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Barney Heath
Director

DATE: December 23, 2020
TO: Neil Cronin, Chief Planner
Jane Santosuosso, Chief Zoning Code Official
FROM: Urban Design Commission
RE: 2 Wells Avenue
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 secondary sign at 2 Wells Avenue. The following members were present at the UDC meeting: Jim Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler. The following information is intended to give advice on specific matters affecting the secondary sign.

2 WELLS AVENUE - SECONDARY SIGN

At its regularly scheduled meeting on December 16th, the Urban Design Commission (UDC) reviewed the proposed Signage at 2 Wells Avenue for:

- One wall mounted secondary sign, internally illuminated, with approximately 373 sq. ft. of sign area facing Wells Avenue.

Based on the signage submitted and the presentations by the applicant, the Urban Design Commission recommends approval of the proposed secondary sign subject to the following conditions:

- If another tenant is ever added, the applicant must re-apply for review and approval
- This sign would then be amended to a building identity sign, and
- Signage will be restricted to only 1 sign on that portion of the façade (either a single tenant business sign or a building identification sign)