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Barney Heath
Director

STAFF MEMORANDUM

Meeting Date: **Wednesday, April 14, 2021**
DATE: April 9, 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, Fence Appeal applications or Design Reviews.

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. 420 Watertown Street – Newton Community Freedged

PROJECT DESCRIPTION: The property located at 420 Watertown Street is within Business 2 zoning district. The applicant is proposing to install the following signs:

1. One vinyl decal wall principal sign, non-illuminated, with approximately 36 sq. ft. of sign area on the front of the shed facing Watertown Street.
2. Two vinyl decal wall secondary signs, non-illuminated, with approximately 18 sq. ft. of sign area on each side of the shed perpendicular to Watertown Street.

TECHNICAL REVIEW:

- The proposed principal sign does not appear 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 6 feet 7 inches, the maximum size of the sign allowed is 13 sq. ft., which the applicant is 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 2 feet 7 inches, the maximum size of each sign allowed is 2.5 sq. ft., which the applicant is exceeding.
- Newton Food Pantry is a non-profit organization under section 501(c)(3) of the Internal Revenue Code. The applicant will be seeking a “Dover waiver” to allow additional sign area than would be allowed by §5.2.8.

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

2. 926 Boylston Street – Tire Choice

PROJECT DESCRIPTION: The property located at 926 Boylston Street is within a Business 2 zoning district and has a free-standing sign authorized by a special permit via Board Order #803-78. The applicant is proposing to replace and install the following signs:

1. Reface of one free-standing principal sign, internally illuminated, with 23.2 sq. ft. of sign area perpendicular to Boylston Street.
2. One wall mounted secondary sign, internally illuminated, with approximately 47 sq. ft. of sign area on the northern building façade facing Boylston Street.

TECHNICAL REVIEW:

- The applicant is proposing to reface an existing free-standing sign authorized by a special permit via Board order #803-78 (attachment “D”). The freestanding sign will continue to be the principal sign on the property.
- 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 90 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.
- Staff notified the applicant that the banner signs are not allowed. The applicant submitted a photo showing that all the banner signs have been removed (included in the packet document).

STAFF RECOMMENDATION: Staff recommends approval of the reface of free-standing principal sign and secondary sign as proposed.

3. 740 Beacon Street – The Green Lady Dispensary

PROJECT DESCRIPTION: The property located at 740 Beacon Street is within a Business 2 zoning district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, internally illuminated, with 50 sq. ft. of sign area on the northern façade facing Union Street.

TECHNICAL REVIEW:

- Per Zoning Ordinance §6.10.3. Registered Marijuana Use, “E.6. *All signage shall conform to the requirements of 105 CMR 725.105(L) and 935 CMR 500.105(4) and to the requirements of Sec. 5.2. No graphics, symbols or images of marijuana or related paraphernalia shall be displayed or clearly visible from the exterior of an RMD or Marijuana Establishment. The City Council may impose additional restrictions on signage to mitigate impact on the immediate neighborhood*”. The proposed 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 71 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed on the condition that the sign permits not be issued until the special permit to allow for the use is obtained. The petitioner is currently in the process of seeking a special permit, which is required for the use.

4. 2 Wells Avenue – Bright Horizons Early Education & Preschool

PROJECT DESCRIPTION: The property located at 2 Wells Avenue is within a Limited Manufacturing zoning district. The applicant is proposing to install the following signs:

1. One wall mounted principal sign, internally illuminated, with approximately 100 sq. ft. of sign area on the northern façade facing the rear parking lot.
2. One wall mounted secondary sign, internally illuminated, with approximately 50 sq. ft. of sign area on the eastern façade facing the side parking lot.

TECHNICAL REVIEW:

- The proposed 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 122 feet, the maximum size of the sign allowed is 100 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 88 feet, the maximum size of each sign allowed is 50 sq. ft., which the applicant is also not exceeding.

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

5. 271-283 Auburn Street – Ward 4 Restaurant

PROJECT DESCRIPTION: The property located at 271-283 Auburn Street is within a Business 1 zoning district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, externally illuminated, with approximately 35 sq. ft. of sign area on the eastern building façade facing Auburn Street.

TECHNICAL REVIEW:

- The proposed 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 3 inches., the maximum size of the sign allowed is 90 sq. ft., which the applicant is also not exceeding.
- The UDC reviewed this proposed sign at the November 18, 2020 UDC meeting and UDC requested the applicant for following additional materials:
 - Photographs of the building as it looks today.
 - Drawing showing the sign moved to the left and centered over the 16 feet business frontage and the trim painted. It will also be helpful to show the proposed sign on a photo of the existing façade.
 - UDC also recommended to center the sign in height (which may not be possible because the lights are already installed).
- The additional materials are attached to this memo (attachment “A”).
- Staff noticed that the sign permit application said the façade frontage is 32 feet and the additional drawings provided by the applicant showed the façade frontage as 29 feet. Staff reached out to the applicant to provide the correct frontage for Ward 4. Applicant has provided an additional drawing with the correct frontage of 30 feet 3 inches (attachment “E”).
- There was discussion about façade frontage for this business at the November 2020 UDC meeting. The Commissioner of ISD has determined that the frontage for the restaurant is the entire width of 30’-3”.

STAFF RECOMMENDATION: Staff recommends approval of the proposed principal sign.

6. 1261-1269 Centre Street (821 Beacon Street) – StretchMed

PROJECT DESCRIPTION: The property located at 1261-1269 Beacon Street is within a 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 37.5 sq. ft. of sign area on the southeastern building façade facing Beacon Street and Centre Street.

2. One wall mounted secondary sign, internally illuminated, with approximately 37.5 sq. ft. of sign area on the southern building façade facing Beacon Street.
3. One wall mounted secondary sign, internally illuminated, with approximately 37.5 sq. ft. of sign area on the eastern building façade facing Centre Street.

TECHNICAL REVIEW:

- The proposed 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 20 feet, the maximum size of the sign allowed is 60 sq. ft., which the applicant is also not exceeding.
- Both the proposed secondary signs appear to be not 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 15.8 and 19.2 feet, the maximum size of sign allowed is 15.8 and 19.2 sq. ft. respectively, which the applicant is exceeding.
- The applicant submitted revised sign designs by email on March 24, 2021 that staff sent to UDC members (attachment “B”). Some of the members recommended that the applicant reduces the size of both the secondary signs, and they would also like to review both the secondary signs at the next UDC meeting.

STAFF RECOMMENDATION: Staff recommends approval of the principal sign as proposed. Staff encourages the applicant to explore options for reducing the size of both secondary signs to be compliant with the Zoning Ordinance.

7. 431 Washington Street – Sunrise Senior Living of Newton

PROJECT DESCRIPTION: The property located at 431 Washington Street is within Business 2 zoning district. The applicant is proposing to install the following sign:

1. One free-standing principal sign, fence mounted, illuminated, with 29.6 sq. ft. of sign area facing Washington Street.

TECHNICAL REVIEW:

- The proposed free-standing principal 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, the maximum size of the sign allowed is 35 sq. ft. and height of 16 feet, 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.

B. In granting such a permit, the City Council shall specify the size, type and location and shall impose such other terms and restrictions as it may deem to be in the public interest and in accordance with the 780 CMR. All free-standing signs shall not exceed 35 square feet in area, or 10 feet in any linear dimension, or 16 feet in height from the ground, except as further described in Sec. 5.2.7."

- The proposed sign is mounted on a fence that is in violation of the fence ordinance. The applicant has also applied for a fence appeal (also on the agenda).

STAFF RECOMMENDATION: Staff recommends approval of the proposed free-standing sign if UDC grants the fence appeal. If the fence appeal is granted and UDC recommends the free-standing sign for approval, the applicant will need to apply for an amendment to the special permit to the Land Use Committee of the City Council.

Fence Appeal

1. 431 Washington Street Fence Appeal

PROJECT DESCRIPTION: The property located at 431 Washington Street is within a Business 2 zoning district. The applicant has added the following fence:

- a) **Front Lot Line** – The applicant has added a fence, set at the front property line, at varying heights (6'-6", 8'-10", 11'-9"), 121.64 feet in length.

TECHNICAL REVIEW:

Portion of the existing fence along the front property line, for a length of 110.85 feet, appears to be consistent with the fence criteria outlined in §5-30(e) of the Newton Code of Ordinances.

The following portion of the existing fence along the front property line, appears to be not consistent with the fence criteria outlined in §5-30(e) of the Newton Code of Ordinances:

- Two columns, 2'-10" in length with a height of 11'-9"
- Brick wall, 7'-10" in length with a height of 8'-10"

According to §5-30(e), "Regulation of Perimeter Fences in Nonresidential Zoning Districts: The height of perimeter fences located in nonresidential zoning districts including fences erected by the City of Newton in the public use districts shall not exceed eight (8) feet in height except as necessary for athletic facilities such as, but not limited to softball diamonds or tennis courts which may be permitted at heights in conformance with established recreation standards.."

According to §5-30(b), *“Fence supports such as posts, columns, piers or pilasters, as well as gates and arbors may exceed the height restriction contained in this ordinance by not more than twenty-four (24) inches.”*

As specified under §5-30(c) and (h), the UDC may grant an exception to the provisions of the City’s Fence Ordinance. The proposed fence, however, must be found to comply with the *“requirements of this ordinance, or if owing to conditions especially affecting a particular lot, but not affecting the area generally, compliance with the provisions of this ordinance would involve substantial hardship, financial or otherwise.”* The UDC must also determine whether the *“desired relief may be granted without substantially nullifying or substantially derogating from the intent and purposes of this ordinance or the public good.”*

The applicant is seeking an exception to allow 8’-10” tall solid fence at the front property line for a length of 7’-10”, where the ordinance would permit such a fence to be 8 feet tall and to allow two columns 11’-9” in height for an aggregate length of 5’-8”, where the ordinance would permit such a fence to be 10 feet tall. The applicant’s stated reasons for seeking this exception are *“The existing wall was built in accordance with the approved special permit and building permit plans”*.

STAFF RECOMMENDATION: Based on the information submitted in the fence appeal application and staff’s technical review, staff seeks recommendation from Urban Design Commission.

Design Review

1. 1149, 1151, 1157, 1169, 1171-1173, 1179, and 1185 Washington Street, 32 and 34 Dunstan Street, 12, 18, 24, and 25 Kempton Place - Dunstan East

Design Review

The Petitioner is seeking an amendment to the comprehensive permit issued in July 2020 to develop a mixed-use project on Washington Street in West Newton.

The summary of changes is:

1. Safelite parcel is now part of the development site.
2. Overall building area, inclusive of parking, has been increased by-88,490 square feet.
3. Parking in the building has increased by 38 spaces.
4. Parking along Kempton Place has increased by 9 spaces.
5. Unit count has increased by 64 apartments.
6. Units have been added to Level P1 facing the Cheesecake Brook.
7. Building Lobby moved to Washington Street.
8. Residential Amenity moved to Washington Street.
9. Residential Courtyard expanded.

The revised project is comprised of three mixed-use buildings ranging from three to six stories on two blocks. The three buildings offer approximately 302 apartments ranging from studios to three bedrooms. The project provides a total of 5,821 sq. ft. of retail space. Parking is provided in two subterranean garages that provide a total of 322 spaces, as well as 16 spaces on Kempton Place. The total area of the project, excluding parking, is 364,361 sq. ft.

The UDC reviewed the project in December 2019, comments from 2019 design review are attached to this memo (attachment "C").

At the request of the Planning Department, the petitioner has been asked to present the revised 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. 355 and 399 Grove Street – Riverside Design Review

The petitioners obtained Special Permit #27-20 to construct a ten-building mixed use development incorporating 582 residential units, 246,327 square feet of office space, 39,398 square feet of ground floor commercial space, and a hotel with up to 150 keys (i.e. sleeping rooms) with 2,013 on-site parking stalls within a garage and surface parking, as well as accommodations for bicycles. The petitioners seek to amend the special permit and to amend the text of the MU-3 zone to allow for laboratory, research and development, elderly housing, 550 residential units, and changes to the footprints and heights of several buildings. Additionally, they seek to amend the approved sign package (also on the agenda).

The petitioner is seeking for an amendment to the Council Order #27-20 to allow changes to:

1. The square footage of all the approved buildings
2. The heights of Buildings 1, 2, 3, 4, 7, 8, 9 and 10
3. The proposed footprints of buildings shown on the approved site plan
4. Open space as shown on the approved site plan
5. The comprehensive signage package as to Building 2

The revised plans for the development include changes to the heights, footprints and densities of the approved buildings. These buildings will consist of 362,235 square feet of laboratory and research space, a reduction in office space to 7,500 square feet, a

reduction to 550 residential units and a reduction to 21,981 square feet of retail and commercial space.

The UDC reviewed the project in March, April, and May 2020 before the special permit was issued, comments from 2020 design review are attached to this memo (attachment "F").

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.

Comprehensive Sign Package

1. 355 and 399 Grove Street

The petitioner is seeking to amend the sign package, building 2 is currently allowed one sign not to exceed 150 square feet on its western facade, as well as a second sign not to exceed 150 square feet on its eastern facade. Both signs may be internally illuminated so long as the illumination on the western facade sign is reduced after 9PM. The proposed revision seeks two signs not exceeding 200 square feet and a tenant logo sign not to exceed 75 square feet. The petitioner proposes that the illumination for the two principal signs be reduced after 11PM, and that the illumination for the tenant logo sign shall not be illuminated between 9PM and 7AM.

III. Old/New Business

1. Approval of Minutes

Staff has provided draft meeting minutes from the January, February, and March meetings that require ratification (See Attachment G, H, and I).

