

# SPECIAL PERMIT APPLICATION

## TO THE NEWTON CITY COUNCIL

The undersigned hereby makes application for permit to erect and use, to alter and use, or to make such uses as may be hereinafter specified of a building or buildings at the location and for the purpose hereinafter specified under the provisions of Chapter 30 of the Revised Ordinances, 2015, as amended, or any other sections

### PLEASE REFERENCE SECTIONS OF THE ORDINANCES FROM WHICH RELIEF IS REQUESTED:

ordinance 5.2.13 (to allow a free standing sign)

- PETITION FOR:  Special Permit/Site Plan Approval  
 Extension of Non-conforming Use and/or Structure  
 Site Plan Approval

STREET 84 Needham Street WARD 8

SECTION(S) 93 BLOCK(S) 11 LOT(S) 22

APPROXIMATE SQUARE FOOTAGE (of property) 63,416 sqft ZONED MU2

TO BE USED FOR: Building is mixed use commercial, but this special permit application is to update the existing pylon on the property

### CONSTRUCTION:

EXPLANATORY REMARKS: we want to modify the existing pylon sign which was for a single tenant to reflect the new multi-tenant renovation we completed in 2019.

The undersigned agree to comply with the requirements of the Zoning Ordinance and rules of the Land Use Committee of the City Council in connection with this application.

PETITIONER (PRINT) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_ Email \_\_\_\_\_

ATTORNEY \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_ Email \_\_\_\_\_

PROPERTY OWNER Creative Bookfair LLC c/o

Charlotte Maynard

ADDRESS PO Box 95 Newton, MA 02464

TELEPHONE 617-670-3170 Email charlotte@creative.devco.com

SIGNATURE OF OWNER 

Planning & Development  
Department Endorsement



Ruthanne Fuller  
Mayor

**City of Newton, Massachusetts**  
Department of Planning and Development  
1000 Commonwealth Avenue Newton, Massachusetts 02459

Telephone  
(617) 796-1120  
Telefax  
(617) 796-1142  
TDD/TTY  
(617) 796-1089  
www.newtonma.gov

Barney S. Heath  
Director

## ZONING REVIEW MEMORANDUM

Date: January 7, 2020

To: John Lojek, Commissioner of Inspectional Services

From: Jane Santosuosso, Chief Zoning Code Official

Jennifer Caira, Chief Planner for Current Planning

Cc: Charlotte Maynard, Applicant

Barney S. Heath, Director of Planning and Development

Jonah Temple, Assistant City Solicitor

**RE: Request to allow a free-standing sign and to amend Special Permit #284-95**

Applicant: Charlotte Maynard	
Site: 84 Needham Street	SBL: 83011 0022
Zoning: MU2	Lot Area: 63,416 square feet
Current use: Mixed commercial	Proposed use: No change

### BACKGROUND:

The property at 84 Needham Street consists 63,416 square feet improved with a renovated single-story commercial building and parking formerly the site of the New England Mobile Book Fair. The site is now home to a mix of several retail and personal service uses. A special permit was granted in 1995 allowing for an internally illuminated free-standing sign for the single tenant. The petitioner requests an amendment to the existing special permit to allow for the erection of a new sign reflecting the multiple new tenants.

The following review is based on plans and materials submitted to date as noted below.

- Zoning Review Application, prepared by Charlotte Maynard, applicant, dated 11/26/2019
- Special Permit #284-95, dated 11/6/1995
- Pylon Signage, prepared by Creative Development Inc and Ever DesignWorks, dated 11/24/2019

**ADMINISTRATIVE DETERMINATIONS:**

1. Special Permit #284-95 was granted in 1995 to allow for construction of a 4' high X 8' wide free-standing sign with a total height of 12 feet at the front of the property along Needham Street. The petitioner requests an amendment to this special permit to allow for a new free-standing sign reflecting the change of the property from a single tenant to five tenants. The proposed sign flips the orientation of the sign so that it will measure 7'8.5" high by 4'0.5" wide. The total overall height remains 12 feet. The proposed sign does not exceed the maximum square footage (35) or height (16 feet) permitted by section 5.2.13.B.
2. Per section 5.2.13, a special permit is required for a free-standing sign, which is to be considered the principal sign. Individual tenants are permitted to have secondary signs within the applicable standards per section 5.2.8. No exceptions for secondary signs are proposed as part of this application.

Zoning Relief Required		
Ordinance	Required Relief	Action Required
	Amend Special Permit #284-95	
§5.2.13	To allow a free-standing sign	S.P. per §7.3.3

Project Name: [Illegible]	Address: [Illegible]	City: [Illegible]
Project Description: [Illegible]	Lot Area: [Illegible]	Map Reference: [Illegible]
Project Owner: [Illegible]	Project Number: [Illegible]	Special Permit Number: [Illegible]

Background information regarding the property and the proposed sign. The property is located at [Illegible] Needham Street, [Illegible] Boston, MA. The property is currently zoned [Illegible]. The proposed sign is a free-standing sign with a height of 12 feet and a width of 4 feet. The sign will be oriented vertically. The sign will be located at the front of the property. The sign will be illuminated. The sign will be visible from the street. The sign will be visible from the sidewalk. The sign will be visible from the parking lot. The sign will be visible from the driveway. The sign will be visible from the rear of the property. The sign will be visible from the side of the property. The sign will be visible from the top of the property. The sign will be visible from the bottom of the property. The sign will be visible from the front of the property. The sign will be visible from the back of the property. The sign will be visible from the left side of the property. The sign will be visible from the right side of the property. The sign will be visible from the north side of the property. The sign will be visible from the south side of the property. The sign will be visible from the east side of the property. The sign will be visible from the west side of the property. The sign will be visible from the northeast side of the property. The sign will be visible from the northwest side of the property. The sign will be visible from the southeast side of the property. The sign will be visible from the southwest side of the property. The sign will be visible from the center of the property. The sign will be visible from the perimeter of the property. The sign will be visible from the interior of the property. The sign will be visible from the exterior of the property. The sign will be visible from the inside of the property. The sign will be visible from the outside of the property. The sign will be visible from the top of the property. The sign will be visible from the bottom of the property. The sign will be visible from the front of the property. The sign will be visible from the back of the property. The sign will be visible from the left side of the property. The sign will be visible from the right side of the property. The sign will be visible from the north side of the property. The sign will be visible from the south side of the property. The sign will be visible from the east side of the property. The sign will be visible from the west side of the property. The sign will be visible from the northeast side of the property. The sign will be visible from the northwest side of the property. The sign will be visible from the southeast side of the property. The sign will be visible from the southwest side of the property. The sign will be visible from the center of the property. The sign will be visible from the perimeter of the property. The sign will be visible from the interior of the property. The sign will be visible from the exterior of the property. The sign will be visible from the inside of the property. The sign will be visible from the outside of the property.

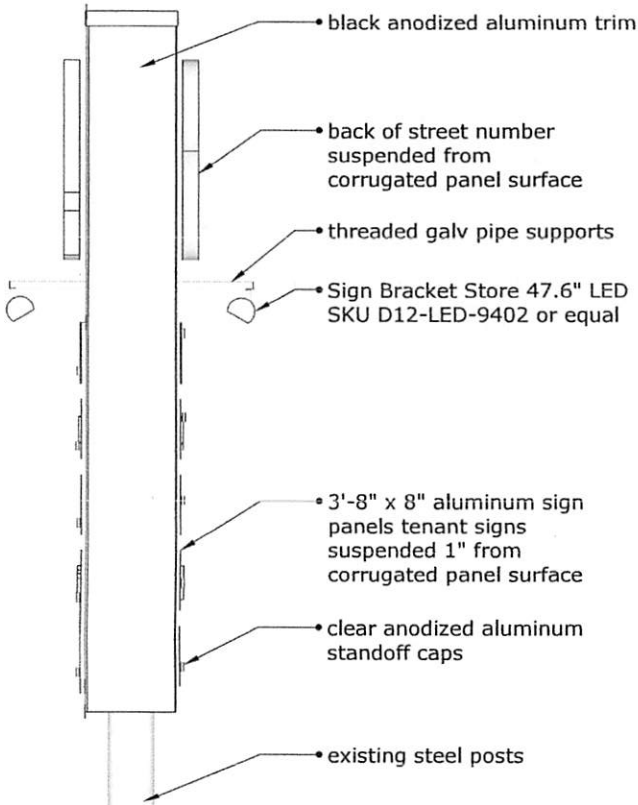
The following information is based on the data submitted to date as noted below:

- [Illegible]
- [Illegible]
- [Illegible]
- [Illegible]



**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**

7'-8 1/2"

