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September 23, 2020

BY ELECTRONIC MAIL

Ms. Nadia Khan
Committee Clerk
Land Use Committee
Newton City Council
1000 Commonwealth Avenue
Newton, MA 02459-1449

Re: Riverside Station/355 Grove Street and 399 Grove Street / #26-20 and #27-20

Dear Nadia,

I am forwarding herewith the Riverside Station Signage Plan prepared by Mark Development dated September 23, 2020 relative to the above matter.

The petitioner and representatives of the LFIA have worked closely to arrive at a signage package which is acceptable to both parties. While consensus has been reached on most of the issues, there remain two items on which the parties could not reach full agreement. These are as follows:

1. On Building 1, with the permission of the UDC, a logo sign may be placed on the western facade. The sign may be illuminated. The petitioner would like to have the logo sign illuminated until 11pm, while the LFIA prefers that it be illuminated only until 9pm.
2. On Building 2, a building sign is permitted on the western facade. The sign may be illuminated. The parties have agreed that the sign may be illuminated throughout the night, but that the illumination would be reduced at a certain time. The petitioner proposes that the illumination be reduced at 11pm, while the LFIA proposes that the illumination be reduced at 9pm. The UDC would approve the appropriate levels of illumination.

Ms. Nadia Khan
September 23, 2020

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Please let me know if you have any questions.

Sincerely,

Stephen J. Buchbinder/mer

Stephen J. Buchbinder

SJB/mer
Attachment

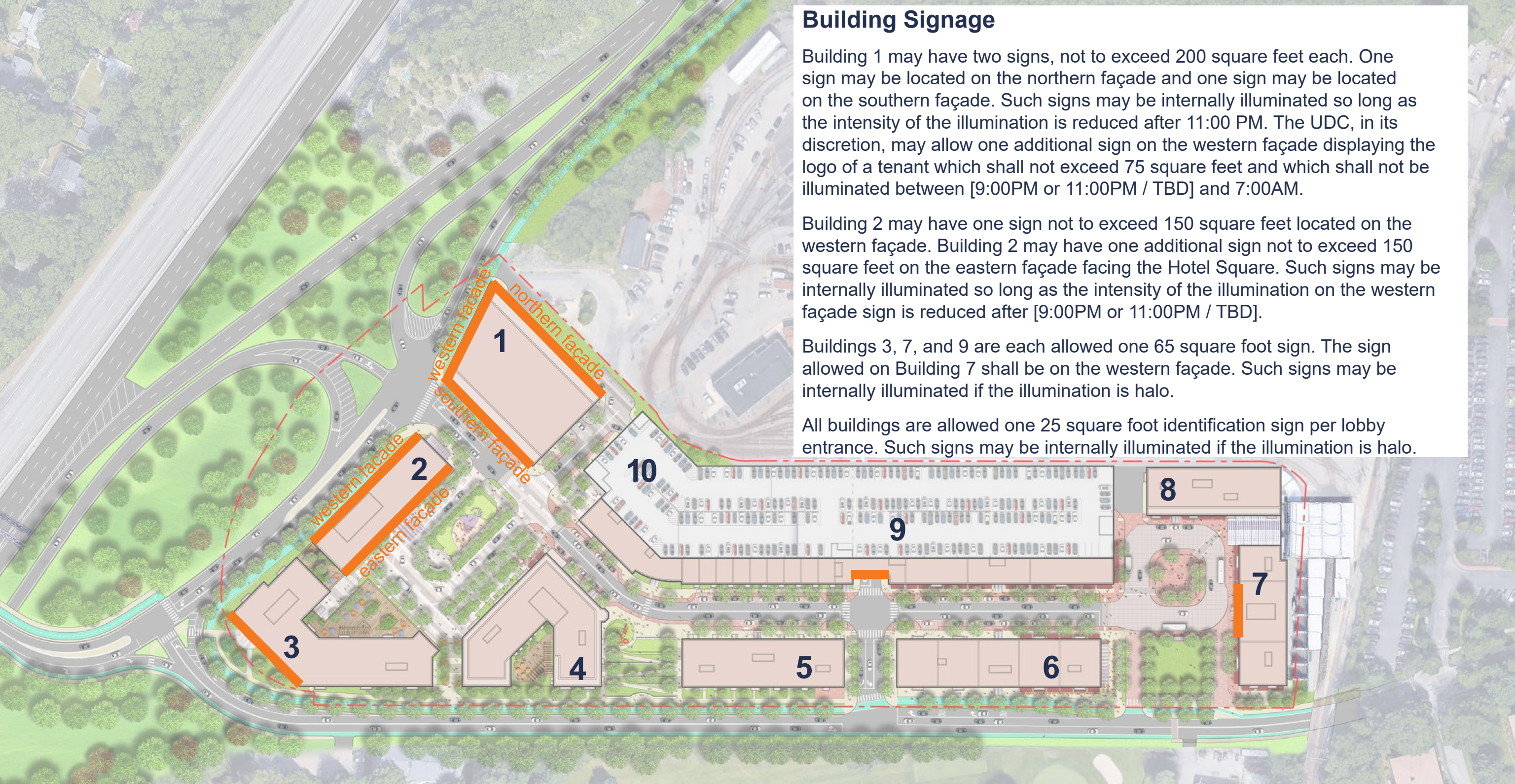
cc: (By Email w/attachment)

