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Barney Heath
Director

STAFF MEMORANDUM

Meeting Date: **Wednesday, September 22, 2021**

DATE: September 17, 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. 89-97 Wyman Street (474 Woodward Street) - Starbucks

PROJECT DESCRIPTION: The property located at 89-97 Wyman Street is within Business 1 zoning district. The applicant is proposing to replace and install the following signs:

- One wall mounted principal sign, internally illuminated, with approximately 33 sq. ft. of sign area on the northwestern façade facing Wyman Street.
- One wall mounted secondary sign, internally illuminated, with approximately 33 sq. ft. of sign area on the southeastern façade facing Wyman 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 61 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 63 feet, the maximum size of the sign allowed is 50 sq. ft., which the applicant is also not exceeding.

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

2. 1185-1197 Centre Street – TD Bank

PROJECT DESCRIPTION: The property located at 1185-1197 Centre Street is within a Business 1 zoning district. The applicant is proposing to install the following sign:

- One wall mounted principal sign, internally illuminated, with approximately 14 sq. ft. of sign area on the southeastern facade facing Centre Street and Pleasant 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 125 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.

3. 30-34 (32) Langley Road – Eastern Bank

PROJECT DESCRIPTION: The property located at 30-34 Langley Road Street is within Business 1 zoning district. The applicant is proposing to replace and install the following signs:

- One wall mounted principal sign, internally illuminated, with approximately 50 sq. ft. of sign area on the southern building facade facing Langley Road.
- One wall mounted secondary sign, non-illuminated, with approximately 1 sq. ft. of sign area on the northern building façade facing the rear parking lot.
- Four window signs, non-illuminated, with approximately 3 sq. ft. of sign area.

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 37 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 37 feet, the maximum size of the sign allowed is 37 sq. ft., which the applicant is also not exceeding.
- The four 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.

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

4. 17 Pelham Street – Baan Thai Spa

PROJECT DESCRIPTION: The property located at 17 Pelham Street is within Business 1 zoning district. The applicant is proposing to install the following signs:

- One awning principal sign, non-illuminated, with approximately 20 sq. ft. of sign area on the southern building façade facing Pelham Street.
- One awning sign, non-illuminated, with approximately 4 sq. ft. of sign area perpendicular to Pelham 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 18 feet, the maximum size of the sign allowed is 54 sq. ft., which the applicant is also not exceeding.
- The proposed awning sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, awning signs that cover up to 20% of awning area are allowed, which the applicant is not exceeding.

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

5. 305 Walnut Street - Citizens

PROJECT DESCRIPTION: The property located at 305 Walnut Street is within a Business 1 zoning district. The applicant is proposing to replace and install the following signs:

- Replacement of one wall mounted principal sign, externally illuminated, with approximately 15 sq. ft. of sign area on the eastern building façade facing Walnut Street.
- Replacement of one perpendicular secondary sign, internally illuminated, with approximately 4 sq. ft. each of sign area on the western building façade facing Philip Bram Way.

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 38 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.
- The proposed perpendicular 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 38 feet, the maximum size of the sign allowed is 38 sq. ft., which the applicant is also not exceeding.
- The window sign appears 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.

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

6. 823-833 (825) Washington Street – da la Posta

PROJECT DESCRIPTION: The property located at 823-833 Washington Street is within a Business 1 zoning district. The applicant is proposing to install the following sign:

- One wall mounted principal sign, non-illuminated, with approximately 89 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 32 feet, the maximum size of the sign allowed is 96 sq. ft., which the applicant is also not exceeding.

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

7. 200-220 Boylston Street – Eastern Bank, suite B117

PROJECT DESCRIPTION: The property located at 200-220 Boylston Street is within a Business 4 zoning district and has a comprehensive sign package authorized by a special

permit via Board Order # 214-10(2) (attachment A). The applicant is proposing to replace and install the following signs:

- One wall mounted principal sign, internally illuminated, with approximately 41 sq. ft. of sign area on the southern building façade facing the parking lot.
- One wall mounted secondary sign, non-illuminated, with approximately 4 sq. ft. of sign area on the southern building façade facing the parking lot.
- Two awning signs, non-illuminated, with approximately 6 sq. ft. each of sign area on the eastern building façade facing the driveway.
- One awning sign, non-illuminated, with approximately 4 sq. ft. each of sign area on the western building façade facing the parking lot.
- One window sign, non-illuminated, with approximately 4 sq. ft. each of sign area.

