

City of Newton, Massachusetts

Department of Planning and Development 1000 Commonwealth Avenue Newton, Massachusetts 02459 Telephone (617) 796-1120 Telefax (617) 796-1142 TDD/TTY (617) 796-1089 www.newtonma.gov

Barney Heath Director

STAFF MEMORANDUM

Meeting Date: Wednesday, August 11, 2021

DATE: August 6, 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. 33-41 Austin Street – Star Market

<u>PROJECT DESCRIPTION</u>: The property located at 33 Austin Street is within Business 2 zoning district. The applicant is proposing to install the following sign:

➤ One wall mounted secondary sign, internally illuminated, with approximately 18 sq. ft. of sign area on the eastern façade facing the parking lot.

TECHNICAL REVIEW:

- There are currently 4 existing signs for this business, 1 free-standing sign and 3 wall mounted signs. It was determined by the Commissioner of Inspectional Services in 2014 that the existing signs are legally non-conforming (see attachment A staff memo from September 2014).
- The proposed secondary sign appears 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 exceeding. The applicant will need to apply for a special permit to allow this proposed secondary sign.

<u>STAFF RECOMMENDATION</u>: Staff seeks recommendation from UDC to the Land Use Committee of the City Council regarding the proposed secondary sign.

2. (793-821) 811 Washington Street- New England Country Mart

<u>PROJECT DESCRIPTION</u>: The property located at 811 Washington Street is within a Business 1 zoning district. The applicant is proposing to install the following signs:

- ➤ One wall mounted principal sign, non-illuminated, with approximately 27 sq. ft. of sign area on the southern facade facing Washington Street.
- Two window signs, non-illuminated, with approximately 11 and 5 sq. ft. of sign area on the southern building façade facing Washington 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 12 1/4 feet, the maximum size of the sign allowed is 36.5 sq. ft., which the applicant is also not exceeding.
- Both the window signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, window signs can cover up to 25% of window area, which the applicant is not exceeding.

<u>STAFF RECOMMENDATION</u>: Staff recommends approval of the principal sign and both the window signs as proposed.

3. 148 California Street - CVS

<u>PROJECT DESCRIPTION</u>: The property located at 148 Watertown Street is within Manufacturing zoning district. The applicant is proposing to replace and install the following signs:

1. Reface of one wall mounted split principal sign, internally illuminated, with approximately 16 square feet of sign area on the southern building façade facing the rear parking lot.

TECHNICAL REVIEW:

• There is an existing split principal sign with approximately 75 sq. ft. of sign area. The proposed reface of split principal sign 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 45 feet, the maximum size of the total sign allowed is 100 sq. ft., which the applicant is also not exceeding. Per Zoning Ordinance §5.2.8, "In particular instances, due to the nature of the use of the premises, the architecture of the building, or its location with reference to the street, the total allowable sign area may be divided between two wall signs which together constitute the principal wall sign."

<u>STAFF RECOMMENDATION</u>: Staff recommends approval of the split principal sign as proposed.

4. 847 Washington Street - Chipotle

<u>PROJECT DESCRIPTION</u>: The property located at 847 Walnut Street is within Mixed Use 4 zoning district and has a comprehensive sign package approved by UDC on February 10, 2021 (attachment B). The applicant is proposing to install the following signs:

- One wall mounted split principal sign, internally illuminated, with approximately
 9 sq. ft. of sign area on the southern building façade facing Washington Street.
- One perpendicular split principal sign, internally illuminated, with approximately
 2.25 sq. ft. of sign area on the southern building façade perpendicular to
 Washington Street.
- One wall mounted secondary sign, internally illuminated, with approximately 19 sq. ft. of sign area on the northern building façade facing Washington Street.
- ➤ One perpendicular secondary blade sign, internally illuminated, with approximately 2.25 sq. ft. of sign area on the northern building façade perpendicular to the parking lot.

TECHNICAL REVIEW:

• Both the proposed split principal signs 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 52 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding. Per Zoning Ordinance §5.2.8, "In particular instances, due to the nature of the use of the premises, the architecture of the building, or its location with reference to the street, the total allowable sign area may be divided between two wall signs which together constitute the principal wall sign." The signs are also consistent with the comprehensive sign package.

- The proposed wall mounted 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 41 feet, the maximum size of sign allowed is 41 sq. ft., which the applicant is also not exceeding. The UDC approved the comprehensive sign package on the **condition** that all signs facing the parking lot shall be dimmable.
- The proposed perpendicular secondary sign appears to be not consistent with the dimensional controls specified in §5.2.8 but is consistent with the comprehensive sign package on the **condition** that all signs facing the parking lot shall be dimmable.

<u>STAFF RECOMMENDATION</u>: Staff recommends approval of both the split principal signs as proposed and recommends approval of the two secondary signs on the **condition** that both the signs facing the parking lot shall be dimmable.

