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Barney Heath
Director

STAFF MEMORANDUM

Meeting Date: **Wednesday, June 12, 2019**
DATE: June 5, 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. 739 Beacon Street – SDSS Martial Arts

PROJECT DESCRIPTION: The property located at 739 Beacon 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 60 sq. ft. of sign area on the southern building façade facing Beacon 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 23 feet, the maximum size of the sign allowed is 69 sq. ft., which the applicant is also not exceeding.

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

2. 188 Needham Street – Gentle Dental Newton

PROJECT DESCRIPTION: The property located at 188 Needham Street is within Mixed Use 1 district. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 22 sq. ft. of sign area on the western building façade facing Needham Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 22 sq. ft. of sign area on the southern building façade facing the side 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 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 50 feet, the maximum size of the sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The window signs are allowed by right (they cover less than 25% of the window area).

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

3. 320-322 Needham Street – The Village Bank

PROJECT DESCRIPTION: The property located at 320-322 Needham Street is within a Mixed Use 1 zoning district. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 68 sq. ft. of sign area on the northwestern building façade facing Needham Street.
2. One wall mounted principal sign, internally illuminated, with approximately 68 sq. ft. of sign area on the northeastern building façade facing Christina Street.

TECHNICAL REVIEW:

- As per §5.2.8, “A business on a corner lot may be allowed 2 principal signs. Frontage on the second street must be at least 75 percent of frontage on first street.” Both the proposed principal signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two principal signs are allowed on a corner lot, which the applicant is not exceeding, and on this façade of 151 feet, the maximum size of the sign allowed is 100 square feet, which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of both principal signs as proposed.

4. 200-220 Boylston Street – Chestnut Hill Square; Serena & Lily

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 sign:

1. One wall mounted principal sign, non-illuminated, with approximately 19 sq. ft. of sign area on the northwestern façade facing Needham Street (sign 2).
2. One wall mounted secondary sign, non-illuminated, with approximately 15 sq. ft. of sign area on the northeastern façade facing the side driveway (sign 1B).
3. One wall mounted secondary sign, non-illuminated, with approximately 19 sq. ft. of sign area on the southeastern façade facing the parking lot (sign 1A).

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 104 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding. However, the sign is not consistent with the comprehensive sign package (see attachment A1).
- 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 66 feet, the maximum size of the sign allowed is 50 sq. ft., which the applicant is also not exceeding. The sign on the southeastern façade facing the parking lot is consistent with the comprehensive sign package (attachment A2). However, the sign on the northeastern façade (sign 1B) is not consistent with the comprehensive sign package (attachment A3).

STAFF RECOMMENDATION: Staff recommends approval of the secondary sign (sign 1A) as proposed. Staff seeks recommendation from UDC regarding signs 1B and 2.

5. 55 Boylston Street – Showcase Supelux

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 replace and install the following signs:

1. One perpendicular principal sign, internally illuminated, with approximately 100 sq. ft. of sign area on the southern building façade facing Boylston Street.

TECHNICAL REVIEW:

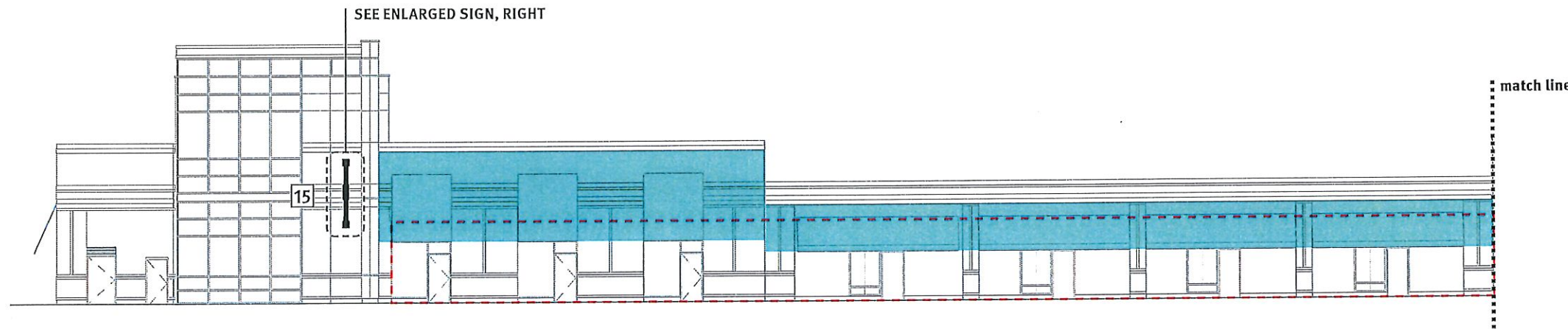
- The proposed wall mounted principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of approximately 160 ft., the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.

