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STAFF MEMORANDUM

Meeting Date: **Wednesday, February 10, 2021**
DATE: February 5, 2021
TO: Urban Design Commission
FROM: Shubee Sikka, Urban Designer
SUBJECT: **Additional Review Information**

The purpose of this memorandum is to provide the members of the Urban Design Commission (UDC) and the public with technical information and planning analysis which may be useful in the review and decision-making process of the UDC. The Department of Planning and Development’s intention is to provide a balanced view of the issues with the information it has at the time of the application’s review. Additional information may be presented at the meeting that the UDC can take into consideration when discussing Sign Permit or Fence Appeal applications.

Dear UDC Members,

The following is a brief discussion of the sign permit applications that you should have received in your meeting packet and staff’s recommendations for these items.

I. Roll Call

II. Regular Agenda

Sign Permits

1. 447 Centre Street – Newton Warehouse Wines

PROJECT DESCRIPTION: The property located at 447 Centre Street is within Business 1 zoning district. The applicant is proposing to replace and install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 36 sq. ft. of sign area on the western façade facing the rear parking lot.
2. One wall mounted secondary sign, internally illuminated, with approximately 18 sq. ft. of sign area on the eastern façade facing Centre Street.

TECHNICAL REVIEW:

- The proposed wall mounted principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 30 feet, the maximum size of the sign allowed is 90 sq. ft., which the applicant is also not exceeding.
- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 30 feet, the maximum size of each sign allowed is 30 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of both the principal and secondary signs as proposed.

2. 845 Washington Street – Clover Food Lab.

PROJECT DESCRIPTION: The property located at 845 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package (still pending approval by UDC).

The applicant is proposing to install the following signs:

1. One wall mounted split principal sign, internally illuminated, with approximately 45 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade split principal sign, non-illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted secondary sign, internally illuminated, with approximately 45 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular secondary blade sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to the internal plaza.
5. One perpendicular secondary blade sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade facing the internal plaza.
6. One wall mounted secondary sign, internally illuminated, with approximately 11 sq. ft. of sign area on the northern building façade facing the rear parking lot.

TECHNICAL REVIEW:

- Both the proposed wall mounted split principal signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, in particular instances, the total allowable sign area may be divided between two wall signs which together constitute the principal wall sign, which the applicant is not

exceeding, and on this façade of 46 feet, the maximum size of the two signs allowed is 100 sq. ft., which the applicant is also not exceeding.

- Both the proposed secondary signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 78 and 35 feet, the maximum size of each sign allowed is 50 and 35 sq. ft. respectively, which the applicant is also not exceeding.
- The proposed three blade secondary signs appear to be not consistent with the dimensional controls specified in §5.2.8. The project at 845 Washington Street and 245 Walnut Street has a Special Permit to waive the number, size, location, and height of signs pursuant to section 5.2.13. The applicant has submitted a revised comprehensive sign package for review which includes all the six proposed signs.

STAFF RECOMMENDATION: Staff recommends approval of both split principal and secondary signs as proposed. Staff seeks recommendation from UDC regarding the three blade signs.

3. 1134 Beacon Street – Caprese Café

PROJECT DESCRIPTION: The property located at 1134 Beacon Street is within Business 2 zoning district. The applicant is proposing to replace and install the following signs:

1. Reface of one free-standing principal sign, internally illuminated, with approximately 14 sq. ft. of sign area perpendicular to Beacon Street.
2. Reface of one secondary sign, internally illuminated, with approximately 18 sq. ft. of sign area on the eastern façade facing Beacon Street.

TECHNICAL REVIEW:

- The proposed reface of the free-standing sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one free-standing principal sign is allowed, which the applicant is not exceeding, and the maximum size of the sign allowed is 35 sq. ft., which the applicant is also not exceeding. Per Zoning ordinance §5.2.13 “A. *In particular instances, the City Council may grant a special permit to allow free-standing signs and exceptions to the limitations imposed by this Sec. 5.2 on the number, size, location and height of signs where it is determined that the nature of the use of the premises, the architecture of the building or its location with reference to the street is such that free-standing signs or exceptions should be permitted in the public interest.*
- The proposed secondary sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, two secondary signs are allowed, which the applicant is not exceeding, and on this façade of 45 feet, the maximum size of each sign allowed is 45 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of both the free-standing and secondary signs as proposed.

Comprehensive Sign Package

1. 845 Washington Street & 245 Walnut Street – Trio Newton

PROJECT DESCRIPTION: The applicant is proposing to create a comprehensive sign package at the proposed Trio Newton project. The project at 845 Washington Street and 245 Walnut Street has a Special Permit to waive the number, size, location, and height of signs pursuant to section 5.2.13. The Board Order has a condition that asks that the applicant submit a Comprehensive Sign Package including tenant signage to Urban Design Commission for review.

The applicant presented the proposed sign package at the Urban Design Commission meetings on February 20th, 2019, March 13th, 2019, and September 9th, 2020. Based on the feedback from Commission members, the applicant has submitted a revised sign package.

The applicant is proposing the following signage:

Building Identification Signs

1. One wall mounted principal identity sign, internally illuminated, with approximately 25 sq. ft. of sign area on the western building façade facing Washington Terrace.
2. One wall mounted principal identity sign, internally illuminated, with approximately 77 sq. ft. of sign area at the corner building façade facing Washington Street and Walnut Street.
3. One principal identity sign, internally illuminated, with approximately 6 sq. ft. of sign area at the southern building façade facing Washington Street.
4. One window principal identity sign, non-illuminated, with approximately 6 sq. ft. of sign area at the eastern building façade facing Walnut Street.
5. One directional sign, non-illuminated to indicate the entrance to the parking garage on the northern building façade facing the rear driveway.