2. Commission Election – To Elect Chair and Vice Chair

Per Urban Design Commission Rules and Regulations, article IV, *"Each year the Commission shall hold the election of officers from the Commission membership at the regular meeting held on the third Wednesday in May. The officer positions shall be for terms of one (1) year and include a Chairman and Vice Chairman. The City Clerk shall be notified of the election results."*

Attachments

- Attachment A:1261-1269 Centre Street – Revised sign design
- Attachment B:271-283 Auburn Street – Additional materials

- Attachment C: Dunstan East design review memo
- Attachment D: 926 Boylston Street Board Order #803-78
- Attachment E: 271-283 Auburn Street – Ward 4 frontage
- Attachment F: Riverside design review memo
- Attachment G: Minutes of the January 2021 meeting
- Attachment H: Minutes of the February 2021 meeting
- Attachment I: Minutes of the March 2021 meeting

**STATEMENT OF OWNER
IN SUPPORT OF SIGN APPLICATION FOR
WARD 4, LLC, dba WARD 4**

March 23, 2021

City of Newton, MA
Uniform Design Commission

Re: Supplemental information and narrative related to application for primary signage for
Ward 4 Located at 275-277 Auburn Street

Dear Commission Members,

In support of our application for your approval of the primary sign for our new bar / restaurant located at the building known and numbered as 271-283 Auburn Street in Auburndale, encompassing both units known as and numbered 275 and 277 Auburn Street and in hopes of clearing up some of the issues discussed at our initial hearing in November, held via Zoom, we would like to submit this statement as part of the formal record in support of our application. Thank you for the opportunity of supplementing the original information provided, and we hope that upon your review of this additional information you will agree with the Planning Department staff and recommend approval of our proposed principal sign.

Chris Noble and I, both grew up in Newton, and have lived here virtually all of our lives. We purchased this building in 2013 and began to conceive of this project in the year or so following that. Our special Permit was approved in 2015 and we have been at this project since then. This has been a significant investment in every respect for both Chris and I, and our families. It has taken us so long as we have covered the financing and much of the work ourselves, working nights, weekends, forgoing family vacations, this is not the project of any corporation or chain, but rather the commitment of two Newton kids, trying to build a future for us and our families.

We feel we did not properly present the full aspects of our proposed sign at the November meeting. Given that the agenda we had received indicated that the Planning Department found our sign in full compliance and was recommending approval of our sign, we primarily focused on the actual sign itself and not its location on the façade of units 275 and 277. We were surprised to hear from Shubee just prior to the meeting that some members of the commission had concerns with aspects of our proposed sign. Once underway I have to confess that I was put on my back foot, so to speak, when members began expressing displeasure with the size of the façade, and frustration that the ISD had already issued a memorandum of Consistency with our proposal. Members of the commission also expressed displeasure with the color of the trim on the façade and asked if I would be agreeable to changing that and perhaps returning the façade to original brick. It was also felt by the commission that the sign itself should be moved to be centered over the bay of unit 277, that portion that comprises most of the bar/lounge portion of the establishment. Accordingly, we

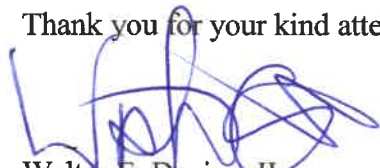
have enclosed a rendering of the front of the entire building with the sign off center on the façade as requested by the commission (see Exhibit "A" included herewith) prepared by Mark Lewis, the original designer of the façade and sign.

Our position at the November meeting was, and remains our position restated at this time, that the sign is properly centered on the entire envelope of the establishment space. It was the position of the commission that the dining portion of the restaurant did not count as "frontage" and therefore should not be considered when determining where the sign should be centered, despite the fact that the actual space encompasses both units 275 and 277. We disagree with the position taken by members of the commission and in support have supplied additional documents for you to consider. Specifically pictures 5, 6, 7, and 8. Pictures 7 and 8 show the pre-existing façade of the building, demonstrating both the color and presentment of the building face, and specifically the space where the stairs down to my office, and Cardio High fitness are located. Prior to the occupation of the space at 275 by Ward 4 LLC the stairs shown in the photograph 7 were exposed to the weather, and the door into the dining portion of Ward 4, was the front door to the unit occupying 275 Auburn Street (Auburndale interiors). The stairs were only closed in when we constructed the front of the bar as we wanted to protect the stairs from weather and give the space of Ward 4 a consistent look. The access to 275 Auburn Street remains as it existed for the prior Tenant and remains for any future occupant of 275 Auburn Street. The prior tenant maintained a sign on the frontage of 275 Auburn Street. We believe that pictures 5 and 6, taken at night, pretty definitively show that the façade as constructed is one hundred percent aligned with the walls of Ward 4. Frankly, we feel that the pictures also show how great Ward 4 presents (anecdotally, this opinion has been shared by the many, many, folks who have stopped by to look in as we have been working on the project).

We have also enclosed pictures (numbered 1 through 4) of the sign as constructed with a temporary banner up where the final lettering will go. We also believe that these photos do a better job of showing that the sign looks proper where it is, and frankly the entire building front, repainted and complete looks far better than it did in the photos originally supplied to the Commission (and as now before the commission in pictures 7 and 8).

For these reasons and others that we have discussed, we hope in our upcoming meeting that you all will see your war clear to approving our application so we can get our c/o and start serving the residents of ward 4 (and beyond) who have been clamoring for us to get open, and who have been to a person thrilled with how the place looks to them, we have not heard a negative word from anyone who has stopped by, and many, many, of our neighbors have.

Thank you for your kind attention.




Walter E. Devine, II
Co-owner 271-283 Auburn Street
and Manager Ward 4, LLC
Resident at:
289 Cherry Street, Newton MA 02465

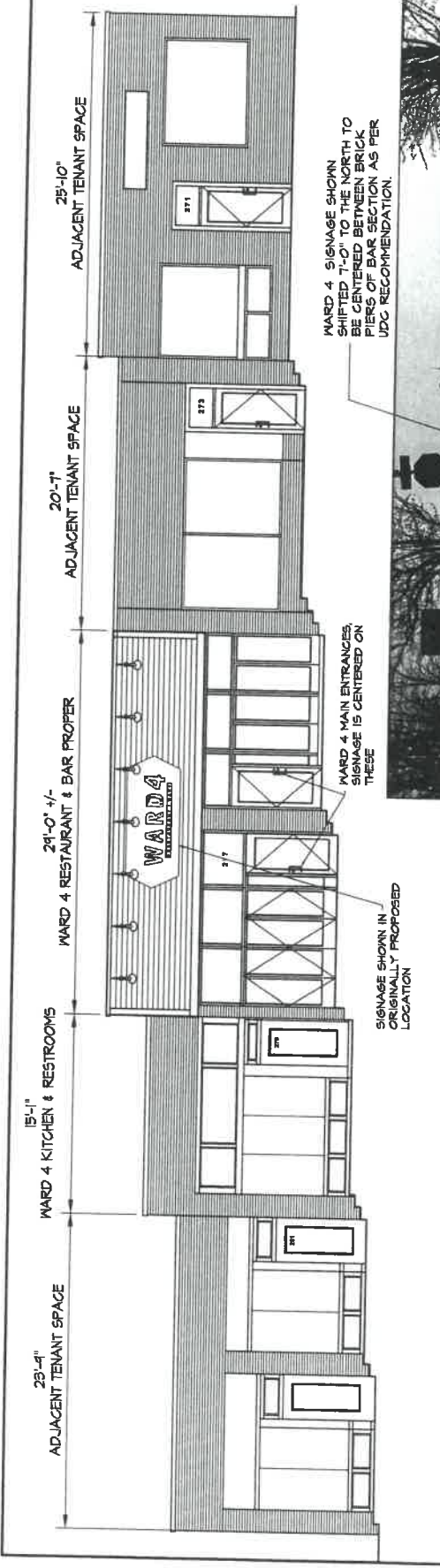


Christopher M. Noble
Co-owner 271-283 Auburn Street
and Manager Ward 4, LLC

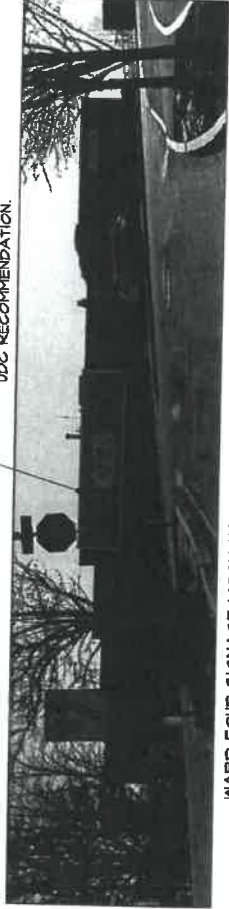
148 Kirkstall Road, Newton MA 02460

Exhibit "A"

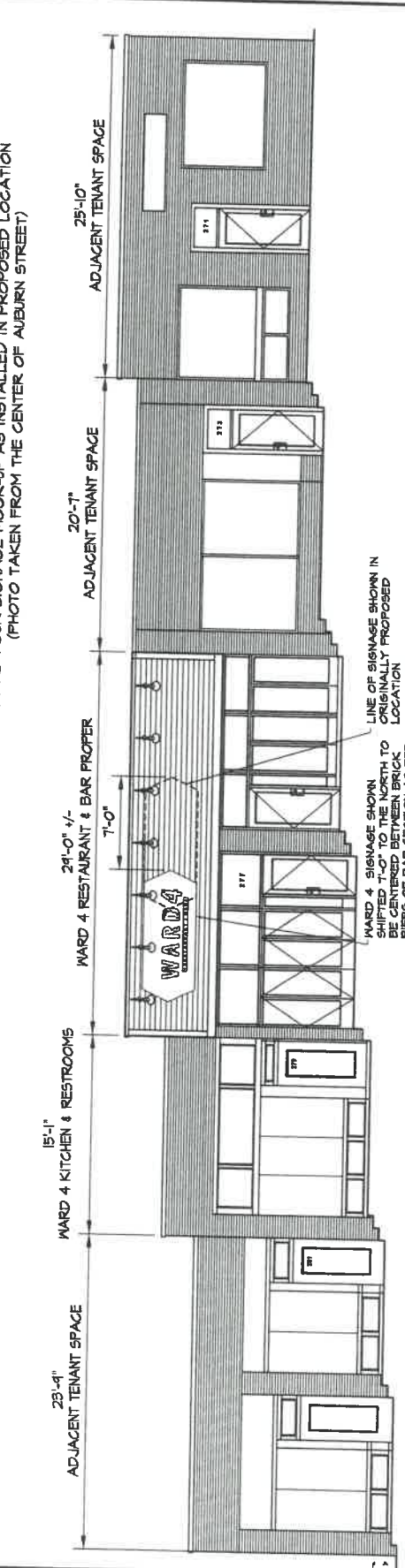
	MARK S. LEWIS DESIGN SERVICES 42 AUBURNDALE AVE WEST NEWTON, MA 02465 PHONE: (617) 429-9714 EMAIL: mlw@lewisdesign.com	DRAWING TITLE: WARD 4 RESTAURANT & BAR NEW PARAPET EXTENSION & SIGNAGE	SCALE: AS NOTED DATE: 24 MAR 21 DRAWING TITLE: SIGNAGE PLANS
	ISSUED FOR REVIEW	DRAWING TITLE: WARD 4 RESTAURANT & BAR NEW PARAPET EXTENSION & SIGNAGE	SCALE: AS NOTED DATE: 24 MAR 21 DRAWING TITLE: SIGNAGE PLANS



BLOCK ELEVATION WITH SIGNAGE SHOWN AS PROPOSED
 SCALE: 1/8"=1'-0"



WARD FOUR SIGNAGE MOCK-UP AS INSTALLED IN PROPOSED LOCATION
 (PHOTO TAKEN FROM THE CENTER OF AUBURN STREET)