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

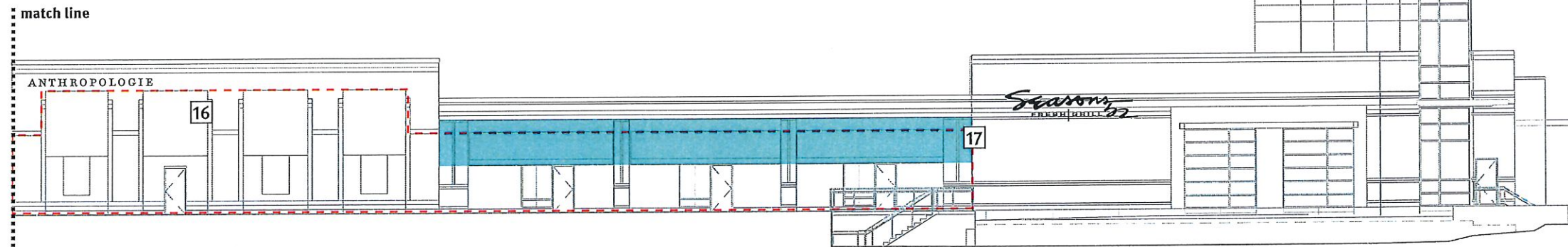
ATTACHMENTS

- Attachment A1, A2, and A3 – 200-220 Boylston Street – Chestnut Hill Square; Serena & Lily

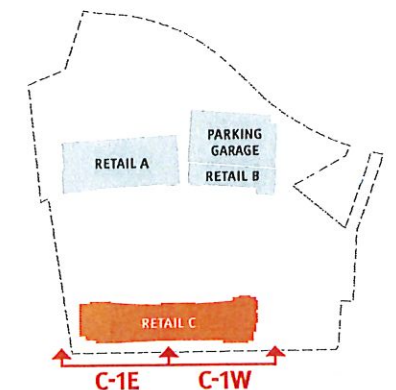
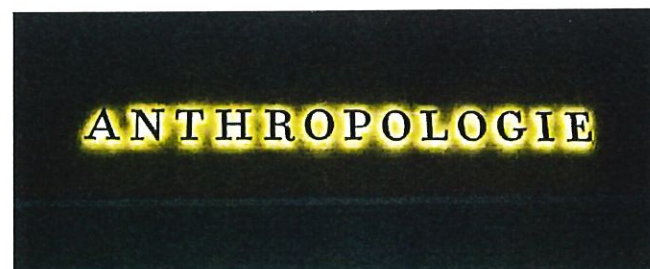
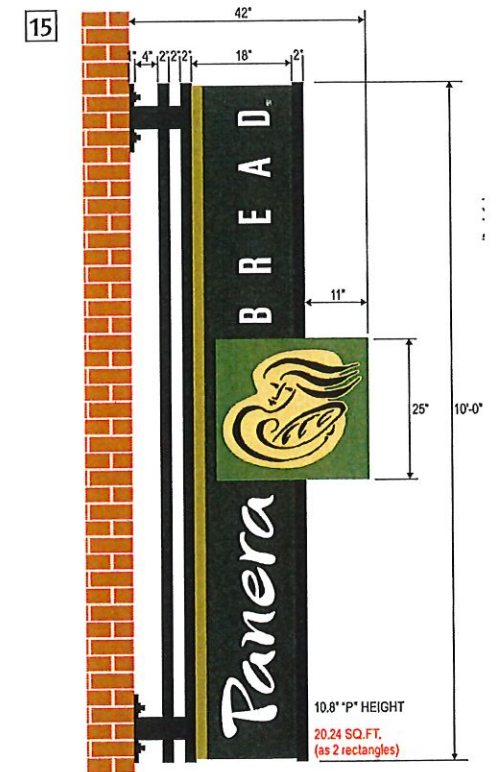
	SIGN	TENANT	SIGN AREA	NOTES	SIGN DESCRIPTION	COMPLIANCE WITH SPECIAL PERMIT
Retail C	15	Panera	21 SF	As-of-Right Secondary Wall Sign (Double Sided)	Internally illuminated blade sign with push through graphics; face colors to be matte black, olive and tan with white letters	✓
	16	Anthropologie	28 SF	As-of-Right Principal Wall Sign	Internally illuminated white channel letters	✓
	17	Seasons 52	98.2 SF	As-of-Right Principal Wall Sign	Internally illuminated channel letters	✓
		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		✓



