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Barney Heath
Director

DATE: January 26, 2021
TO: Neil Cronin, Chief Planner
Jane Santosuosso, Chief Zoning Code Official
FROM: Urban Design Commission
RE: 104 Needham Street – Free-Standing Sign
CC: Land Use Committee of the City Council
Petitioner

At the request of the Department of Planning and Development, the Urban Design Commission has reviewed and provides the following comments to the Department of Planning and Development and the Land Use Committee of the City Council regarding the free-standing sign and wall mounted signs at 232 Boylston Street. The following members were present at the UDC meeting: Michael Kaufman, James Doolin, John Downie, Robert Linsky, Carol Todreas, Visda Saeyan and William Winkler. All the members present voted, with a 6-1 vote, Michael Kaufman, James Doolin, Robert Linsky, Visda Saeyan, Carol Todreas, and William Winkler in favor and John Downie opposed. The following information is intended to give advice on specific matters affecting the free-standing sign.

104 NEEDHAM STREET – FREE-STANDING SIGN

At its regularly scheduled meeting on January 13th, the Urban Design Commission (UDC) reviewed the proposed Signage at 104 Needham Street for:

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

The Urban Design 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. Applicant submitted a revised sign by email on January 19, 2021. Based on the revised signage submitted, the Urban Design Commission recommends approval for the proposed revised free-standing sign.