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## STAFF MEMORANDUM

Meeting Date: **Wednesday, October 14, 2020**

DATE: October 9, 2020

TO: Urban Design Commission

FROM: Shubee Sikka, Urban Designer

**SUBJECT: Additional Review Information**

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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.

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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. 19-31 Needham Street – Monument Sign**

**PROJECT DESCRIPTION:** The property located at 19-31 Needham Street is within Mixed Use 1 district. The applicant is proposing to move and install the following sign:

1. One free-standing principal sign, internally illuminated, with approximately 32 sq. ft. of sign area at the corner of Needham Street and Easy Street.

TECHNICAL REVIEW:

- The proposed free-standing principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one free-standing principal sign is allowed, which the applicant is not exceeding, and the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. Per Zoning ordinance §5.2.13 “A. *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.*  
B. *In granting such a permit, the City Council shall specify the size, type and location and shall impose such other terms and restrictions as it may deem to be in the public interest and in accordance with the 780 CMR. 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.”*

STAFF RECOMMENDATION: Staff seeks recommendation from UDC regarding the proposed free-standing sign to the Land Use Committee of the City Council.

**2. 287 Newtonville Avenue –Monument Sign**

PROJECT DESCRIPTION: The property located at 287 Newtonville Avenue is within Manufacturing zoning district. The applicant is proposing to install the following sign:

1. One free-standing principal sign, internally illuminated, with approximately 30 sq. ft. of sign area at the corner of Newtonville Avenue and Albany Street.

TECHNICAL REVIEW:

- The proposed free-standing principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one free-standing principal sign is allowed, which the applicant is not exceeding, and the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. Per Zoning ordinance §5.2.13 “A. *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.*  
B. *In granting such a permit, the City Council shall specify the size, type and location and shall impose such other terms and restrictions as it may deem to be in the public interest and in accordance with the 780 CMR. 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 applicant presented the sign application at the September 9<sup>th</sup> UDC meeting and UDC made the following recommendations and request for additional material:
  - UDC recommended to reduce the size of the free-standing sign to less than 35 sq. ft.
  - UDC also recommended to change the lighting for the two business signs on the free-standing sign. It was recommended to not have a stark white background.
  - UDC would also like to see a building floor plan showing the two businesses and their entrances.
  - UDC would also like to see proposed building elevations for all the walls where the signs will be mounted.
  - UDC would also like to see existing photos of the building.

STAFF RECOMMENDATION: Staff seeks recommendation from UDC regarding the proposed free-standing sign to the Land Use Committee of the City Council.

### **3. 287 Newtonville Avenue – Clarks**

PROJECT DESCRIPTION: The property located at 287 Newtonville Avenue is within Manufacturing zoning district. The applicant is proposing to install the following signs:

1. One free-standing principal sign, internally illuminated, with approximately 7 sq. ft. of sign area at the corner of Newtonville Avenue and Albany Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 50 sq. ft. of sign area on the northern façade facing Massachusetts Turnpike (I-90).
3. One wall mounted secondary sign, internally illuminated, with approximately 17 sq. ft. of sign area on the southern façade facing the parking lot.

TECHNICAL REVIEW:

- The proposed free-standing principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one free-standing principal sign is allowed, which the applicant is not exceeding, and the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. Per Zoning ordinance §5.2.13 “A. *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.*  
B. *In granting such a permit, the City Council shall specify the size, type and location and shall impose such other terms and restrictions as it may deem to be in the public interest and in accordance with the 780 CMR. 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 building owner will be seeking a waiver from the City Council for the free-standing sign.

- The proposed secondary sign (50 sq. ft.) 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 140 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The proposed secondary sign (17 sq. ft.) 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 sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The applicant presented the sign application at the September 9<sup>th</sup> UDC meeting and UDC made the following recommendations and request for additional material:
  - UDC recommended to reduce the size of the free-standing sign to less than 35 sq. ft.
  - UDC also recommended to change the lighting for the two business signs on the free-standing sign. It was recommended to not have a stark white background.
  - UDC would also like to see a building floor plan showing the two businesses and their entrances.
  - UDC would also like to see proposed building elevations for all the walls where the signs will be mounted.
  - UDC would also like to see existing photos of the building.

STAFF RECOMMENDATION: Staff recommends approval of both the secondary signs as proposed. Staff seeks recommendation from UDC regarding the free-standing sign to the Land Use Committee of the City Council.

#### **4. 287 Newtonville Avenue – TIEM**

PROJECT DESCRIPTION: The property located at 287 Newtonville Avenue is within Manufacturing zoning district. The applicant is proposing to install the following signs:

1. One free-standing principal sign, internally illuminated, with approximately 7 sq. ft. of sign area at the corner of Newtonville Avenue and Albany Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 43 sq. ft. of sign area on the northern façade facing Massachusetts Turnpike (I-90).
3. One wall mounted secondary sign, internally illuminated, with approximately 13 sq. ft. of sign area on the eastern façade facing the parking lot.

TECHNICAL REVIEW:

- The proposed free-standing principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one free-

standing principal sign is allowed, which the applicant is not exceeding, and the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. Per Zoning ordinance §5.2.13 “A. *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.*

*B. In granting such a permit, the City Council shall specify the size, type and location and shall impose such other terms and restrictions as it may deem to be in the public interest and in accordance with the 780 CMR. 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 building owner will be seeking a waiver from the City Council for the free-standing sign.

- The proposed secondary sign (43 sq. ft.) 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 140 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The proposed secondary sign (13 sq. ft.) 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 90 feet, the maximum size of sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- The applicant presented the sign application at the September 9<sup>th</sup> UDC meeting and UDC made the following recommendations and request for additional material:
  - UDC recommended to reduce the size of the free-standing sign to less than 35 sq. ft.
  - UDC also recommended to change the lighting for the two business signs on the free-standing sign. It was recommended to not have a stark white background.
  - UDC would also like to see a building floor plan showing the two businesses and their entrances.
  - UDC would also like to see proposed building elevations for all the walls where the signs will be mounted.
  - UDC would also like to see existing photos of the building.

**STAFF RECOMMENDATION:** Staff recommends approval of both the secondary signs as proposed. Staff seeks recommendation from UDC regarding the free-standing sign to the Land Use Committee of the City Council.

## 5. 84 Needham Street – Monument Sign

**PROJECT DESCRIPTION:** The property located at 84 Needham Street is within Business 4 zoning district and has a free-standing sign authorized by a special permit via Board Order # 69-20. The applicant is proposing to revise the following sign:

1. Revisions to the free-standing principal sign, internally illuminated, with approximately 32 sq. ft. of sign area perpendicular to Needham Street.

### TECHNICAL REVIEW:

- The proposed free-standing sign was approved by a special permit in November 2019. Attachment A shows the approved sign and the Board Order. The applicant is proposing to make the changes as described below in the note from the applicant.
- Note from the applicant:

*“The existing sign has the following issues that we want to correct:*

1. *The current sign was installed at 12’-3” height which was not correct.*
2. *The tenant signs were made from stainless steel with graphics cut out. The LED lighting installed behind those signs does not function well enough to illuminate the signage at night.*
3. *The change in sign material to stainless steel was an attempt to add more industrial character while adhering to the design of light color signage on a black background.*
4. *Lighting for the “84” was never installed.*
5. *The workmanship in general is not adequate.*

*The recently submitted drawings dated 8 Sept 2020 have the following noteworthy features that compare/contrast from the approved design set dated 24 Nov 2019:*

6. Dimensions: *The overall height is the same at 14’-0”.* Since the currently standing sign is not plumb, the recent set expands the width by ½”-3/4” to allow more clearance around the pipe column supports and thus allows for a completely vertical installation.
7. Sign Panel Dimension: *The overall height of the sign panel is 2” more to allow more room around the “84” for the halo lighting to be effective.*
8. Numbers lighting: *The approved 24 Nov set calls for the 84 numbers to be white acrylic and internally lit numbers. For these, the UDC recommended backlit*

*numbers with halo lighting. Given this request, we revised the design to provide a light aluminum colored background where dark numbers would contrast well and be more readable during the daytime. At night, the white backlighting behind the black numbers will show well against the background and provide maximum contrast with the dark numbers.*

*9. Bottom lighting: After considering the UDC suggestion to we decided that providing lighting from the bottom edge would be a hazard to those walking by who could hit their heads on projecting supports.*

*10. Tenant signs: Given the above, we decided that powder coating the existing tenant signs to black would also provide maximum readability against the aluminum background. For these, we want to add white acrylic tight against the back of the tenant signs to prevent shadows from interfering with the graphics. The white acrylic will also distribute LED lighting well across the graphic cutouts at night. The LEDs themselves are hidden and will not cause glare.*

*11. No External LED: The internal LED lighting for all signs and numbers will make the external lighting shown in the 24 Nov set unnecessary and will provide a tidier look in general. “*

**STAFF RECOMMENDATION**: Staff seeks recommendation from UDC regarding the revisions to the free-standing sign.

## **6. 84 Needham Street – Connect Fit**

**PROJECT DESCRIPTION**: The property located at 84 Needham Street is within Business 4 zoning district and has a free-standing sign authorized by a special permit via Board Order # 69-20. The applicant is proposing to install the following signs:

1. Free-standing principal sign, internally illuminated, with approximately 2 sq. ft. of sign area perpendicular to Needham Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 14 sq. ft. of sign area on the western façade facing Needham Street.
3. One awning secondary sign, non-illuminated, on the southern façade facing the side parking lot. The measurement provided in the sign permit application does not appear to be accurate.