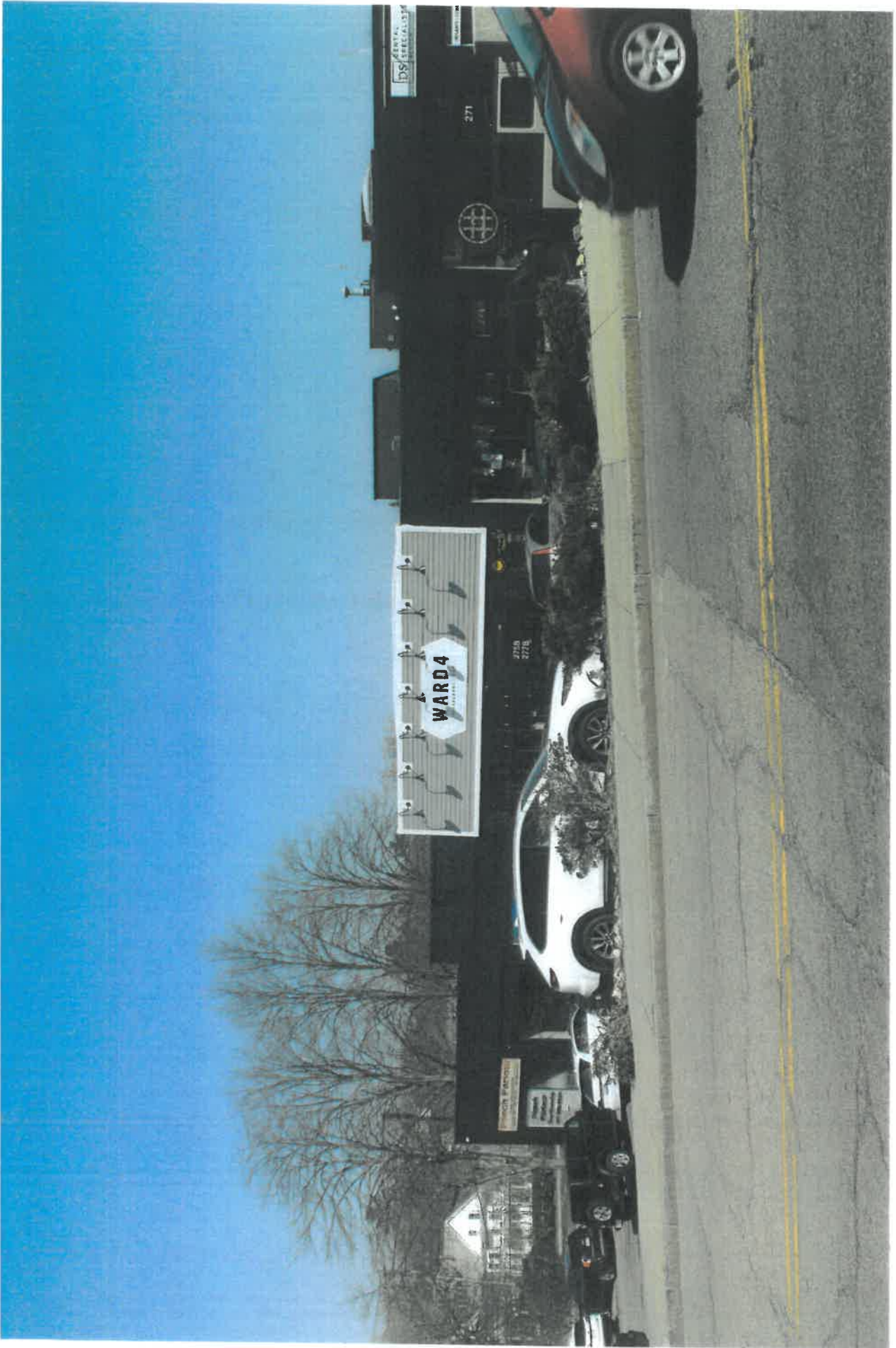
BLOCK ELEVATION WITH SIGNAGE SHOWN AS PER THE CITY OF NEWTON'S UDC REQUEST
 SCALE: 1/8"=1'-0"

R

1



2



WARD 4
RESTAURANT BAR

2758
2778

THE FORTAL...
...
...
...

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4



WARD 4
· RESTAURANT BAR ·

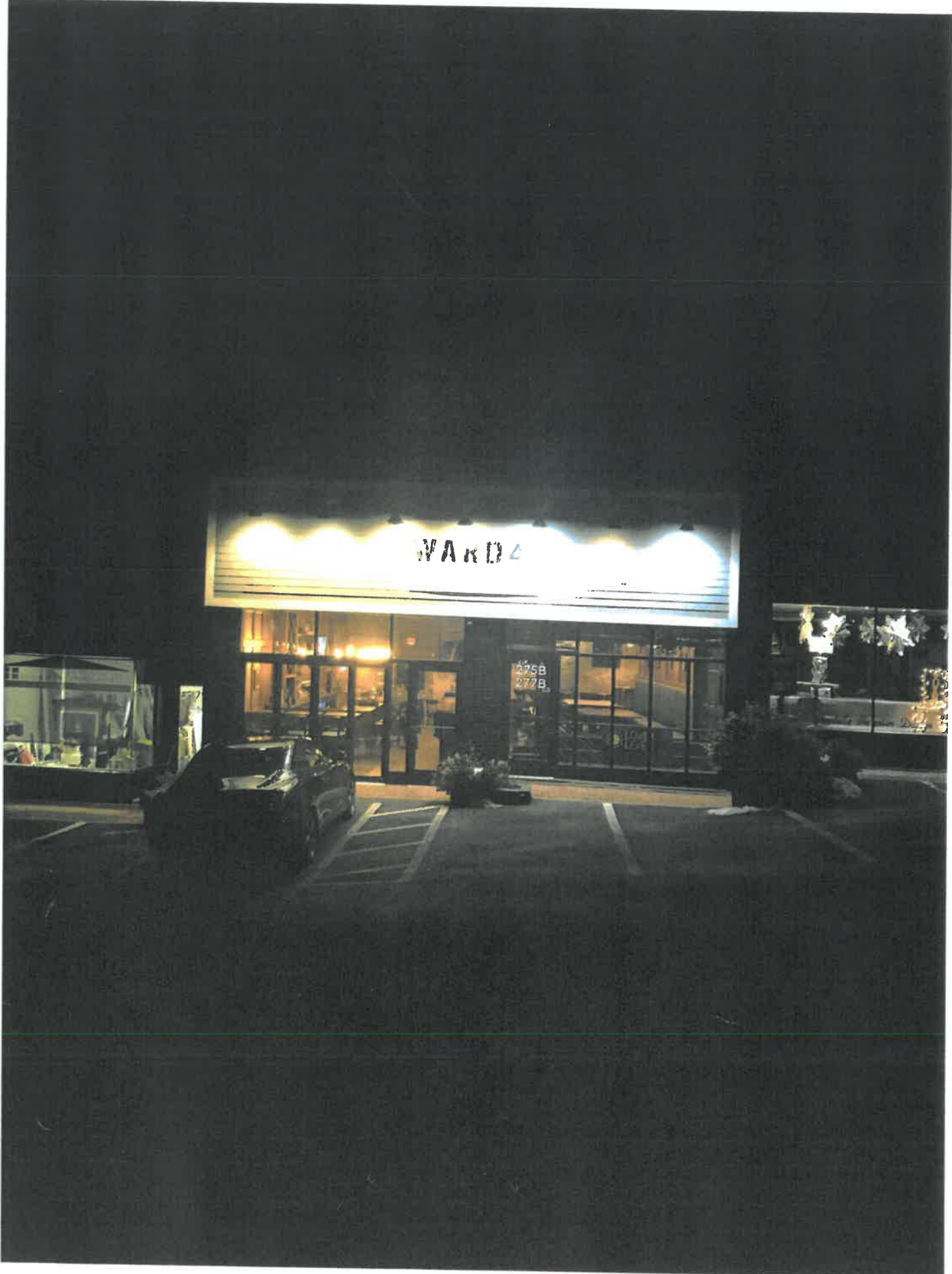
275B
277B

LOWER
LEVEL

n



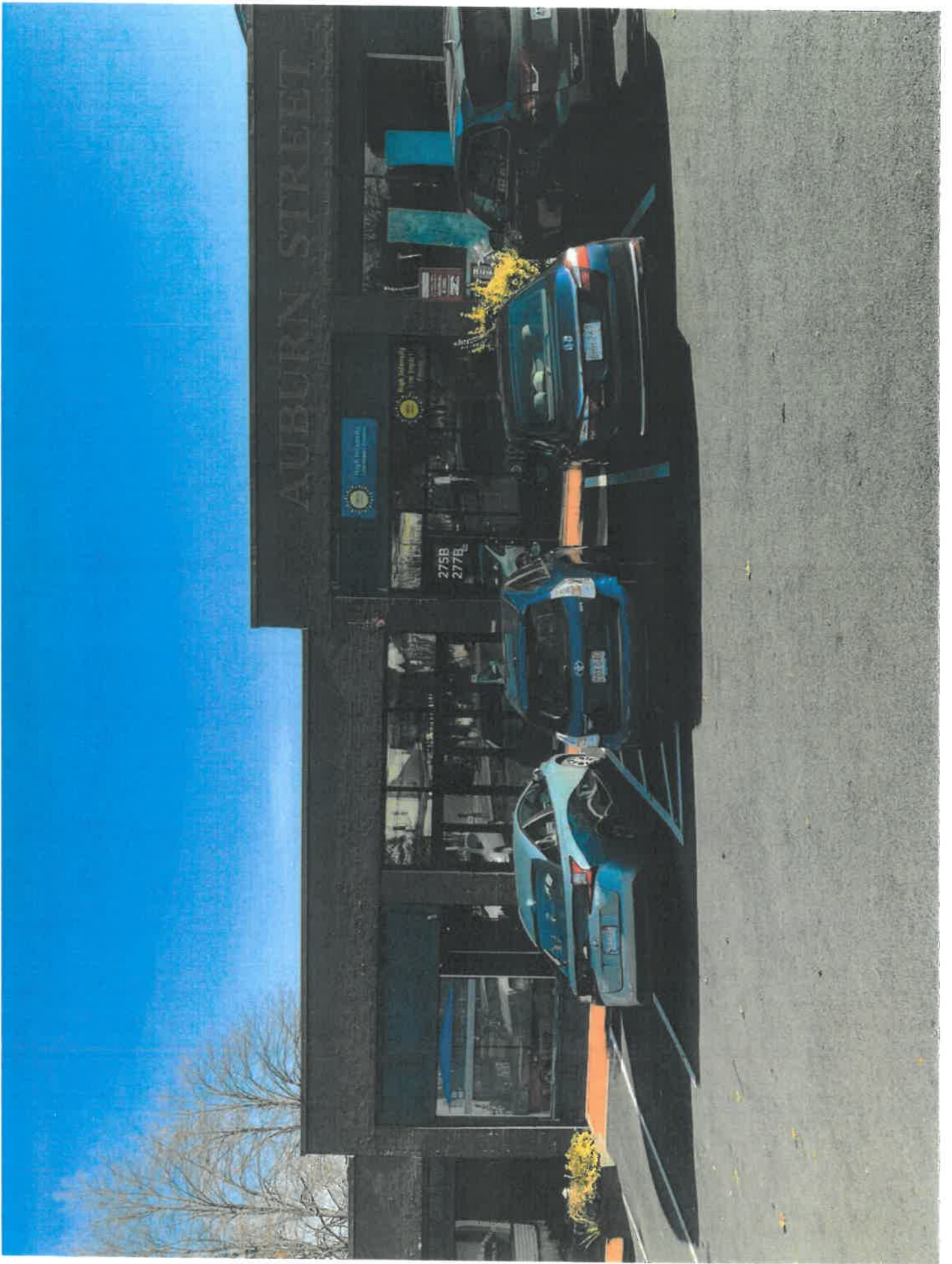
61



7



2



Left Replacement Sign

204" (17') VIF
Wall Area



Middle Replacement Sign

191" (15'-11") VIF
Wall Area



Right Replacement Sign

192" (16') VIF
Wall Area



Face-lit Icon & Halo-lit Channel Letters are 3" Deep

2" Deep Backer
(Remote Power Packs - TBD)

Description:
(Qty 3) Replacement Sign

- Backer Panel:**
- Backer panel has a 2" aluminum angle inner frame with 1/8" DiBond on face.
 - "®" is surface applied vinyl on backer panel. (non-lit)
 - Remote power packs. (TBD)

- Circle Icon Face-lit Channel:**
- Internally illuminated with LEDs (face-lit)
 - Fabricated aluminum returns and back.
 - Face is 3/16" White acrylic with 1" trim-cap.
 - Face graphics are surface applied translucent vinyl.
 - Attached flush to backer panel.

- "StretchMed" Halo-lit Channel Letters:**
- Internally illuminated with LEDs (halo-lit)
 - Fabricated aluminum returns and faces.
 - Backs are 3/16" clear polycarbonate with surface applied light diffuser vinyl if needed.
 - Channel letters are attached to backer panel with 1 1/2" spacers. (for halo)

Logo:
Supplied by Customer

- Colors:**
- Backer Panel:**
Backer Panel - painted Building Columns TBD (matte finish for halo)
- "®" - Oracal 751-070 Black opaque vinyl

- Circle Icon Face-lit Channel:**
- Illumination - White LEDs (face-lit)
- Returns - painted PMS 186c
- Face - White Acrylic with 1" trim-cap.
- Trim-cap - Red
- Face Graphics:
- Red - Oracal 8800-031 Red translucent vinyl
 - White - White Acrylic

- "StretchMed" Halo-lit Channel Letters:**
- Illumination - White LEDs (halo-lit)
- Returns & Faces:
- Black - painted Black
 - Red - painted Red PMS 186c
 - Backs - Clear polycarbonate with surface applied light diffuser vinyl if needed.

Installation:
By Viewpoint.
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.

E1 Elevation: #11704 (Qty 3) Replacement Signs
Scale: 3/8" = 1'



Simulated Night View:



Existing:

Proposed:

Job: Stretchmed	Account Manager: Jeff Kwess	Date: 01.14.21 1.25	Revisions: 02.16.21 1.25 03.23.21 1.0	Revisions:
Location: 821 Beacon Street - Newton, MA	File: Stretchmed_Newton_WallSigns_Opt1.cai	Designer: Matthew Board		

THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.

ViewPoint SIGN AND AWNING 1.508.393.8200
FAX 1.508.393.4244

Customer Approval	Asst. Manager Approval	Production Approval
		TBD/VIF



Ruthanne Fuller
Mayor

City of Newton, Massachusetts
Department of Planning and Development
Urban Design Commission

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Barney Heath
Director

DATE: January 16, 2020
TO: Zoning Board of Appeals
FROM: Urban Design Commission
RE: Dunstan East - 1149, 1151, 1169, 1171-1173, 1179, and 1185 Washington Street, 32-34 Dunstan Street, 12, 18, 24, and 25 Kempton Place
CC: Jennifer Caira, Deputy Director
Michael Gleba, Senior Planner
Petitioner

Section 22-80 of the Newton City Ordinances authorizes the Urban Design Commission to act in an advisory capacity on matters of urban design and beautification.