14'-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

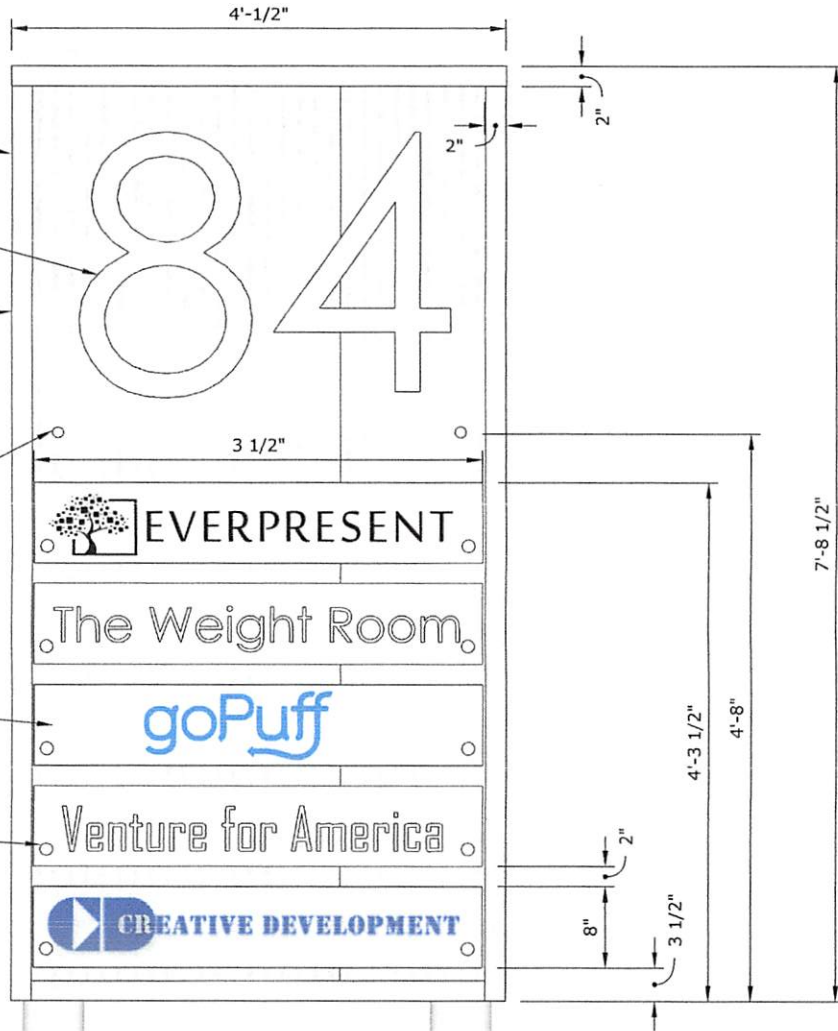
black painted galvanized corrugated panel- sine wave profile, approx 1 1/2" depth

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

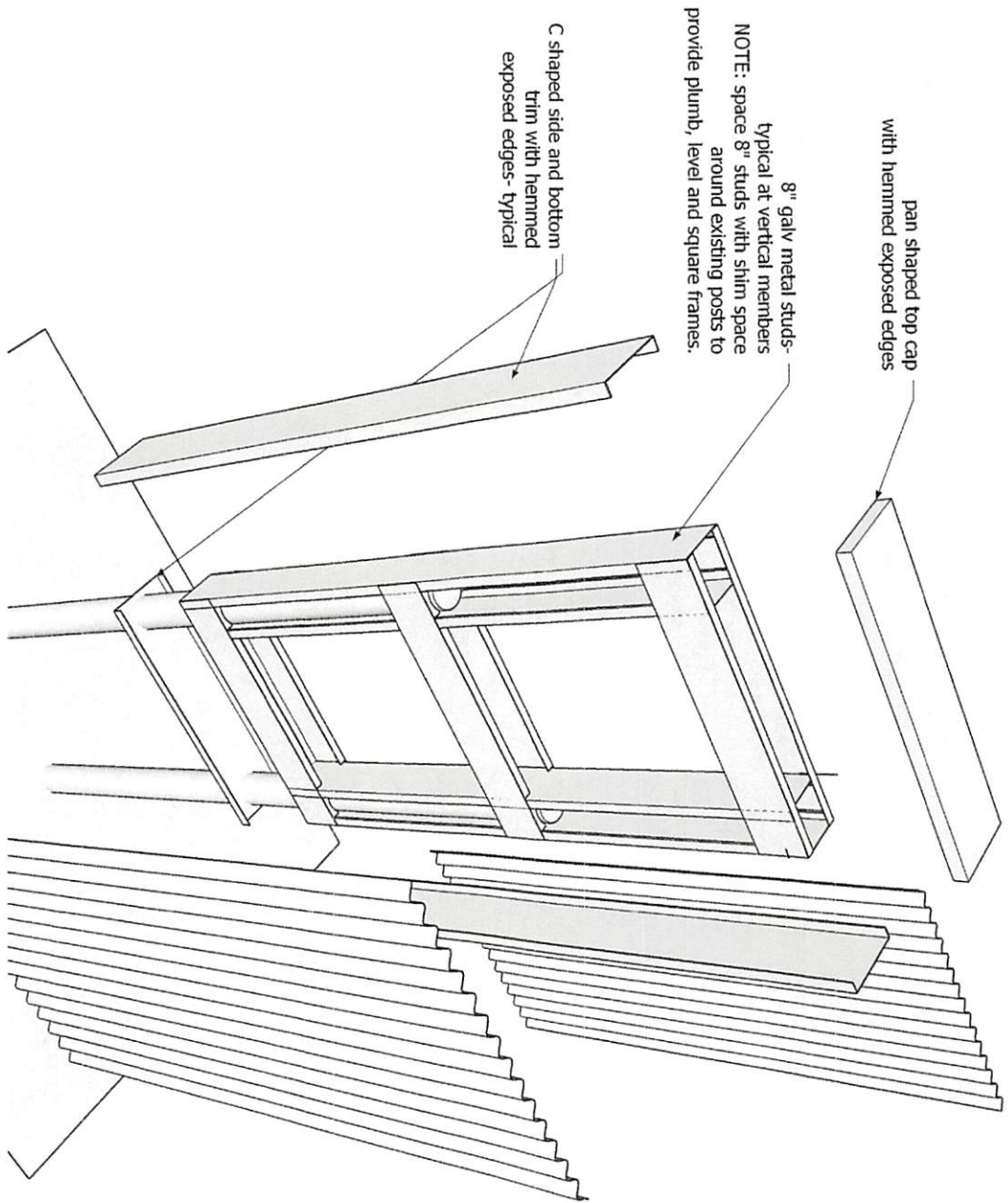


Pylon North and South Elevations  
1" = 1'-0"

**Exterior Signage  
84 Needham Street  
Newton MA**



Exploded View of Pylon Sign Frame



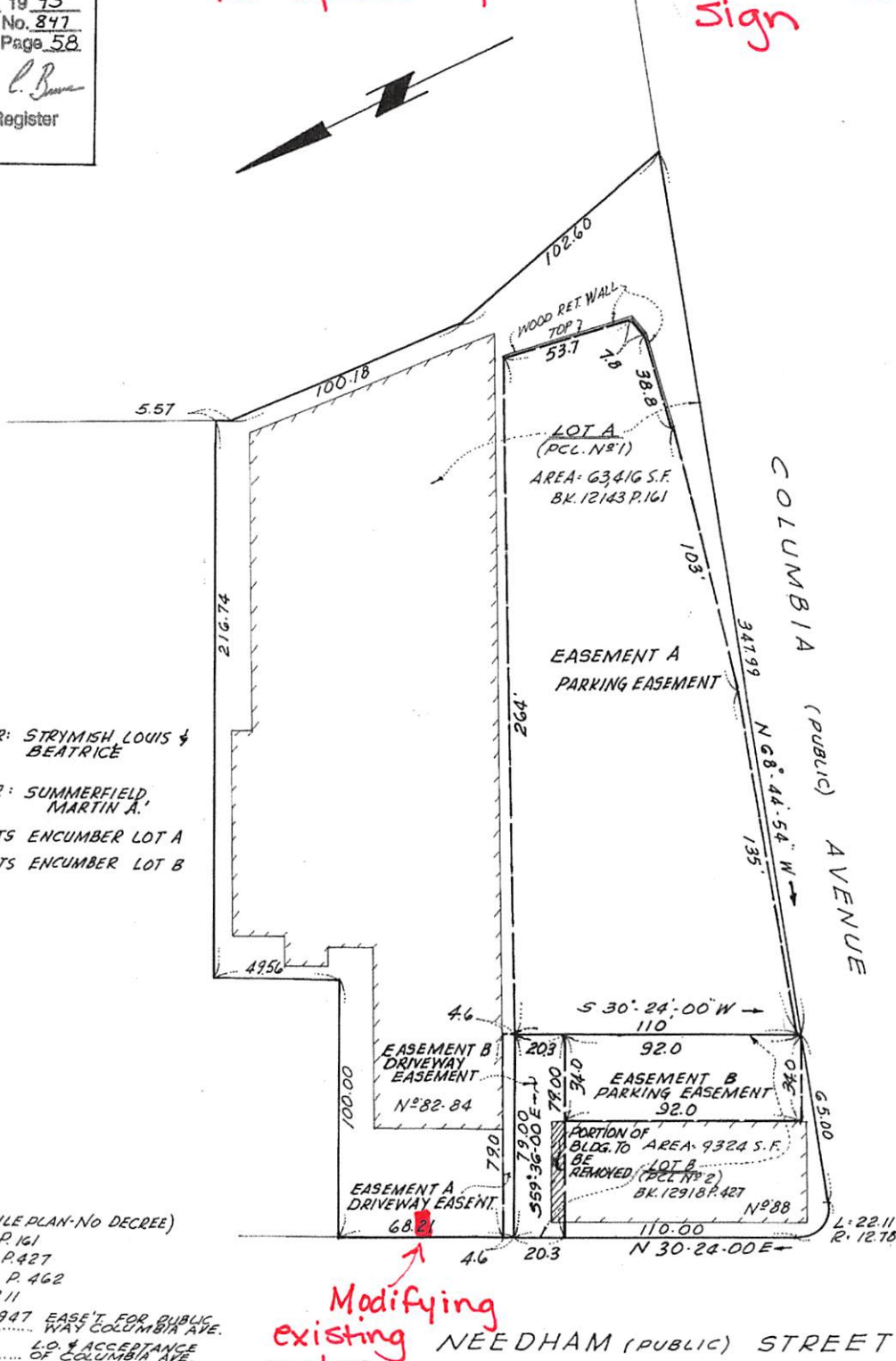
Exterior Signage  
84 Needham Street, Newton MA



523

Middlesex Registry of Deeds,  
 Southern District  
 Cambridge, Massachusetts  
 Plan No. 523 of 19 93  
 Rec'd 7-26 19 93  
 at 2:10 PM Doc No. 847  
 Rec'd, Bk 23462 Page 58  
 Attest  
*Joseph L. Calabrese*  
 Register