TECHNICAL REVIEW:

- The proposed free-standing sign was approved by a special permit in November 2019. Attachment A shows the approved sign and the Board Order. The applicant is proposing to make the changes as described in the previous application.
- The proposed wall mounted 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 55 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- Staff has requested the applicant to provide an accurate measurement of the awning secondary sign.

STAFF RECOMMENDATION: Staff recommends approval of the wall mounted secondary signs as proposed. Staff will provide a recommendation for the awning secondary sign at the October 14<sup>th</sup> meeting.

**7. 1188 Centre Street – Citizens Bank**

PROJECT DESCRIPTION: The property located at 1188 Centre Street is within Business 1 district. The applicant is proposing to replace and install the following sign:

1. One wall mounted secondary sign, internally illuminated, with approximately 50 sq. ft. of sign area on the western façade facing Centre Green.

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 155 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.

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

**8. 808 Beacon Street – Bank of America**

PROJECT DESCRIPTION: The property located at 808 Beacon Street is within Business 1 district. The applicant is proposing to replace and install the following signs:

1. Free-standing principal sign, internally illuminated, with approximately 17 sq. ft. of sign area at the corner of Beacon Street and Herrick Road.
2. One wall mounted secondary sign, internally illuminated, with approximately 24 sq. ft. of sign area on the western façade facing Beacon Street and Herrick Road.



TECHNICAL REVIEW:

- Staff has not found a special permit allowing the free-standing sign. Staff will keep looking and will have a recommendation about the free-standing sign at the October 14<sup>th</sup> UDC meeting.
- 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 44 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of the secondary sign as proposed. Staff will have a recommendation about the free-standing sign at the October 14<sup>th</sup> meeting.

**9. 697 Washington Street – Garden Remedies**

PROJECT DESCRIPTION: The property located at 697 Washington Street is within Business 2 district and has a projecting wall mounted sign authorized by a special permit via Board Order # 167-14. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, externally illuminated, with approximately 60 sq. ft. of sign area on the southern façade facing Washington Street.
2. One wall mounted secondary sign, externally illuminated, with approximately 24 sq. ft. of sign area on the southern façade facing Washington Street.
3. One projecting wall mounted secondary sign, non-illuminated, with approximately 7 sq. ft. of sign area on the southern façade facing Washington 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 93 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.
- The proposed wall mounted secondary sign appears to be not consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, a secondary sign can be located on a wall other than that occupied by the principal sign. The applicant will need to apply for a special permit to allow this secondary sign to be on the same wall as the principal sign.
- The proposed projecting wall mounted secondary sign is authorized by a special permit via Board Order #167-14. The special permit allows the sign to be 41"x24" and the applicant is proposing a sign with dimensions 42"x25". The staff has recommended to the applicant to decrease the sign to the size allowed by the special permit. Attachment B shows the approved sign.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed. Staff does not recommend approval of the secondary sign as proposed and encourages the applicant to decrease the size of the projecting wall mounted secondary sign to 41"x24".

### **10. 845 Washington Street – CVS**

PROJECT DESCRIPTION: The property located at 245 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package (still pending approval by UDC).

The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 52 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 3 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted principal sign, internally illuminated, with approximately 52 sq. ft. of sign area on the western building façade facing Washington Terrace.
4. One perpendicular secondary sign, internally illuminated, with approximately 33 sq. ft. of sign area on the northern building façade facing the rear parking lot.

#### TECHNICAL REVIEW:

- All the proposed principal, blade, and secondary signs appear to be consistent with the draft comprehensive sign package (still pending approval by UDC). Attachment C

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

## **Design Review**

### **1. 1149-1151 Walnut Street Design Review**

The site consists of the properties at 1149 and 1151 Walnut Street. The combined site consists of 13,200 square feet and is improved with two multi-tenanted single-story commercial buildings built in the early 1900s with parking in the front and rear. The petitioner proposes to rezone the site to Mixed Use 4, raze the existing buildings, and to construct a four-story mixed-use building with 23 at-grade parking stalls. The proposed building will have 26 residential units on floors two through four and commercial space on the first floor. The current zoning for the parcels included in the project site is Business 2 and the petitioner is seeking to rezone the parcels to Mixed Use 4.

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: the proposed site plan; the building's design; bulk and massing; and relationship to context and the street.

## **Design Consistency Review**

### **1. 156 Oak Street – Northland Design Consistency Review – Process**

The applicant is expected to apply for a design consistency review in late October. The Chair of UDC has expressed an interest in forming a sub-committee of the UDC to review the design consistency as discussed at the September 9<sup>th</sup> UDC meeting. The staff recommends UDC to appoint the subcommittee at the October 14<sup>th</sup> meeting to allow to start the subcommittee meetings on October 28<sup>th</sup>. The following dates have been scheduled for the subcommittee meetings:

- Wednesday, October 28<sup>th</sup>
- Wednesday, November 4<sup>th</sup>
- Thursday, November 12<sup>th</sup>
- Wednesday, December 2<sup>nd</sup>
- Wednesday, December 9<sup>th</sup>
- Wednesday, January 6<sup>th</sup>
- Wednesday, January 20<sup>th</sup>

All the meetings are scheduled to be held at 6:00 p.m.

The applicant has proposed the following agenda items for each of these meetings:

#### **October 28<sup>th</sup>:**

1. Project Overview
2. Overall review of design direction for site and buildings.
3. Process/Agenda for Future Meetings

#### **November 4<sup>th</sup>:**

1. Urban Design and key open space review, context for buildings

#### **November 12<sup>th</sup>:**

1. Building 3 and Building 7

#### **December 2<sup>nd</sup>:**

1. Building 6a and Building 6b

#### **December 9<sup>th</sup>:**

1. Building 5 and Building 12

#### **January 6<sup>th</sup>:**

1. Building 4 and Building 8

#### **January 20<sup>th</sup>:**

1. Building 9, Building 10, Building 11 and Building 14

## 2. Kiosk

The applicant is also proposing the following:

- The applicant expects to get the Design Guidelines templates and presentation materials to staff as close to 2 weeks prior to each meeting as possible.
- For the first meeting, the applicant would like to review both the design direction and the process.
- The applicant requests that at each meeting the subcommittee flag any issues that need to be addressed, so the applicant can either address, plan a supplemental filing or move on.
- The applicant would like to end each subcommittee meeting with a brief preview of the next meeting.

### **Excerpt from August UDC staff memo:**

On November 14, 2019, the Land Use Committee of the City Council voted to approve the Northland Project. A mixed use development containing approximately 193,200 sq. ft. office space, approximately 115,114 sq. ft. of retail or commercial or restaurant space, not more than 800 residential units, and surface and underground parking providing approximately 1,350 striped spaces and including approximately 250 additional valet/tandem spaces, and open spaces or park spaces available for public use as shown on the plans, with uses including retail of more than 5,000 square feet, personal service of more than 5,000 square feet, restaurants over 50 seats, standalone ATMs, health club establishments at or above ground floor, animal service, and street level office.

The Petitioner is expected to apply for a preliminary design consistency review in October 2020. Per the Board Order #426-18, general conditions #7-10 (pages 16-17 of Board Order),

#### *"7. Preliminary Submission Of All Building Permit Plans*

*a. Prior to any application for a building permit (other than a demolition permit or renovation permit for 156 Oak Street or tenant Improvement permits), the Petitioner must file the following with the Director of Planning and Development, the Commissioner of Inspectional Services, the Director of Public Works, and the City of Newton's Urban Design Commission (UDC):*

*i. a copy of all plans necessary for the permit or determination being sought ("Request Plans");*

ii. a signed certificate from the Petitioner's architect and/or civil engineer certifying that the Request Plans are consistent and in full compliance with the Project Master Plans (the "Compliance Certificate");

iii. a completed Evaluation Template in accordance with and in the form required by the Design Guidelines.