At their regular meeting on December 11, 2019, the Newton Urban Design Commission reviewed the proposed Dunstan East project at 1149, 1151, 1169, 1171-1173, and 1185 Washington Street, 32-34 Dunstan Street, 12, 18, 24, AND 25 Kempton Place. The Urban Design Commission had the following recommendations:

1. The UDC commented that the applicant has done a lot of great things with a tough/sloping site.
2. The UDC commented that Washington Street has been addressed very well in the proposal but the height and bulk along both side streets is overwhelming (which will set a precedent for adjoining properties). The UDC commented that building elevations along Washington Street are very strong. The UDC recommended to have more variation in building elevations on side streets as well, maybe step down the buildings along side streets.
3. The UDC was concerned about building 2, it is a very large, long building. The UDC recommended to break building 2 into 2 buildings. There will be a lot of walking required (from the elevator to the last units in the building). The UDC recommended that an option is to have 2 elevator lobbies (one elevator in each building) so there is less walking required to go to the units. The corridors are very long and have no natural light.
4. Some of the UDC members commented that the buildings are too long and tall, they need reduction/ variation in height and breaks in building. The buildings as they face Dunstan Street and Kempton Place are too big. There are 7 levels of construction (including the parking levels) facing Cheesecake Brook and the side streets.

5. The UDC commented that the parking is driving a lot of form, two levels of parking is the challenge point in this project. There's a lot of parking that is required for the project. The UDC asked the applicant if parking can be reduced.
6. It will be very helpful to see the street sections for all the streets. It's difficult to understand the relationship between the buildings and the street without a street section. Massing and three-dimensional sketches will be very helpful to see in order to understand the bulk and massing of the project.
7. The UDC commented about comparing this plan with the Washington Place since it is already built, especially to compare three-dimensional, bulk and massing of both the projects. The UDC requested plan comparison drawings from the developer.
8. The UDC also recommended to setback the buildings to create some more open/green space in front of the stores to encourage walking. The applicant mentioned that the sidewalks are planned to be 15 feet wide which will encourage walking.
9. There was concern about so much retail, the retail stores in West Newton Square are already struggling. Dunstan East is separate from West Newton Square and retail in Dunstan East lacks a connection to West Newton Square. In the near future, retail will be on shaky grounds, especially in locations where it is isolated from Village Centers. The UDC recommends considering other uses along Washington Street, like non-retail uses, temporary-retail concepts, and/or civic uses.
10. The UDC recommended to have residential lobby along Washington Street (maybe building 1 lobby could be along Washington Street). There was also discussion about drop-off areas close to the residential lobby and have live parking close to that.
11. The UDC commented that the use of flats type units facing the brook is good (vs. blank wall hiding parking).
12. There was discussion about the landscape amenity space between building 3 and Cheesecake Brook. The UDC had questions about how that space will be used. The applicant mentioned that it will be used for compensatory flood storage area, it is a very sustainable stormwater management technique. The applicant may use this area to teach about how to manage stormwater. It's an opportunity to bring school children to teach and have signage to inform/teach the community about stormwater management.
13. The UDC would like to review the project further.

#803-78

CITY OF NEWTON
IN BOARD OF ALDERMEN

RECEIVED

January 22, 1979

FEB 13 1979

ROLLER ASSOCIATES, INC.

ORDERED:

That the Board finding that the public convenience and welfare will be substantially served by its action and that said action will be without substantial detriment to the public good, and without substantially derogating from the intent or purpose of the Zoning Ordinance, the following SPECIAL PERMIT is hereby granted, in accordance with the recommendation of the Land Use Committee and the reasons given by the Committee therefor through its Chairman, Alderman Terry Morris.

Petition number: 803-78

Petitioner: Joseph W. McMullen

Location: 926 Boylston Street, Ward 5, Section 51, Block 26, part of Lot 4 containing approximately 10,380 s.f.

Owner: MJB Trust, Joseph W. McMullen, Trustee

Address of Owner: 169 Dickerman Road, Newton Highlands, MA 02161

To be used for: Garage repair shop - mufflers
Free-standing sign

Construction: Masonry

Explanatory note: Section 24-10(b) of the Zoning Ordinance requires the Petitioner to obtain a SPECIAL PERMIT from the Board of Aldermen for a garage repair shop and Section 24-25(b) requires a SPECIAL PERMIT for a free-standing sign.

Land referred to is in the Business B District.

Approved, subject to the following conditions:

1. That, except as amended herein, all conditions contained in Board Order #16-75(2) applicable to the continued operation of the towing service shall remain in full force and effect.

2. That, except as amended below, the location and construction of the proposed addition, landscaped areas, fencing, parking stalls, entrances, dumpster, utilities, elevations of existing and proposed building and free-standing sign shall be consistent with details of a plan entitled, "Site Plan & Elevations, Proposed Building Conversion to a Speedy Muffler King Shop, 926 Boylston Street, Newton Highlands", dated 11/16/78 by Koller Associates, Richard E. Olson, P.E., submitted by the petitioner and filed herewith.
 - a. Said plan shall be amended as follows:
 - 1) The free-standing sign shall not exceed 10 feet in height.
3. That all underground gasoline storage tanks, the radio tower and existing gassoline stations site lighting shall be removed.
4. There shall be no on-site parking except within the parking stalls delineated on the plan cited in Condition 1. above.
5. That all solid waste shall be disposed of within the dumpster to be located in accordance with the plan cited in Condition 1. above and that no solid waste shall be present on the site at any time except within said dumpster.
6. That no building permit shall be issued pursuant to this SPECIAL PERMIT until:
 - a. The petitioner shall have submitted and received approval of a detailed landscaping plan showing number, location, size and species of plant material from the Director of Planning and Development and that the Director of Planning and Development shall have filed a statement certifying his approval of such plan with the Building Commissioner and the City Clerk. Said plan shall also show landscaping treatment along the boundary of the MBTA property.
7. There shall be no exercise of this SPECIAL PERMIT until:
 - a. The petitioner shall have recorded with the Registry of Deeds for the Southern District of Middlesex County a certified copy of this Board Order granting this SPECIAL PERMIT with appropriate reference to the book and page of the recording of the petitioner's title deed or notice of lease endorsed thereon. ✓ 2/16/79 DTD
 - b. A certified copy of such recorded notice shall have been filed ✓ with the City Clerk, the Building Department and the Department of Planning and Development.

Under Suspension of Rules
Readings Waived & Adopted
22 Yeas 2 Absent (Ald.
McDonnell & Stiller)

EXECUTIVE DEPARTMENT

Approved Jan. 24, 1979

Joseph H. Karlin

(Sgd) JOSEPH H. KARLIN City Clerk

Theodore D. Mann

(Sgd) THEODORE D. MANN Mayor

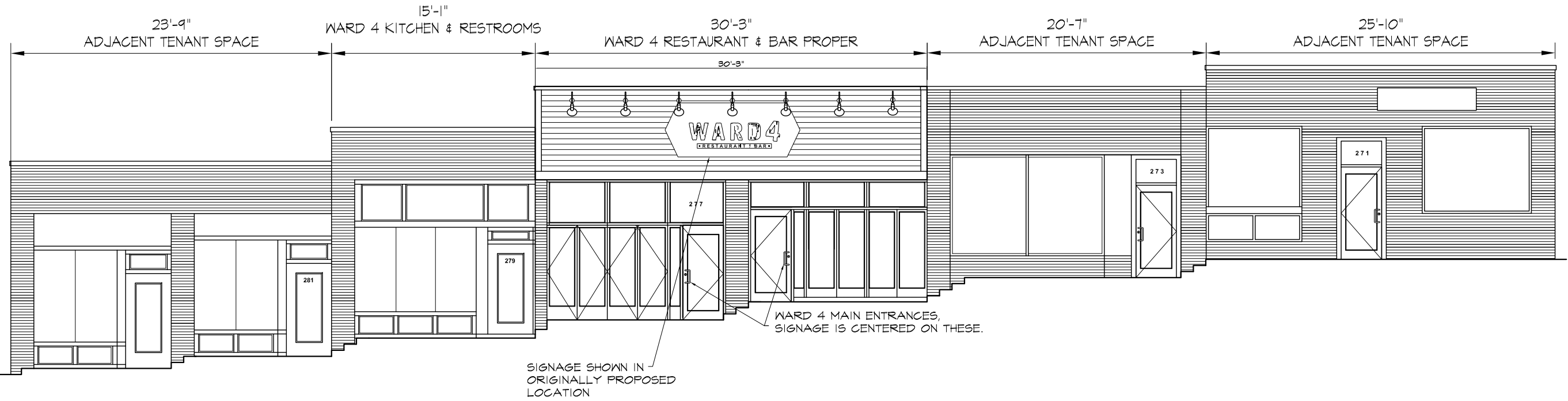
A True Copy
Attest:
Joseph H. Karlin
City Clerk of Newton, Mass.

Copies of the Board Order and all plans referred to within this Board Order have been filed with the Planning & Development Board and the City Clerk.

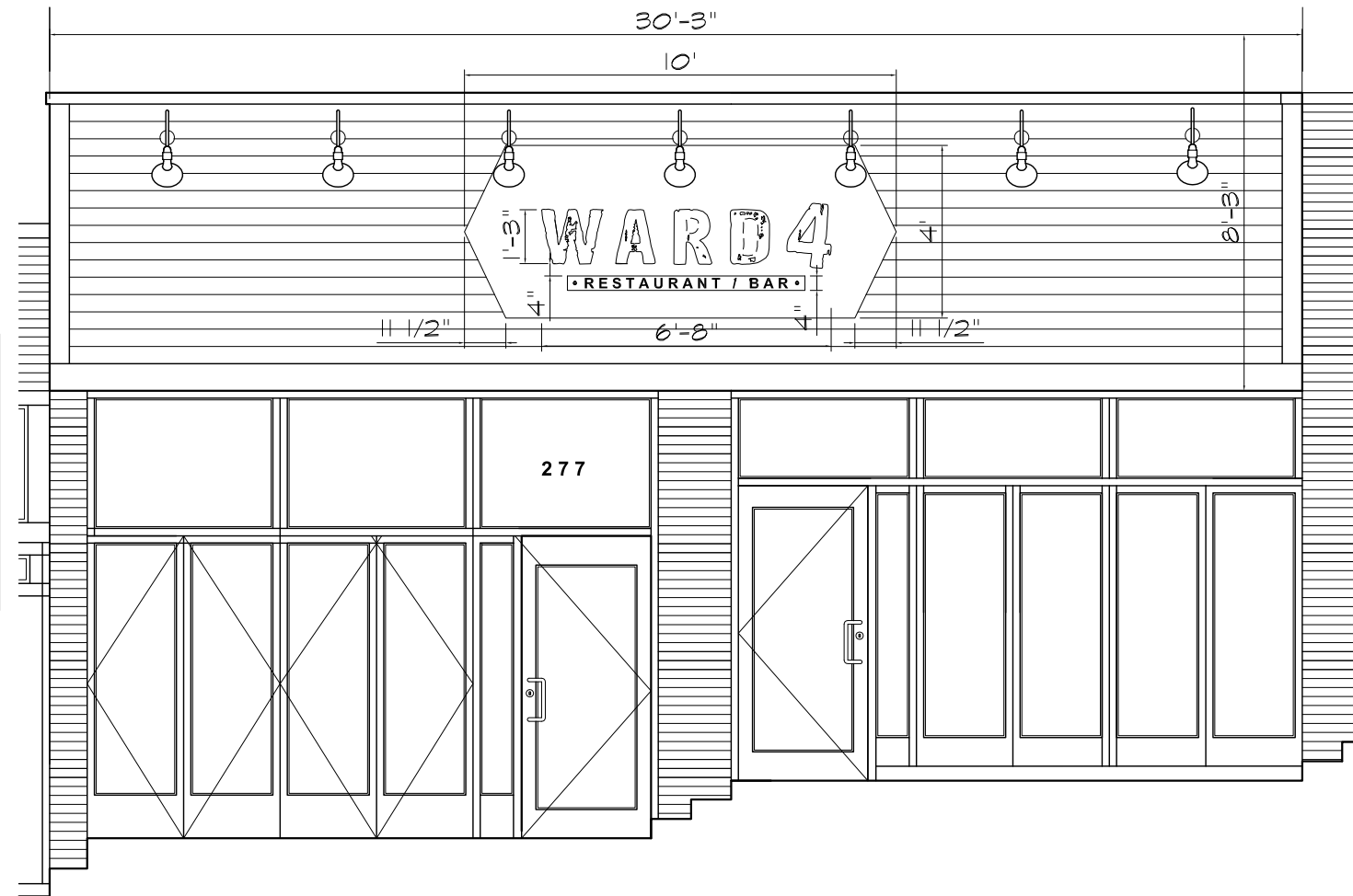
Twenty days have elapsed since the date of filing of the Board Order with the City Clerk and no appeal thereto has been filed.

Joseph H. Karlin

Joseph H. Karlin City Clerk
February 12, 1979



○ BLOCK ELEVATION WITH SIGNAGE SHOWN AS PROPOSED
SCALE: 1/8"=1'-0"



○ ENLARGED ELEVATION WITH SIGNAGE SHOWN AS PROPOSED
SCALE: 1/4"=1'-0"



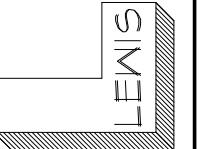
WARD FOUR SIGNAGE MOCK-UP AS INSTALLED IN PROPOSED LOCATION
(PHOTO TAKEN FROM THE CENTER OF AUBURN STREET)

DRAWING TITLE:
WARD 4 RESTAURANT & BAR
NEW PARAPET EXTENSION & SIGNAGE

SCALE: AS NOTED DATE: 06 APR 21

ISSUED FOR APPROVAL

MARK S. LENIS
DESIGN SERVICES
42 AUBURNDALE AVE.
WEST NEWTON, MA 02465
PHONE: (617)429-3974
EMAIL: mlenis01@verizon.net





Ruthanne Fuller
Mayor

City of Newton, Massachusetts
Department of Planning and Development
Urban Design Commission

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Barney Heath
Director

DATE: May 22, 2020
TO: Neil Cronin, Chief Planner
FROM: Urban Design Commission
RE: 355 and 399 Grove Street - Riverside
CC: Land Use Committee of the City Council
Barney Heath, Director of Planning and Community Development
Petitioner
Lower Falls Improvement Association

Section 22-80 of the Newton City Ordinances authorizes the Urban Design Commission to act in an advisory capacity on matters of urban design and beautification.