Submitted in 2019-2020  
 for special permit to modify 1995  
 Sign



**NOTE:**  
**LOT A OWNER:** STRYMISH LOUIS & BEATRICE  
**LOT B OWNER:** SUMMERFIELD MARTIN A.  
 "A" EASEMENTS ENCUMBER LOT A  
 "B" EASEMENTS ENCUMBER LOT B

**REFERENCES:**  
 L.C.C. 19009A  
 L.C.C. 34074A  
 L.C.C. 23416  
 L.C.C. 20882A (FILE PLAN-NO DECREE)  
 DEED: BK 12143 P.161  
 DEED: BK 12918 P.427  
 PLAN: BK 11051 P.462  
 L.C. DOC. N° 214211  
 L.C. DOC. N° 207947 EASE'T FOR PUBLIC WAY COLUMBIA AVE.  
 BK 8357 P.451  
 L.C. DOC. N° 207947 EASE'T FOR PUBLIC WAY COLUMBIA AVE.  
 BK 8308 P.534  
 PLAN: BK 3564 /END SHOWING LOT B

Modifying existing pylon



I CERTIFY THAT THE PROPERTY LINES SHOWN HEREON ARE THE LINES DIVIDING EXISTING OWNERSHIPS, AND THE LINES OF STREETS AND WAYS SHOWN ARE THOSE OF PUBLIC OR PRIVATE STREETS OR WAYS ALREADY ESTABLISHED, AND THAT NO NEW LINES FOR DIVISION OF EXISTING OWNERSHIP OR FOR NEW WAYS ARE SHOWN.  
 I CERTIFY THAT THIS PLAN CONFORMS WITH THE RULES AND REGULATIONS OF THE REGISTERS OF DEEDS.  
*Joseph L. Calabrese* 5-27-93

**PLAN SHOWING EASEMENTS FOR PARKING AND ACCESS AT 82-88 NEEDHAM STREET NEWTON, MASS.**  
 SCALE: 1" = 30'  
 HARRY R. FELDMAN, INC.  
 112 SHAWMUT AVE.  
 BOSTON, MASS.  
 MAY 27, 1993  
 LAND SURVEYORS



Submitted in 2014-2020  
for special permit to modify 1992  
ZON

Submitted for Special Permit  
Application No. 2014-0001  
Date of Decision: 10/15/14  
Applicant: [Name]  
Address: [Address]  
City: [City]



Bylaw  
existing  
modification

Section 10.01  
Section 10.02  
Section 10.03  
Section 10.04

Section 10.05  
Section 10.06  
Section 10.07  
Section 10.08  
Section 10.09  
Section 10.10

APPLICANT'S STATEMENT OF WORK  
DATE: 10/15/14  
PROJECT: [Project Name]  
ADDRESS: [Address]

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DATE: 10/15/14  
PROJECT: [Project Name]  
ADDRESS: [Address]



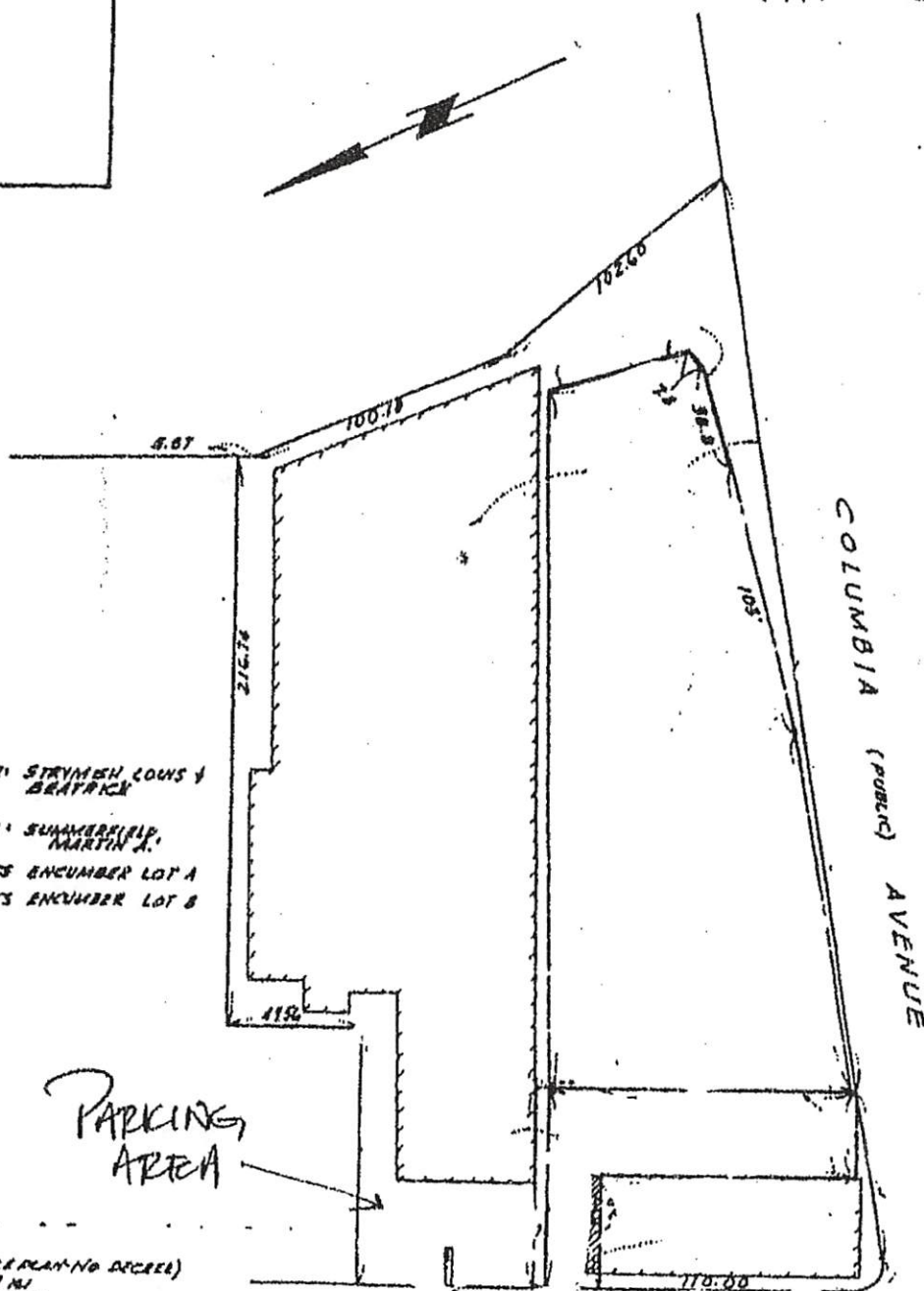
Submitted in 1995

w/ special permit to build sign

EXHIBIT C

284 MS

ATTN: STEVE GANS



**NOTES:**  
**LOT A OWNER:** STRYMER, LOUIS & BEATRICK  
**LOT B OWNER:** SUMMERSFIELD, MARTIN J.  
 'A' BASEMENTS ENCUMBER LOT A  
 'B' BASEMENTS ENCUMBER LOT B

PARKING AREA

**EASEMENTS:**  
 CC 13009A  
 CC 34074A  
 CC 3341G  
 CC 20882A (FILE PLAN NO DECREE)  
 RECD: BK 1243 P 141  
 RECD: BK 12918 P 227  
 PLAN: BK 11031 P 462  
 C. DOC. NO 214211  
 C. DOC. NO 207947 BASE'S FOR BLDG.  
 IN BK 57 A 451..... W/AY COLUMBIA AVE.  
 BK 2500 P 334..... SP 1 ACCESS EASEMENT  
 PLAN: BK 2504 / END SHOWING LOT B

PROPOSED SIGN  
 NEEDHAM (PUBLIC) STREET



I CERTIFY THAT THE PROPERTY LINES SHOWN HEREON ARE THE LINES DETERMINED BY EXISTING OWNERSHIP, AND THE LINES OF STREETS AND WAYS SHOWN ARE THOSE OF PUBLIC OR PRIVATE STREETS OR WAYS ALREADY ESTABLISHED, AND THAT NO NEW LINES FOR DIVISION OF EXISTING OWNERSHIP OR FOR NEW WAYS ARE SHOWN.  
 I CERTIFY THAT THIS PLAN CONFORMS WITH THE RULES AND REGULATIONS OF THE REGISTER OF DEEDS.  
 Joseph J. Paladino, 5-27-90

**PLAN SHOWING EASEMENTS FOR PARKING AND ACCESS AT 82-88 NEEDHAM STREET NEWTON, MASS.**  
 SCALE: 1" = 30'  
 HARRY R. FELDMAN, INC  
 112 SHAWMUT AVE.  
 MAY 27, 1993  
 LAND SURVEYORS  
 BOSTON, MASS



284.95



**CITY OF NEWTON, MASSACHUSETTS**

City Hall

1000 Commonwealth Avenue

Newton, Massachusetts 02159

Telephone: (617) 552-7135 Telecopier: (617) 965-6620

**DEPARTMENT OF PLANNING AND DEVELOPMENT**

Eugene A. Bober, Director

Public Hearing Date:	September 12, 1995
Land Use Action Date:	October 17, 1995
Board of Aldermen Action Date:	November 20, 1995
90-Day Expiration Date:	December 11, 1995

1995 SEP -9 PM 3:47  
CITY CLERK  
NEWTON, MASS. 02159

TO: Mayor Thomas B. Concannon, Jr.  
Board of Aldermen

FROM: Eugene A. Bober, Director of Planning and Development  
Kenn Eisenbraun, Landscape Designer/Planner

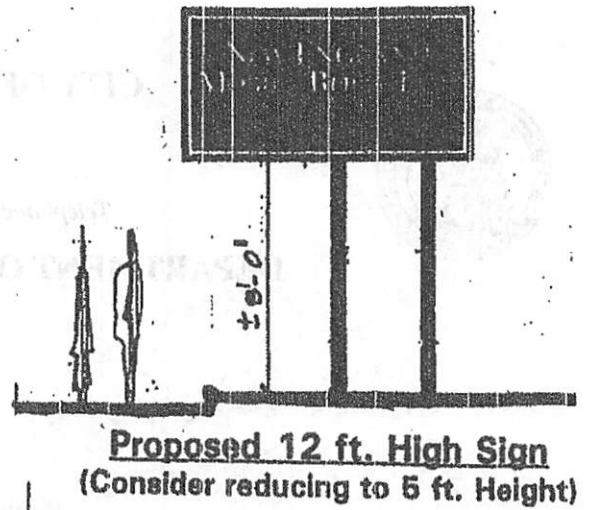
SUBJECT: Petition #284-95 of NEW ENGLAND MOBILE BOOK FAIR/BEATRICE STRYMISH requesting a SPECIAL PERMIT/SITE PLAN APPROVAL to replace an existing free-standing sign with a new standing sign at 82-84 NEEDHAM STREET, NEWTON HIGHLANDS, Ward 8, on land known as Section 83, Block 11, Lot 22 containing approximately 63,416 square feet of land in a Mixed Use 2 District.