8. Preliminary Review Of All Building Permit Plans

a. Within sixty (60) days of receipt of a complete submission of the materials set forth in Condition #7, the Director of Planning and Development will review and provide an opinion as to whether the Request Plans are in full compliance with the Project Master Plans and consistent with the Design Guidelines. If the Director of Planning and Development's review requires the input or assistance from a peer review consultant, the Petitioner shall pay the reasonable fees for such peer review. The Director of Planning and Development's opinion shall be submitted in writing to the Petitioner and the Commissioner of Inspectional Services. If it is the Director's opinion that the Request Plans are not compliant with the Project Master Plans or inconsistent with the Design Guidelines, such inconsistencies shall be expressly identified.

b. Within sixty (60) days of receipt of a complete submission of the materials set forth in Condition #7, the UDC will provide an opinion as to whether the Request Plans are in full compliance with the Project Master Plans and consistent with the Design Guidelines. The UDC's opinion shall be submitted in writing to the Petitioner and the Commissioner of Inspectional Services. If it is the UDC's opinion that the Request Plans are inconsistent with either the Project Master Plans or the Design Guidelines, such inconsistencies shall be expressly identified.

c. Upon reception of the written opinions, the Petitioner may file a formal building permit application with the Commissioner of Inspectional Services, which shall include a copy of the opinions. Alternatively, the Petitioner may revise the requested plans and resubmit them for a preliminary review in accordance with Conditions #7 and 9.

9. Formal Submission Of Building Permit Application

a. Upon receipt of a complete building permit application, the Commissioner of Inspectional Services shall make a final determination, with due consideration given to the written opinions of the Director of Planning and Development and the UDC, as to whether the plans filed with such application are in full compliance with the Project Master Plans and consistent with the Design Guidelines.

b. In making the final consistency determination, the Commissioner of Inspectional Services may elect to refer the matter to the Land Use Committee for the Committee's

*review and recommendation, provided however that referral to the Land Use Committee is required for any modifications or changes to the Project Master Plans concerning the following: (i) building locations; (ii) building massing or relative heights of building elements; (iii) footprints of buildings and other structures; (iv) program; (v) driveway and parking stall locations; (vi) interior road network; (vii) open space; (viii) increase in floor area; and (ix) significant changes to design elements. The Land Use Committee shall not be required to vote or to approve any matter referred to it in accordance with this condition.*

*c. If the Commissioner determines that the application plans are inconsistent with either the Project Master Plans or the Design Guidelines, no building permit will be issued, and the Petitioner must either: (i) submit revised plans which the Commissioner deems to be consistent, or (ii) seek an amendment to this Special Permit/Site Plan Approval.*

*d. Any increase to the maximum building heights, number of units, total floor area of the Project, total floor area of any building greater than ten (10) percent, any increase or decrease to the number of parking stalls, or any material decrease to the amount of open space of the Project from what is shown on the Project Master Plans shall not be eligible for a consistency determination and such modification can only be done through amendment of this Special Permit/Site Plan Approval.*

*10. The procedure for preliminary review of building permit plans set forth in Conditions t/7-8 may be utilized by the Petitioner earlier in the design process for one (1) or more buildings or public spaces in order to receive initial opinions on the consistency of schematic/architectural drawings. If the opinions of both the Director of Planning and Development and the UDC after such an initial schematic review are that the schematic drawings are in full compliance with the Project Master Plans and consistent with the Design Guidelines, the Commissioner of Inspectional Services may accept final building permit plans without further preliminary review so long as they do not include any additional design elements or change any design elements governed by the Design Guidelines as confirmed by the Director of Planning and Development.”*

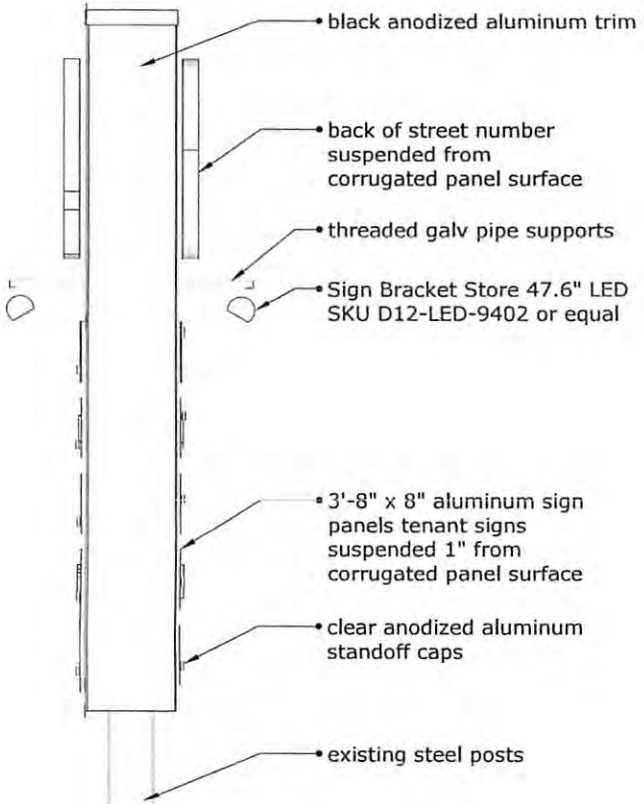
## **Attachments**

- Attachment A: 84 Needham Street
- Attachment B: 697 Washington Street
- Attachment C: 845 Washington Street



**Pylon Signage  
84 Needham Street  
Newton MA**





Pylon East and West Elevations  
3/4" = 1'-0"

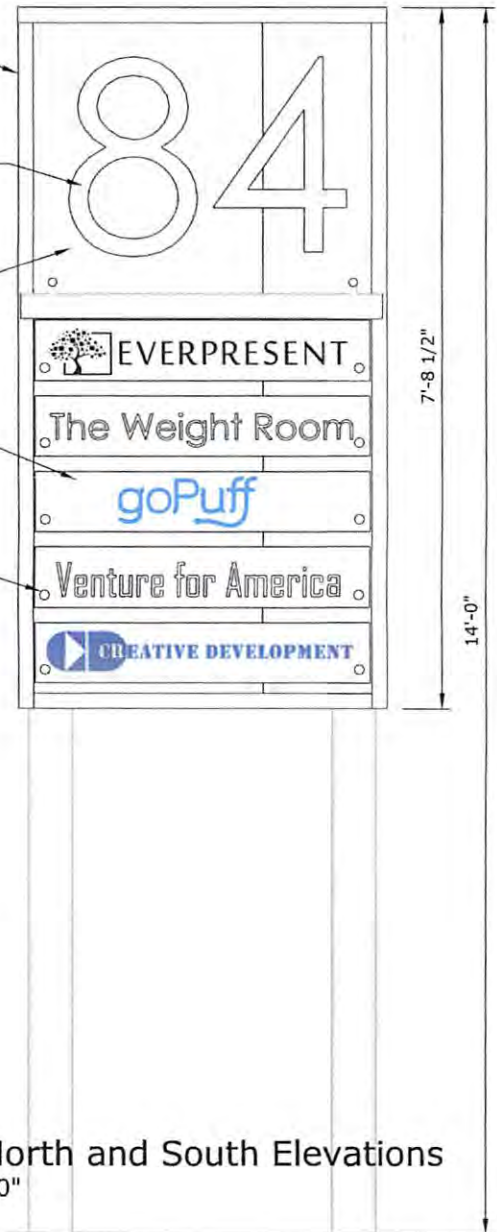
.060" black galvanized steel trim at top, bottom and 2 sides. Tight hem all exposed edges.

Century Gothic font 2" depth x 24" ht backlit white numbers

black painted galvanized corrugated panel- sine wave profile, approx 1 1/2" depth

3'-8" x 8" aluminum sign panels suspended 1" from corrugated panel surface

1 1/4" dia clear anodized standoff caps- centerline 2" from vertical edges, 2" from bottom edge



Pylon North and South Elevations  
3/4" = 1'-0"

**Pylon Signage**  
**84 Needham Street**  
**Newton MA**



.060" black galvanized steel trim at top, bottom and 2 sides. Tight hem all exposed edges.

