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STAFF MEMORANDUM

Meeting Date: **Wednesday, March 13, 2019**
DATE: March 7, 2019
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. 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. 287 Auburn Street

PROJECT DESCRIPTION: The property located at 287 Auburn Street is within a Business 1 zoning district. The applicant is proposing to replace and install the following sign:

1. One perpendicular sign, non-illuminated, with approximately 10 sq. ft. of sign area on the western building façade perpendicular to Auburn 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 31 feet, the maximum size of the sign allowed is 93 sq. ft., which the applicant is also not exceeding.
- The staff has left a message to find the clearance height between the sign and the sidewalk.

STAFF RECOMMENDATION: Staff is awaiting to find the clearance height to make a recommendation. If the clearance height is more than 89 inches, then the staff recommends approval of the proposed sign. If not, then the staff recommends to either decrease the height of the sign or move the sign.

3. 24 Berkeley Street – The Neighborhood Club

PROJECT DESCRIPTION: The property located at 24 Berkeley Street is within a Single Residence 1 zoning district. The applicant is proposing to install the following sign:

1. One wall-mounted principal sign, non-illuminated, with approximately 8 sq. ft. of sign area on the northern entrance wall facing Berkeley 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 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.

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

4. 1239 Washington Street - Babykoo

PROJECT DESCRIPTION: The property located at 1239 Washington Street is within a Business 1 district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, internally illuminated, with approximately 16 sq. ft. of sign area on the southern façade facing Washington Street.

TECHNICAL REVIEW:

- The proposed wall mounted 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 70 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.

5. 386 Langley Road - Ceri

PROJECT DESCRIPTION: The property located at 386 Langley Street is within a Multi-Residence 1 district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, non-illuminated, with approximately 5 sq. ft. of sign area on the western façade facing Langley Road.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.7. Per the Zoning Ordinance, one 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.

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

Comprehensive Sign Package

1. 845 Washington Street & 245 Walnut Street – Washington Place

PROJECT DESCRIPTION: The applicant is proposing to create a comprehensive sign package at the proposed Washington Place project. The project at the intersection of Washington Street and Walnut Street has a Special Permit to waive the number, size, location, and height of signs pursuant to section 5.2.13. The Board Order has a condition that asks that the applicant submit a Comprehensive Sign Package including tenant signage to Urban Design Commission for review.

The applicant presented the proposed sign package at the Urban Design Commission meeting on February 20th. Based on the feedback from Commission members in February, the applicant has submitted a revised sign package.

The applicant is proposing the following signage:

Building Identification Signs

1. One wall mounted principal identity sign, internally illuminated, with approximately 23 sq. ft. of sign area on the western building façade facing Washington Terrace.
2. One wall mounted principal identity sign, internally illuminated, with approximately 14 sq. ft. of sign area on the eastern building façade facing the internal plaza.
3. One wall mounted principal identity sign, internally illuminated, with approximately 14 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One wall mounted principal identity sign, internally illuminated, with approximately 26 sq. ft. of sign area at the corner building façade facing Washington Street and Walnut Street.
5. One free-standing identity sign, internally illuminated, with approximately 35 sq. ft. of sign area at the corner of Walnut Street and the rear parking entrance driveway.
6. One principal identity sign, internally illuminated, with approximately 26 sq. ft. of sign area at the southern building façade facing Washington Street.
7. One principal identity sign, non-illuminated, with approximately 4 sq. ft. of sign area at the northern building façade facing the rear parking lot.

8. Two window principal identity signs, non-illuminated, with approximately 6 sq. ft. each of sign area at the western building façade facing the internal plaza.
9. One window principal identity sign, non-illuminated, with approximately 4 sq. ft. of sign area at the eastern building façade facing Walnut Street.
10. One free-standing directory sign, internally illuminated, with approximately 32 sq. ft. of sign area
11. One wall mounted principal tenant wayfinding sign, externally illuminated, with approximately 24 sq. ft. of sign area at the western building façade facing the internal plaza.
12. One directional sign, non-illuminated to indicate the entrance to the parking garage on the northern building façade facing the rear driveway.

Commercial Space # 1 (CVS)

13. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the southern building façade facing Washington Street.
14. One perpendicular blade sign, internally illuminated, with approximately 8 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
15. One window sign, non-illuminated, with approximately 8 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
16. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the western building façade facing Washington Terrace.
17. One perpendicular secondary sign, internally illuminated, with approximately 33 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 2

1. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted principal sign, internally illuminated, with approximately 26 sq. ft. of sign area on the western building façade facing the rear parking lot.
4. One perpendicular secondary sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 3

1. One wall mounted principal sign, internally illuminated, with approximately 34 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.

3. One wall mounted secondary sign, internally illuminated, with approximately 26 sq. ft. of sign area on the western building façade facing the rear parking lot.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 3a

1. One wall mounted principal sign, internally illuminated, with approximately 39 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.

Commercial Space # 4

1. One wall mounted principal sign, internally illuminated, with approximately 40 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted principal sign, internally illuminated, with approximately 35 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the rear parking lot.

Commercial Space # 5

1. One wall mounted principal sign, internally illuminated, with approximately 68 sq. ft. of sign area at the corner of the building façade facing Washington Street and Walnut Street.
2. Three awning signs, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 5a

1. One wall mounted principal sign, internally illuminated, with approximately 28 sq. ft. of sign area at the corner of the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to the rear parking lot.

Commercial Space # 6

1. One wall mounted principal sign, internally illuminated, with approximately 27 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
3. One wall mounted principal sign, internally illuminated, with approximately 27 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. Two awning signs, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 7

1. One wall mounted principal sign, internally illuminated, with approximately 33 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
3. One wall mounted principal sign, internally illuminated, with approximately 33 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. Two awning signs, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 8

1. One wall mounted principal sign, internally illuminated, with approximately 34 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
3. One wall mounted principal sign, internally illuminated, with approximately 34 sq. ft. of sign area on the southern building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. Two awning signs, non-illuminated on the eastern building façade facing Walnut Street.
6. One free-standing identity sign, internally illuminated, with approximately 35 sq. ft. of sign area at the corner of Walnut Street and the rear parking entrance driveway.
7. One free-standing sign, internally illuminated, with approximately 35 sq. ft. of sign area at the corner of Walnut Street and the rear parking entrance driveway.

Commercial Space # 9

1. One wall mounted principal sign, internally illuminated, with approximately 67 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.

The applicant will need to apply for a Special Permit to the City Council for the following signs:

1. One free-standing identity sign, internally illuminated, with approximately 35 sq. ft. of sign area at the corner of Walnut Street and the rear parking entrance driveway.
2. One free-standing identity sign, internally illuminated, with approximately 35 sq. ft. of sign area at the corner of Walnut Street and the rear parking entrance driveway.
3. One free-standing directory sign, internally illuminated, with approximately 32 sq. ft. of sign area

At the request of the Planning Department, the applicant has been asked to present the comprehensive sign package proposal to the UDC for consideration.

STAFF RECOMMENDATION: Staff encourages UDC to make recommendations on the sign bands, materials for the signs, etc.