5. 47 Lincoln Street - Crowe Barre

<u>PROJECT DESCRIPTION</u>: The property located at 47 Lincoln Street is within a Multi-Residence 2 zoning district. The applicant is proposing to install the following signs:

- One wall mounted split principal sign, non-illuminated, with approximately 7 sq. ft. of sign area on the southern building façade facing Lincoln Street.
- One perpendicular split principal sign, non-illuminated, with approximately 5 sq. ft. each of sign area on the southern building façade facing Lincoln Street.

<u>TECHNICAL REVIEW</u>: Both the proposed split principal signs 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 25.5 feet, the maximum size of the sign allowed is 76 sq. ft., which the applicant is also not exceeding. Per Zoning Ordinance §5.2.8, "In particular instances, due to the nature of the use of the premises, the architecture of the building, or its location with reference to the street, the total allowable sign area may be divided between two wall signs which together constitute the principal wall sign."

<u>STAFF RECOMMENDATION</u>: Staff recommends approval of both the split principal signs as proposed.

Comprehensive Sign Package

1. 355 and 399 Grove Street – Riverside Sign Package

<u>PROJECT DESCRIPTION</u>: The petitioner is seeking to amend the sign package. As per the Board Order, following signs are currently allowed:

 Building 1 may have two signs, not to exceed 200 square feet each. One sign may be located on the northern façade and one sign may be located on the southern façade. Such signs may be internally illuminated so long as the intensity of the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow one additional sign on the western façade displaying the logo of a tenant which shall not exceed 75 square feet, and which shall not be illuminated between 9:00PM and 7:00AM.

- Building 2 may have one sign not to exceed 150 square feet located on the
 western façade. Building 2 may have one additional sign not to exceed 150 square
 feet on the eastern façade facing the Hotel Square. Such signs may be internally
 illuminated so long as the intensity of the illumination on the western façade sign
 is reduced after 9:00PM.
- Buildings 3, 7, and 9 are each allowed one 65 square foot sign. The sign allowed on Building 7 shall be on the western façade. Such signs may be internally illuminated if the illumination is halo.
- All buildings are allowed one 25 square foot identification sign per lobby entrance. Such signs may be internally illuminated if the illumination is halo.

The applicant is seeking an amendment to allow the following signs:

- Building 1 may have two signs not to exceed 200 square feet per sign. One sign may be located on the northern facade and one sign may be located on the southern façade. Such signs may be internally illuminated so long as the intensity of the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow two additional signs on the western and eastern façades of Building 1 displaying the logo of a tenant which shall not exceed 75 square feet, and which shall not be illuminated between 9:00PM and 7:00AM.
- Building 2 may have one sign, not to exceed 200 square feet, located on the
 western facade. This sign may be internally illuminated so long as the intensity of
 the illumination is reduced after 11:00 PM. The UDC, in its discretion, may allow
 two additional signs on the northern and eastern facades of Building 2 displaying
 the logo of a tenant which shall not exceed 75 square feet, and which shall not be
 illuminated between 9:00 PM and 7:00 AM.

Attachment C: Recommendations from 2020 review of the sign package

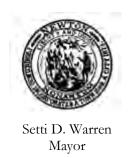
III. Old/New Business

1. Approval of Minutes

Staff has provided draft meeting minutes from the June meeting that require ratification (Attachment D).

Attachments

- Attachment A: September 2014 staff memo
- Attachment B: 847 Washington Street Trio comprehensive sign package
- Attachment C: Riverside design and sign package review memo from 2020
- Attachment D: Minutes of the June 2021 meeting



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James Freas Acting Director

STAFF MEMORANDUM

Meeting Date: September 17, 2014

DATE: September 11, 2014

TO: Urban Design Commission

FROM: Alexandra Ananth, Chief Planner for Current Planning

Daniel Sexton, Senior Planner

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 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 a Sign Permit application.

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 those items.

Sign Permits

199 Boylston Street - Besito Restaurant

PROJECT DESCRIPTION: The property located at 199 Boylston Street is within a Business 1 zoning district and is part of The Mall at Chestnut Hill. Under an approved Special Permit via Board Order #307-12, signage for the establishment was approved. The petitioner is proposing to install the following signs:

- 1. One principal wall mounted sign, internally illuminated (w/LEDs), with approximately 256 square feet of sign area facing Boylston Street.
- 2. One awning mounted sign, internally illuminated, with approximately 4.25 square feet of sign area facing Boylston Street.

TECHNICAL REVIEW: The proposed signage appears consistent with the signs approved under special permit via Board Order #307-12 and the dimensional criteria outlined in §30-20(c)(2)(e)

and §30-20(f)(5). The allowable principal sign area is 300 square feet, which the proposed principal sign area does not exceed. The allowable awning signage, based on 26.4 square feet of awning area (including the finials), is 5.28 square feet, which the proposed secondary sign does not exceed.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, staff recommends approval of all the proposed signs.