C-1E: Retail Building C, Partial North Elevation (View from Route 9)
scale: 1" = 20'-0"



C-1W: Retail Building C, Partial North Elevation (View from Route 9)
scale: 1" = 20'-0"



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

LOCATION NEWTON, MA

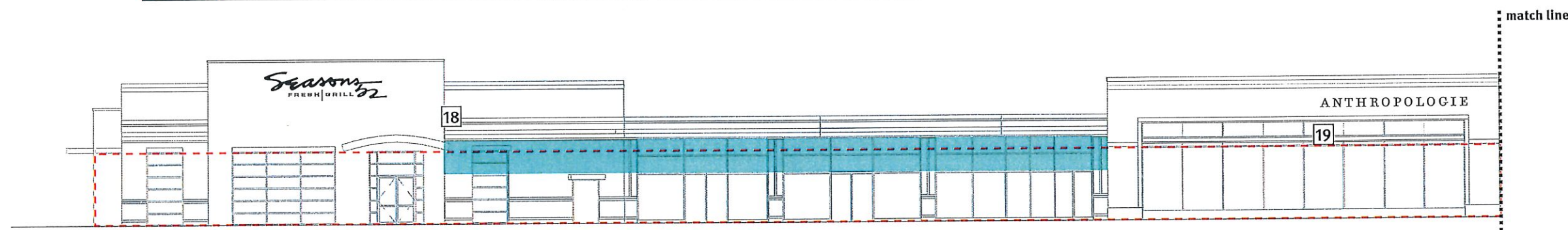
SCALE AS NOTED

JOB NO. 09057

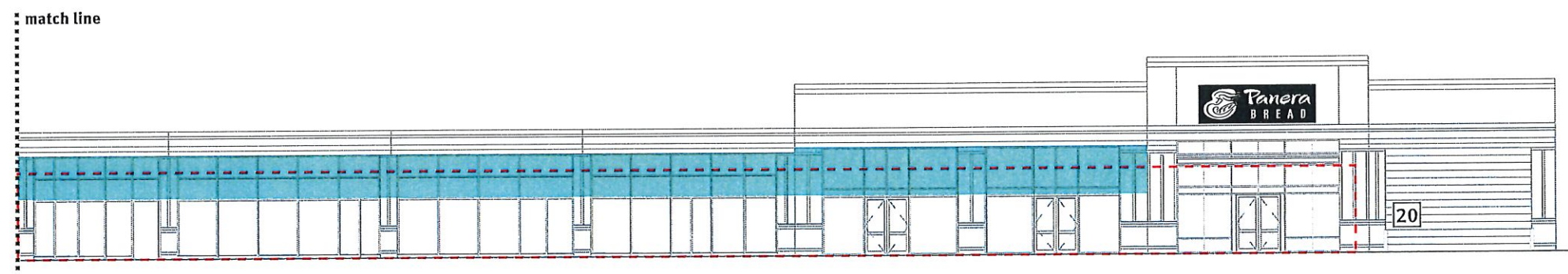
DATE 20 FEBRUARY 2013

SHEET

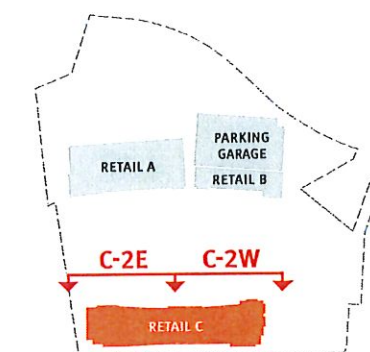
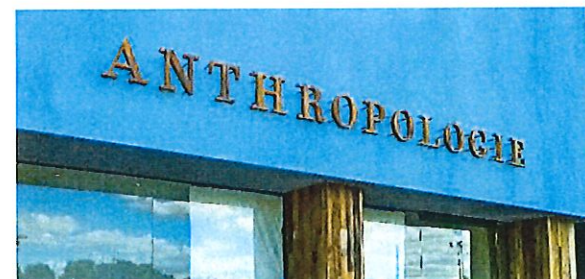
SIGN	TENANT	SIGN AREA	NOTES	SIGN DESCRIPTION	COMPLIANCE WITH SPECIAL PERMIT
18	Seasons 52	98.2 SF	As-of-Right Principal Wall Sign	Internally illuminated channel letters	✓
19	Anthropologie	35 SF	As-of-Right Principal Wall Sign	Internally illuminated white channel letters	✓
20	Panera	82 SF	As-of-Right Principal Wall Sign	Internally illuminated channel letters with face colors to be matte black, olive and tan with white letters	✓
	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			✓



C-2W: Retail Building C, Partial South Elevation (View from Upper Parking Lot toward Chestnut Hill Mall)
scale: 1" = 20'-0"



C-2E: Retail Building C, Partial South Elevation (View from Upper Parking Lot toward Chestnut Hill Mall)
scale: 1" = 20'-0"