RECOMMENDATION: **APPROVE REPLACEMENT OF STANDING SIGN WITH CONDITIONS.**

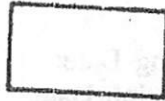
**I. ELEMENTS OF THE PETITION**

The petitioner is proposing to replace the existing free-standing sign with a new sign face. The existing sign is setback from the sidewalk 4 ft. and has been at this location for many years. The new sign measures 4 ft. by 8 ft. and will have a dark background with white lettering. The new sign will utilize the existing poles, but will be cantilevered 4 ft. closer to the sidewalk edge. This change of position will help to make the new sign more visible to the public.

Section 30-20 (l) allows the Board of Alderman to grant a Special Permit for the erection of standing signs within the City.

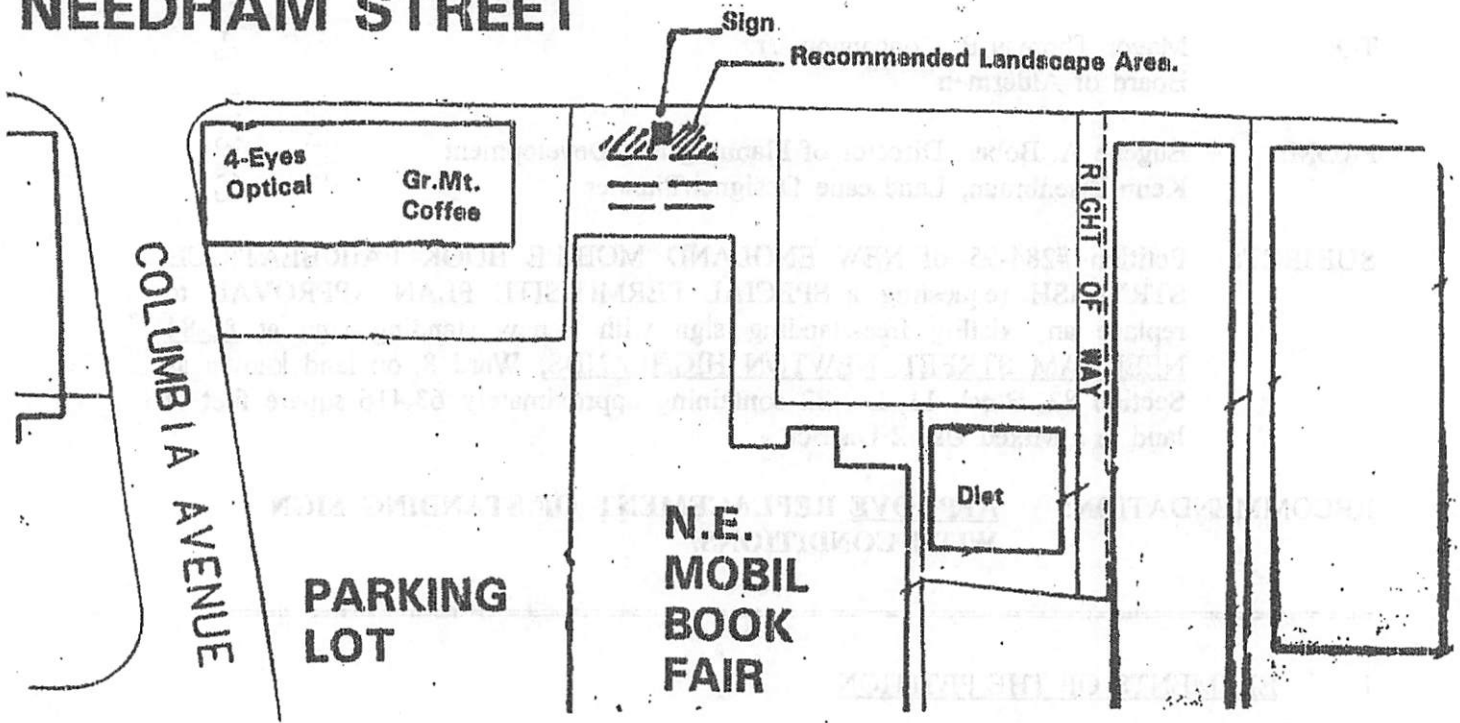


Vacant



Gas Station

**NEEDHAM STREET**



**CITY OF NEWTON, MASSACHUSETTS**  
**DEPARTMENT OF PLANNING AND DEVELOPMENT**

Petition: #284-95

Petitioner: NEW ENGLAND MOBIL BOOK FAIR /  
BEATRICE STRYMISH

Zone: Mixed Use 2

- ZONING DISTRICTS**
- Single Residence 1
  - Single Residence 2
  - Single Residence 3
  - Multi- Residence 1
  - Multi- Residence 2
  - Multi- Residence 3
  - Multi- Residence 4



II. CHARACTERISTICS OF THE SITE AND NEIGHBORHOOD

A. Site

The site is comprised of 2 lots totaling approximately 63,416 square feet of land and configured into irregular rectangles. Lot B is comprised of a parking lot. Lot A is almost completely occupied by a single building housing the New England Mobil Book Fair. This building is setback approximately 45 ft. from Needham Street. This frontage area has recently been converted to additional parking and holds 8 stalls. An existing 4 ft. by 8 ft. free-standing sign is located within this front area. Since this standing sign is setback from the sidewalk, it is not as visible to motorists as other signs along Needham Street.

B. Neighborhood

The site is abutted to the south by Green Mountain Coffee, For Eyes Optical and then Columbia Avenue and to the north by a Diet Center and Oriental Rug retailer. The Book Fair is fronted to the west by Needham Street. Across Needham Street is a gas station and a large vacant lot. Needham Street is comprised of Mixed Use 1 & 2 Districts. The areas surrounding Needham Street consist of large tracts of Single Residence 2 and 3 Districts.

III. ANALYSIS

A. Free-Standing Sign

The proposed standing sign compares with the existing standing sign and the technical requirements of the Ordinance in the following manner:

	ORDINANCE	EXISTING	PROPOSED
Sign Size	35 s.f. max.	32 s.f.	same
Sign Height	16 ft.	12 ft.	same
Sign Width	10 ft.	8 ft.	same

As can be seen from the above table, the proposed sign is within the dimensional requirements of the Ordinance and is also the same size as the existing free-standing sign which has existed at this location for many years. Since the original sign was erected, Needham Street has seen many changes. A number of new retail businesses have moved to Needham Street and these

businesses have erected perpendicular wall signs and awning signs which protrude toward or over the sidewalks.

The petitioners are proposing to erect a new sign on the existing poles and to cantilever this sign out to (but not over) the sidewalk. The new sign will be the same size as the existing sign, but will be comprised of a dark blue background with white lettering for greater visibility. Though the proposed sign is to be held in place by two existing poles, one of these poles should be moved or an additional pole should be provided to support the sign in an appropriate manner. Recently approved standing signs along Needham Street are approximately 6 ft. in height. Consideration should be given to reducing the height of this sign.

**B. Urban Design and Beautification Commission**

On July 12, 1995, the Urban Design and Beautification Commission reviewed the proposed replacement standing sign. The Commission members noted that the existing sign is setback and difficult to see. The Commission felt the new location and design will make this sign more readable for motorists. The Commission voted to recommend approval of the relocated sign as proposed.

**C. Landscape Improvements**

The rear parking lot of the Mobil Book Fair has recently been repaved and restriped to better utilize the space available for parking. A recent mid-week site inspection to this parking lot, indicated that there were a number of left over spaces. Overgrown shrubs and unkempt landscaping were removed from the 45 ft. deep front area to accommodate 8 additional new spaces. Since this front portion of the site where the sign is located is also now used for parking, there is little space left over for landscaping.

All previous sites along Needham Street which were granted Special Permits have been required to provide some streetscape improvements of additional greenery. Though space is limited, plantings of 2 trees and appropriate ornamental shrubs should be provided. Two of the new parking spaces near the front side walk should be removed and be replaced with planting beds. The new plantings would replace the front plantings recently removed and would continue the green strip created through previous Special Permit agreements on other sites along Needham Street. The plantings should be situated so that they will not be in conflict with future changes to Needham Street.

Since tree canopies may conflict with the 12 ft. sign in the future, the proposed sign should be lowered. Other signs along Needham Street are approximately 5 - 6 ft. in height and are quite visible to motorists traveling along the street. A

landscape plan should also be provided for review and approval by the Director of Planning and Development.