33-41 Austin Street - Star Market

PROJECT DESCRIPTION: The property located at 33-41 Austin Street is within a Business 2 zoning district. The petitioner is proposing to install the following signs:

- Reface one free-standing sign, internally illuminated (w/LEDs), with an approximately 63 square feet of sign area containing advertising messages for "Star Market" and "Belmont Savings Bank."
- 2. Replace two wall mounted signs, internally illuminated (w/LEDs), with approximately 115.5 square feet of sign area on the east and west facades of the building over the Massachusetts Turnpike.
- 3. Replace one wall mounted sign, internally illuminated (w/LEDs), with approximately 33.21 square feet of sign area facing Austin Street.

The proposed signage will replace the existing 'Shaw's" signage, which are considered preexisting non-conforming structures. The changing of the signs will not result in an enlargement of the non-conforming structure.

TECHNICAL REVIEW: It has been determined by the Commissioner of Inspectional Services that the existing signs are legally non-conforming according to Section 30-20(j)(1). The proposed sign does not enlarge the existing sign area, and will only replace the existing sign cabinets and panels with signage of the same size.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, staff recommends approval of all the proposed signs.

30 Langley Road - Johnny's Luncheonette

PROJECT DESCRIPTION: The property located at 30 Langley Road is within a Business 1 zoning district. The petitioner is proposing to install the following sign:

1. One principal wall mounted sign, internally illuminated (w/LEDs), with approximately 56.5 square feet of sign area facing Langley Road.

TECHNICAL REVIEW: The proposed signage appears consistent with the sign criteria outlined in Section 30-20(f). The allowable principal sign area, based on the 21.4 feet of frontage, is 64.2 square feet of signage, which the proposed principal sign area does not exceed.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, staff recommends approval of the proposed sign.

1195-1209 Chestnut Street - M Castelli Studio

PROJECT DESCRIPTION: The property located at 1195-1209 Chestnut Street is within a Business 1 zoning district. The petitioner is proposing to install the following sign:

1. One principal projecting wall mounted sign, non-illuminated, with approximately 9 square feet of sign area installed perpendicular to the building façade facing chestnut Street.

TECHNICAL REVIEW: The proposed signage appears consistent with the sign criteria outlined in §30-20(f) and §30-20(j)(2). The allowable principal sign area, based on 18 feet of frontage, is 54 square feet, which the proposed sign does not exceed. The sign will project approximately 4.2 feet from the façade of the building, which does not exceed the maximum allowable projection of 6 feet.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, staff recommends approval of the proposed sign.

659-665 Watertown Street - Beach Convenience and Yogurt Beach

PROJECT DESCRIPTION: The property located at 659-665 Watertown Street is within a Multi-Residence 1 zoning district. The petitioner is proposing to install the following signs:

- 1. One wall mounted sign, externally illuminated, with approximately 20 square feet of sign area facing Watertown Street.
- 2. One window mounted sign, non-illuminated, with approximately 14.5 square feet, or 32%, of sign area facing Watertown Street.
- 3. One window mounted sign, non-illuminated, with approximately 18.3 square feet, or 69%, of sign area facing Edinboro Street.

TECHNICAL REVIEW: The proposed signage was reviewed for consistency with the sign criteria outlined in §30-20(e)(4) and §30-20(c)(2)(f). According to §30-20(e)(4), the establishment may erect a single wall mounted sign not to exceed 20 square feet, which the proposed wall mounting sign does not exceed. Per §30-20(c)(2)(f), window signs are only allowed on non-residential buildings. Since the property contains both commercial and residential uses, no window signage is allowed.

The proposed wall mounted sign complies with the dimensional controls of the Newton Zoning Ordinance, and thus can be approved by right. However, the petitioner will need to obtain a special permit authorizing an exception, in accordance with §30-20(I), to allow window signs on a residential buildings and to cover more than 25% of the window area with signage. Staff encourages the petitioner to install signage that complies with the Newton Zoning Ordinance.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, the UDC's review of the proposed signage should be continued until the petitioner responds to the concerns raised by staff.