At their regular meetings on March 11, April 15, and May 13 2020, the Newton Urban Design Commission reviewed the revised proposed project at Riverside Station at 355 and 399 Grove Street for design, the design guidelines, and comprehensive sign package.

The Urban Design Commission had the following recommendations regarding the design, the design guidelines, and comprehensive sign package:

Design Review

Building Massing, Height and Architecture

- One of the UDC members commented that the most interesting part of this project is Main Street, the look of it and how different façades are broken.
- Another member suggested that while the facades suggest vertical Town House type units, the units are actually flats accessed from long corridors at the rear.
- One of the UDC members commented that the way building façade for building 6 is divided is very interesting unlike the façade along Grove Street. The UDC recommended to break up the massing on buildings 5 and 6 along Grove Street. The applicant commented that *“the goal of the demise line approach is to create not just variety along the street but to create a variety of conditions of variety along the street. In other words, not every building should be broken down, and not every building that is broken down should be broken down*

in the same way. In that context, the approach to Building 6 is to break it down into 4 or 5 repetitive “pavilions.” This makes it distinct from Building 7, for example which is meant to appear like three completely different buildings, and Building 10, which is meant to look like rowhouses. A similar approach with the use of demising lines could be taken for Building 5; however, we believe that its length and consistent architecture creates some variety between buildings.”

- Another member commented that Building 10 and Building 9 are like a long wall. They are very different from the other Main Street buildings and is atypical in character for the residential neighborhoods as well as Main Streets in Newton. It is recommended that the building is divided into two distinct buildings. The applicant commented that *“buildings 9 and 10 are two distinct buildings with a break at the garage entrance. These will read structurally and architecturally as two distinct buildings. Furthermore, building 10, through the use of demise lines, has the appearance of several rowhouses with landscaped open space, with an additional building at its eastern end. Building 10 will be entirely distinct with its retail frontage at its base creating an active walking experience.”*
- The UDC recommended to treat corners of the buildings in a special way. The UDC recommended to create recess in facades, maybe balconies are recessed too. The UDC had questions about shutters. The UDC suggested to use materials to create the look of a shutter without using the shutters, maybe a different color. The applicant commented that *“special corners, recessed balconies, shutters, and other details will all be addressed in the architectural design process. We have started to address how this could be accomplished with alterations to Building 3 at both the corner of Grove Street and Recreation Road as well as the opposite corner within the Hotel Green.”*
- One of the members suggested to avoid repetitive mullion on tall buildings and do something more innovative as the design progresses. The Grove Street elevations have improved but are still very vertical and not scaled down as much.

Landscape, Streetscape and Public Open Space

- The UDC had questions if parking will be available to access the trails. The applicant commented that the trails will most likely be used on weekends and holidays. On those days, there will be a lot of parking available because the office parking will be available. The UDC recommended to have a few parking spaces designated on the weekdays.
- The UDC also noted that no outdoor recreational facilities for children and adults such as a tot lot, basketball court, volleyball court, tennis court and swimming pool are provided. Since COVID-19, these types of public spaces are more important than ever.
- The UDC commented that the streetscape is good. One member of the UDC commented that the existing street scape along the scenic roadway is a wide swath about 30’ wide of mature trees and planting that shield the view of the MTA parking lot. In the proposed scheme this will no longer exist and will be replaced by the facades of residential units of four to five floors. The proposed setback is generally 25’. This will be marked different from the adjacent Grove streetscape to the north.

One of the UDC members commented that the applicant has done a good job with the reduction of the total building area. This is probably the best site in Newton that can take height and it would have been good to keep the original height of the buildings.

Design Guidelines

Mr. Michael Wang from Form + Place presented the Design Guidelines at UDC's regularly scheduled meeting on April 15th. The UDC had the following comments:

- The UDC commented that the design guidelines were very comprehensive and a good start. It looks great.
- The UDC also commented that the design guidelines need to have some amount of flexibility. The UDC commented that it has concerns about absolute "shalls". The UDC recommends having flexibility in the design. Mr. Wang commented that these are not overly prescriptive like design standards, they are general guidelines incorporated here.
- The UDC had concerns about being very prescriptive about design elements that may change. As an example, mentioning a particular material by brand name may not be feasible by the time the last building is designed.

Comprehensive Sign Package

The applicant presented the comprehensive sign package at two scheduled UDC meetings on April 15th and May 13th. At both those meetings, some members of Lower Falls Improvement Association were also present. The UDC had the following commentary:

- The UDC members had concerns about the number (three) and size of the signs (350 sq. ft.) on buildings 1 and 2. The UDC was concerned at that size, the signs will act as billboards. The UDC was also concerned that too much signage will take away from the design of the building. The UDC commented that two integrated, well designed signs will be adequate.
- The UDC was also joined by Ms. Liz Mirabile and Ms. Barbara Gruenthal of Lower Falls Improvement Association (LFIA). Ms. Mirabile commented that LFIA agrees that 2 signs will be optimal for building 1. She also commented that those signs should be north and south facing so you could see them when you were going in either direction on the highway. She also commented that LFIA would prefer to have no sign facing Lower Falls neighborhood because there are houses just 400 feet from the office tower and that is an unusual condition on Rt. 128. Regarding building 2, currently Hotel Indigo has a 75 sq. ft. sign that faces Lower Falls. LFIA would like the sign to be no more than 75 sq. ft. Ms. Gruenthal also commented that she agrees with Ms. Mirabile comments.
- Ms. Mirabile also talked about Grove Street. She mentioned that currently as you pass by Grove Street, your experience is of trees and it is very different from some of the other areas in the city like Route 9 or Washington Street. LFIA would like to maintain the current character of Grove Street. Ms. Mirabile commented that LFIA does not support or want doors and signage on Grove Street. LFIA understands that the City Council does not want the development to "turn its back" on Grove Street but thinks that can be accomplished by breaking up the façade of building 6 and planting a lot of trees along the buildings. LFIA loves the look of the Riverside Center next door.

The UDC recommends the following signs in the comprehensive sign package:

Building 1

- Two 200 sq. ft. signs, internally illuminated, with a possibility of increasing the sign area to 300 sq. ft. subject to the design of the building and other factors at the discretion of UDC.
- The applicant can request a third sign but needs to come back to UDC for a possible third sign. A third sign may be rejected by the UDC. If a third sign is not rejected by UDC, it will be subject to review and control of size, location, and design dependent on the proposed design of the building and other factors at the discretion of the UDC.
- 25 sq. ft. sign for building identification sign per lobby entrance.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.
- The UDC also recommended that the intensity of the illumination (lumens) for any sign facing the Lower Falls neighborhood drop after 11:00 pm due to its proximity to Lower Falls neighborhood.

Building 2

- One 200 sq. ft. sign, internally illuminated, with a possibility of increasing the sign to 300 sq. ft.
- An additional sign on the eastern façade facing Hotel Square. The UDC recommends that the second sign be subject to discussion regarding size, location and design, dependent on the proposed design of the building.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.
- The UDC also recommended that the intensity of the illumination (lumens) for any sign facing the Lower Falls neighborhood drop after 11:00 pm due to its proximity to Lower Falls neighborhood.

Building 3

- One 65 sq. ft., internally illuminated sign.
- 25 sq. ft. sign for building identification sign per lobby entrance.

Building 4

- No Grove Street signage, except for 25 sq. ft. sign for building identification sign.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Building 5

- No Grove Street signage, except for 25 sq. ft. sign for building identification sign.

Building 6

- 25 sq. ft. sign for building identification sign per lobby entrance.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Building 7

- One 65 sq. ft. sign, internally illuminated, building identification sign visible from Transit Square.
- 25 sq. ft. sign for building identification sign per lobby entrance.

- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Building 8

- 25 sq. ft. sign for building identification sign per lobby entrance.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Building 9

- 25 sq. ft. sign for building identification sign per lobby entrance.
- One 65 sq. ft., internally illuminated, building identification sign visible from Grove Street. Appropriate signage for Garage and Garage Elevator Lobby. The applicant will need to work in coordination with MBTA.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Building 10

- 25 sq. ft. sign for building identification sign per lobby entrance.
- Appropriate signage for GoBus, Garage, and Garage Elevator Lobby. The applicant will need to work in coordination with MBTA.
- The UDC recommends that all the business/retail signs be compliant with the Zoning Ordinance §5.2.

Wayfinding Signs

- The UDC recommends that all wayfinding signs are reviewed by UDC after the detailed design of buildings.

The UDC recommends that the applicant come back to UDC for all sign applications including wayfinding signs and free-standing signs.



CITY OF NEWTON, MASSACHUSETTS

Urban Design Commission

MEETING MINUTES

April 9, 2021

A meeting of the City of Newton Urban Design Commission (UDC) was held virtually on Wednesday, January 13th, 2021 at 7:00 p.m. via Zoom
<https://us02web.zoom.us/j/85810847200>.

Ruthanne Fuller,
Mayor

Barney Heath,
Director
Planning & Development

Shubee Sikka,
Urban Designer
Planning & Development

Members
Michael Kaufman, Chair
Jim Doolin
John Downie
Robert Linsky
Carol Todreas
William Winkler
Visda Saeyan

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The Chair, Michael Kaufman, called the meeting to order at 7:03 P.M.

I. Roll Call

Those present were Michael Kaufman (Chair), Jim Doolin, John Downie, Bill Winkler, Visda Saeyan, and Robert Linsky. Carol Todreas joined the meeting at 7:07 pm. Shubee Sikka, Urban Designer, was also present.

II. Regular Agenda

Sign Permits

Mr. Kaufman asked if the Commission felt there were any applications they could approve without discussion.

The Commission agreed to approve the following signs without discussion:

2. 300 Needham Street – One Medical

• Proposed Signs:

- One wall mounted principal sign, externally illuminated, with approximately 33 sq. ft. of sign area on the western façade facing Needham Street.
- One wall mounted principal sign, externally illuminated, with approximately 33 sq. ft. of sign area on the southern façade facing Christina Street.

MOTION: Mr. Kaufman made a motion to approve the sign at 300 Needham Street – One Medical. Mr. Downie seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan and William Winkler in favor and none opposed. The decision is hereby incorporated as part of these minutes. According to the Newton Zoning Ordinance, staff concurs with the recommendation to approve the signs as proposed.

1. 104 Needham Street – Free-standing sign

- Applicant/Representative:

David Baker, R.K. Center Representative
Laurance Lee, Rosenberg, Freedman & Lee, LLP
Ron, Sign Design Representative

- Proposed Sign:

- One free-standing principal nonconforming sign, internally illuminated, with approximately 59 sq. ft. of sign area perpendicular to Needham Street.

MassDOT has issued an order for street taking on Needham Street to widen the street and to install a bike lane. As a result, the freestanding sign on the property will need to be relocated. The existing free-standing sign has been in its current location since 1963 based on records found at the Inspectional Services Department.

- Presentation and Discussion:

- Applicant summarized the proposed free-standing sign and the reason for moving the sign (see above).
- Commissioners confirmed the height of the sign is 16 feet.
- Commissioners asked why “R.K. Centers” is needed twice on the proposed sign. The representative responded that they recently purchased this property and the owner would like its name and phone number to be visible from the street. It’s a typical branding sign that is used by the owner for management and leases purposes. The Commissioners confirmed that R.K. Center does not have an office in this building. The Commission also confirmed that Gym Source is the only tenant in this building. The Commissioners commented that it is confusing to see a sign for R.K Center since there is no other opportunity to lease any space at this location. The representative mentioned that another reason for “R.K. Center” name and phone number is because they are managing the property and incase if anyone wanted to know who is managing the property, it is clearly visible. The Commissioners asked if one of the “R.K. Center” sign can be removed. The Commissioners commented that management signs typically would be posted on the building and not the free-standing sign. The Commissioners suggested to move the phone number to the top panel and remove the bottom panel. The Commissioners commented that the management sign and phone number could find another location on the building façade as a small sign if the fire department needed to reach the management company. R.K. Center doesn’t mean anything to anyone, and it is not helpful, it is very confusing. The applicant suggested that they can eliminate the lower portion of the sign “R.K. Center and the phone number” and move it to the building. The Commissioners agreed with the suggestion.
- The Commissioners asked about illumination of the sign. The applicant said that the white and orange portion of the Gym Source sign will be lit. The light is going to come through the white and orange portion of the sign. The Commissioners asked if the top will be lit. The applicant responded there will be push through acrylic at the top and only “RK Center” letters will be back lit, only the back of the letters will be lit
- The Commissioners asked if the new sign will cover the sidewalk and applicant responded that it will not, the sign will be setback from the sidewalk.
- The applicant commented that it is a wide-open curb currently at the property, there is no definition to the entrance. Mass DOT is bringing in granite curb and making it 24

feet wide entrance and there will be bicycle and sidewalk configuration. The Commissioners asked where the new curb will be in relation to the crosshatching on the site plan. The applicant responded it is moving back from the existing granite curb (shown on the site plan), not all the way back.