Mr. Neil Cronin
Jonah Temple, Esquire
Mr. Robert Korff
Mr. Damien Chaviano
Mr. David Roache
Ms. Barbara Gruenthal
Ms. Elizabeth Mirabile

Riverside Station

Signage Plan

September 23, 2020



Building Signage

Building 1 may have two signs, not to exceed 200 square feet each. One sign may be located on the northern façade and one sign may be located on the southern façade. Such signs may be internally illuminated so long as the intensity of the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow one additional sign on the western façade displaying the logo of a tenant which shall not exceed 75 square feet and which shall not be illuminated between [9:00PM or 11:00PM / TBD] and 7:00AM.

Building 2 may have one sign not to exceed 150 square feet located on the western façade. Building 2 may have one additional sign not to exceed 150 square feet on the eastern façade facing the Hotel Square. Such signs may be internally illuminated so long as the intensity of the illumination on the western façade sign is reduced after [9:00PM or 11:00PM / TBD].

Buildings 3, 7, and 9 are each allowed one 65 square foot sign. The sign allowed on Building 7 shall be on the western façade. Such signs may be internally illuminated if the illumination is halo.

All buildings are allowed one 25 square foot identification sign per lobby entrance. Such signs may be internally illuminated if the illumination is halo.

Tenant Signage

All retail tenant signage shall comply with the requirements of Section 5.2 of the Zoning Ordinance. For those purposes, the “building wall frontage” referenced in Section 5.2.8 of the Zoning Ordinance shall be construed to mean the wall frontage of the retail tenant’s portion of the building. Retail tenant signage may be externally illuminated only. Window signs shall not exceed 25% of the window area through which they are visible. On all Grove Street facades, window signs shall mean any sign visible through a window, even if placed more than 6 inches behind the window.

Wayfinding Signage

The UDC will determine the appropriate number, type, location, and size of all wayfinding signs for the Project.

Temporary Signage

The UDC will determine the appropriate number, type, location, and size of all temporary signs for the Project.

All Signage

No sign shall have any blinking, moving, or flashing lights and no neon colors are permitted.

All final design determinations (including color and intensity of illumination) in connection with the signage program are to be made by the UDC.