Century Gothic font  
2" depth x 24" ht  
backlit white numbers

black painted galvanized corrugated panel- sine wave profile, approx 1 1/2" depth

1" galv pipe lighting support with 1x1/2" galv elbows each end to hold 1/2" NPT lighting bracket fitting- coord horizontal dim's with lighting mounts  
NOTE: lighting fixture not shown for clarity

3'-8" x 8" aluminum sign panels suspended 1" from corrugated panel surface

1 1/4" dia clear anodized standoff caps- centerline 2" from vertical edges, 2" from bottom edge

existing steel pipe supports



Pylon North and South Elevations  
1" = 1'-0"

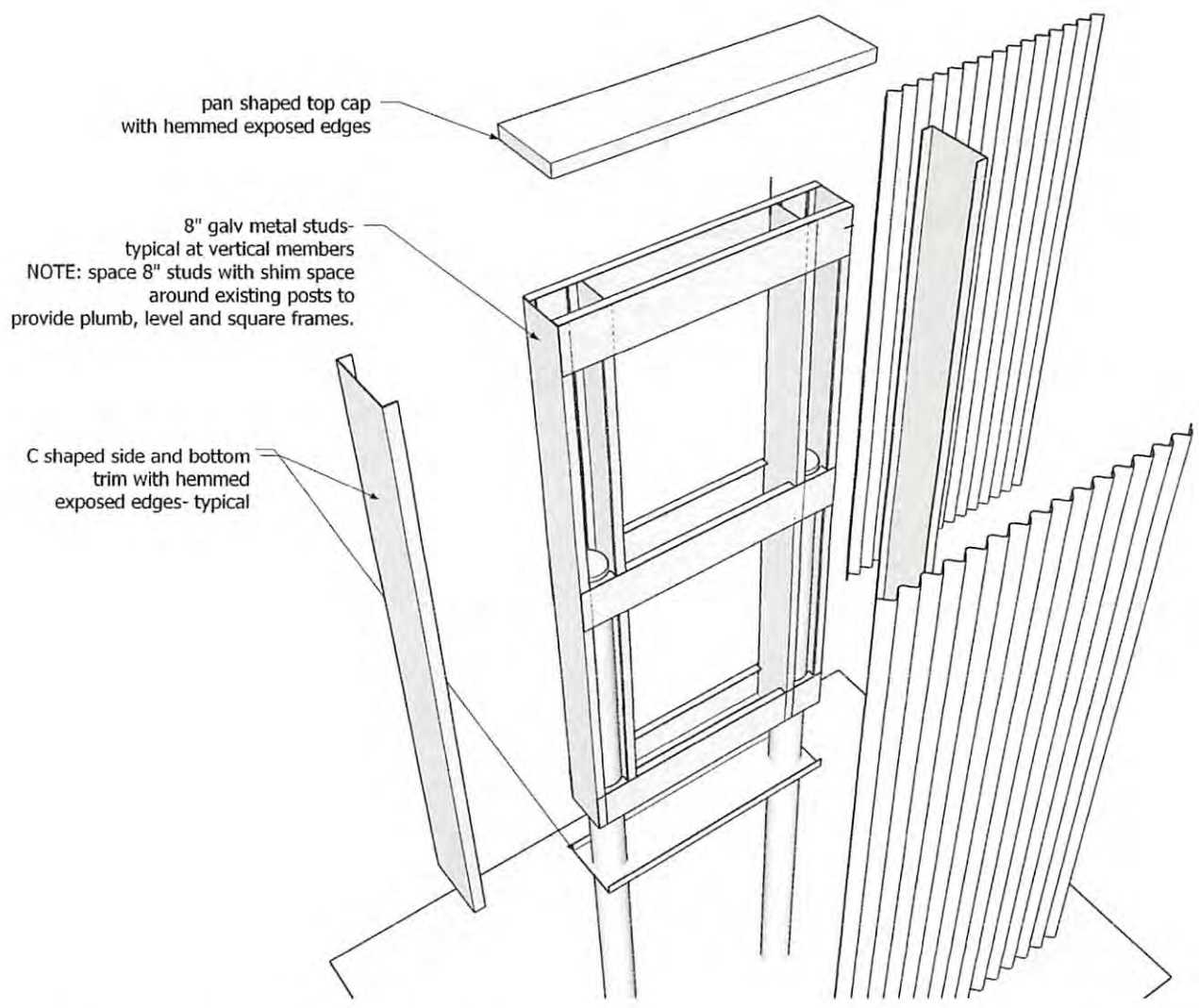
**Exterior Signage  
84 Needham Street  
Newton MA**



**EVER DESIGNWORKS**  
16 John H. Finley, III Way Ste 301  
Framingham MA 01701

ISSUE  
24 Nov 2019  
DRAWN BY  
HLE

**Creative Development Inc**  
2 Central Street Framingham MA 01701



Exploded View of Pylon Sign Frame

**Exterior Signage  
84 Needham Street, Newton MA**



**EVER DESIGNWORKS**  
16 John H. Finley, III Way Ste 301  
Frammingham MA 01701

ISSUE  
24 Nov 2019  
DRAWN BY  
HLE

**Creative Development Inc**  
2 Central Street Frammingham MA 01701

3  
Creative Bookfair LLC  
PO Box 45  
Newton, MA 02464

2020 00121329  
BK: 75199 Pg: 91 Doc: DECIS  
Page: 1 of 3 07/24/2020 12:46 PM

84 Needham Street  
#69-20

CITY OF NEWTON  
IN CITY COUNCIL

March 2, 2020

RECEIVED  
2020 MAR -4 PM 4:08  
CITY CLERK  
NEWTON, MA 02459

ORDERED:

That the City Council, finding that the public convenience and welfare will be substantially served by its action, that the use of the site will be in harmony with the conditions, safeguards and limitations set forth in the Zoning Ordinance, and that said action will be without substantial detriment to the public good, and without substantially derogating from the intent or purpose of the Zoning Ordinance, grants approval of the following SPECIAL PERMIT/SITE PLAN APPROVAL to amend Council Order #284-95 to allow a free standing sign, as recommended by the Land Use Committee for the reasons given by the Committee, through its Chairman, Councilor Richard Lipof:

1. The specific site is an appropriate location for the free standing sign because there are other free standing signs along the Needham Street Corridor (§7.3.3.C.1);
2. The free standing sign will not adversely affect the neighborhood due to the presence of signs on Needham Street and the sign provides wayfinding for travelers on Needham Street (§7.3.3.C.2);
3. The free standing sign will not create a nuisance or serious hazard to vehicles or pedestrians (§7.3.3.C.3);
4. Access to the site over streets is appropriate for the types and numbers of vehicles involved (§7.3.3.C.4); and
5. 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 (§5.2.13).

PETITION NUMBER: #69-20

PETITIONER: Charlotte Maynard

LOCATION: 84 Needham Street, Section 83, Block 11, Lot 22, containing approximately 63,416 square feet

OWNERS: Charlotte Maynard

82-84 Needham St-Newton

MARGINAL REFERENCE REQUESTED  
BOOK 71685 PAGE 18

Record owner  
Creative Book Fair LLC  
Per US

A True Copy  
Attest  
*[Signature]*  
City Clerk of Newton, Mass.

ADDRESS OF OWNERS: PO Box 95  
Newton, MA 02464

TO BE USED FOR: Commercial

CONSTRUCTION: No site work

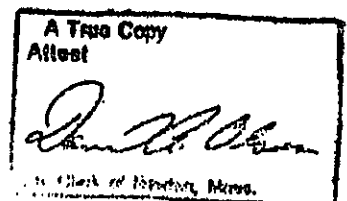
EXPLANATORY NOTES: To amend Council Order #284-95 to allow for a free-standing sign

ZONING: Mixed Use 2 District

The prior special permit for this property is as follows: Council Order #284-95, which authorized a free-standing sign. The conditions set forth in Council Order #284-95 remain in full force and effect.

Approved subject to the following conditions:

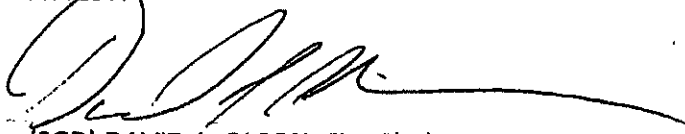
1. All buildings, parking areas, driveways, walkways, landscaping and other site features associated with this special permit/site plan approval shall be located and constructed consistent with:
  - a. Plot Plan "Plan Showing Easements for Parking and Access" dated May 27, 1993; signed and stamped by Joseph Calabro, Jr., Professional Land Surveyor
2. No Building Permit shall be issued pursuant to this Special Permit/Site Plan Approval until the petitioner has:
  - a. Recorded a certified copy of this Council Order for the approved Special Permit/Site Plan Approval with the Registry of Deeds for the Southern District of Middlesex County.
  - b. Filed a copy of such recorded Council Order with the City Clerk, the Department of Inspectional Services, and the Department of Planning and Development.
  - c. Obtained a written statement from the Department of Planning and Development that confirms plans submitted with any building permit are consistent with plans approved in Condition #1.
3. No Certificate of Occupancy/Final Inspection for the buildings and uses covered by this Special Permit/Site Plan Approval shall be issued until the petitioner has:
  - a. Filed with the City Clerk, the Department of Inspectional Services, and the Department of Planning and Development a statement by a registered architect or surveyor certifying substantial compliance with Condition #1.
4. Upon completion of the MassDOT Needham Street work affecting this parcel, landscaping in accordance with Special Permit #284-95 shall be installed.



