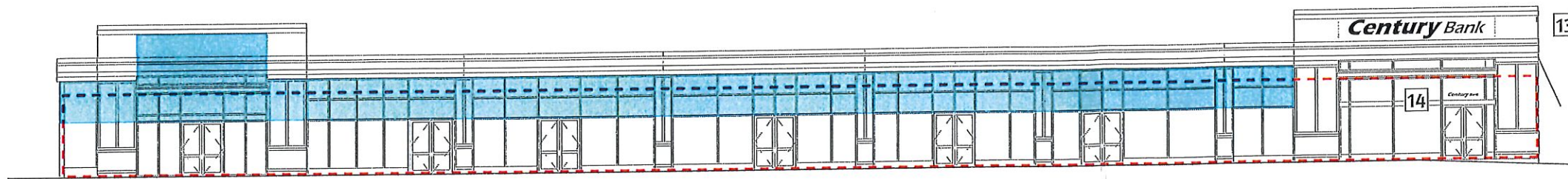
The subject property consists of 12, 979 square feet in the Business Use 1 (BU-1) zone in Newton Centre. The property is improved with an 18-stall surface parking facility serving the multi-family dwelling located on the adjacent parcel at 17-31 Herrick Road. The petitioner proposes to construct a three-story, 35.5-foot tall multi-family dwelling containing nine residential units and an associated nine-stall surface parking facility. To construct the proposed multi-family dwelling, the petitioner requires special permits to allow a three-story 36 foot tall, multi-family dwelling with ground floor units, to allow a retaining wall exceeding four feet tall within the setback, to reduce the parking requirement from two stalls per unit to one stall per unit, and to waive certain requirements of parking facilities containing more than five stalls.

The Planning Department believes the petition satisfies several principles found in the Comprehensive Plan as well as the Housing and Transportation Strategies by diversifying the City's housing stock with smaller units reserved for those 55 years of age and older, creating an inclusionary zoning unit, and developing an underutilized parcel within a village center, adjacent to transit. At the request of the Planning Department, the petitioner has been asked to present the project proposal to the UDC for consideration. The planning department encourages the UDC to review the project with regards to, but not limited to, the following: site design with respect to access, parking, and open space as well as the structure's relationship with the street. The structure is oriented towards the parking lot and towards the MBTA tracks rather than Herrick Road.

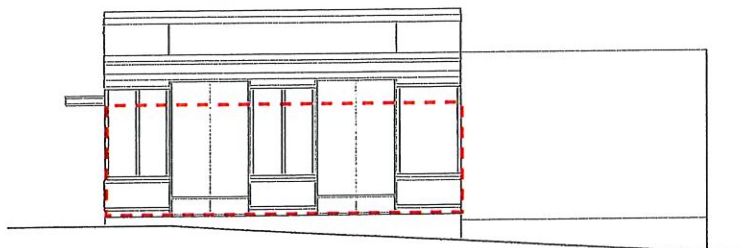
ATTACHMENTS

- **Attachment A – 200 Boylston Street – Comprehensive Sign Package and Board Order**

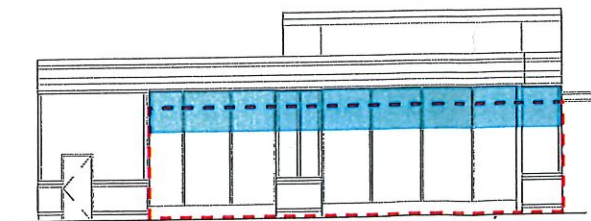
Retail B		SIGN	TENANT	SIGN AREA	NOTES	SIGN DESCRIPTION	COMPLIANCE WITH SPECIAL PERMIT
	13	Century Bank	40 SF	As-of-Right Principal Wall Sign	Externally illuminated channel letters with red faces	✓	
	14	Century Bank	4 SF	As-of-Right Secondary Sign	Internally illuminated channel letters with white faces	✓	
		Permissible Sign Area	Principal wall sign not to exceed 3sf per linear foot of frontage up to 100 sf per tenant; Secondary wall sign not to exceed 1 sf per linear foot of frontage up to 50 sf per tenant; Windows with lettering/graphics occupying less than 25% of the area of the window through which they are visible and awning signs with lettering/graphics occupying less than 50% of the awning area may be displayed in this area			✓	



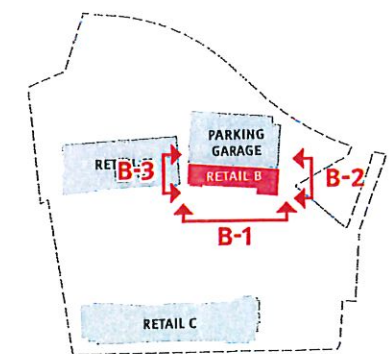
B-1: Retail Building B, North Elevation (View from Upper Parking Area towards Florence Street)
scale: 1" = 20'-0"



B-2: Retail Building B, West Elevation (View from Capital Grille Parking Lot)
scale: 1" = 20'-0"



B-3: Retail Building B, East Elevation (View from Interior Plaza between Buildings A and B)
scale: 1" = 20'-0"



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PROJECT Chestnut Hill Square // Comprehensive Sign Plan, Tenant Signage

LOCATION NEWTON, MA

SCALE AS NOTED

JOB NO. 09057

DATE 20 FEBRUARY 2013

SHEET

17. No historical resources currently exist on the Project site and demolition of the existing buildings on site requires no further historic review under the City's historic ordinances.