**III. CONCLUSION AND RECOMMENDATION**

There have been many changes to Needham Street over the past five years. New retail establishments have requested a number of small directory standing signs and protruding awning signs. The petitioners' existing free-standing sign is setback and is partially hidden by neighboring facade. At its current location, north bound motorists can not see the sign until they are almost past the driveway. Moving the sign forward and changing the background color to a darker hue with white lettering will make this sign more visible for motorists. Since the proposed sign will help to make Needham Street safer by providing visible identification for the Book Fair which is setback from the street and receives first time customers from throughout the region, I recommend approval of the proposed sign with the conditions below:

1. That the final colors, lettering and placement of the sign be reviewed and approved by the Director of Planning and Development.
2. That the sign be lowered to a height of 5 - 6 ft. which is similar to other standing signs on Needham Street. This height of sign will also be more visible to motorists and will not be in conflict with wall signs and awnings which project from neighboring facades and block views of this sign at its current height.
3. That a landscape plan providing ornamental plantings along part of the frontage and under the sign be provided for review and approval by the Director of Planning and Development.
4. That an additional pole be provided to make the "cantilevered" sign more structurally sound.



DEPARTMENT OF PLANNING AND DEVELOPMENT

CITY OF NEWTON  
Massachusetts

INTER-OFFICE CORRESPONDENCE

DATE: September 22, 1995  
TO: Board of Aldermen  
FROM: Kenn Eisenbraun, Landscape Designer  
Department of Planning and Development

224.915  
1995 SEP 22 PM 3:06  
CITY CLERK  
NEWTON, MA 02159

SUBJECT: New England Mobil Book Fair - Possible landscaping for Standing Sign

---

I have reviewed the area around the standing sign for possible landscaping options. On-site measurements have indicated that very little (if any) space will be available for landscaping.

Schematic Landscaping with Existing Conditions:

This drawing indicates a one foot wide planting strip.

Schematic Landscaping with Two (2) Spaces Removed :

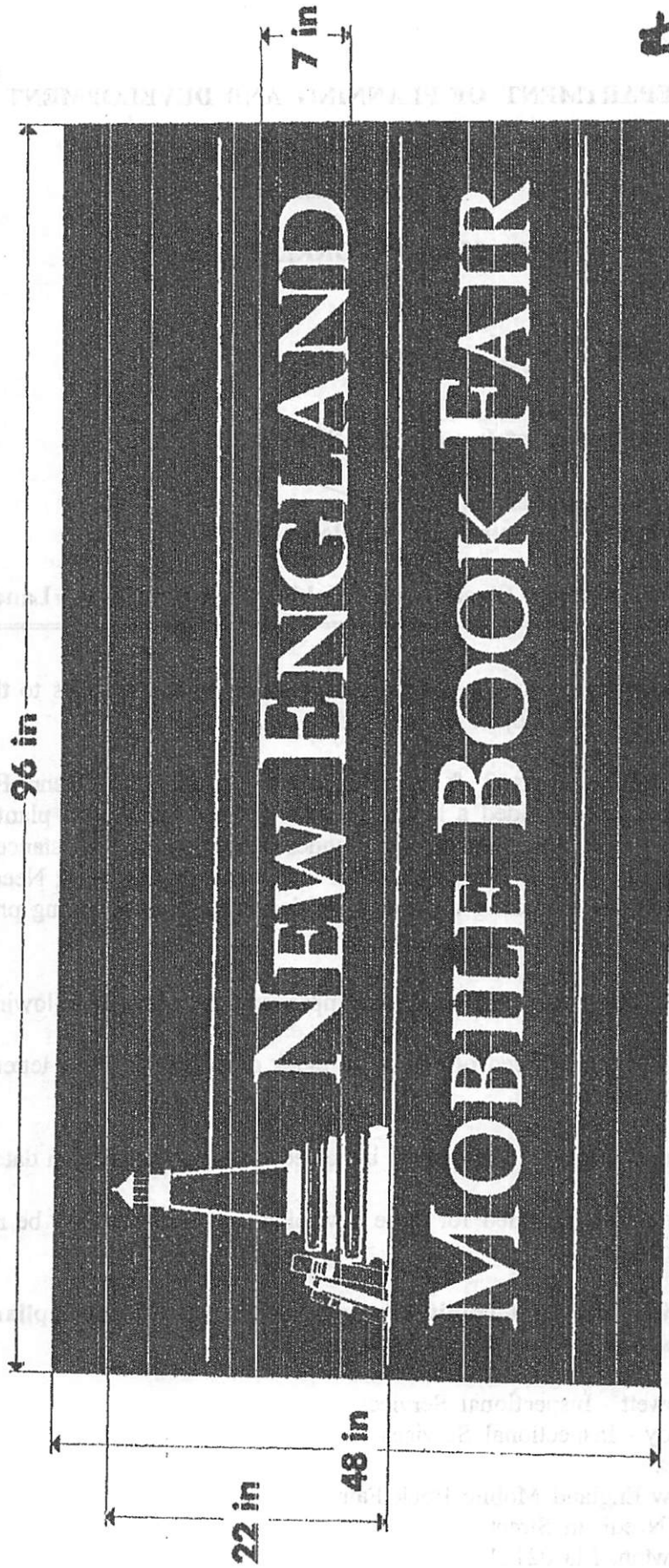
Though smaller, the idea is to create an attractive mini-planting in the style of the Valvoline site at the Needham Street and Winchester Street intersection. As indicated under the Special Note: label on both drawings, this 8 space front parking lot has recently replaced a pre-existing open space with several large evergreen shrubs.

Removing only two stalls will provide enough space to maintain street planting which is comparable to other sites along Needham Street which have recently received Special Permits.

cc:

Ed English - City Clerk  
Gene Bober, Director of Planning and Development  
Susan Glazer, Director of Current Planning

#289.95



COPIES OF THE BANNER  
 WILL BE MADE BY THE  
 PRINTING SHOP AT THE  
 FAIR

Language Review  
 the standing size  
 Department of  
 language course for  
 and guides.  
 Faculty Staff and  
 Language Planning  
 following conditions  
 following as indicated  
 dated Feb 17, 1964  
 be maintained in an  
 place with these

DATE:  
 TO:  
 FROM:  
 SUBJECT:  
 I have no objection  
 at the above referred  
 in accordance with  
 Language Design  
 referred and  
 The request for  
 will advise my  
 Department review  
 I would like to  
 I have the  
 in the Book  
 That the  
 That right  
 attractive  
 I would appreciate  
 treatment

284.95

DEPARTMENT OF PLANNING AND DEVELOPMENT

CITY OF NEWTON  
Massachusetts

INTER-OFFICE CORRESPONDENCE

1996 FEB 14 PM 4:09  
CITY CLERK  
NEWTON, MA 02159

DATE: February 12, 1996  
TO: Walter Adams  
Commissioner of Inspectional Services  
FROM: Eugene A. Bober *hwe*  
Director of Planning and Development

SUBJECT: 82-84 Needham Street - N.E. Mobile Book Fair Sign - Landscape Review

I have no objection to the issuance of a building permit for the changes to the standing sign at the above referenced site subject to the conditions listed below.

In accordance with Conditions 3 & 4a of Board Order #284-95, Kenn Eisenbraun, City Landscape Designer, has provided a landscape plan for the ornamental plantings around the refurbished standing sign. The petitioner has requested landscaping assistance and guidance. The proposed plantings will be compatible with other landscaping along Needham Street and will address many of the screening and beautification issues raised during previous Planning Department reviews for the Board of Aldermen.

I recommend a building permit be issued for improvements with the following conditions:

1. That the sign be comprised of a 4' by 8' black cabinet with white lettering as indicated in the Board Order.
2. That the landscaping be installed as indicated on the attached plan dated Feb.12, 1996.
3. That irrigation be provided for these new plantings and that they be maintained in an attractive manner.

I would appreciate the opportunity to inspect the site for compliance with these recommendations before final sign-off is granted.

cc: Harold Hewett - Inspectional Services  
Mark Gilroy - Inspectional Services  
Steve Ganz  
New England Mobile Book Fair  
82 Needham Street  
Newton, Ma 02161  
Edward English, City Clerk  
Susan Glazer, Director of Current Planning  
Kenn Eisenbraun, Planning Department