- One of the Commissioners asked about the site plan. The last parking space on the left has only a 17'-8" back up space which is not enough. The applicant commented that is the reason they have proposed a planter and a decorative base around the bottom, to protect the sign. The applicant also commented that spaces 1, 5, and 6 will be used by employees, who will be the first ones to park and last ones to leave. Gym Source generally has 1-2 customers at a time.
- One of the Commissioners asked about the width of the sign. The applicant responded it is 80 inches. The Commissioner pointed that it appears there is plenty of space at the end of space 8 to have an 80-inch-wide sign at that location. The applicant responded there is not enough space, the sign won't be visible from Needham Street and there is a lot of infrastructure (gas line, electrical feed, telephone pole) on that side of the building. The Commission asked about the width of the existing Gym Source sign. The applicant responded it is 5 feet by 12 feet. One of the members commented that it is best to not impinge on the first parking space and make it difficult to enter and exit that space when it seems there is a location next to parking space 8 (at the head in part of space 8). The applicant responded that because of the utilities at that location, they will lose a parking space to move the sign because the sign will need to be in place of the parking.
- The Commission asked about the purpose of the hatch mark next to van parking space 4. The applicant responded it is required by ADA code. The Commission said to check what that dimension needs to be, it probably needs to be 8 feet and not 9 feet. The Commissioners commented that if it is possible to decrease the ADA space and clearance space to a total of 16 feet then 2 feet could be added to space 1 which would make a little easier to use that space. The applicant responded the Newton Zoning Ordinance requires ADA parking spaces to 9 feet by 19 feet.

The Commission recommended to eliminate the lower portion of the sign "R.K. Center and the phone number" and recommended to move that part of the sign to the building.

MOTION: Mr. Kaufman made a motion to approve the sign at 104 Needham Street – Free-standing sign. Mr. Linsky seconded the motion, and Mr. Downie opposed. All the members present voted, with a 6-1 vote, Michael Kaufman, Carol Todreas, James Doolin, Robert Linsky, Visda Saeyan and William Winkler in favor and John Downie opposed. The decision is hereby incorporated as part of these minutes. According to the Newton Zoning Ordinance, staff concurs with the recommendation to approve the signs as per the recommendation.

3. 24-26 Elliot Street - Redi

- Applicant/Representative:

Brendan Donovan, Fast Signs

- Proposed Signs:

- One wall mounted principal sign, internally illuminated, with approximately 60 sq. ft. of sign area on the northeastern building façade facing the parking lot.

- One wall mounted secondary sign, internally illuminated, with approximately 6 sq. ft. of sign area on the northern building façade facing the parking lot.
- Presentation and Discussion:
 - Applicant summarized both the principal and secondary signs (see above).
 - The Commission asked about the location of both the principal and secondary sign. The Commission commented that the principal sign should face the street and the secondary sign should face the parking lot. The Commissioner said that it is mentioned in the Zoning Ordinance that a principal sign should face the street. Staff checked the Zoning Ordinance and didn't find that definition. The Commissioner mentioned that it may have been in the old Ordinance before graphic changes were made.
 - The Commission commented about the sign with a light box. The Commission recommended the applicant chose one of the two:
 - Either reverse the colors so that dark is the background and the light pops through, if that doesn't work with the logo and branding
 - Then the Commission recommends that the white area is blacked out on the inside of the box so that at night only the letters will be illuminated.
 - The applicant mentioned they are looking to reuse the existing sign light box.

MOTION: Mr. Kaufman made a motion to approve the signs at 24-26 Elliot Street with a condition that the white portion of the sign is blacked out from behind and recommended making the background grey to match the secondary sign. Ms. Saeyan seconded the motion, and none opposed. All the members present voted, with a 7-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and none opposed. The decision is hereby incorporated as part of these minutes. According to the Newton Zoning Ordinance, staff concurs with the recommendation to approve the signs as proposed.

Design Review

1. 306 Walnut Street Design Review

- Owner/Applicant: Jeff Cohen
- Representatives:
 - Steve Buchbinder, Schlesinger and Buchbinder, LLP
 - Franklin Schwarzer, Schlesinger and Buchbinder, LLP
 - John Pears, Architect
 - Anna Aruot, RODE
- Documents Presented: Locus plan, site plan, landscape plan, floor plans, street diagrams, elevations, perspectives, and context materials
- Project Summary: The property is comprised of two lots, one in a BU-1 zone and one in an MR-1 zone (the "Property"). The total area of the Property is 13,960 square feet. The developer is seeking to construct a new proposed mixed-use development at the Property. To do this the applicant will need both special permit relief and a change of zone for the Property to MU-4.

The applicant is proposing 27 residential apartment units and approximately 3,500 square feet of commercial space which would be utilized primarily as a yoga studio with other possible complementary uses. The proposed unit breakdown includes 2 studio units, 19 one-

bedroom units, and 6 two-bedroom units. The proposed building would be up to five stories and 60 feet in height. To break up the massing of the proposed structure, the upper floors are gradually stepped back. The development would contain 19 parking stalls. The reduction in required parking is designed to promote alternative modes of transportation and to reduce reliance on individual car trips to the site.

- Presentation: The applicant's representative provided a summary of the project (see above).
- Discussion: The Urban Design Commission had the following comments and recommendations:

The Urban Design Commission (UDC) commented that it is a very handsome building, it fits well into the neighborhood. The building is beautiful and will enhance the neighborhood. This is a very well executed proposal for MU-4 zone change.

Building Massing, Height and Architecture

- The UDC recommended to ensure there is space between the brick wall of the Masonic building and the windows of the proposed building. The applicant responded that majority of the core is along that edge, so staircases and elevators are on that edge.
- The UDC recommended to have a light-colored solid material on the building, adjacent to the masonry Masonic building. It's a nice "background" building, it is meant to be supportive of other buildings in the neighborhood. It is the right approach in this location. The contrast between the two buildings jumps out a lot. The UDC recommended to pick up some of the brick tones in a lighter color, off-white or lighter shade of red, maybe some aristocrat colors will help. Some banding may also help to make the building fit better in this site.
- The UDC commented that the building fits well in the neighborhood. The applicant has done a nice job of achieving it with the setbacks and the way the lobby is set in.
- The UDC recommended to make the deck railing solid and taller so it still feels like a commercial block.
- Roof-top amenity is an excellent idea. It is a good way to use the top floor.
- The UDC commented about the residential entrance. The commercial façade comes right to the Masonic building. It is appropriate to recess the residential entrance but there could be a trellis at the top level with some vegetation. It will help to continue the façade all the way to the Masonic building.
- The UDC asked about the materials for the rear façade of the building. The applicant responded that they haven't fully designed the rear façade. The UDC encourages the applicant to use similar, complementary materials to the front façade. They shouldn't look like completely different buildings. The applicant commented that it will probably be a similar material as the front façade.

Parking

- UDC is supportive of the parking strategy. The UDC recommended to think about the parking, if it will be screened or open. The applicant responded that there is about 5 feet in the rear and the project will have a landscape architect who will help to find an appropriate solution along the edge, using natural vegetation. The architect mentioned

that they have used vines in the past that grow throughout the year up on fences, trellises, or something similar in nature.

Sustainability

- The UDC recommended to provide solar panels and a good number of electric vehicles charging stations.

III. ADJOURNMENT

Mr. Kaufman made a motion to adjourn the meeting, Mr. Downie seconded and there was general agreement among the members.

The meeting was adjourned at 9:00 p.m.

Respectfully submitted by Shubee Sikka

Approved on

DRAFT



CITY OF NEWTON, MASSACHUSETTS

Urban Design Commission

MEETING MINUTES

April 9, 2021

A meeting of the City of Newton Urban Design Commission (UDC) was held virtually on Wednesday, February 10th, 2021 at 7:00 p.m. via Zoom

<https://us02web.zoom.us/j/86492884809>

Ruthanne Fuller,
Mayor

Barney Heath,
Director
Planning & Development

Shubee Sikka,
Urban Designer
Planning & Development

Members
Michael Kaufman, Chair
Jim Doolin
John Downie
Robert Linsky
Carol Todreas
William Winkler
Visda Saeyan

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The Chair, Michael Kaufman, called the meeting to order at 7:02 P.M.

I. Roll Call

Those present were Michael Kaufman (Chair), Jim Doolin, John Downie, Bill Winkler, Visda Saeyan, Robert Linsky, and Carol Todreas. Shubee Sikka, Urban Designer, was also present.

II. Regular Agenda

Sign Permits

1. 447 Centre Street – Newton Wine Warehouse

- Applicant/Representative: Carol Fournier, Fast Signs
- Proposed Signs:
 - Reface of one wall mounted principal sign, internally illuminated, with approximately 36 sq. ft. of sign area on the western façade facing the rear parking lot.
 - Reface of one wall mounted secondary sign, internally illuminated, with approximately 18 sq. ft. of sign area on the eastern façade facing Centre Street.
- Discussion:
 - The Commission asked if the applicant was just replacing the panels in the existing sign. The applicant responded yes; they are just swapping out the inserts.

MOTION: Mr. Linsky made a motion to approve the sign at 447 Centre Street – Newton Warehouse Wines. Mr. Winkler seconded the motion, and none opposed. All the members present voted, with a 7-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and none opposed. The decision is hereby incorporated as part of these minutes. According to the Newton Zoning Ordinance, staff concurs with the recommendation to approve the signs as proposed.

3. 1134 Beacon Street – Caprese Cafe

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

- Discussion:
 - The Commission confirmed with the applicant that they are just replacing the sign panels. The Commission commented about the illumination. The Commission recommended the applicant chose one of the two:
 - Either have a darker background
 - Or black out the white area at night only the letters will show through.

The applicant said that they will need to check with the business owner.

MOTION: Mr. Kaufman made a motion to approve the sign at 1134 Beacon Street – Caprese Café on condition that the white portion of the sign is blacked out, so it's not illuminated at night. Mr. Downie seconded the motion, and none opposed. All the members present voted, with a 7-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and none opposed.

2. 845 Washington Street – Clover Food Lab.

- Applicant/Representative:

Scott Lombardi, Mark Development
- Proposed 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 (L1).
 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 (L2).
 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 (L4).
 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 (L3).
 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 (L5).
 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 (L6).

- Documents Presented: Sign permit application and supporting documents

- Presentation and Discussion:
 - The applicant provided a summary of the project (see above). The applicant also pointed out that they have revised location and size for blade sign L3.

- Applicant commented L3 and L6 sign were added to the comprehensive sign package since it was last discussed. L6 was not shown earlier because this commercial space doesn't have a door at the rear but has a door facing the plaza so they can have outdoor seating. The applicant commented that not having a sign facing the parking lot was an oversight, it makes a lot of sense to have a sign facing the parking lot.
 - The Commission commented that L3 sign is not necessary or appropriate, instead it can become a window sign, it can also have an arrow. The applicant mentioned that Clover Food Lab. will eventually serve coffee from a window facing the plaza. It will not happen in the short term but sometime in the future.
 - The Commission asked what the need is for so many signs. The Commissioners recommended that the applicant consider choosing one sign, either L4 or L5. L4 is probably not necessary and L5 would do much a more effective job. Not many people will see sign L4 except for the people coming from the residential lobby. The applicant commented that they feel the sign over the door is important to identify the business. It's a second front of the store. The Commissioners said a blade sign over the door will serve the same purpose and will be most useful. The Commission commented that L4 is in keeping with the general perspective where the signs should be located. A blade sign will be effective.
 - The Commission asked about the directory sign. The applicant informed that "Soofa" sign is considered a non-accessory sign and is not allowed to be installed so it has been eliminated. The applicant also said that there is not central directory sign for the retailers. The staff mentioned that the Legal department has confirmed that a non-accessory sign is not allowed as per the zoning ordinance. The Commission commented that the applicant should consider other directory signs for this property.
 - The applicant commented that L1, L2, L4 and L5 are consistent with the sign package discussed at earlier meetings.
 - The Commission commented that it is very helpful to have CVS blade sign, when you are walking along Washington Street, only the blade sign is visible. The blade sign for Clover along Washington Street will be helpful, similarly blade sign at the courtyard will be very helpful. The wall sign won't be visible to anyone since it won't be visible to pedestrians walking in the courtyard and there will be no cars in the courtyard, so it won't really help anyone.
 - The Commission recommended that if the applicant choses to keep L5 sign, then it should move closer to the door, a few feet from the wall because two signs don't need to be in the same place.
- Public Comment:

The UDC also heard from the following members of the public:

Schuyler Larrabee: Mr. Larrabee observed that L2 and L5 are the same size and perpendicular to the wall. It appears that those two signs are associated with the entrances to the business. Keeping L2 and L5 will be good. It appears that L5 will be visible from the parking lot. There is no benefit to L4. Mr. Larrabee recommended signs L1, L2, L5, and L6 should be chosen and not L3 and L4. L1 will be useful to people who are driving on Washington Street.

MOTION: Mr. Kaufman made a motion to approve the signs L1, L2, eliminate L3, and let the applicant chose two signs from L4, L5, and L6 at 845 Washington Street – Clover Food Lab. Mr. Winkler seconded

the motion, and none opposed. All the members present voted, with a 7-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and none opposed.

The UDC recommended to approve the secondary sign L6 with a **condition**. The UDC recommended to add a lighting dimmer to the sign L6. The Commission recommended at the meeting that the applicant choose to keep 2 signs from L4, L5, and L6. The Commission recommended that if the applicant chooses to keep L5 sign, then it should move closer to the door, a few feet from the wall.

Comprehensive Sign Package

- **Applicant:** Scott Lombardi, Mark Development
- **Documents Presented:** Trio comprehensive sign package
- **Comprehensive Sign Package Summary:** 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 (Clover Food Lab.)

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.