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LOCATION NEWTON, MA

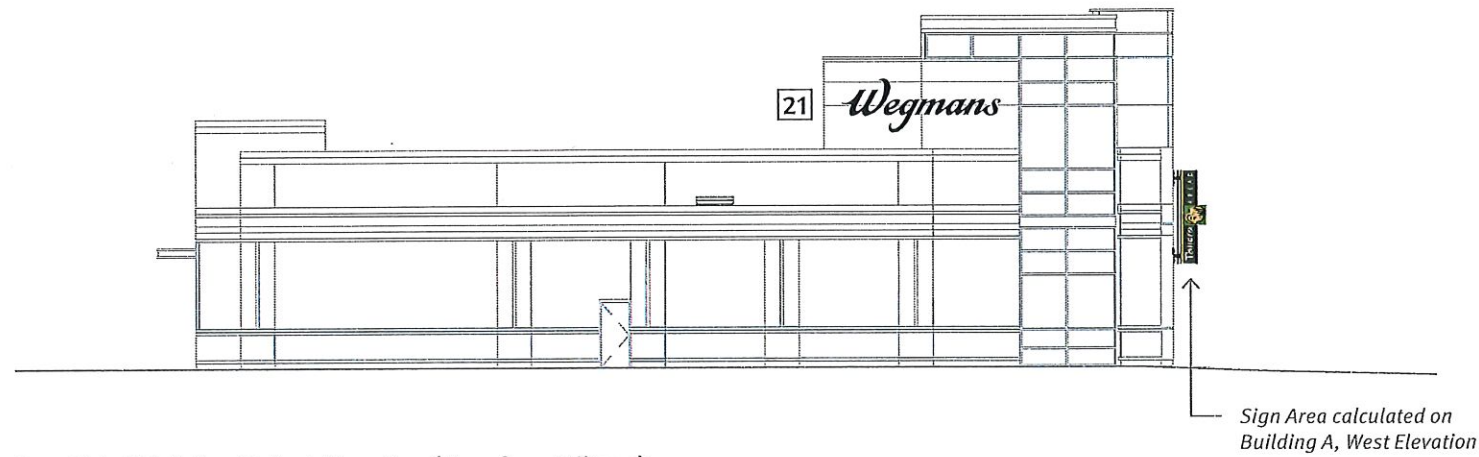
SCALE AS NOTED

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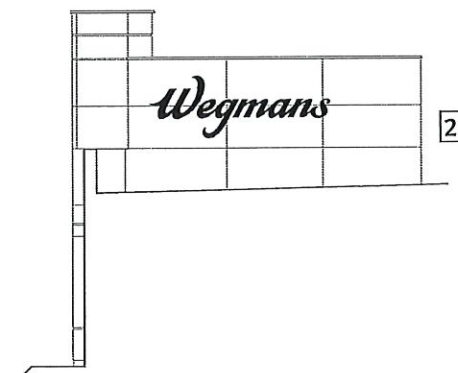
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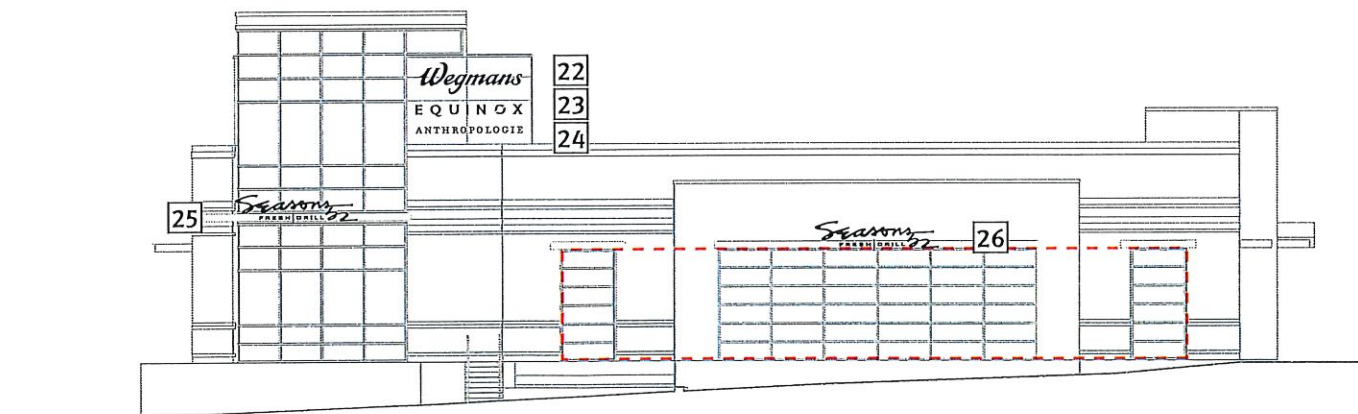
	SIGN	TENANT	SIGN AREA	NOTES	SIGN DESCRIPTION	COMPLIANCE WITH SPECIAL PERMIT
Retail C	21	Wegmans	89.35 SF	Principal Wall Sign	Internally illuminated channel letters with red faces	✓
	22	Wegmans	41.48 SF	As-of-Right Principal Wall Sign	Internally illuminated channel letters with red faces	✓
	23	Equinox	16 SF	Principal Wall Sign	Halo illuminated channel letters with aluminum faces and white LED's	✓
	24	Anthropologie	11 SF	As-of-Right Secondary Wall Sign	Internally illuminated white channel letters	✓
	25	Seasons 52	48.5 SF	Principal Wall Sign	Internally illuminated channel letters	✓
	26	Seasons 52	48.5 SF	As-of-Right Secondary Wall Sign	Internally illuminated channel letters	✓
	27	Wegmans	116.44 SF	As-of-Right Principal Wall Sign between 100 – 200 sf	Internally illuminated channel letters with red faces	✓
			Permissible Sign Area	Principal wall sign not to exceed 35sf 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		



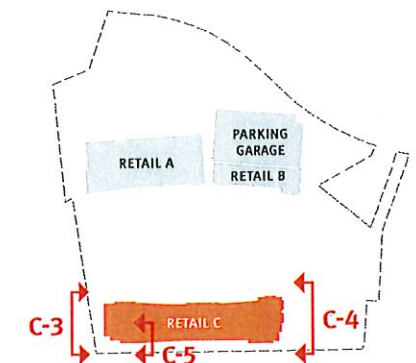
C-3: Retail Building C, East Elevation (View from Miltons)
scale: 1" = 20'-0"



C-5: Retail Building C, Northeast Tower, West Elevation
scale: 1" = 20'-0"



C-4: Retail Building C, West Elevation (View from Capital Grille)
scale: 1" = 20'-0"



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