Signage Plan

200 SF Sign



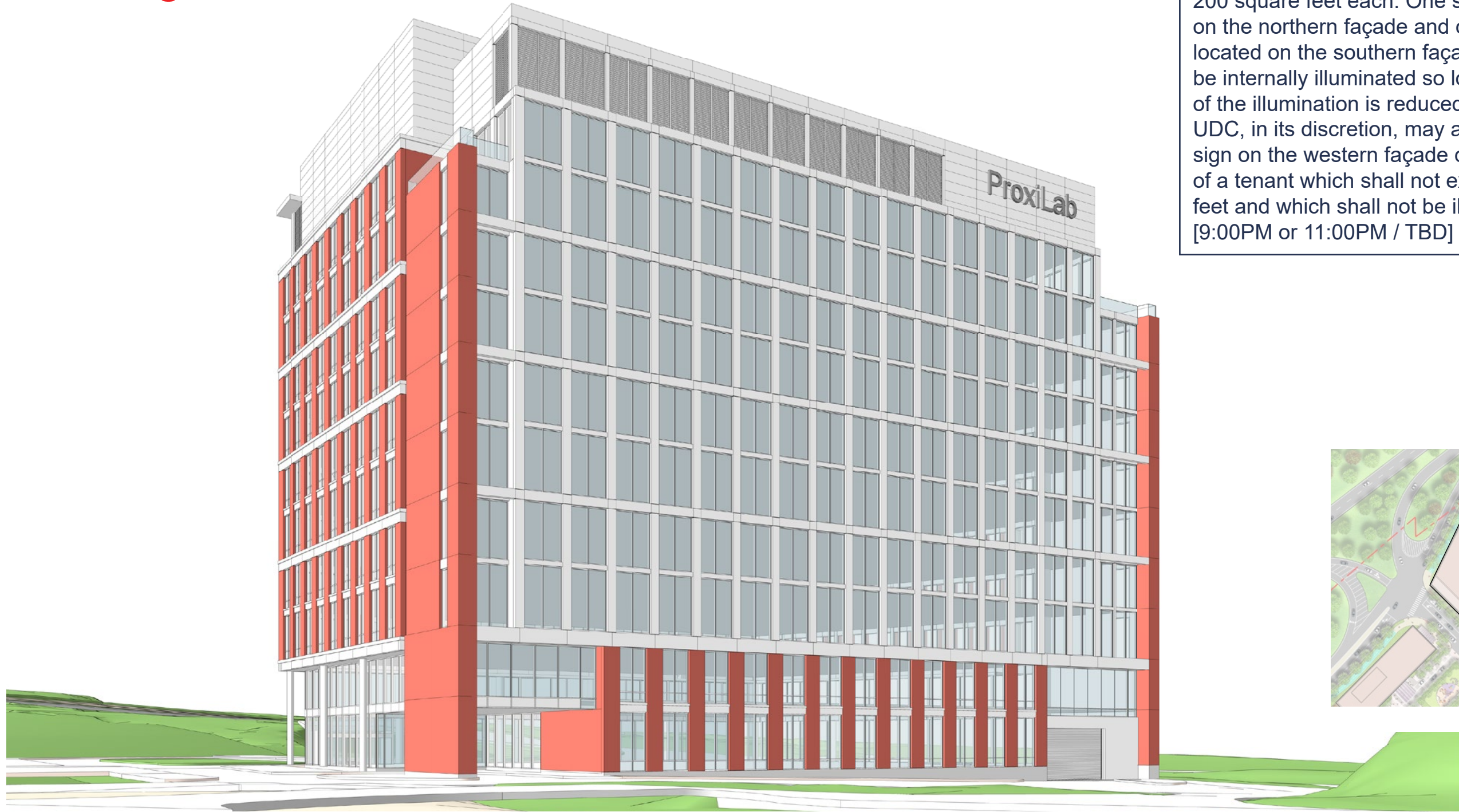
Building 1 may have two signs, not to exceed 200 square feet each. One sign may be located on the northern façade and one sign may be located on the southern façade. Such signs may be internally illuminated so long as the intensity of the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow one additional sign on the western façade displaying the logo of a tenant which shall not exceed 75 square feet and which shall not be illuminated between [9:00PM or 11:00PM / TBD] and 7:00AM.



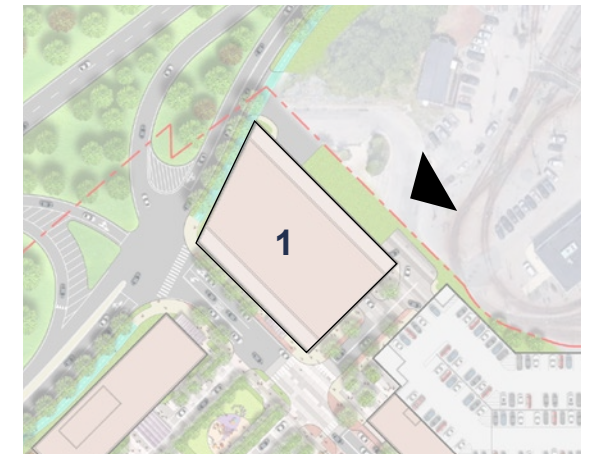
For illustrative purposes only.

