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Director

DATE: November 20, 2020
TO: Neil Cronin, Chief Planner
Jane Santosuosso, Chief Zoning Code Official
FROM: Urban Design Commission
RE: 232 Boylston Street - MedMen
CC: Land Use Committee of the City Council
Petitioner

At the request of the Department of Planning and Development, the Urban Design Commission has reviewed and provides the following comments to the Department of Planning and Development and the Land Use Committee of the City Council regarding the free-standing sign and wall mounted signs at 232 Boylston Street. The following members were present at the UDC meeting: Michael Kaufman, John Downie, Roberst Linsky, Carol Todreas, and William Winkler. The following information is intended to give advice on specific matters affecting the free-standing sign and wall mounted signs.

232 BOYLSTON STREET – FREE-STANDING AND WALL MOUNTED SIGNS

At its regularly scheduled meeting on November 18th, the Urban Design Commission (UDC) reviewed the proposed Signage at 232 Boylston Street for:

1. One free-standing principal sign, externally illuminated, with approximately 35 sq. ft. of sign area perpendicular to Boylston Street.
2. One wall mounted secondary sign, externally illuminated, with approximately 33 sq. ft. of sign area on the southern façade facing Boylston Street.
3. One wall mounted secondary sign, externally illuminated, with approximately 33 sq. ft. of sign area on the northern façade facing the parking lot.

Based on the signage submitted and the presentation by the applicant, the Urban Design Commission recommends approval for the proposed free-standing sign. The Urban Design Commission recommends the height of both proposed wall mounted secondary signs be reduced to 24 inches.