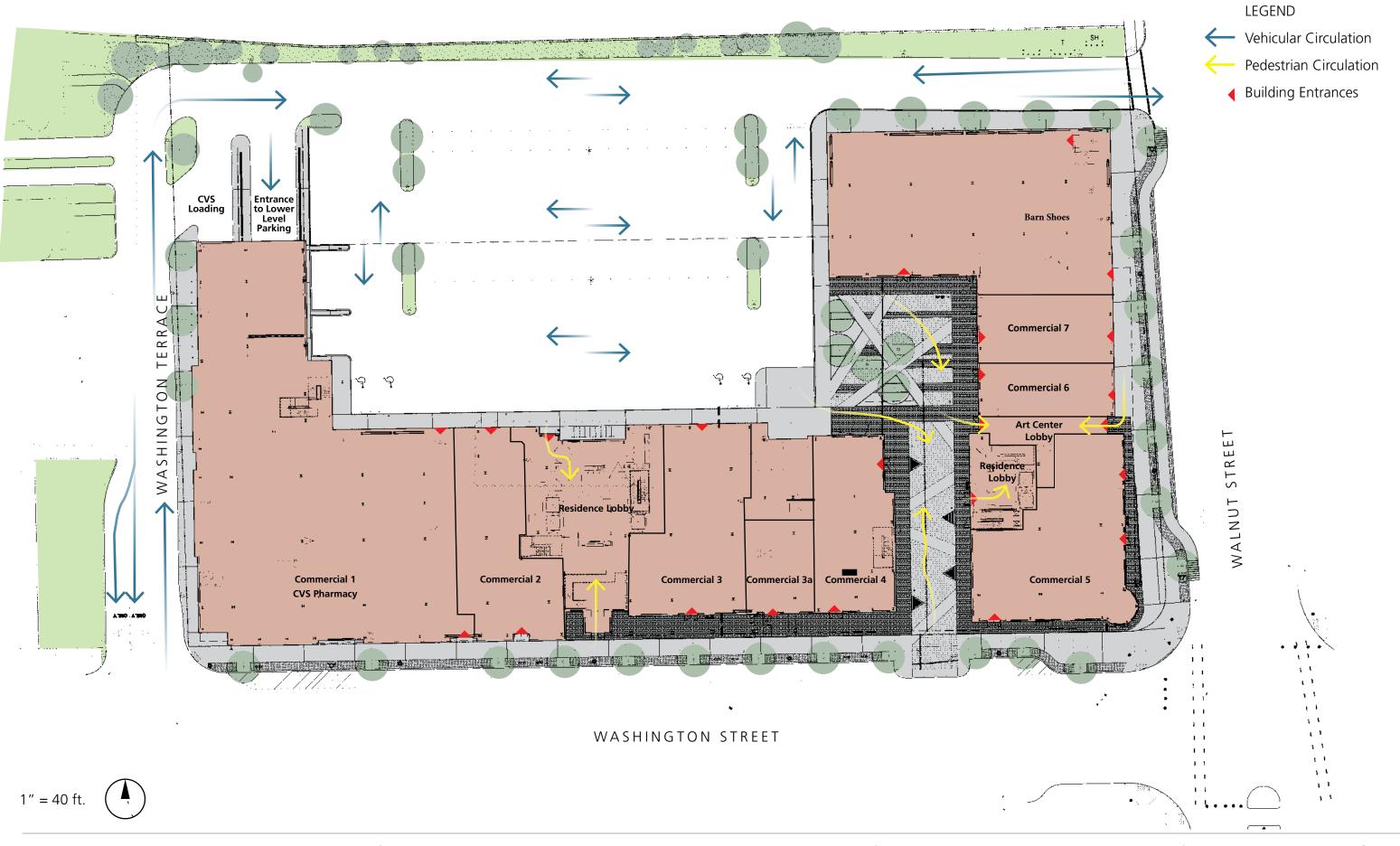
33-55 Boylston Street - Helmet Lang

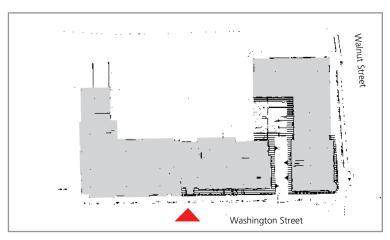
PROJECT DESCRIPTION: The property located at 33-55 Boylston Street is within a Business 4 zoning district and is part of the Chestnut Hill Shopping Center development project. Under an approved Special Permit via Board Order #417-12, a comprehensive sign plan identifying the number, size, location, type and height of signage was approved for the development. Pursuant to the terms of the special permit, the petitioner is proposing to legalize the following sign that has already been installed on the building:

1. One principal projecting wall mounted sign, non-illuminated, with approximately 18 square feet of sign area on the north façade of the 33 Boylston building.

TECHNICAL REVIEW: The proposed signage appears consistent with the sign criteria outlined in §30-20(f) and the approved Special Permit via Board Order #417-12. The allowable principal sign area for the establishment, based on the 28.6 feet of frontage, is 85.8 square feet of signage, which the principal sign does not exceed.

STAFF RECOMMENDATIONS: Based on the proposed signage and technical review, staff recommends approval of the proposed sign.





Key Plan









Ruthanne Fuller Mayor

City of Newton, Massachusetts

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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 and 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:

- 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.



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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CITY OF NEWTON, MASSACHUSETTS

Urban Design Commission

MEETING MINUTES

A meeting of the City of Newton Urban Design Commission (UDC) was held virtually on Wednesday, June 9th, 2021 at 7:00 p.m. via Zoom https://us02web.zoom.us/j/87874504640

The Chair, Michael Kaufman, called the meeting to order at 7:01 P.M.

I. Roll Call

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

II. Regular Agenda

Sign Permits

1. 1191 Chestnut Street – My Eye Dr.