Under Suspension of Rules  
Readings Waived and Approved  
21 yeas 0 nays 3 absent (Councilors Ciccone, Gentile and Markiewicz)

The undersigned hereby certifies that the foregoing copy of the decision of the Newton City Council granting a SPECIAL PERMIT/SITE PLAN APPROVAL is a true accurate copy of said decision, the original of which having been filed with the City Clerk on March 4, 2020. The undersigned further certifies that all statutory requirements for the issuance of such SPECIAL PERMIT/SITE PLAN APPROVAL have been complied with and that all plans referred to in the decision have been filed with the City Clerk.

ATTEST:



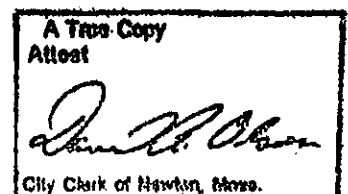
(SGD) DAVID A. OLSON, City Clerk  
Clerk of the City Council

I, David A. Olson, as the Clerk of the City Council and keeper of its records and as the City Clerk and official keeper of the records of the CITY OF NEWTON, hereby certify that twenty days have elapsed since the filing of the foregoing decision of the Newton City Council in the Office of the City Clerk on March 4, 2020 and that NO APPEAL of said decision pursuant to G.L. c. 40A, §17 has been filed thereto.

ATTEST:



(SGD) DAVID A. OLSON, City Clerk  
Clerk of the Council



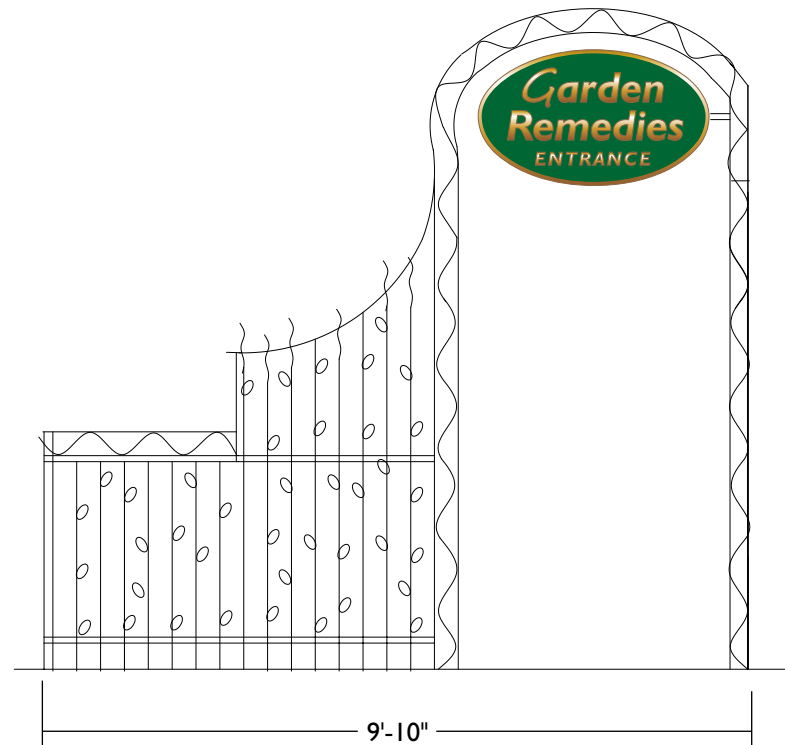




NON-ILLUMINATED SIGN PANEL

SCALE: 1" = 1'-0"

OVAL BACKER: 3/4" PVC PAINTED GREEN  
 BORDER: 1/2" PVC PAINTED GOLD  
 LETTERS: 1/2" PVC PAINTED GOLD  
 FRAME: 1" SQ. TUBE PAINTED TO MATCH FENCE



SCALE: 3/8" = 1'-0"



NON-ILLUMINATED SIGN PANEL

SCALE: 1" = 1'-0"

\*Existing Framed Panel

OVAL BACKER: 3/4" PVC PAINTED GREEN  
 BORDER: 1/2" PVC PAINTED GOLD  
 LETTERS: 1/2" PVC PAINTED GOLD



SCALE: 1/4" = 1'-0"

**GenSign**  
 DESIGN • ENGINEERING

841 Worcester Rd., Suite 514 Natick, MA 01760-2076  
 o: 617.332.2000 c: 617.694.7666 f: 888.449.0808 e: sales@gensign.com

Project: Garden Remedies

Location: -

Description

Rev 1

MN

File Name: GardenRem R1.pdf

Scale: As Noted Date: 4/15/14

Rev 2

MN

Project No.

Drawn: JF Sheet: 1 of 1

Revisions

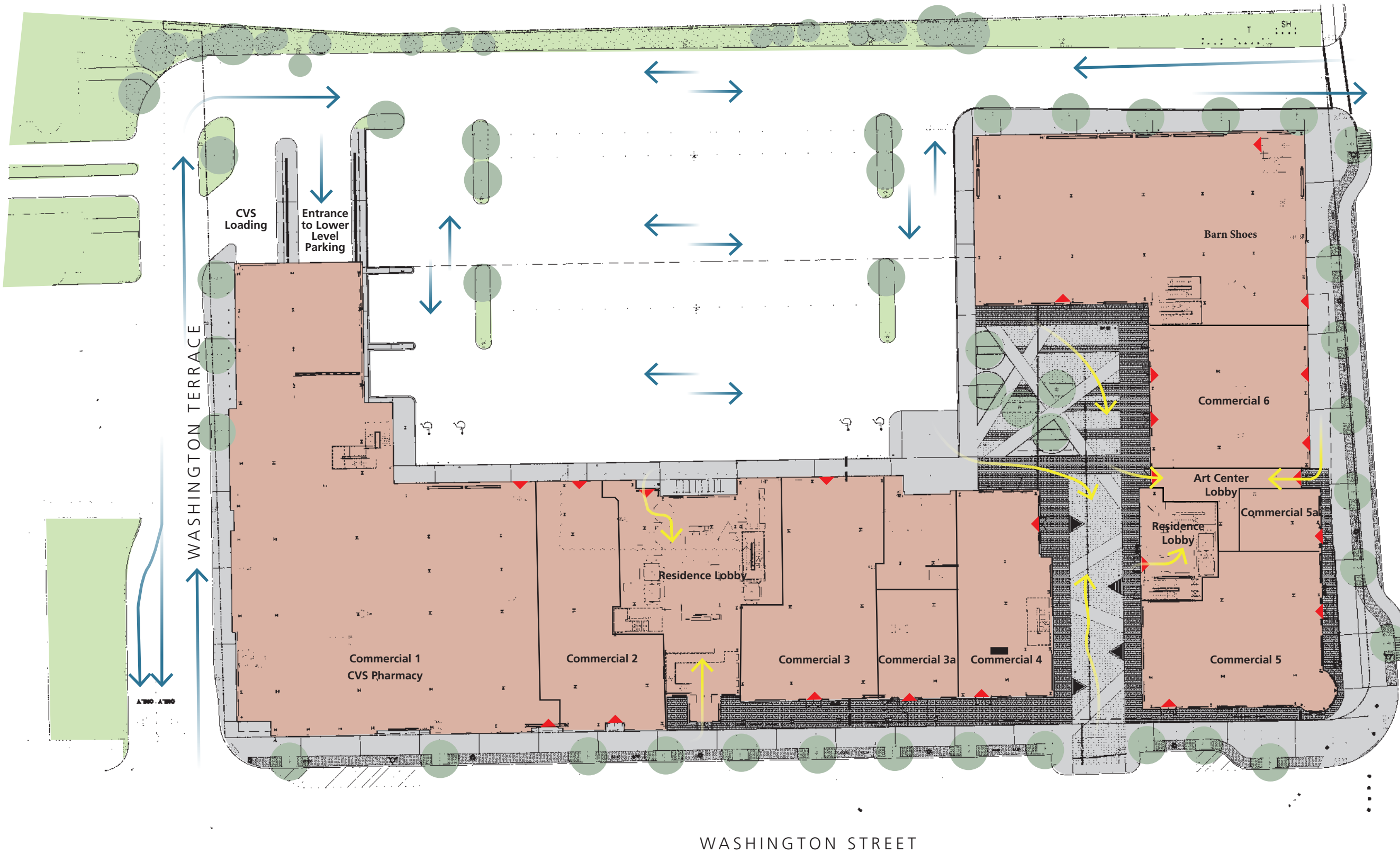
By

This drawing is given in confidence and may not be used or disseminated in any way without prior written consent from this Company. All common law and copyright laws are hereby specifically reserved.