Commercial Space # 1 (CVS)

1. One wall mounted principal sign, internally illuminated, with approximately 52 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 3 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One window sign, non-illuminated, with approximately 8 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.

4. One wall mounted principal sign, internally illuminated, with approximately 52 sq. ft. of sign area on the western building façade facing Washington Terrace.
5. One perpendicular secondary sign, internally illuminated, with approximately 33 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 2

1. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted principal sign, internally illuminated, with approximately 26 sq. ft. of sign area on the western building façade facing the rear parking lot.
4. One perpendicular secondary sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 3

1. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted secondary sign, internally illuminated, with approximately 35 sq. ft. of sign area on the western building façade facing the rear parking lot.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 3a

1. One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.

Commercial Space # 4

1. One wall mounted principal sign, internally illuminated, with approximately 45 sq. ft. of sign area on the southern building façade facing Washington Street.
2. One perpendicular blade sign, non-illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One wall mounted principal sign, internally illuminated, with approximately 45 sq. ft. of sign area on the western building façade facing the internal plaza.

4. One perpendicular blade sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to the internal plaza.
5. One perpendicular blade sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade facing the internal plaza.
6. One wall mounted secondary sign, internally illuminated, with approximately 11 sq. ft. of sign area on the northern building façade facing the rear parking lot.

Commercial Space # 5

1. One wall mounted principal sign, internally illuminated, with approximately 100 sq. ft. of sign area at the corner of the building façade facing Washington Street and Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
3. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.

Commercial Space # 6

1. One wall mounted principal sign, internally illuminated, with approximately 80 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
3. One wall mounted principal sign, internally illuminated, with approximately 50 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. Two awning signs, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 7

1. One wall mounted principal sign, internally illuminated, with approximately 80 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
3. One wall mounted principal sign, internally illuminated, with approximately 50 sq. ft. of sign area on the western building façade facing the internal plaza.
4. One perpendicular blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the northern building façade perpendicular to the internal plaza.
5. Two awning signs, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 8 (BARN SHOES)

1. One wall mounted principal sign, internally illuminated, with approximately 34 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One wall mounted principal sign, internally illuminated, with approximately 20 sq. ft. of sign area on the southern building façade facing the internal plaza.
3. One wall mounted secondary sign, internally illuminated, with approximately 20 sq. ft. of sign area on the western building façade facing the parking lot.
4. One awning sign, non-illuminated on the eastern building façade facing Walnut Street.

Commercial Space # 9 (NEW ART CENTER)

1. One wall mounted principal sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade facing Walnut Street.
2. One perpendicular principal sign, internally illuminated, with approximately 9 sq. ft. of sign area on the western building façade facing the internal plaza.

At the request of the Planning Department, the applicant has been asked to present the comprehensive sign package proposal to the UDC for consideration.

Design Review

1. 383-387 Boylston Street Design Review

The applicant is proposing a 3-story, 12-unit, residential building with below-grade parking on a parcel between Boylston Street and Jackson Street in Thompsonville. The site is at the edge of the existing commercial district at the foot of Langley Road to the East and low-rise residential to the West. The applicant is proposing the units in a variety of sizes and types, both flats and duplex, market rate and inclusionary.

The applicant is seeking relief for the following:

- Special permit for development in business district over 20,000 S.F. or more of new gross floor area (SP).
- 3 stories building on Business 1 district (SP).
- Residential use above ground floor on Business 1 district (SP).
- Residential use at ground floor on Business 1 district (SP).
- Extending non-conforming side setback at East side. Existing setback 4.2' proposed setback 8'.
- Relief for a wall over 4 feet tall at West side setback.
- Parking spaces relief. Provided 22 Required 24 (by Special permit 15 spaces required).

At the request of the Planning Department, the petitioner has been asked to present the project proposal to the UDC for consideration. The Planning Department encourages the UDC to review the project with regards to, but not limited to, the following: the proposed site plan; the building's design; bulk and massing; and relationship to context and the street.

2. *967 Washington Street Design Review*

The applicant is proposing a 27-unit residential condominium with 5,000 sq. ft. of street level retail or office. The site currently consists of 3 lots on the corner of Washington Street and Walker Street. The lot on Washington Street is currently retail while the 2 lots on Walker Street are residential. The number of units allowed by zoning is 28 units for the combined parcels. The applicant is requesting a rezoning of the lot to a MU-4 district to allow for a fourth floor and therefore a more compact and efficient floor plate.

The applicant is proposing underground parking with 1 space per 2-bedroom unit. The parking is accessed off walker street in a continuation of the retail plinth. The applicant is also proposing a 2-family house on Walker Street that would continue the residential street scale of the street while still maintaining generous green space.

The applicant has 2 basic proposals to review with multiple variations possible for both in terms of materials and color. The applicant's intent is to provide a preliminary plan and representation in order to get feedback from the community and the city.

At the request of the Planning Department, the petitioner has been asked to present the project proposal to the UDC for consideration. The Planning Department encourages the UDC to review the project with regards to, but not limited to, the following: the proposed site plan; the building's design; bulk and massing; and relationship to context and the street.