Applicant: Andy Layman Proposed Signs:

• One canopy principal sign, non-illuminated, with approximately 48 sq. ft. of sign area on the northern façade facing Chestnut Street.

MOTION: Mr. Kaufman made a motion to approve the signs at 1191 Chestnut Street – My Eye Dr. Mr. Downie seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, Jim Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed.

4. 1239-1243 Centre Street - Tatte Bakery & Café

<u>Business Owner</u>: Kevin Vargas <u>Applicant</u>: Daniel Brennan

Proposed Signs:

- Two wall mounted split principal signs, externally illuminated, with 7.5
 sq. ft. each of sign area on the eastern façade facing Centre Street.
- One wall mounted secondary sign, externally illuminated, with approximately 7.5 sq. ft. of sign area on the northern building façade facing the rear parking lot.

MOTION: Mr. Kaufman made a motion to approve the signs at 1239-1243 Centre Street – Tatte Bakery & Café. Mr. Linsky seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, Jim

<u>Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler in favor and none</u> opposed.

2. 1261-1269 Centre Street - Coldwell Banker Realty

Applicant: Burg Proposed Signs:

- One replacement awning split principal sign, non-illuminated, with approximately 27 sq. ft. of sign area on the eastern building façade facing Centre Street.
- One replacement panel mounted split principal sign, non-illuminated, with approximately 14 sq. ft. of sign area on the eastern building façade facing Centre Street.
- One replacement wall mounted secondary sign, non-illuminated, with approximately 24 sq. ft. of sign area on the western building façade facing the rear parking lot.

Presentation and Discussion:

 Mr. Kaufman asked staff if a sign on the second floor was approved in the past and the staff informed the Commission that a permit could not be found. Mr. Kaufman recommended that the applicant could put the window sign behind the glass and cover the window up to 25% of the window area. The proposed window panel sign is not within a sign band that UDC would have approved.

MOTION: Mr. Kaufman made a motion to approve the signs at 1261-1269 Centre Street – Coldwell Banker Realty. Mr. Winkler seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, Jim Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed. The Commission recommended approval of the following signs:

- One replacement awning principal sign, non-illuminated, with approximately 27 sq. ft. of sign area on the eastern building façade facing Centre Street.
- > One replacement wall mounted secondary sign, non-illuminated, with approximately 24 sq. ft. of sign area on the western building façade facing the rear parking lot.

The UDC recommended **denial** of the following sign:

One replacement panel mounted split principal sign, non-illuminated, with approximately
 14 sq. ft. of sign area on the eastern building façade facing Centre Street.

The UDC recommended the applicant change the panel sign to a window sign that is allowed by right (covering up to 25% of the window area). The applicant informed staff by email on June 15, 2021 that they will not move forward with a window sign at this time.

3. 845 Washington Street – Clover Food Lab. – George Howell

Business Owner: Ayr Muir

Representative: Scott Lombardi

Proposed Signs:

➤ One perpendicular secondary blade sign, internally illuminated, with approximately 10 sq. ft. of sign area on the southeastern corner perpendicular to Washington Street and facing the internal plaza (sign "L3").

Presentation and Discussion:

- The UDC asked staff about decision at the last meeting when other Clover Food Lab. signs were discussed. Staff reminded the Commission that UDC has approved four signs for Clover Food Lab., 1 sign facing Washington Street, 2nd sign is perpendicular to Washington Street, 3rd sign facing the plaza, and the 4th sign facing rear parking lot. Staff also reminded the Commission that UDC has reviewed a sign for George Howell in the past but didn't recommend it for approval.
- The UDC asked the applicant if there was any new information about the updated proposed sign that they would like to share. The applicant mentioned that they came up with the idea of putting a kiosk inside of the restaurant. There will an espresso bar, typically Clover Food Lab. doesn't serve espresso drinks but only pour over coffee, but Clover Food Lab. is working with George Howell for an espresso bar. It's essential from George's standpoint that there is some signage for people to recognize that the kiosk is in place. It will be important for wayfinding to have a sign for George Howell kiosk otherwise it will be very confusing for people to find the kiosk.
- The UDC asked about the possibility of taking the sign inside the window, hang the sign inside the window, so it is 6 inches away from the window, perhaps 2 window signs, the top panel of the windows at the corner, one on Washington Street and one facing the courtyard so its clear that George Howell is inside Clover Food Lab. (CFL). The applicant responded that they considered that option, but you can't see through the glass, so the sign won't be very visible. There is a heavy awning, which casts a shadow, so the sign won't be visible due to the shadow. The UDC recommended that the sign could be illuminated. The applicant also commented that the kiosk is down the plaza, so the kiosk is not in that corner. The primary door is where the sign "L4" is shown, the kiosk is on the left of the primary door. The applicant also commented that there is a giant community table at that corner with a beautiful, intricate chandelier with hundreds of points of light that are hanging above it and the reason for that is when you look at the restaurant from outside, you see that very inviting space so CFL would not want to block that view and overall presentation of that space. The UDC commented that maybe the sign could be lower than the chandelier.
- The UDC commented that the George Howell (GH) sign at the corner is very confusing, the sign is nowhere close to where the GH kiosk is. The sign should be closer to the kiosk, maybe it can be a window sign where the kiosk is.
- The UDC also suggested to maybe propose a sign next to L4 since that's the location of the kiosk.
- The UDC also suggested to maybe combine signs L2 (blade sign perpendicular to Washington Street) and L3 signs that maybe said "George Howell Coffee in Clover Food Lab."
- The UDC also suggested that a perpendicular sign will be helpful next to L4 sign.
- There was also discussion about perpendicular sign at the corner. As per section 5.2.3. "A perpendicular wall sign shall be attached at a right angle to the wall of a building; it shall have no more than 2 faces; and it shall not project in any linear dimension more than 6