284.95

DEPARTMENT OF PLANNING AND DEVELOPMENT

CITY OF NEWTON  
Massachusetts

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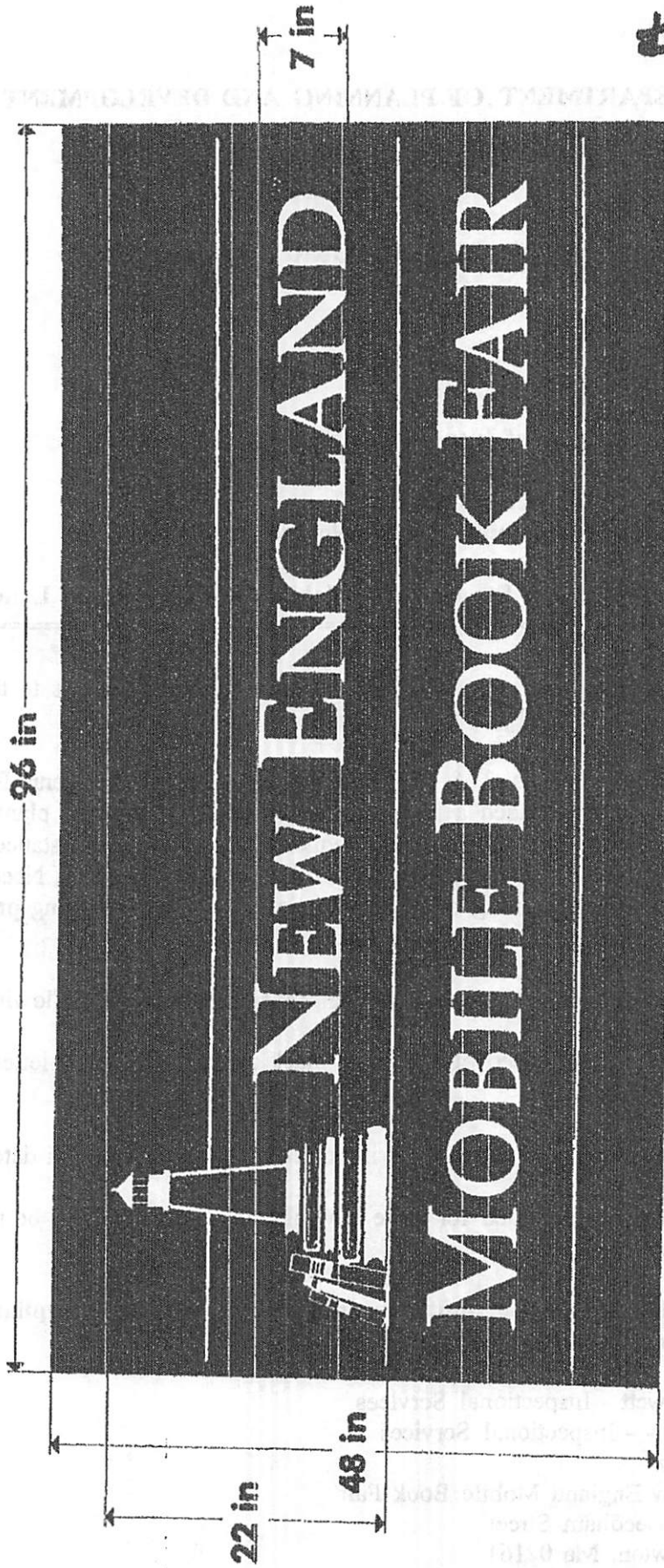
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2. That the landscaping be installed as indicated on the attached plan dated Feb.12, 1996.
3. That irrigation be provided for these new plantings and that they be maintained in an attractive manner.

I would appreciate the opportunity to inspect the site for compliance with these recommendations before final sign-off is granted.

cc: Harold Hewett - Inspectional Services  
Mark Gilroy - Inspectional Services  
Steve Ganz  
New England Mobile Book Fair  
82 Needham Street  
Newton, Ma 02161  
Edward English, City Clerk  
Susan Glazer, Director of Current Planning  
Kenn Eisenbraun, Planning Department

#284.95



Set. 10

90-10-10-10-10-10  
10-10-10-10-10-10

DEPARTMENT OF PLANNING AND DEVELOPMENT

CITY OF NEWTON  
Massachusetts

INTER-OFFICE CORRESPONDENCE

DATE: September 22, 1995  
TO: Board of Aldermen  
FROM: Kenn Eisenbraun, Landscape Designer  
Department of Planning and Development

224.95  
1995 SEP 22 PM 3:06  
CITY CLERK  
NEWTON, MA. 02159

SUBJECT: New England Mobil Book Fair - Possible landscaping for Standing Sign

---

I have reviewed the area around the standing sign for possible landscaping options. On-site measurements have indicated that very little (if any) space will be available for landscaping.

Schematic Landscaping with Existing Conditions:

This drawing indicates a one foot wide planting strip.

Schematic Landscaping with Two (2) Spaces Removed :

Though smaller, the idea is to create an attractive mini-planting in the style of the Valvoline site at the Needham Street and Winchester Street intersection. As indicated under the Special Note; label on both drawings, this 8 space front parking lot has recently replaced a pre-existing open space with several large evergreen shrubs.

Removing only two stalls will provide enough space to maintain street planting which is comparable to other sites along Needham Street which have recently received Special Permits.

cc:

Ed English - City Clerk  
Gene Bober, Director of Planning and Development  
Susan Glazer, Director of Current Planning

landscape plan should also be provided for review and approval by the Director of Planning and Development.

III. CONCLUSION AND RECOMMENDATION

There have been many changes to Needham Street over the past five years. New retail establishments have requested a number of small directory standing signs and protruding awning signs. The petitioners' existing free-standing sign is setback and is partially hidden by neighboring facade. At its current location, north bound motorists can not see the sign until they are almost past the driveway. Moving the sign forward and changing the background color to a darker hue with white lettering will make this sign more visible for motorists. Since the proposed sign will help to make Needham Street safer by providing visible identification for the Book Fair which is setback from the street and receives first time customers from throughout the region, I recommend approval of the proposed sign with the conditions below:

1. That the final colors, lettering and placement of the sign be reviewed and approved by the Director of Planning and Development.
2. That the sign be lowered to a height of 5 - 6 ft. which is similar to other standing signs on Needham Street. This height of sign will also be more visible to motorists and will not be in conflict with wall signs and awnings which project from neighboring facades and block views of this sign at its current height.
3. That a landscape plan providing ornamental plantings along part of the frontage and under the sign be provided for review and approval by the Director of Planning and Development.
4. That an additional pole be provided to make the "cantilevered" sign more structurally sound.

businesses have erected perpendicular wall signs and awning signs which protrude toward or over the sidewalks.

The petitioners are proposing to erect a new sign on the existing poles and to cantilever this sign out to (but not over) the sidewalk. The new sign will be the same size as the existing sign, but will be comprised of a dark blue background with white lettering for greater visibility. Though the proposed sign is to be held in place by two existing poles, one of these poles should be moved or an additional pole should be provided to support the sign in an appropriate manner. Recently approved standing signs along Needham Street are approximately 6 ft. in height. Consideration should be given to reducing the height of this sign.

B. Urban Design and Beautification Commission

On July 12, 1995, the Urban Design and Beautification Commission reviewed the proposed replacement standing sign. The Commission members noted that the existing sign is setback and difficult to see. The Commission felt the new location and design will make this sign more readable for motorists. The Commission voted to recommend approval of the relocated sign as proposed.

C. Landscape Improvements

The rear parking lot of the Mobil Book Fair has recently been repaved and restriped to better utilize the space available for parking. A recent mid-week site inspection to this parking lot, indicated that there were a number of left over spaces. Overgrown shrubs and unkempt landscaping were removed from the 45 ft. deep front area to accommodate 8 additional new spaces. Since this front portion of the site where the sign is located is also now used for parking, there is little space left over for landscaping.

All previous sites along Needham Street which were granted Special Permits have been required to provide some streetscape improvements of additional greenery. Though space is limited, plantings of 2 trees and appropriate ornamental shrubs should be provided. Two of the new parking spaces near the front side walk should be removed and be replaced with planting beds. The new plantings would replace the front plantings recently removed and would continue the green strip created through previous Special Permit agreements on other sites along Needham Street. The plantings should be situated so that they will not be in conflict with future changes to Needham Street.

Since tree canopies may conflict with the 12 ft. sign in the future, the proposed sign should be lowered. Other signs along Needham Street are approximately 5 - 6 ft. in height and are quite visible to motorists traveling along the street. A



**II. CHARACTERISTICS OF THE SITE AND NEIGHBORHOOD**

**A. Site**

The site is comprised of 2 lots totaling approximately 63,416 square feet of land and configured into irregular rectangles. Lot B is comprised of a parking lot. Lot A is almost completely occupied by a single building housing the New England Mobil Book Fair. This building is setback approximately 45 ft. from Needham Street. This frontage area has recently been converted to additional parking and holds 8 stalls. An existing 4 ft. by 8 ft. free-standing sign is located within this front area. Since this standing sign is setback from the sidewalk, it is not as visible to motorists as other signs along Needham Street.

**B. Neighborhood**

The site is abutted to the south by Green Mountain Coffee, For Eyes Optical and then Columbia Avenue and to the north by a Diet Center and Oriental Rug retailer. The Book Fair is fronted to the west by Needham Street. Across Needham Street is a gas station and a large vacant lot. Needham Street is comprised of Mixed Use 1 & 2 Districts. The areas surrounding Needham Street consist of large tracts of Single Residence 2 and 3 Districts.

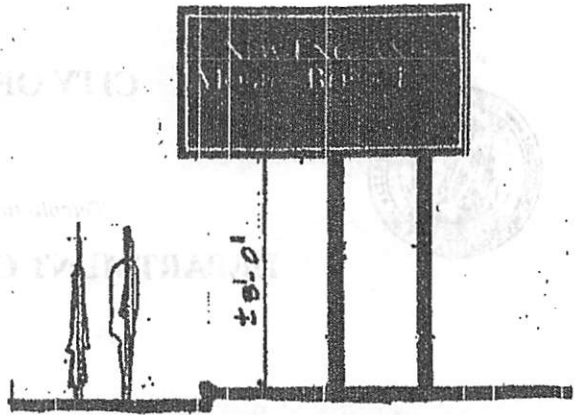
**III. ANALYSIS**

**A. Free-Standing Sign**

The proposed standing sign compares with the existing standing sign and the technical requirements of the Ordinance in the following manner:

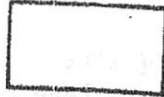
	ORDINANCE	EXISTING	PROPOSED
Sign Size	35 s.f. max.	32 s.f.	same
Sign Height	16 ft.	12 ft.	same
Sign Width	10 ft.	8 ft.	same

As can be seen from the above table, the proposed sign is within the dimensional requirements of the Ordinance and is also the same size as the existing free-standing sign which has existed at this location for many years. Since the original sign was erected, Needham Street has seen many changes. A number of new retail businesses have moved to Needham Street and these