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 100 feet, the maximum size of the total sign allowed is 100 sq. ft., which the applicant is also not exceeding. The proposed sign also appears to be consistent with the comprehensive sign package.
- 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 100 feet, the maximum size of the sign allowed is 50 sq. ft., which the applicant is also not exceeding. The proposed sign also appears to be consistent with the comprehensive sign package.
- All three awning signs appear to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, awning signs that cover up to 20% of awning area are allowed, which the applicant is not exceeding. The three awning signs also appear to be consistent with the comprehensive sign package.
- The window sign appears 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 exceeding. The proposed sign also appears to be consistent with the comprehensive sign package.

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

8. 741-747 Beacon Street – Tous Les Jours Café

PROJECT DESCRIPTION: The property located 741-747 Beacon Street is within a Business 2 zoning district. The applicant is proposing to install the following sign:

- One wall mounted principal sign, internally illuminated, with approximately 36 sq. ft. of sign area on the northern building façade facing Beacon 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 50 feet, the maximum size of the sign allowed is 96 sq. ft., which the applicant is also not exceeding.

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

Fence Appeal

1. 564 Dedham Street Fence Appeal

PROJECT DESCRIPTION: The property located at 564 Dedham Street is within a Single Residence 2 district. The applicant has added the following fence:

- a) Side Lot Lines – The applicant has added a fence set at both side property lines with a solid fence (masonry wall), height varies from 6 to 8 feet, approximately 149 feet in length on each side.

TECHNICAL REVIEW:

The existing fence along the side property line appears to be not consistent with the fence criteria outlined in §5-30(d)(1) of the Newton Code of Ordinances.

According to §5-30(d)(2), “Fences bordering side lot lines: No fence or portion of a fence bordering or parallel to a side lot line shall exceed six (6) feet in height except as provided in subsection (6) below, and further, that any portion of a fence bordering a side lot line which is within two (2) feet of a front lot line shall be graded to match the height of any fence bordering the front lot line.”

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 6-8 feet tall solid fence at the side property line for a length of 149 feet on each side, where the ordinance would permit such a fence to be 6 feet tall. The height varies from 6 to 8 feet based on the slope of the

ground over the different wall panels. It is not clear from the application if the fence bordering side lot line is within two feet of the front lot line where the ordinance allows the fence to be 4 feet tall. Staff has sent an email to the applicant to provide pictures of this part of the fence, but staff has not heard back. The applicant's stated reasons for seeking this exception are *"Wall has already been built and substantially completed per the building permit. Sharp changes in elevation cause some areas of the wall panels to exceed the 6-foot height limit. The height of the wall is consistent with other fences/walls in the area. Owners will incur substantial hardship of cost to lower the height"*.

STAFF RECOMMENDATION: Staff is waiting to hear back from the applicant regarding the portion of the fence which is within 2 feet of the front lot line. Staff will provide a recommendation at the meeting after receiving additional information from the applicant.

Design Review

1. 106 River Street

The applicant proposes to construct a three-story, 6-unit multi-family dwelling with 12 ground level parking stalls, within the building. The proposed three-story building contains approximately 17,892 square feet.

The proposed use requires a special permit in the BU1 zoning district for a three-story structure under Section 4.1.2.B.3 and a ground floor residential use under Section 4.4.1. The proposed three-story building contains approximately 17,892 square feet, creating an FAR of 1.13, where 1.0 is the max allowed by right, and 1.5 is the max allowed by special permit for a three-story building per Section 4.1.3. With a lot size of 15,804 SF, the proposal is for 6 dwelling units is at a density of 2,634 sf/du. As a corner lot the lot has two front setback requirements. The pre-existing front setbacks are 1.7' (River St) and 2.4' (Elm St) respectively. There would be 12 parking stalls in separate garages beneath each unit and 2 open-air visitor spaces. Given ISD's view of what constitutes a "parking facility", the project requires a special permit to allow parking within 20 feet of a boundary (§5.1.8.A.1); waive requirement for one accessible parking stall (§5.1.8.B.3); and allow for reduced entrance driveway width (§5.1.8.D.1), all under §5.1.13.