Building 1 - Southern Façade

200 SF Sign

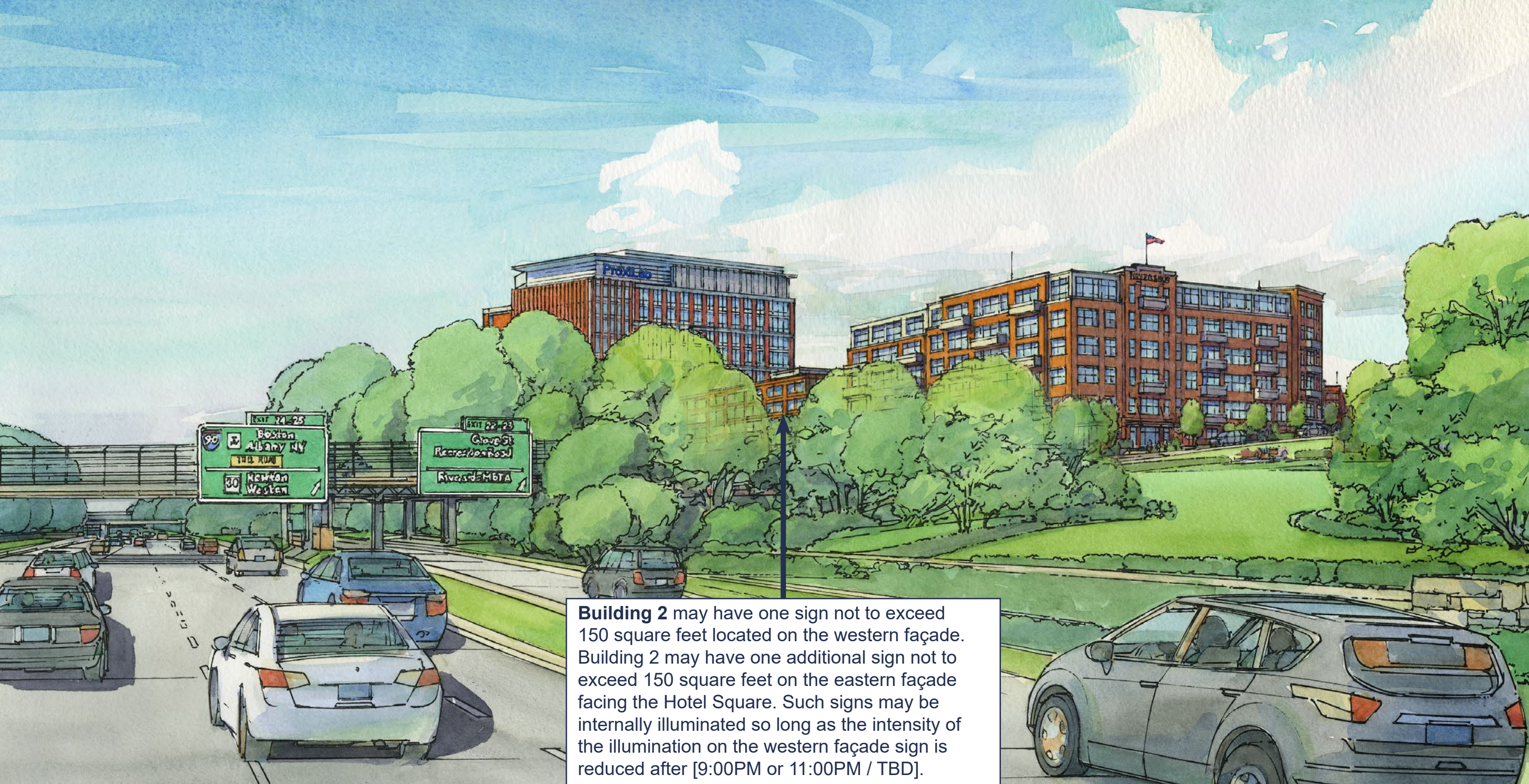


Building 1 may have two signs, not to exceed 200 square feet each. One sign may be located on the northern façade and one sign may be located on the southern façade. Such signs may be internally illuminated so long as the intensity of the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow one additional sign on the western façade displaying the logo of a tenant which shall not exceed 75 square feet and which shall not be illuminated between [9:00PM or 11:00PM / TBD] and 7:00AM.



For illustrative purposes only.

Building 1 - Northern Façade



Building 2 may have one sign not to exceed 150 square feet located on the western façade. Building 2 may have one additional sign not to exceed 150 square feet on the eastern façade facing the Hotel Square. Such signs may be internally illuminated so long as the intensity of the illumination on the western façade sign is reduced after [9:00PM or 11:00PM / TBD].

For illustrative purposes only.

Building 2



Buildings 3 is allowed one 65 square foot sign. Such sign may be internally illuminated if the illumination is halo.

For illustrative purposes only.

Building 3

Building 7 is allowed one 65 square foot sign. The sign allowed on Building 7 shall be on the western façade. Such sign may be internally illuminated if the illumination is halo.



For illustrative purposes only.

Building 7



Buildings 9 is allowed one 65 square foot sign. Such sign may be internally illuminated if the illumination is halo.

For illustrative purposes only.

Building 9