feet, subject to the provisions of Revised Ordinances Chapter 26, Sections 26-1 to 26-6. When a projecting sign is closer than 12 feet to the corner of a building, its projection shall be no more than a distance equal to 1/2 the horizontal distance from the sign to that building corner."

MOTION: Mr. Kaufman made a motion to approve the sign at 845 Walnut Street – George Howell Coffee at a different location than submitted. Mr. Downie seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, Jim Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed. The UDC recommended the applicant move the location of the proposed sign to the eastern façade. The applicant resubmitted a new location and a revised sign design by email to staff on June 17th, 2021. Staff heard back from the following members to approve the sign as resubmitted with a condition: Carol Todreas, James Doolin, John Doolin, and William Winkler. The UDC recommends the sign for approval with a condition that the light parts of the sign (light blue background) be screened to keep the sign from being overly bright.

The Commission recommended approval of the following sign via email:

➤ One perpendicular secondary blade sign, internally illuminated, with approximately 3.5 sq. ft. of sign area on the eastern façade facing the internal plaza.

5. 1261-1269 Beacon Street - Stretchmed

Business Owner: Jamie Lee

Applicant: Jeff Kwass, ViewPoint Sign and Awning

Proposed Signs:

- ➤ One wall mounted principal sign, internally illuminated, with approximately 15 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 15 sq. ft. of sign area on the southern building façade facing Beacon Street.
- One wall mounted secondary sign, internally illuminated, with approximately 15 sq. ft. of sign area on the eastern building façade facing Centre Street.

Presentation and Discussion:

- The applicant described the application and the changes that have been made since the last time UDC reviewed this sign application.
- The Commission commented that the new revised signs look good. Some of the members commented that it may help to go with warmer grey color than a cool grey. One member commented that cool grey may be better.

MOTION: Mr. Kaufman made a motion to approve the signs at 1261 Centre Street – Stretchmed as resubmitted. Mr. Doolin seconded the motion, and none opposed. All the members present voted, with a 6-0 vote, Michael Kaufman, Jim Doolin, John Downie, Robert Linsky, Carol Todreas, and William Winkler in favor and none opposed. The UDC recommended to make the background color of the signs a warmer grey instead of a cooler grey.

Design Review

1. 1114 Beacon Street Design Review

Owner/Applicant: Ron Simon

Representatives:

Franklin Schwarzer, Schlesinger and Buchbinder, LLP Ed Numes, Architect

Documents Presented: Assessor's' map, site plan, floor plans, elevations, and renderings.

<u>Project Summary</u>: The applicant is proposing to construct a new building with 34 residential condominium units, of which 6 would be inclusionary units. Multifamily residential uses are allowed as-of-right in a BU-2 zoning district above the ground floor. The petitioner is seeking a special permit to authorize residential units on the ground floor. The proposed project will provide 50 parking stalls on site. 46 of these stalls would be in an underground parking garage.

The petitioner is seeking a special permit to allow:

- 1. residential use at the ground floor pursuant to Section 4.4.1.
- 2. a development of 20,000 square feet or more of new gross floor area pursuant to Section 4.1.2.B.1
- 3. a four-story structure up to 48 (47.17) feet in height pursuant to Sections 4.1.2.B.3 and 4.1.3
- 4. FAR of up to 2.0 (1.078) pursuant to Sections 4.1.2.B.3 and 4.1.3
- 5. 1.25 parking stalls per unit pursuant to Sections 5.1.4.A and 5.1.13
- 6. parking in the side setback pursuant to Sections 5.1.7.A and 5.1.13; and
- 7. a waiver of the minimum stall depth requirements pursuant to Sections 5.1.8.B.2 and 5.1.13.

Presentation & Discussion:

The UDC commented this is a big improvement since last time UDC reviewed this project. The UDC also commented that the design has come a long way. It has advanced very nicely on many fronts.

Building Massing, Height and Architecture

• The large archway is only to access 5 parking spaces, it seems a little grand for what it is serving. It seems to be announcing something bigger than parking. The UDC recommended to tone it down, make it less grand.