Dwg. No.

LEGEND

- ← Vehicular Circulation
- ← Pedestrian Circulation
- ▲ Building Entrances



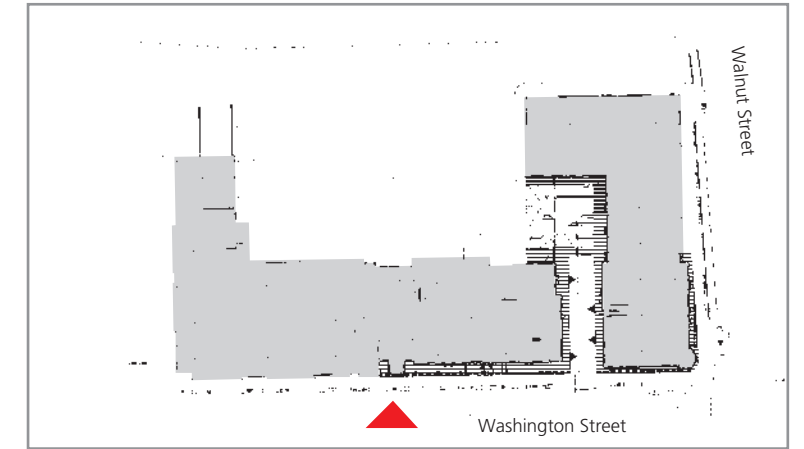
1" = 40 ft.







CVS Signage Example



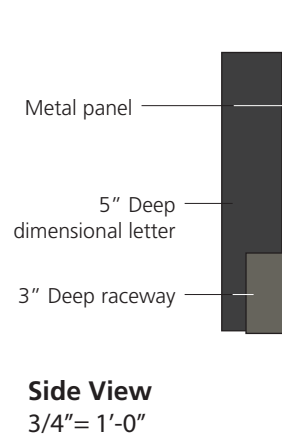
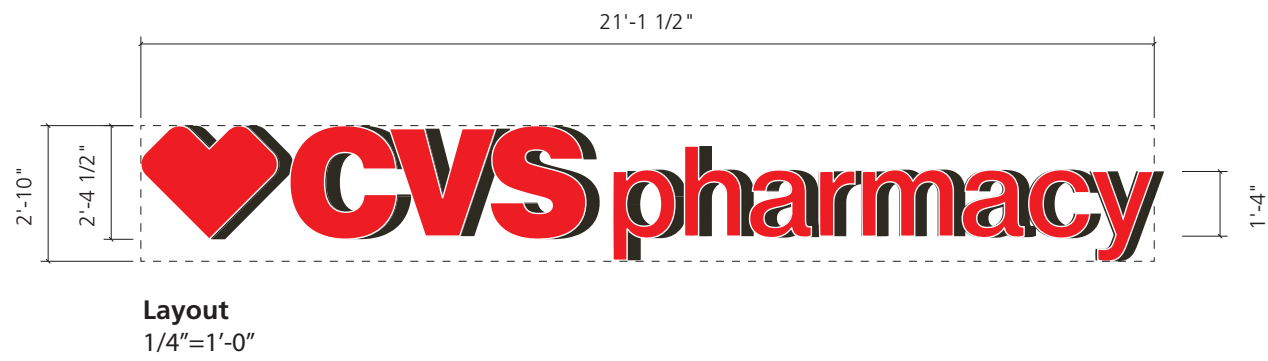
Key Plan





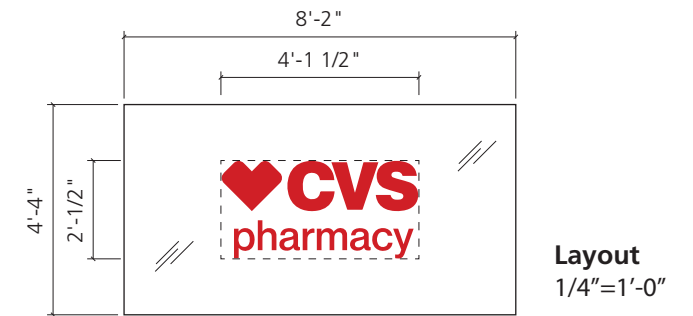
**PRINCIPAL SIGN**

Sign Standards Allowable Sign Display Area: 60sf  
 Proposed Sign Display Area: 60sf



**WINDOW SIGN**

Sign Standards Allowable Sign Display Area: 25% of 35sf = 8.8sf  
 Proposed Sign Display Area: 8.4sf



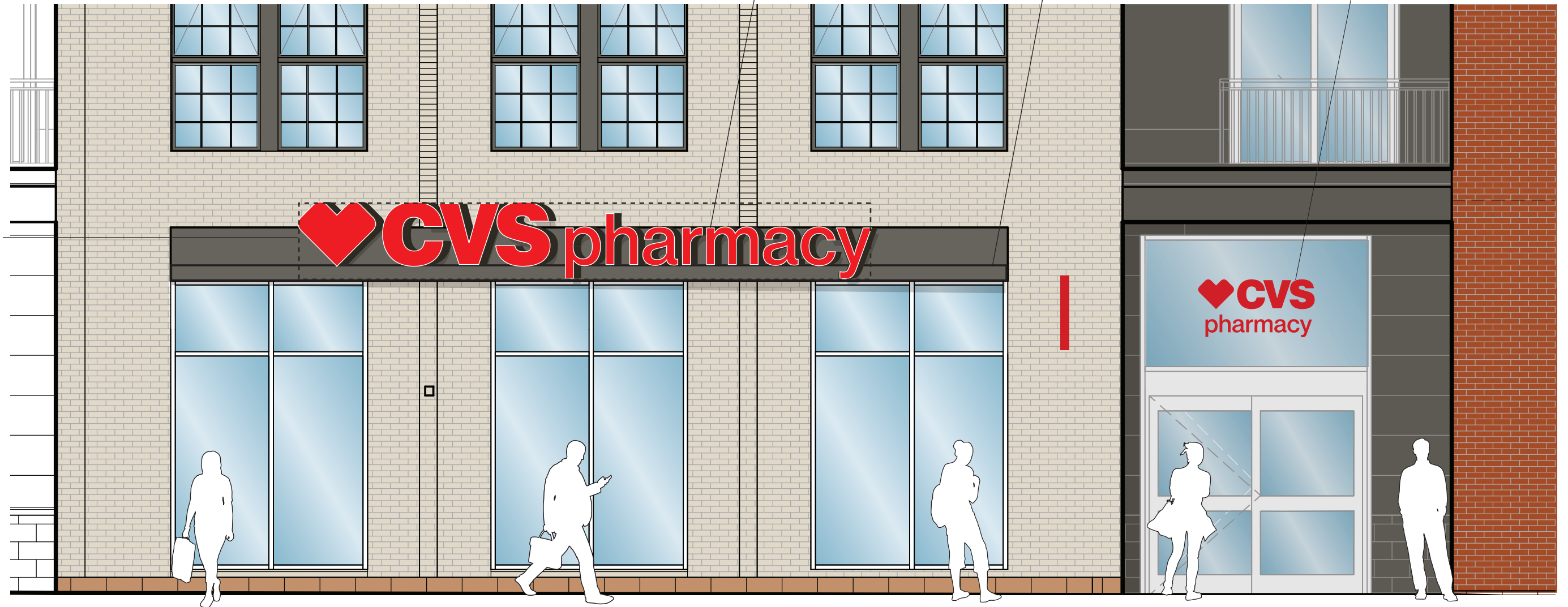
**PRINCIPAL SIGN**  
 5" deep fabricated letters internally illuminated face-lit translucent faces and painted sides

Fabricated 3"D x 6 1/2"H Raceway to run the full length of metal panel and painted Dark Gray to match metal panel