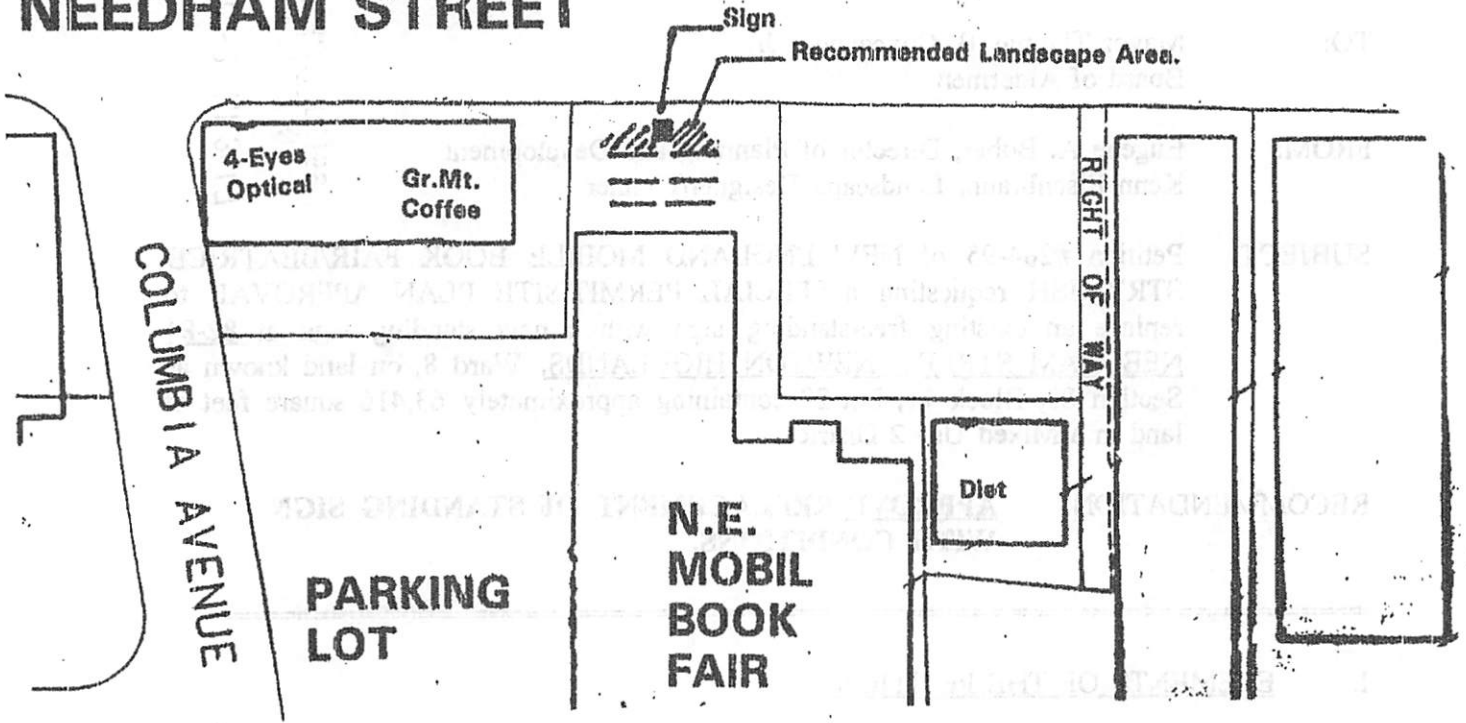
**Proposed 12 ft. High Sign**  
 (Consider reducing to 5 ft. Height)

Vacant



Gas Station

**NEEDHAM STREET**



**CITY OF NEWTON, MASSACHUSETTS**  
**DEPARTMENT OF PLANNING AND DEVELOPMENT**

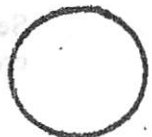
Petition: #284-95

Petitioner: NEW ENGLAND MOBIL BOOK FAIR /  
 BEATRICE STRYMISH

Zone: Mixed Use 2

**ZONING DISTRICTS**

- Single Residence 1
- Single Residence 2
- Single Residence 3
- Multi- Residence 1
- Multi- Residence 2
- Multi- Residence 3
- Multi- Residence 4





284.95

**CITY OF NEWTON, MASSACHUSETTS**

City Hall

1000 Commonwealth Avenue

Newton, Massachusetts 02159

Telephone: (617) 552-7135 Telecopier: (617) 965-6620

**DEPARTMENT OF PLANNING AND DEVELOPMENT**

Eugene A. Bober, Director

Public Hearing Date:	September 12, 1995
Land Use Action Date:	October 17, 1995
Board of Aldermen Action Date:	November 20, 1995
90-Day Expiration Date:	December 11, 1995

1995 SEP -8 PM 3:47  
CITY CLERK  
NEWTON, MASS. 02159

TO: Mayor Thomas B. Concannon, Jr.  
Board of Aldermen

FROM: Eugene A. Bober, Director of Planning and Development  
Kenn Eisenbraun, Landscape Designer/Planner

SUBJECT: Petition #284-95 of NEW ENGLAND MOBILE BOOK FAIR/BEATRICE STRYMISH requesting a SPECIAL PERMIT/SITE PLAN APPROVAL to replace an existing free-standing sign with a new standing sign at 82-84 NEEDHAM STREET, NEWTON HIGHLANDS, Ward 8, on land known as Section 83, Block 11, Lot 22 containing approximately 63,416 square feet of land in a Mixed Use 2 District.

RECOMMENDATION: **APPROVE REPLACEMENT OF STANDING SIGN WITH CONDITIONS.**

**I. ELEMENTS OF THE PETITION**

The petitioner is proposing to replace the existing free-standing sign with a new sign face. The existing sign is setback from the sidewalk 4 ft. and has been at this location for many years. The new sign measures 4 ft. by 8 ft. and will have a dark background with white lettering. The new sign will utilize the existing poles, but will be cantilevered 4 ft. closer to the sidewalk edge. This change of position will help to make the new sign more visible to the public.

Section 30-20 (1) allows the Board of Alderman to grant a Special Permit for the erection of standing signs within the City.

28495

CITY CLERK'S OFFICE  
NEWTON, MASSACHUSETTS

PETITIONER:

NEW ENGLAND MOBILE BOOK FAIR

LOCATION:

Street and number: 82-84 NEEDHAM ST. W. 8  
Section: 83  
Block: 11  
Lot: 22  
Total square feet: 63,416

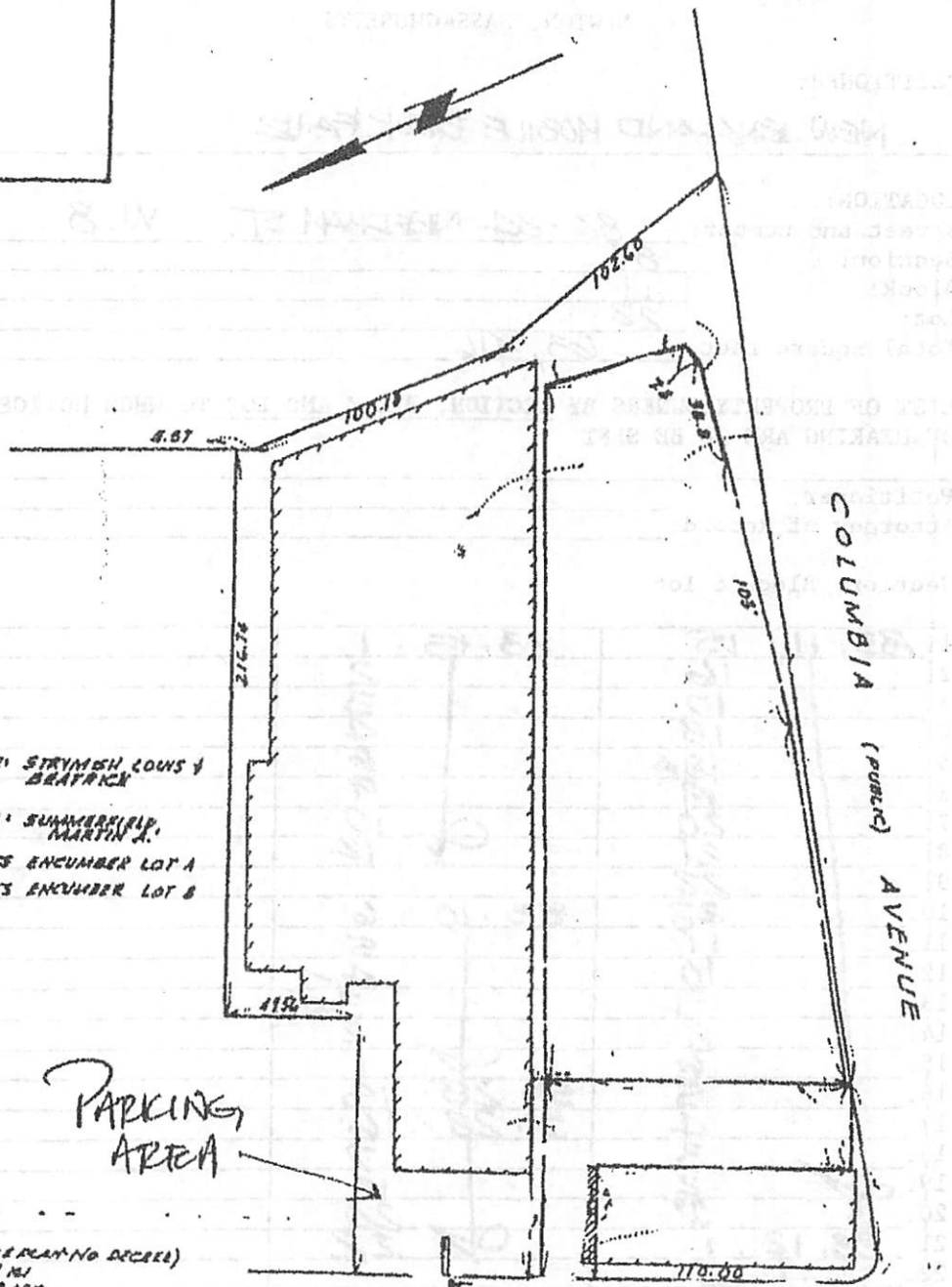
LIST OF PROPERTY OWNERS BY SECTION, BLOCK AND LOT TO WHOM NOTICES OF HEARING ARE TO BE SENT

