



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

Date: August 22, 2018

To: John Lojek, Commissioner of Inspectional Services

From: Jane Santosuosso, Chief Zoning Code Official
Jennifer Caira, Chief Planner for Current Planning

Cc: Alan Schlesinger, Attorney representing applicant
Barney S. Heath, Director of Planning and Development
Ouida Young, Acting City Solicitor

RE: Request to amend Board Order #114-17 to amend the comprehensive sign package

Applicant: Atrium Wellness Center, LLC	
Site: 300 Boylston Street	SBL: 82002 0001
Zoning: BU1	Lot Area: 125,771 square feet
Current use: Mixed use	Proposed use: No change

Background:

The subject property consists of 125,771 square feet and is currently improved with a mixed use commercial building known as the "Lifetime Center" and underground parking. The building has approximately 280,000 square feet of commercial tenant space, with common areas and several levels of underground parking.

The applicant received a special permit in 2015 to repurpose the building into the current mixed-use facility from a shopping mall. The primary tenant of the building is Life Time Fitness, a comprehensive fitness, medical office and wellness use including a restaurant, retail and spa spaces, as well as several medical and professional offices. A comprehensive sign package was approved for the site in Special Permit #114-17. The petitioner is requesting modifications to this approval to allow for changes to the existing and proposed signage.

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

- Zoning Review Application, prepared by Alan Schlesinger, attorney, dated 5/29/2018
- Building Signage Plan, prepared by Stantec, dated 5/6/2018
- Special Permit #114-17, dated 6/5/2017

ADMINISTRATIVE DETERMINATIONS:

1. Special Permit #114-17 granted relief from the limitations of section 5.2 for the number, size, location and height of signs with the condition that signs face only Boylston Street. A final sign package was approved as part of this special permit. The petitioner now seeks to amend this approval (as shown on plans) to:
 - A. Increase the size of Sign A (2nd Principal Sign) from 100 square feet to 116 square feet
 - B. Increase the size of Sign B (2nd Principal Sign) from 50 square feet to 160 square feet
 - C. Increase the size of Sign C (2nd Principal Sign) from 50 square feet to 75 square feet
 - D. Increase the size of Signs E and F (Secondary Signs) from 25 square feet to 30 square feet
 - E. Decrease the size of Sign I (Secondary Sign) from 40 square feet to 37.5 square feet

Proposed Signage	Number per business	Allowable SF	Approved SF	Proposed SF
Principal Signs	1	100*		
Principal Sign A			100	116
Principal Sign B			50	160
Principal Sign C			50	50
Secondary Signs	2	50		
Secondary Sign – Building Identity D		50	63	No change
Secondary Sign E		50	25	30
Secondary Sign F		50	25	30
Secondary Sign G		50	37.5	No change
Secondary Sign H		50	37.5	No change
Secondary Sign I		50	40	37.5
Free-Standing Sign	1	23		
Pylon Sign (existing nonconforming)			23	No change

*The total square footage may be divided between two wall signs

To the extent that the proposed signs exceed the number or dimensions allowed, or do not meet any other standard required by Section 5.2, the applicant seeks an exception to these standards through Section 5.2.13.

2. See “Zoning Relief Summary” below:

Zoning Relief Required		
Ordinance	Zoning	Action Required
§5.2.13	To waive regulations relative to signs as necessary	S.P. per §7.3.3