**WINDOW SIGN**  
 Vinyl logo on first surface of glass

**SIGN BAND AREA:**  
 60 sf. max.  
 (21'-1 1/2" x 2'-10" Shown)

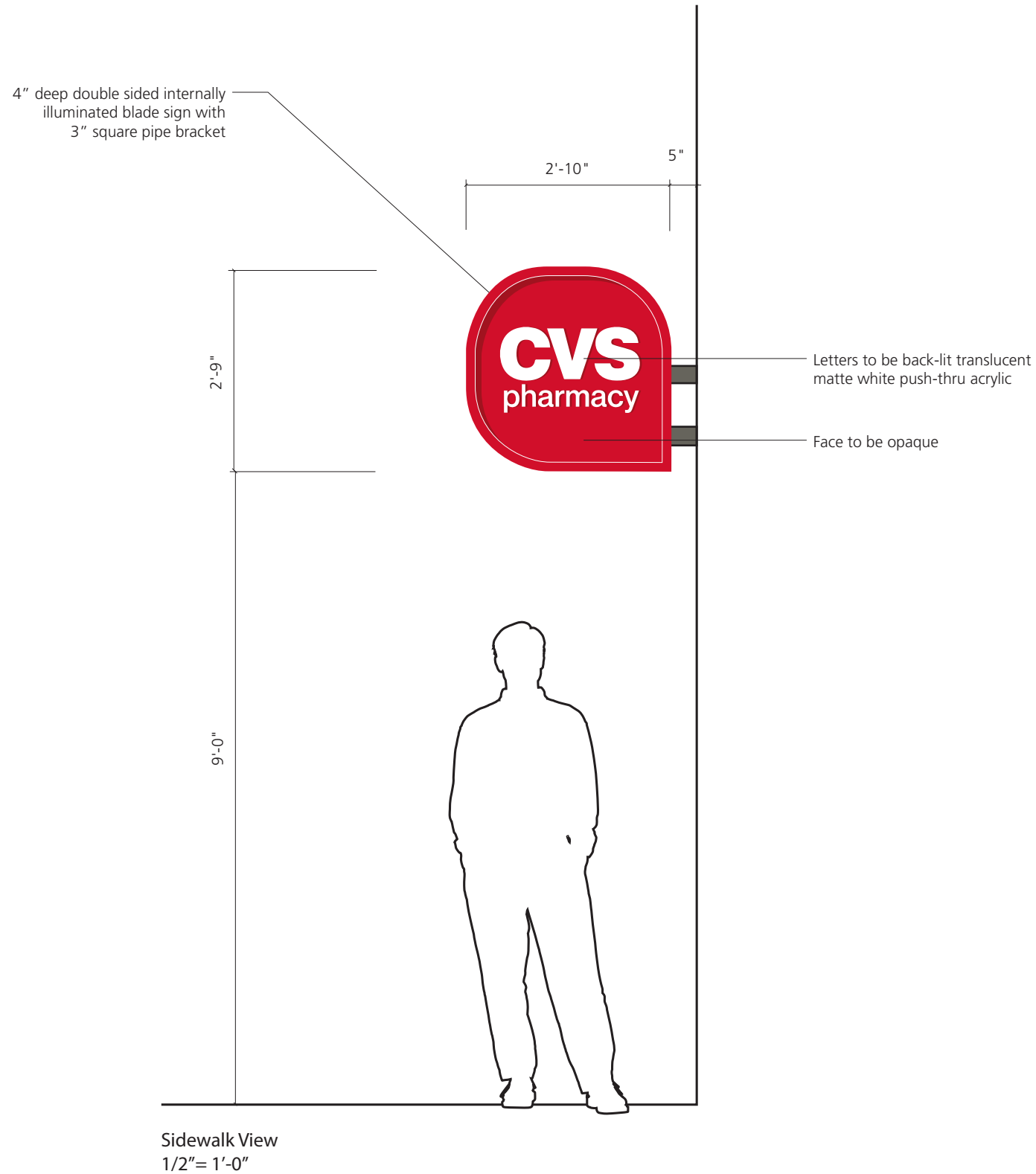
**Detail Elevation**  
 1/4" = 1'-0"



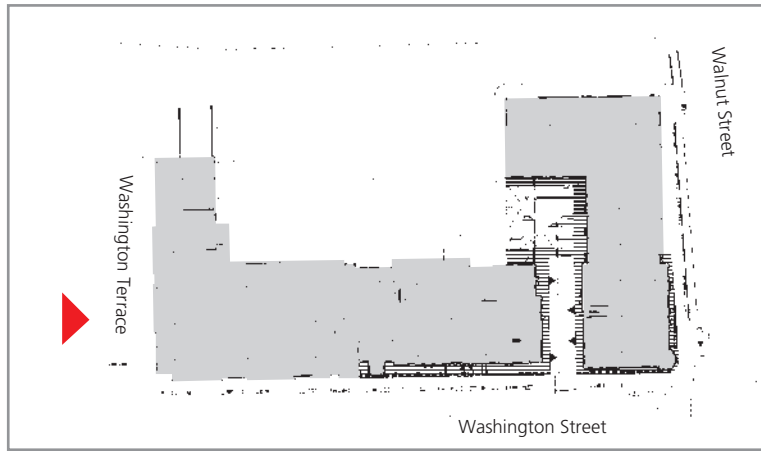
**SECONDARY SIGN**

Double sided projecting internally illuminated retail tenant blade sign

Sign Standards Allowable Sign Display Area: 10sf  
Proposed Sign Display Area: 7.8sf

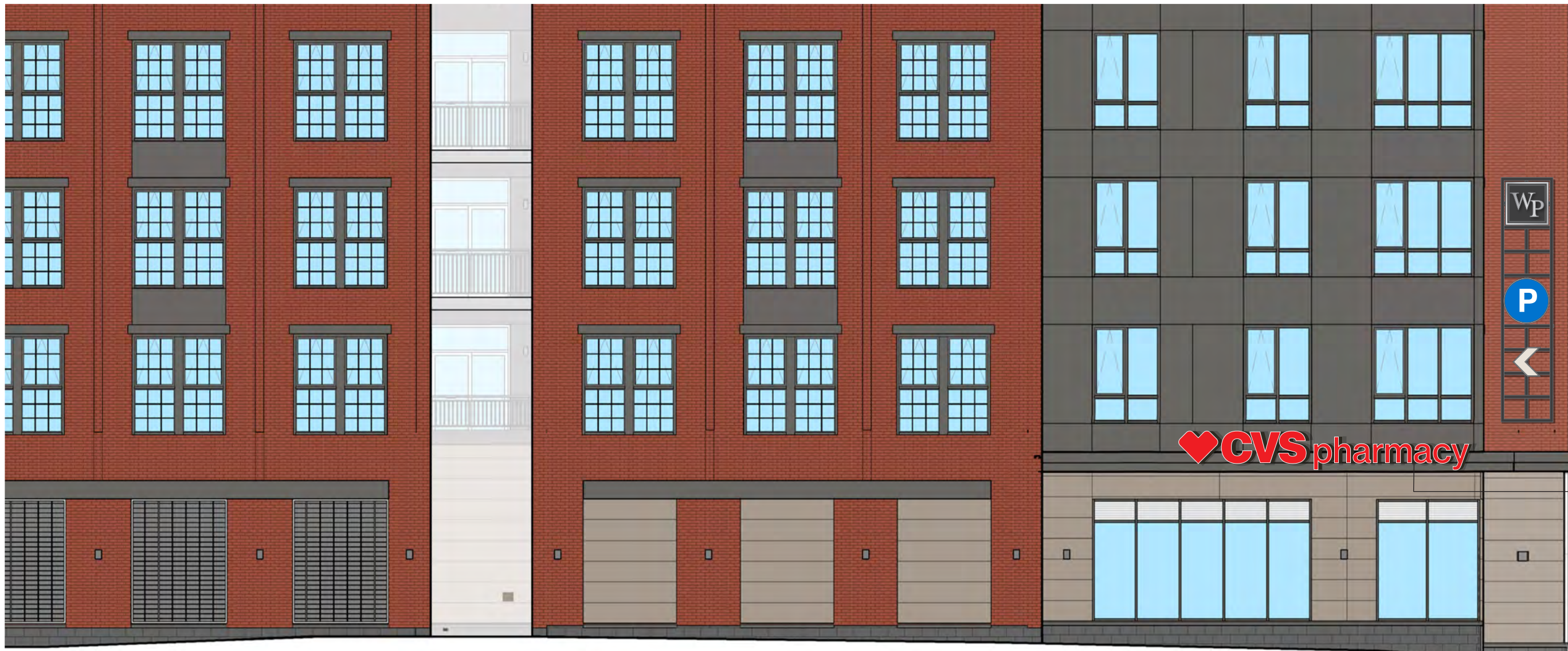






Key Plan

Commercial Tenant 1: 130'-0"  
 Sign Standards Area Allowance: 60sf Max  
 (Sign Example Shown: 21' - 1 1/2" x 2'-10" = 60sf)



