



Setti D. Warren
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

Candace Havens
Director

ZONING REVIEW MEMORANDUM

Date: July 15, 2014

To: John Lojek, Commissioner of Inspectional Services

From: Jane Santosuosso, Chief Zoning Code Official
Alexandra Ananth, Chief Planner for Current Planning

Cc: Adam Skrzyszewski, Professional Permits, applicant
Candace Havens, Director of Planning and Development
Ouida Young, Associate City Solicitor

RE: Request for a Special Permit for an over-sized second principal wall sign, a secondary wall sign on the same wall, an over-sized secondary wall sign and a third secondary wall sign

Applicant: PetSmart	
Site: 215 Needham Street	SBL: 51028 0008G
Zoning: MU1	Lot Area: 70,847 square feet
Current use: Retail and accessory pet hospital	Proposed use: Retail and accessory pet hospital

BACKGROUND:

The property at 215 Needham Street consists of a 70,847 square foot lot improved with a multi-tenant commercial building and parking garage. The property is a corner lot fronting on Needham Street and Tower Road, with parking access located off of Tower Road. PetSmart has moved into part the space, and Banfield Pet Hospital has received a special permit to operate an animal hospital within the PetSmart retail use. PetSmart and Banfield Pet Hospital are proposing a total of six signs on the property, of which four require relief.

The previous tenant, Filenes Basement, received a special permit for a free-standing sign. The applicant is proposing to maintain the sign structure and change out only the face to reflect the new tenancy.

The applicant is proposing five internally illuminated wall signs. A 123.75 square foot second principal sign is proposed on the northeast wall facing the parking area on Tower Road for PetSmart. A 20.4 square foot principal sign is proposed for Banfield Pet Hospital on the same wall. A 12.4 square foot secondary sign is proposed on that same wall to indicate the grooming facilities. A 91.675 square foot

secondary wall sign is proposed facing Needham Street. And a third 40.67 square foot secondary wall sign is proposed facing the parking garage opposite Needham Street.

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

- Zoning Review Application, prepared by Adam Skrzyszewski, Professional Permits, applicant, dated 3/14/2014
- Sign permit site plan, undated
- Sign identification plans, prepared by Kieffer & Co., Inc. dated 12/12/2013
 - Front elevation
 - Left elevation
 - Side elevation
 - Monument sign
 - Sign specs

ADMINISTRATIVE DETERMINATIONS:

1. Board orders #610-89 and 610-89(2) was issued for the site in 1989 for the retail use and associated signs. This special permit permitted the free-standing sign at the corner of Needham Street and Tower Road, as well as several other signs. The proposed sign package deviates significantly from what was permitted in 1989.
2. Board orders #610-89 and 610-89(2) allowed for an 18 square foot free-standing sign. The applicant is proposing to change only the face of this existing sign structure to reflect the new tenancy. No amendment to either special permit is required. This sign is considered the principal sign.
3. Section 30-20(f)(1) requires that principal wall signs be no greater than 100 square feet. A 123.75 square foot second principal wall sign saying "PetSmart" is proposed facing Tower Road. A special permit is required to waive the size restrictions per section 30-20(l) and to allow a second principal sign.
4. Section 30-20(f)(2) states that a secondary wall sign may not be located on the same wall as a principal sign. A 12.4 square foot secondary wall sign saying "Grooming" is proposed on the same wall as the principal wall sign. A special permit is required to locate a secondary wall sign on the same wall as the principal sign per section 30-20(l).
5. A 91.675 square foot secondary wall sign is proposed on the wall facing Needham Street. Per section 30-20(f)(2), a secondary wall sign may not exceed 50 square feet in size. A special permit to waive the size restriction is required per section 30-20(l).
6. A third 40.67 square foot secondary sign is proposed facing the parking garage. Section 30-20(f)(2) allows only two secondary signs on a site. A special permit to waive the number of secondary signs is required per section 30-20(l).

7. See "Zoning Relief Summary" below:

Zoning Relief Required		
Ordinance		Action Required
§30-20(f)(1), 30-20(l)	To allow a second principal wall sign	S.P. per §30-24
§30-20(f)(1), 30-20(l)	To allow the second principal wall sign to exceed 100 square feet	S.P. per §30-24
§30-20(f)(2), 30-20(l)	To allow a secondary wall sign on the same wall as the principal wall sign	S.P. per §30-24
§30-20(f)(2), 30-20(l)	To allow a secondary wall sign exceeding 50 square feet	S.P. per §30-24
§30-20(f)(2), 30-20(l)	To allow a third secondary wall sign	S.P. per §30-24