With regard to the reduction in the required number of parking stalls under §30-19(d)(18) and other parking waivers including an additional reduction in parking stalls under § 30-19(m):

18. The Project's use of structured parking, reduction in the number of required parking stalls, and indoor off-street loading facilities creates greater opportunity for open space on the Project site, which allows the Petitioner to increase landscaping and provide for plazas and gathering spaces on site. This design enhances the environmental features of the Project while still providing sufficient parking to accommodate projected demands. The Petitioner's parking space waiver is expressed as a percentage by which the number of spaces that would otherwise be required under the Zoning Ordinance for any given combination of uses in the Project are reduced (the "Parking Reduction").
19. The combination of three (3) or more uses in a single integrated development, as proposed by the Project, allows a reduction of up to 33% of the required number of parking stalls. An additional reduction in the number of parking stalls is justified in view of the anticipated parking demands, and is further justified given that literal compliance is impracticable due to the size and grade of the lot and desired scale, design, and use characteristics for this site. The Petitioner has also submitted a Transportation Demand Management Plan which will help reduce vehicle trips to the site and a Managed Parking Plan which will help manage parking during peak periods.
20. Based on the mix of uses set forth in the application for this Special Permit/Site Plan Approval, at the conclusion of Phase 1, a total of 691 parking stalls will be provided on site, including 22 handicapped spaces; at the conclusion of Phase 2, a total of 908 parking stalls will be provided on site, including 29 handicapped spaces and 392 spaces in the garage; the total number of required parking stalls for the anticipated uses (including 100 dwelling units in the residential building) for both phases is 1375 spaces; the total Parking Reduction for Phase 1 shall not exceed 39% (i.e., a waiver of up to 438 spaces); and the total Parking Reduction at the conclusion of Phase 1 and 2 shall not exceed 34% (i.e., a waiver of up to 467 spaces).

With regard to the criteria for Inclusionary Housing required under section 30-24(f):

21. The Inclusionary Housing Plan filed with the application satisfies all applicable requirements for the issuance of this Special Permit/Site Plan Approval.

With regard to the criteria for waivers for signage under section 30-21(l):

22. The mix of uses within the Project, the complex nature of the building layout (which includes several facades inwardly oriented to encourage pedestrian activity and connectivity) and the unique architecture of the Project, the Board finds that the proposed number, size, location, type and height of the signage program as substantially shown in the Petitioner's Comprehensive Signage Package (see Exhibit A), which include two (2) free standing signs along Rt. 9, are in the best interests of the public as they serve

important wayfinding, building identification and ornamental functions and match the scale of the Project.

With regard to retaining walls in excess of four feet in height under section 30-5(b)(4):

- 23. The proposed retaining walls greater than four feet in height, which are located within the setbacks as generally shown the Special Permit Plan Set, will not adversely impact immediate abutters because the Petitioner has proposed appropriate materials, designed the walls at an appropriate scale in relation to abutting properties, accommodated stormwater through the proposed stormwater management system so that it is generally detained on-site as required, and will remove any trash and debris that accumulates around and between such retaining walls and abutting properties on at least a semi-annual basis.

In light of the above findings and the following conditions imposed by this Order, the Board of Aldermen finds that the public convenience and welfare of the City will be served and that the criteria of §30-23 and §30-24 for granting a special permit/site plan approval will have been satisfied.

PETITION NUMBER: #214-10(2)

PETITIONER: NED Chestnut Hill Square LLC, successor(s), assign(s) and/or designee(s)

LOCATION: 200-230 Boylston Street, Boylston Street, 7 Hammell Place LLC, 114 and 146 Florence Street; Section 82, Block 2, Lots 8, 9, 10, 11, 12, 13, 14, 15, 15A, 15B, 15C, 18, 29, 30, 32. The project area is shown on the Zoning Plan Exhibit A dated 8/2/10 prepared by Harry R. Feldman, Inc. and referenced on Exhibit A-1 attached hereto.

OWNER: G&K LLC; Key Chestnut LLC; 7 Hammell Place LLC; and NED 220 Boylston LLC

ADDRESS OF OWNER: 200 Boylston Street, Chestnut Hill, MA 02467
One Wells Avenue, Newton, MA 02459

TO BE USED FOR: A mixed-use development of approximately 245,000 square feet of commercial space and up to 100 residential units, and accessory parking as described in Finding 1 above

CONSTRUCTION: New construction including masonry and brick veneer buildings with glass storefronts and windows, accented with metal and glass