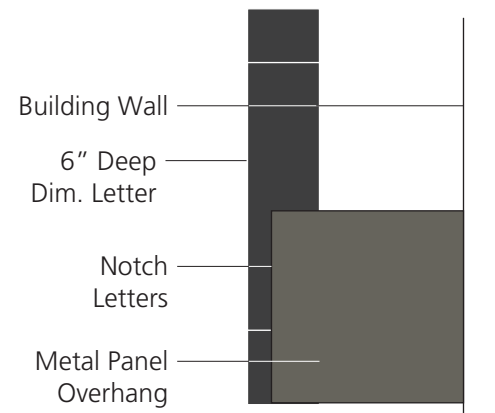
View from Washington Terrace  
 1/8" = 1'-0"



**Layout**  
1/4" = 1'-0"

**PRINCIPAL SIGN**

Sign Standards Allowable Sign Display Area: 60sf  
Proposed Sign Display Area: 60sf

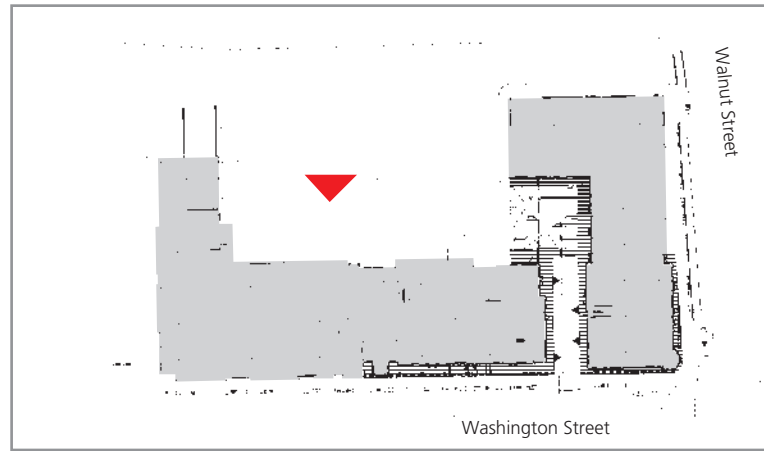


**CVS Sign Side View**  
3/4" = 1'-0"



**View from Washington Terrace**  
1/4" = 1'-0"





Key Plan

Commercial Tenant 1: 55'-0"

Secondary Sign: Sign Standards Allowable Area: 50sf max  
(Sign Example Shown: 15' - 8" x 2'-1 1/4" = 33sf)



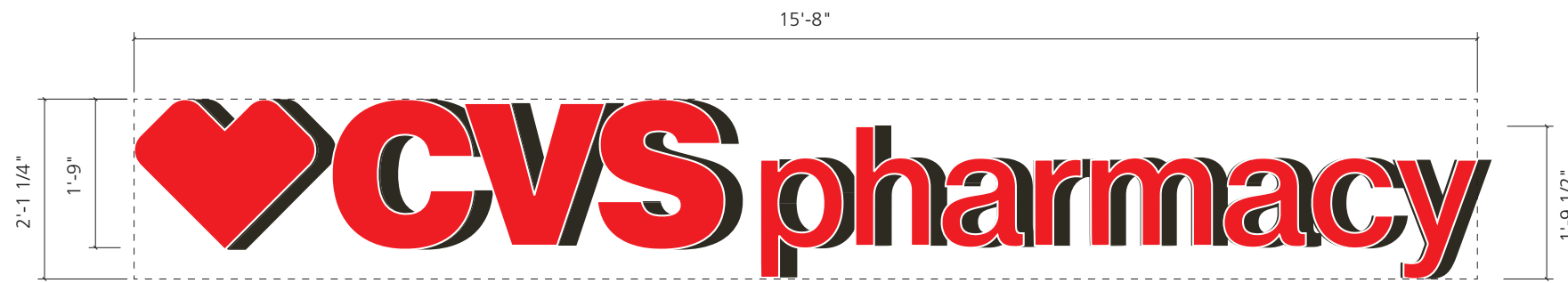
View from Parking Lot  
1/8" = 1'-0"

SECONDARY SIGN

**SECONDARY SIGN**

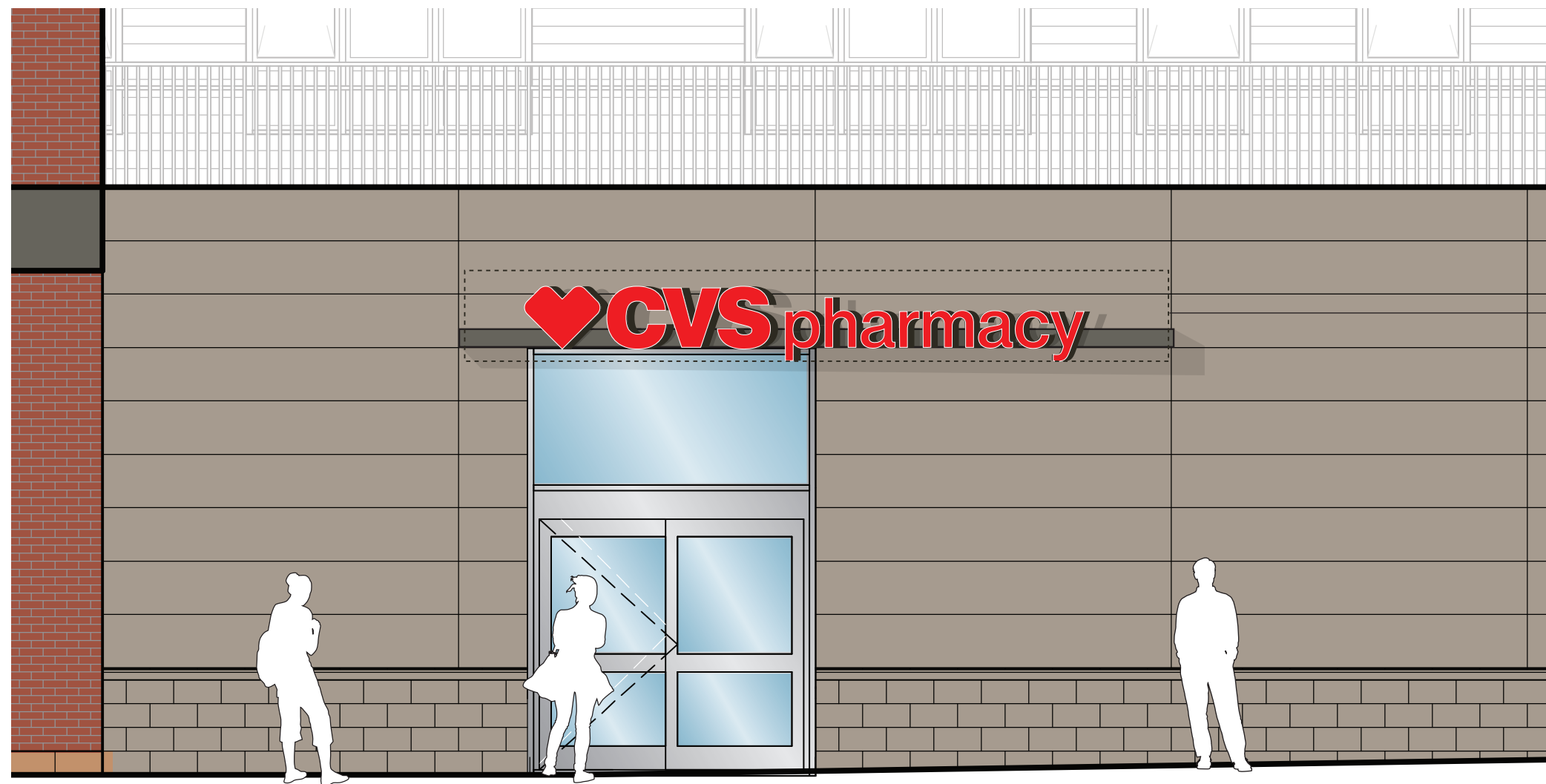
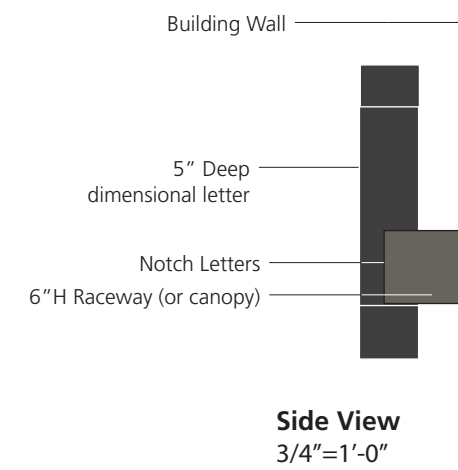
Sign Standards Allowable Sign Display Area: 50sf

Proposed Sign Display Area: 33sf



**Layout**

1/2" = 1'-0"



SIGN BAND  
50 sf. Max.  
(15'-8" x 1'-9" shown)

**Detail Elevation**

1/4" = 1'-0"