Petitioner: \_\_\_\_\_  
Attorney of Record: \_\_\_\_\_

Section, Block & lot

1	83. 11. 15	83. 15. 1
2	16	2
3	17	3
4	18	4
5	18A	5
6	19	6
7	20	7
8	21	8
9	22	9
10	23	10
11	10	11
12	9	12
13	8	13
14	8	14
15	8	15
16	8	16
17	8	17
18	8	18
19	8	19
20	8	20
21	83. 12. 1	21
22	2	22
23	3	23
24	4	24
25	5	25
26	6	26
27	7	27
28	8	28
29	9	29
30	10	30

ATTN: STEVE GANS



**NOTES:**  
 LOT A OWNER: STRYMER, LOUIS & BEATRICK  
 LOT B OWNER: SUMMERSFIELD, MARTIN A.  
 'A' BASEMENTS ENCUMBER LOT A  
 'B' BASEMENTS ENCUMBER LOT B

**REFERENCES:**  
 CC 13009A  
 CC 24076A  
 CC 2341G  
 CC 20885A (FILE PLAN NO DECREE)  
 WED: BK 1243 P 141  
 WED: BK 12318 P 437  
 WAM: BK 11051 P 463  
 .G. DOC. NO 214211  
 .C. DOC. NO 207947 PARTIAL FOR BLDG. PERM.  
 BK 2057 P 451 PARTIAL FOR COLONIAL BLDG. PERM.  
 BK 2306 P 334 PARTIAL FOR COLONIAL BLDG. PERM.  
 PLAN BK 2306 / END SHOWING LOT B

I CERTIFY THAT THE PROPERTY LINES SHOWN HEREON ARE THE LINES DIVIDING EXISTING OWNERSHIP, AND THE LINES OF STREETS AND WAYS SHOWN ARE THOSE OF PUBLIC OR PRIVATE STREETS OR WAYS ALREADY ESTABLISHED, AND THAT NO NEW LINES FOR DIVISION OF EXISTING OWNERSHIP OR FOR NEW WAYS ARE SHOWN.  
 I CERTIFY THAT THIS PLAN CONFORMS WITH THE RULES AND REGULATIONS OF THE REGISTRARS OF DEEDS.  
 Joseph J. Calabrese 5-27-98



**PLAN SHOWING EASEMENTS**  
 FOR  
 PARKING AND ACCESS  
 AT  
 82-88 NEEDHAM STREET  
 NEWTON, MASS.

SCALE: 1" = 30'  
 HARRY R. FELDMAN, INC.  
 118 SHAWMUT AVE.  
 BOSTON, MASS.

MAY 27, 1998  
 LAND SURVEYORS  
 BOSTON, MASS.



284.95

DATE 8/7/95

TO THE HONORABLE BOARD OF ALDERMEN  
City of Newton

The undersigned hereby makes application for permit to erect and use, to alter and use, or to make such use as may be hereinafter specified of building or buildings, at the location and for the purpose hereinafter specified under the provisions of Chapter 30 of the Revised Ordinances, 1989 (Zoning Ordinance) as amended, or any other sections, viz: 30-23, 30-24, 30-20(L)

(Check appropriate reference)  
Petition for:  SPECIAL PERMIT/SITE PLAN APPROVAL  
 EXTENSION OF NON-CONFORMING USE  
 SITE PLAN APPROVAL ONLY

1995 AUG -7 PM 3:15  
CITY CLERK  
NEWTON, MA 02159

Located as follows:  
Street and Ward 82-84 Needham Street Ward 8  
Section(s) 83  
Block(s) 11  
Lot(s) 22  
Approximate square footage 63,416 sq. ft.

To be used for: Free standing sign  
Construction: metal and plexiglass

Explanatory remarks: when adjacent businesses put up awnings, visibility of our current sign and the driveway location was blocked.

Land referred to here is located in a mixed use 2 Zoned District

The undersigned agree to comply with the requirements of the Zoning Ordinance and rules of the Land Use Committee of the Board of Aldermen in connection with this application.

Petitioner (Print) NEW ENGLAND MOBILE BOOK FAIR, INC.

Signature [Signature]  
Address and Telephone 82-84 NEEDHAM ST.  
Newton Highlands, MA 02161 (617)965-0530

Attorney of Record Steven H. Gans  
Address and Telephone C/O New England Mobile Book Fair, Inc.  
82-84 Needham St.  
Newton Highlands, MA 02161

Name, Address and Signature of Owner of Property BETRICE STRYMIOSH  
C/O New England Mobile Book Fair, Inc.  
82-84 Needham St. Newton Highlands, MA 02161

X [Signature]

DEPARTMENT OF PLANNING AND DEVELOPMENT DEPARTMENT'S ENDORSEMENT:  
PLANNING AND DEVELOPMENT  
CITY HALL  
1000 Commonwealth Avenue  
NEWTON, MASSACHUSETTS 02459

OK to file  
8/7/95  
SMG

DEPARTMENT OF PLANNING AND DEVELOPMENT

1 CONCUR  
NBA → MC

CITY OF NEWTON  
Massachusetts

INTER-OFFICE CORRESPONDENCE

**DATE:** February 12, 1996

**TO:** Walter Adams  
Commissioner of Inspectional Services

**FROM:** Eugene A. Bober *EAB*  
Director of Planning and Development

**SUBJECT:** 82-84 Needham Street - N.E. Mobile Book Fair Sign - Landscape Review

---

I have no objection to the issuance of a building permit for the changes to the standing sign at the above referenced ~~site~~ subject to the conditions listed below.

In accordance with Conditions 3 & 4a of Board Order #284-95, Kenn Eisenbraun, City Landscape Designer, has provided a landscape plan for the ornamental plantings around the refurbished standing sign. The petitioner has requested landscaping assistance and guidance. The proposed plantings will be compatible with other landscaping along Needham Street and will address many of the screening and beautification issues raised during previous Planning Department reviews for the Board of Aldermen.

I recommend a building permit be issued for improvements with the following conditions:

1. That the sign be comprised of a 4' by 8' black cabinet with white lettering as indicated in the Board Order.
2. That the landscaping be installed as indicated on the attached plan dated Feb.12, 1996.
3. That irrigation be provided for these new plantings and that they be maintained in an attractive manner.

I would appreciate the opportunity to inspect the site for compliance with these recommendations before final sign-off is granted.

cc: Harold Hewett - Inspectional Services  
Mark Gilroy - Inspectional Services  
Steve Ganz  
New England Mobile Book Fair  
82 Needham Street  
Newton, Ma 02161  
Edward English, City Clerk  
Susan Glazer, Director of Current Planning  
Kenn Eisenbraun, Planning Department



The undersigned hereby certifies that the foregoing copy of the decision of the Board of Aldermen granting a SPECIAL PERMIT and SITE PLAN APPROVAL and is a true accurate copy of said decision, the original of which having been filed with the CITY CLERK on November 6, 1995. 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 Planning and Development Board and the City Clerk.

ATTEST:

*Brida Finucane, acting*  
(SGD) ~~EDWARD G. ENGLISH~~, City Clerk  
Clerk of the Board of Aldermen

I, Edward G. English, as the Clerk of the Board of Aldermen 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 Board of Aldermen in the Office of the City Clerk on November 6, 1995 and that NO APPEAL to said decision pursuant to M.G.Laws Chapter 40, Section 17 has been filed thereto.

ATTEST *Brida Finucane*  
~~EDWARD G. ENGLISH~~, City Clerk  
*acting*

A True Copy  
Attest:  
*Edward G. English*  
City Clerk of Newton, Mass.

**EXPLANATORY NOTE:**

Section 30-20(1) allows the Board of Aldermen to grant a special permit for exceptions to the sign ordinance including free-standing signs.

Land referred to is in a Mixed Use 2 District.

Approved, subject to the following conditions:

1. That all buildings, parking areas, driveways, walkways, landscaping and other site features shall be located and constructed consistent with plans entitled "Plan showing easements for parking and access at 82-88 Needham Street" dated May 27, 1993, by Harry R. Feldman, Inc. and "New Sign Location Detail" and a sign detail indicating a 4'x8' sign with the company lighthouse logo, submitted by the petitioner and filed herewith.
2. That the petitioner shall install a planting area no less than 3 ft. deep including 4" granite curbing at the Needham Street sidewalk edge of the property. The planting area shall be planted with evergreen plantings at least 3 ft. high. The parking area immediately adjacent to this landscaping shall be restriped with 9 ft. parking stalls.
3. That no building permit shall be issued in pursuance of the SPECIAL PERMIT/SITE PLAN APPROVAL until:
  - a. A final landscape plan, indicating the location, number, size and type of landscaping and landscape materials to be installed shall have been submitted to and approved by the Director of Planning and Development and statement of certifying such approval for consistency with the plans cited in Condition #1 shall have been filed with the City Clerk and the Department of Inspectional Services.
  - b. The petitioner shall have recorded with the Registry of Deeds for the Southern District of Middlesex County a Certified copy of this Board Order granting this SPECIAL PERMIT/SITE PLAN APPROVAL with appropriate reference to the book and page of the recording of the Petitioner's title deed or notice of lease endorsed thereon.
  - c. A certified copy of such recorded notice shall have been filed with the City Clerk, the Inspectional Services Department and the Department of Planning and Development.

Under Suspension of Rules  
Readings Waived and Approved  
22 yeas 0 nays 2 absent (Ald. Antonellis, Lupo)

A True Copy  
Attest:  
*Edmund J. Ruppel*  
City Clerk of Newton, Mass.