Landscape, Streetscape and Public Open Space

- The UDC recommended to provide landscaping in front of the building. One of the members commented to make it look like the dentist office down the street. The UDC asked if there will be enough space to make it look somewhat like the dentist office down the street? The applicant responded that they have a landscape architect and plan to make this a beautiful building. The UDC asked about a site plan showing landscape area. The applicant commented that there are a few trees in the front. The UDC commented it's important to know if there is enough space to have trees in the front. The two buildings down the street are very different in character with landscaped green spaces in front of the buildings, sidewalks, and tree lawns. This building should be in keeping with those two buildings which are pedestrian-oriented and not the adjacent single-story commercial buildings with parking instead of green space in front.
- The applicant commented that there is a 10 feet setback from the back of the sidewalk to the edge of the projecting bay windows which project about 3-4 feet. The remainder of the

building is setback another 3-4 feet so there is some substantial green space between the edge of the sidewalk and the building. The applicant commented that there will be a lawn and landscaped area, it will be a rich, soft landscaped area.

- The UDC recommended to make the landscaping for the main pedestrian entrance different than the residential units on the right. It will be helpful to provide more trees and may be no fence in that area, so the entrance is distinctive from the units to the right of it.
- The UDC commented that the front entrance and the community room in that location is a very good solution, it presents itself well to the street. The large arch shouldn't compete with the main entrance. Grand arch for visitor parking spaces is very confusing.

2. 967 Washington Street Design Review

Representatives:

Terry Morris, Attorney

Alan Mayer, Mayer + Associates Architects

<u>Documents Presented</u>: Context plan, topographic plan, site plan, floor plans, elevations, renderings, and context photos.

<u>Project Summary:</u> The applicant is proposing a 28-unit residential condominium building. 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 project is ¼ mile to the Newtonville T stop. One block to the east there is a brick multi-unit apartment building and across Walker Street there is a brick 2 ½ story apartment building. The number of units allowed by zoning is 28 units for the combined parcels. The applicant is requesting relief on FAR for the MR-3 zoning district.

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

The UDC commented that the project has come a long way, it is a tremendous improvement since UDC last reviewed this project. It will be a nice addition to the neighborhood.

- The UDC asked how the revised proposal compares to Washington Street Vision Plan. The applicant responded that this site is shown as 3 stories in the Plan, the dimensional requirements of the Vision Plan have been met.
- It will help to provide balconies, more articulation on the façade facing the house on Walker Street.
- Provide windows on the first floor, it will help to light up the garage but be careful to provide appropriate interior lighting for the garage, so it doesn't appear to be too harsh through the windows.
- Split the garage door in to two, it will be better visually and physically too. A large garage door going up and down will be very loud, especially for the unit above the garage door. If the doors are smaller, they will be less noisy. The applicant responded that they have space to provide it and it will also look better.
- The entrance feels like a suburban office building. It appears that the doors are very deep into the building. It will be more welcoming if the main entrance doors can move closer to the

street. The applicant responded that there are two issues with it, one is the ramp length, and the other one is lot coverage. The UDC commented that maybe a porch could come forward.

- It is disappointing that there is no main entrance to this building from Washington Street, all the precedents shown in the neighborhood have doors on Washington Street. The applicant responded that there are three private unit entrances on Washington Street. The UDC responded that it is better to have public entrance into the building on Washington Street.
- The way the Washington Street building is setup. It has broken down the mass beautifully. The second story step down is good. The UDC also appreciates the scale reference drawings, they are very informative. Renderings really help to understand the project better.
- The UDC recommended to look at the fenestration at the main entrance and make it more residential, make it more friendly from the street. There could also be some landscape elements that could come out to the street, so if a pedestrian is on Washington Street, it will be easier to see the entrance. Also, the windows above could look more like other windows. There is a pattern on the top floor that could be replicated around the corner.
- The flatness of the roof is bothersome, it doesn't relate to the other buildings on Washington Street. It was also commented that the parapet as shown in the rendering is taller and brighter than anticipated, it could be softened, parapet could be shorter, there could be a pattern in it, so it is less of a block top. It will also help to make that element darker with lighter trim.

3. 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

<u>Owner/Applicant</u>: Robert Korff, Mark Development

Representatives:

Steve Buchbinder, Schlesinger and Buchbinder, LLP John Martin, Elkus Manfredi

<u>Documents Presented</u>: Site plan, parking plan, building reconfiguration plan, floor plans, perspectives, and comparison chart.

<u>Project Summary</u>: 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.