- Presentation and Discussion: The applicant's representative provided a summary of the project (see above). The applicant also pointed out that they have revised location and size for blade sign for Commercial Space #4 (sign L3).
- Discussion: The Urban Design Commission had the following comments and recommendations:

- The Commission received an email from an abutter of the property, Beth Smith and UDC raised concerns that were raised by Ms. Smith. The Commission raised a concern about dimming the signs facing the rear parking lot. There was a concern about actual signs and UDC observed that some of the signs shown are placeholders and are not actual signs. The applicant said that “Petpal” and “Alhaspa” signs are just placeholders and not actual signs. The applicant mentioned that they have been talking to the neighbors and their main concern is the light level of signs facing the rear parking lot. The applicant reminded the Commission approved (at a previous meeting) the “resident parking” sign with a condition that the sign will have an option to be dimmable.
- The Commission requested the applicant to submit a sign package showing the signs that have been approved by UDC till February 10th including but not limited to CVS signage, building identification signage, The Barn, Clover Food Lab. signage. Staff recommended that the applicant update the sign package with all the signs that have been approved by UDC to date but in the future sign package could be used as a reference and the applicant will not need to update it in the future. The Commission agreed with staff.
- The applicant said that the old existing pylon sign on Walnut Street, was at one-point part of the sign package, it was going to be repurposed and reused. The applicant commented that it was in poor shape, so they decided to remove it. The Commission appreciates that.

MOTION: Mr. Downie made a motion to approve the comprehensive sign package at 845 Washington Street and 245 Walnut Street. Mr. Winkler seconded the motion, and none opposed. All the members present voted, with a 7-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and none opposed. The UDC approved the comprehensive sign package on the **condition** that all signs facing the parking lot shall be dimmable.

Design Review

1. 383-387 Boylston Street Design Review

- **Owner/Applicant:**
- **Representatives:**
 - Laurance Lee, Rosenberg, Freedman & Lee, LLP
 - Mark Dooling, Dooling & Company Associates
 - Federico Arellano, Dooling & Company Associates
- **Documents Presented:** Context plan, site plan, landscape plan, floor plans, street diagrams, elevations, sections, perspectives, and context materials
- **Project Summary:** 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).
- Presentation: The applicant's representative provided a summary of the project (see above).
 - Discussion: The Urban Design Commission had the following comments and recommendations:

The Urban Design Commission (UDC) commented that the building fits nicely on the site. It is a nice breakdown of massing. It is a huge improvement as compared to existing conditions. The proposal is an appropriate solution for this site and UDC is looking forward to seeing more design development.

Site Plan, Circulation and Connectivity

- The UDC commented that the issue of having two fronts (Jackson and Boylston Streets) has been solved well by putting the lobby on the side and connecting the lobby to both the streets by a walkway.

Building Massing, Height and Architecture

- The UDC recommended to create a clear expression for the second entrance door on Boylston Street side, maybe a canopy above the door (like a main entrance). It was also recommended to make the square window above the door a little bigger to help get more daylight in the stairwell.
- One of the members recommended to provide more balconies on Jackson Street side (a pleasant neighborhood street) and fewer balconies on Boylston Street side (a busy traffic road). The applicant responded that the balconies on Boylston Street elevation help to articulate the massing of the building and improve the insulation, they help to create shade for the windows since it is south facing. The member suggested it may be a good idea to have glazing for all the balconies facing Boylston Street. Not all the members agreed with this recommendation.
- The UDC recommended to provide deeper balconies so there is enough space to provide table and chairs, especially facing Jackson Street.
- The UDC commented that according to the Jackson Street elevation, the grade drops from west to east however, the project's wall appears to be at one level. It was recommended that the applicant investigate the level change again. It appears that the grade is on the same level with the street at the east side versus the west side.
- One of the members commented that since there are a lot of single-family homes on that street, so it is nice to see a break in the façade on the right side of the Jackson Street façade however on the left side, there is still a large mass. The member to provide a similar break on the left side as well, maybe make it look more like a townhouse. Not all the members agreed with this recommendation. The applicant responded that they will explore more regarding breaks in massing.

- There was discussion about the materials. The applicant commented that they haven't finalized the materials yet. They would like to have contrast. The applicant commented that they would like to have a different material for the entry, maybe metal siding to give an accent to the entry. The applicant indicated they will be working more on the material choices.
- Based on changes with building code, the UDC recommended to investigate having 1 stairwell instead of 2.

Landscape, Streetscape and Public Open Space

- The UDC recommended to provide some street trees on Jackson Street side between the sidewalk and the curb.
- The UDC recommended to provide landscaping in front of the building along Jackson street. It will be good to provide landscaping next to the entries to the units if there is enough space.
- The UDC recommended to provide more landscape buffer on Boylston Street side, maybe a stone wall, more greenery. A pergola may also help to provide more separation from Boylston street.

2. 967 Washington Street Design Review

- **Owner/Applicant:** Ernie Rogers
- **Representatives:**
 - Terry Morris, Attorney
 - Alan Mayer, Mayer + Associates Architects
- **Documents Presented:** Context plan, site plan, architectural drawings, floor plans, elevations, perspectives, and context materials
- **Project Summary:** 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 Commission, the applicant presented a 3rd option (a 3-story building) as well.

- **Presentation:** The applicant's representative provided a summary of the project (see above). The applicant presented three options:
 - Option 1: 4-story building with flat roof
 - Option 2: 4-story building with sloping roof
 - Option 3: 3-story building, this option was not as well developed as the other 2 options

- Discussion: The Urban Design Commission had the following comments and recommendations:

General comments and recommendations:

Site Plan, Circulation and Connectivity

- There were questions about the site plan. The UDC requested a more detailed site plan to understand the relation between the building, landscaping, parking, garage ramp, and the townhomes.
- It was asked if the applicant explored putting the garage entrance off the parking lot so there are not 2 curb cuts next to each other. The two vehicular entrances next to each other are not good and UDC would like the applicant to explore other solutions. It also appears making a left out of the parking ramp is very close to the road.

Building Massing, Height and Architecture

- The UDC commented that commercial space feels like an appendage to the main building. The UDC recommended to integrate retail into the building, so it is 1 building and does not appear to be two separate buildings. It appeared at first that the applicant was retaining the existing retail. Since the applicant is tearing down the building, it is an excellent opportunity to ensure that it looks like a single building. It could be achieved with the help of materials, with color or form.
- One of the members commented that it may be a good idea to eliminate the retail at this site. This recommendation is based on current and projected conditions: it is not the highest and best use of the ground floor space.
- The UDC recommends using fewer materials instead of 5 different materials.
- Some of the members like the idea of a sloping roof on this building, so it is better integrated with the neighborhood. While some other members thought that the sloping roof added to the height/ bulk.

Landscape, Streetscape and Public Open Space

- The UDC recommended to add more greenery at the site.
- The UDC recommended the applicant explore possibility of planting some trees across the street, next to the Turnpike.

Specific comments and recommendations about the three options:

Option 1: four story building with flat roof

- Some of the members commented that flat roofed solution is better because of less bulk. There is too much bulk in the four-story option with a sloping roof.
- Some of the members recommended to maybe use 1 material, like brick. It will also help to pull the building forward over top of the retail, pull a portion of the building forward, maybe at the corners so two corner bays are all brick coming straight down and being part of the retail and then continued to push and pull a little to break it up, maybe break it at the entry point as well. It may also help to pitch it down along Walker Street and toward the

neighboring house on Washington Street. It may be that there are too many materials that is making it look even bigger than it is.

Option 2: 4 story building with sloping roof

- Some members commented that the scheme with the sloping roof fits better since its picking up elements from the neighboring house.
- Some other members commented that it makes the building much taller and very bulky.
- It was also commented that this option has two materials which is more successful than the first scheme that has a few different materials.

Option 3: 3 story building

- The UDC commented that the three-story option appears to be most appropriate for this site and should be further developed.
- The UDC observed that the three-story option did not have any retail.
- One of the members recommended to explore the option of eliminating the townhomes and instead step down the building towards the neighborhood. It will probably help to make the site plan and parking work a lot better as well.

Public Comments:

The UDC also heard from the following members of the public:

Councilor Pamela Wright

Peter Bruce, President of Newtonville Area Council (NAC)

Meg W., 957 Washington Street

Schuyler Larrabee

Peter Harrington

Councilor Wright commented that Washington Street Vision Plan allows this property to be 3 stories. It's a transition area before you get into Village Centers or Washington Street or Walnut Street where it is taller. In this area, the tallest building is supposed to be a maximum of 3 stories.

Mr. Bruce commented that NAC objects to the height, the Washington Street Vision Plan should be respected. Mr. Bruce commented that Principle Group also said that the current heights should be respected, 3 stories were the maximum. The NAC strongly encourages the applicant to stay within those parameters. Regarding conserving land by going taller, it appears not a lot of land will be conserved by increasing the height from 3 to 4-stories. Even though Trio is not too far away and as Principle Group pointed out this is an inter-village center area, it's not part of Newtonville Village Center.

Meg W. commented that the proposed 4-story building is not in scale with the Washington Street Vision Plan. The document that created the Washington Street Vision Plan was the Hello Washington Street report that was presented by the Principle Group. Four-story is inconsistent with what Principle Group suggested for this neighborhood/block. She commented that this development resides west of her house and it will eclipse the sun all day all season long. There will be no sunlight to the backyard as a result of this development. This area has already taken a quality of life blow when Mass DOT cut down all the foliage across the street along Mass. Turnpike. It has had a profound negative impact on this neighborhood. There is a huge increase

in sound, pollution, and the heat that emits from asphalt from the Mass. Turnpike. She also pointed out that there is some reference to the abutting house on Walker Street, the abutting house on Walker Street is the same height as her house. There will be a lot of cleaning that will need to be done on the façade because of the pollution that accumulates from the Mass. Turnpike after the foliage was cut down.

Mr. Larrabee commented that this stretch of Washington Street has a fair amount of residential buildings that have commercial uses in them. The 3-story plan has some merit to it, a real roof on top of it will be helpful. He also commented that bending around the corner and stepping down will be helpful.

Mr. Harrington said he lives just around the corner on Lowell Avenue. He commented that he was glad to hear that there is a 3-story option because the proposed 4-story option overshadows the apartment building across Walker Street. He also commented that it may be an issue to change the zone, it may be a spot zoning issue that should be investigated.

The applicant mentioned that they were encouraged to pursue a zoning change in order to get retail and 4 stories. UDC recommends against that concept. The Washington Street Vision was carefully done, and this part of Washington Street is supposed to be limited to 3 stories. The UDC supports the Washington Street Vision. The applicant needs to settle on a scheme for this property, rather than bringing conceptual choices to UDC.

The UDC recommended to explore the 3-story scheme that eliminates the townhomes with the building stepping down on Walker Street and to the neighboring house on Washington Street. Some members thought that the sloping roof adds to the mass and bulk while other members thought it makes it look more neighborly. The UDC also recommended to reduce the number of materials on the façade. The site plan also needs to be worked on, like curb cuts, parking, townhomes. A landscape plan will also be helpful, explore ways to increase greenery at the site.

Additional materials requested:

- **Site Plan:** The UDC requested a more detailed site plan to understand the relation between the building, landscaping, parking, garage ramp, and the townhomes.
- **Sections** will be helpful for future discussion
- **Landscape Plan**
- UDC would also like to see more detail on townhomes

III. ADJOURNMENT

Mr. Kaufman made a motion to adjourn the meeting and there was general agreement among the members.

The meeting was adjourned at 10:00 p.m.

Respectfully submitted by Shubee Sikka

Approved on



CITY OF NEWTON, MASSACHUSETTS

Urban Design Commission

MEETING MINUTES

April 9, 2021

A meeting of the City of Newton Urban Design Commission (UDC) was held virtually on Wednesday, March 18th, 2021 at 7:00 p.m. via Zoom
<https://us02web.zoom.us/j/87376480179>

Ruthanne Fuller,
Mayor

The Chair, Michael Kaufman, called the meeting to order at 7:02 P.M.

Barney Heath,
Director
Planning & Development

I. Roll Call

Those present were Michael Kaufman (Chair), Jim Doolin, John Downie, Bill Winkler, Robert Linsky, and Carol Todreas. Shubee Sikka, Urban Designer, was also present.

Shubee Sikka,
Urban Designer
Planning & Development

II. Regular Agenda

Sign Permits

Mr. Kaufman asked if the Commission felt there were any applications they could approve without discussion.

Members
Michael Kaufman, Chair
Jim Doolin
John Downie
Robert Linsky
Carol Todreas
William Winkler
Visda Saeyan

The Commission agreed to approve the following signs without discussion:

2. 71 Needham Street – Apotheco Pharmacy Newton

• Proposed Signs:

- One wall mounted principal sign, internally illuminated, with approximately 30.7 sq. ft. of sign area on the eastern building façade facing Needham Street.
- One wall mounted secondary sign, non-illuminated, with approximately 8 sq. ft. of sign area on the western building façade facing the rear parking lot.

3. 94 Wells Avenue – Elaine Construction

- One free-standing principal sign, non-illuminated, with 15.5 sq. ft. of sign area perpendicular to Wells Avenue.
- One wall mounted secondary sign, internally illuminated, with 22.6 sq. ft. of sign area on the western façade facing Wells Avenue.

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MOTION: Mr. Kaufman made a motion to approve the signs at 71 Needham Street – Apotheco Pharmacy Newton and 94 Wells Avenue – Elaine Construction. Mr. Winkler seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed.