Below is a list of revisions from the applicant since UDC last reviewed the project in April:

- o Added 1950 SF retail space at Level one fronting on Washington Street
- Rearranged the distribution of the floor areas, extending the top floor along
- Kempton Place to allow the massing to step down along Washington Street
- o toward the Armory
- Increased the massing step downs along Kempton Place
- Provided step backs in the massing along Kempton place to widen the street
- o section, opening it up toward the Cheesecake Brook
- Added windows to the east facing facades

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

- The UDC is concerned about the project, it is very big and bulky.
- The Commission commented that they would like to see a section of Kempton Place with the two buildings. Buildings 2 and 3 are two long buildings facing each other all the way down the street. The UDC asked about the height of the buildings. The applicant responded that the buildings are six stories tall, about 65 feet tall. The UDC raised concerns about the relationship of street width and building height.
- The UDC commented that it is important to see the elevation and how it transitions down to the neighborhood, especially to the east. On the east side, there is Armory then Trader Joes building, then residential portion of the neighborhood. The UDC commented that Trader Joes site will probably not be developed as a 6-story building for a long time. It will be important to see how this transitions down towards the residential neighborhood.
- O It will be important to see the relation of the proposed building to the Armory. According to the Armory studies, the building will likely stay in place or at least the front façade of the Armory will stay in place. It will be important to relate the new additional building to the scale of the Armory. It will help to bring the scale down of the additional building next to the Armory. Other parts of the project have some four-story portions, it will be helpful to have a 4-story portion next to the Armory. It will help if the top grey portion of the building steps back. The applicant responded that the Armory is not only smaller, but it is also setback from the street which makes it even more diminutive. The UDC recommended the new additional building to relate more to the historical Armory building which will most likely stay in place for the foreseeable future.
- The Commission observed that according to the Washington Street Vision Plan, this site
 is in the 3-6 story height range. The Commission commented that they would like to
 see more variety in building height.
- The UDC asked about the challenge of flipping the open space and turning the building the other way. The new open space is a private space and not shared by the public street. It will be helpful to get some breaks in this long building along the street. It will be helpful if the open space privileged the public street rather than face the Armory. The applicant responded that there are two reasons that they are not able to flip the courtyard, first, the courtyard is on top of the garage. If the courtyard is flipped, there will still be a full 1 story retaining wall by the time it got to the parking garage entry. The second and primary reason is if it is flipped then the wall would be 5 feet from the property line and could not have windows on that side.
- o Treatment of Cheesecake Brook is terrific and will be a good addition.
- The UDC recommended to articulate building 3 like building 1 is articulated in the front along Washington Street and building 2 in the back, facing Cheesecake Brook. It will help to reduce the scale of the building, buildings 1 and 2 have a break in massing vertically and they are also stepped back. It will help to break the massing, so it looks like series of smaller building rather than 1 big mass.
- The UDC commented that Kempton Place is getting like a canyon. There was concern if the units in the middle will receive any natural light. The applicant commented that it is a north-south road so the units will get sunlight.

- The UDC recommended the applicant work with an acoustical engineer because of proximity of buildings 2 and 3, Turnpike noise, and trains nearby to check the noise bouncing that could happen between both the buildings.
- o The UDC commented that a 3D visualization walking down Kempton Place will be helpful. The applicant responded that a video model was done for buildings 1 and 2 and they could update the video for building 3 as well.
- The UDC asked if the applicant explored any strategy to make the extremely long corridor in building 3 not feel so long. The applicant responded that it has a turn in it and there are two elevators on either ends so the residents will probably need to walk a maximum of 100 feet to get to their units.
- The UDC asked if there was any strategy to get natural light in the corridors. The applicant responded that they will explore options to create an indentation or a setback in the Kempton Street wall, it can become a common area on each floor that could allow some natural light into the corridor.

Retail

- The UDC asked about retail along Washington Street. The applicant responded there is about 6,000 square feet of retail combined in buildings 1 and 2. There is potential for retail in building 3 but it is not proposed currently. The retail market is very difficult currently. There will be opportunity to convert some of the amenity space if there is demand for retail in the future.
- The UDC recommended to have some retail in building 3 so there is some activity in that area as well.
- The UDC recommended to have smaller retail spaces along front of Washington Street (instead of 1 large store that goes all the way back) so it makes it lively.

Additional materials requested

- Context figure ground plan
- Elevation for building 3 especially Washington Street elevation extending down towards the residential neighborhood and Kempton Place elevation
- Street sections, especially between buildings 2 and 3

Public Comment

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

Schuyler Larrabee: Mr. Larrabee commented that this presentation is incomplete without the elevations. The 2 parallel walls, for full length of Dunstan are over-bearing. The height of the buildings is about 1.5 times the width of the street and that is intensely urban. Mr. Larrabee suggested that the applicant consider to either reverse the C-shaped building and put courtyard on the street or straighten out the plan of the vertical lane and create a triangular space that opens to Washington Street, it will help to make it more pleasant, some landscaping will also help. The acoustics of open windows can create a problem when it is only 50 feet to the building across, the echoes may be a problem. Mr. Larrabee also commented that a common area on each floor will help to build a community for the people who live on that floor.

ADJOURNMENT

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

The meeting was adjourned at 9:33 p.m.

Respectfully submitted by Shubee Sikka

Approved on