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1. 431 Washington Street – Sunrise Senior Living of Newton

- Applicant/Representative: Franklin Schwarzer, Schlesinger and Buchbinder, LLP
- Proposed Sign:
 - One free-standing principal sign, fence mounted, externally illuminated, with 29.6 sq. ft. of sign area facing Washington Street.
- Presentation and Discussion:
 - Applicant summarized the free-standing principal sign (see above) and that the fence is in violation of the fence ordinance. Applicant said that they realize that the Commission won't vote on this matter but would like to get informal feedback about the sign.
 - The Commission asked the staff that this is a free-standing sign because it is mounted on a wall. Staff confirmed that since this sign is mounted on a fence and not mounted on the building, it is considered a free-standing sign.
 - The Commission asked if the fence ordinance applies to a business district. The staff confirmed that the fence ordinance does apply to business districts.
 - The Commission commented that it seems that this fence wall should be subject to the special permit and the applicant shouldn't have to come to UDC for an appeal. UDC recommended that they should just be able to get a fence permit from ISD. Staff commented that they informed the applicant that they need to apply for a fence permit and if it is granted then the staff recommends the free-standing sign for approval.
 - The Commission commented that coming to UDC for an appeal will be difficult. The UDC recommended that the applicant get a fence permit for the legal part of the fence and make this part of the fence a free-standing sign. One of the members commented that UDC can grant exceptions, but the criteria that is used to grant exceptions will probably not apply in this case, it's not a hardship.
 - Some of the members commented that they went on the tour for Sunrise and they were very impressed with the facility.
 - The applicant clarified that in terms of the sign design, if the Commission finds it acceptable. The Commission commented that the sign is good.
 - Staff recommended the applicant contact the Commissioner of ISD regarding the fence permit.

4. 1261-1269 Centre Street (821 Beacon Street) – StretchMed

- Business Owner: Jamie and Bonnie Lee
- Applicant/Representative: Jeff Kwass, ViewPoint Sign and Awning
- Proposed Signs:
 - One wall mounted principal sign, internally illuminated, with approximately 37.5 sq. ft. of sign area on the southeastern building façade facing Beacon Street and Centre Street.
 - One wall mounted secondary sign, internally illuminated, with approximately 37.5 sq. ft. of sign area on the southern building façade facing Beacon Street.
 - One wall mounted secondary sign, internally illuminated, with approximately 37.5 sq. ft. of sign area on the eastern building façade facing Centre Street.
- Presentation and Discussion:
 - Applicant summarized the principal sign and both the secondary signs (see above).

- The Commission asked if the signs are backlit, will the white portion be all lit up at night? The Commission commented that the white background is not consistent with the rest of the building.
- The Commission suggested that a tone down color for the background so its not so stark white so it might look a little better with the brick and the letters would stand out a little more. The Commission recommended that the background color of the sign can be closer to the buff colors of the pilasters, it may look good as the background instead of white.
- The Commission recommended that it may also help to shorten the sign a little. The applicant commented that they don't know what is behind the existing signs, so they are proposing a sign of the same size. The Commission commented that it will be worth looking to find what the existing condition is. The Commission commented it will help if the signs are not going edge to edge between the pilasters. It will help to see some of the brick around the edges of the sign coming down.
- The staff commented that although the applicant is replacing the existing "Liberty Travel" signs, the proposed secondary signs are not consistent with the zoning ordinance. The Commission asked why these are all not principal signs and staff responded that a principal sign can only be split into 2 signs, not 3 signs. One of the members commented that this is not a hard corner, it is a rounded corner so these three signs should be allowed. The intent of the ordinance is to take the principal sign and wrap it around the corner.
- Some of the commissioners commented that it appears that this business is over signed. The two flanking signs should be smaller, there should be some hierarchy here rather have a band of signs that seems overwhelming. Three of the same signs seem to be overwhelming. They are so close together; they are almost like an advertisement or a billboard rather than a sign.
- There was discussion about the entrance to the business. The applicant pointed its at the center.
- The signs are crowding the frame of the building, they are not sitting within a frame.
- The Commission asked if the two flanking signs are needed, what if there is only 1 sign above the entryway. The applicant responded that the main appeal of a corner location like this one is to be able to communicate your business to the street, and the proposed signs help to achieve that.
- The Commission asked about what the business is. The business owner responded that StretchMed provides a service which is one to one assisted stretching, it's like a combination of chiropractor, physical therapy and personal training, helping people with mobility issues, motion issues, flexibility, strengthening, sports injuries. He also commented that they have certified, educated stretch therapists. It's a very popular program. The interior layout is a very low key, 4 stretch tables and very soft and calming environment. The business owner also commented that the idea for three signs is that the sign is visible from all three viewpoint. The decision to move into this space was to have the sign visibility at this location from all angles.
- The Commission commented that these signs are very different from other adjoining signs, for example Starbucks and then there are awnings.
- The applicant commented that they are replacing the existing sign boxes with new boxes.
- The Commission commented that the logo could extend beyond the box. Visually, the sign will appear to be smaller even though it won't be smaller.

- The Commission commented that the applicant can submit revised sign design based on UDC's suggestions by email to staff and if UDC likes them, it can be recommended for approval and if UDC doesn't approve them, then the applicant may need to come back next month.
- There was discussion about why these signs can't just be replacement signs. The staff pointed out that the sign ordinance stated that nonconforming signs can be maintained but shall not be enlarged, reworded, redesigned or altered hence these proposed signs need to be compliant with the ordinance.
- The applicant commented that they will work with the business owner and have some design ideas and send it to staff to send it to UDC.
- The Commission commented that it may be helpful to take down 1 existing sign to see what is behind them, it will also help to see where the electrical connections are.

5. 845 Washington Street (261 Walnut Street)– Mida

- Business Owner: Douglas Williams
- Applicant/Representative:
 - Scott Lombardi, Mark Development
 - Travis Blake, Sousa Design Architects
- Proposed Signs:
 - One canopy mounted principal sign, internally illuminated, with approximately 16 sq. ft. of sign area on the southeastern building façade facing Washington Street and Walnut Street.
 - One perpendicular blade secondary sign, internally illuminated, with approximately 9 sq. ft. of sign area on the southern building façade perpendicular to Washington Street.
 - One perpendicular secondary blade sign, internally illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade perpendicular to Walnut Street.
- Presentation and Discussion:
 - Applicant summarized the principal sign and both the secondary signs (see above).
 - The Commission asked where the principal sign is shown on the comprehensive sign package. The staff commented that sign package shows that it is mounted on the face of the canopy.
 - The Commission commented that moving the sign above the canopy doesn't appear to make any difference in terms of visibility of this sign from I-90, commuter rail or the bridge.
 - The Commission commented that the ordinance has a ban on signs above the roofline and there is a reason for that. The Commission understands that this canopy is not the roof of the building but there is a reason for that. This sign has a similar feeling of a sign sitting on a roof.
 - The Commission commented that they are not in favor of the sign above the canopy. The Commission commented if the letters extended above and below the fascia, that might be appropriate.
 - The Commission commented that the reason why the UDC asked for the sign to be moved from the top of the canopy to the middle of the fascia during the sign package

discussion was because of the apartment and that is still the case. Although, the unit is not rented, eventually there will be a resident in that unit who will look at the back of this sign. The Commission asked about the height of the letters and the height of the fascia, the applicant responded it is 30 inches and 2 feet respectively.

- The Commission also commented that the sign band helps to make the distinction between the ground floor retail and residential on upper floors. If the sign is above the canopy, it doesn't help to make that distinction.
- The Commission commented the sign should be moved to the fascia. It also makes the fascia look better otherwise it is blank and not interesting, putting the letters on the fascia will probably make it more festive.
- The Commission commented that the two blade signs are good as proposed.
- The Commission asked about the height between the bottom of the blade sign and the sidewalk. The applicant responded it is 8'-4". The staff also commented that it meets the height clearance required by DPW is 89".

MOTION: Mr. Kaufman made a motion to approve the signs at 845 Washington Street (261 Walnut Street) - Mida. Mr. Linsky seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed. The UDC recommended approval of the wall mounted principal sign on the **condition** that the sign is centered in the middle of the fascia and the height of the sign to be no taller than 36 inches.

Design Review

1. 386-394 Watertown Street Design Review

- **Representatives:** Ron Jarek, Mariana Dagatti, Leonardo Coelho, MGD Plus
- **Documents Presented:** Locus plan, site plan, landscape plan, floor plans, elevations, perspectives, and context materials
- **Project Summary:**

The petitioner is seeking a Special Permit from the City Council for the property located at 386-394 Watertown Street to construct a three-story structure with two stories totaling ten residential units above first floor commercial with a total of 16 parking spaces (8 on grade and 8 underground). The unit types range from one-bedroom to two-bedroom.

- **Presentation:**
The applicant's representative provided a summary of the project (see above).
- **Discussion:**
The Urban Design Commission had the following comments and recommendations:

The Urban Design Commission (UDC) commented that Nonantum will benefit from this project. The façade along Watertown Street is handsome, it fits in to the neighborhood, and it will be a good addition. The front façade is clean, straightforward, and nice but the rear façade feels like a big, blank wall, it will help to break the massing with a couple of colors.

The UDC reviewed this project in 2017 before the special permit was granted. The UDC appreciates all the changes made by the applicant based on UDC's recommendations at that time.

Building Massing, Height and Architecture

- There was discussion about the common deck from the lobby space. The UDC commented that functionally it doesn't look like a great space since it is looking into the adjacent building. The UDC observed that on the common deck there are two pairs of doors and a single door and questioned the reason for so many doors. The applicant responded that it is to create a feeling of openness. The UDC recommended that applicant consider changing the multiple doors to a single door and change rest of the doors to windows.
- The UDC asked if there is an amenity space for the building. The applicant responded that there is lobby area on the first floor and there may be some recreational space in the basement area. The applicant also commented that although this will be a boutique residential building, 10 units can't support the same level of amenities that a larger building may be able to support.
- The UDC recommended to show a placeholder for the signs at the next discussion. There will probably be only one retail sign and it will help to identify where the sign can be placed. The UDC recommended to place the numerical address on top of the "Parkview" sign shown on the renderings.
- There was discussion about the rear façade. The UDC asked about the material for the rear façade. The applicant responded it will be EIFS. The UDC commented there is some extensive blank rear wall, currently represented with a single color. The UDC recommended to have less unrelenting color scheme, it may help to break up the rear façade with a couple of colors (not too many though). There is a definite front of house and back of house look to this building. The UDC understands that from a financial standpoint, the applicant needs to make some changes to reduce the cost of brick and limestone, but it is a severe and unfortunate change. It will be nice if something could be done to enliven the back part of the building. There is indifference to the neighborhood behind that will see these big blank walls, colors will help to break the massing and will be a nice gesture to the neighborhood.

Landscape, Streetscape and Public Open Space

- The UDC asked if there will be outdoor amenity space in the alleyway. The applicant responded that the alleyway is just a vehicular lane and not a pedestrian amenity. The UDC observed that there is a park across the street.

Design Consistency Review

1. 156 Oak Street - Northland Design Consistency Review

- Applicant/Representatives:
 - Alan Schlesinger, Schlesinger and Buchbinder, LLP
 - Kent Gonzales, Northland
 - Louis Kraft, Stantec
- Documents Presented:
- Project Summary:

On November 14, 2019, the Land Use Committee of the City Council voted to approve the Northland Project via Board Order #426-18. Per the Board Order Condition 10, "The

procedure for preliminary review of building permit plans set forth in Conditions t/7-8 may be utilized by the Petitioner earlier in the design process for one (1) or more buildings or public spaces in order to receive initial opinions on the consistency of schematic/architectural drawings. If the opinions of both the Director of Planning and Development and the UDC after such an initial schematic review are that the schematic drawings are in full compliance with the Project Master Plans and consistent with the Design Guidelines, the Commissioner of Inspectional Services may accept final building permit plans without further preliminary review so long as they do not include any additional design elements or change any design elements governed by the Design Guidelines as confirmed by the Director of Planning and Development.”

At its regularly scheduled meeting on October 14, 2020, Urban Design Commission appointed a Subcommittee for Northland Design Consistency Review. The Subcommittee met eight times from October 28, 2020 to February 18, 2021 to review the Northland submission. City’s peer review consultant, Utile also joined the Subcommittee for all eight meetings. The Subcommittee reviewed the project and made a recommendation to the full Urban Design Commission for final Determination (attachment A) at its regularly scheduled meeting on March 18, 2021.

The Subcommittee included James Doolin (Chair of Subcommittee), Michael Kaufman, John Downie, William Winkler, and Carol Todreas. Tim Love, Utile also joined for all Subcommittee meetings.

- Presentation and Discussion:
 - The Chair of the Northland Subcommittee, Mr. Doolin summarized the process and findings of the Subcommittee. The applicant will need to return to Urban Design Commission for consistency review of several items that were either; a) not yet provided by the applicant for review, or, b) that were presented but deemed to require further design advancement prior to a consistency finding. The following items are included:
 1. Building 2: Needham Street façade, roof, and service access / treatment
 2. Kiosk
 3. Building / site lighting
 4. Comprehensive sign package and retail storefront guidelines
 - The Commission requested the applicant to present east façade of Building 2. The applicant presented Building 2.
 - The Commission observed that the applicant will come back after there is a tenant for the restaurant space in building 2.
 - The applicant and the Commission commented that this has been a good process and that it is a public process that worked very well.

MOTION: At its regularly scheduled meeting on March 18, 2021, Mr. Kaufman made a motion to approve the recommendations made by the Subcommittee to the Urban Design Commission. Mr. Doolin seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, John Downie, James Doolin, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed.

III. ADJOURNMENT

Mr. Kaufman made a motion to adjourn the meeting, Mr. Downie seconded the motion and there was general agreement among the members.

The meeting was adjourned at 9:02 p.m.

Respectfully submitted by Shubee Sikka

Approved on

DRAFT