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. 11 Florence Street – Sunrise

The applicant proposes to construct an elderly housing with services facility, 4-story building, with 120 beds/95 units and 45 parking spaces. The applicant has filed a special permit application with the Newton City Council, and the first public hearing will be on October 5. In addition to a special permit for the use, the applicant has applied for various other relief, including:

- development more than 20,000 square feet
- construction of a 4-story building
- retaining wall greater than 4 feet located in a setback
- install a freestanding sign
- various waivers for the underground garage.

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.

Project Updates

1. 333 Nahanton Street and 677 Winchester Street – 2 Life Opus

The project was approved by the Land Use Committee. The applicant would like to report the changes that were made in accordance with UDC's feedback. The applicant understands that no further changes will be made.

2. Other Project Updates

Staff will provide an update on projects that UDC has reviewed in the past few months.

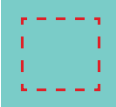
III. Old/New Business

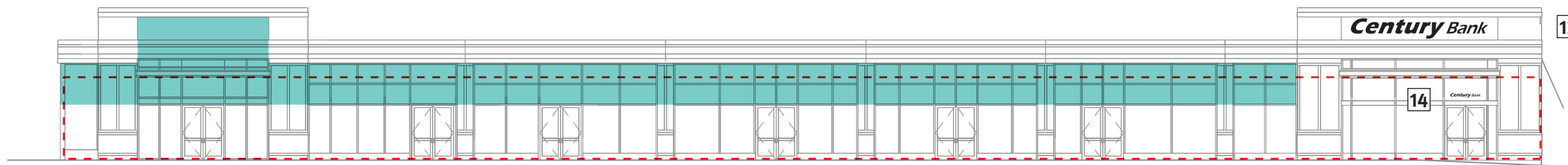
1. Approval of Minutes

Staff has provided draft meeting minutes from the August meeting that require ratification (Attachment B).

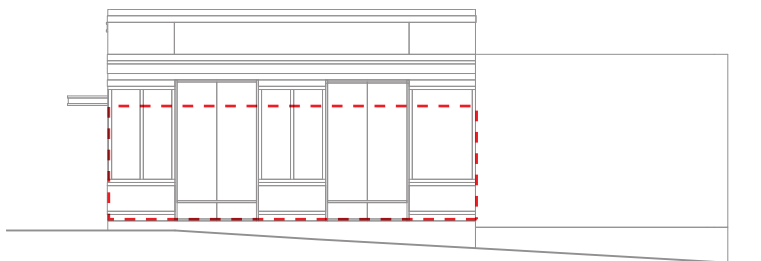
Attachments

- Attachment A: 200-220 Boylston Street - comprehensive sign package
- Attachment B: Minutes of the August 2021 meeting

	SIGN	TENANT	SIGN AREA	NOTES	SIGN DESCRIPTION	COMPLIANCE WITH SPECIAL PERMIT
Retail B	13	Century Bank	40 SF	As-of-Right Principal Wall Sign	Externally illuminated channel letters with red faces	✓
	14	Century Bank	4 SF	As-of-Right Secondary Sign	Internally illuminated channel letters with white faces	✓
		Permissible Sign Area		Principal wall sign not to exceed 3sf per linear foot of frontage up to 100 sf per tenant; Secondary wall sign not to exceed 1 sf per linear foot of frontage up to 50 sf per tenant; Windows with lettering/graphics occupying less than 25% of the area of the window through which they are visible and awning signs with lettering/graphics occupying less than 50% of the awning area may be displayed in this area		✓



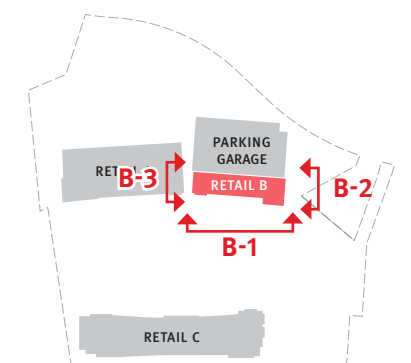
B-1: Retail Building B, North Elevation (View from Upper Parking Area towards Florence Street)
scale: 1" = 20'-0"



B-2: Retail Building B, West Elevation (View from Capital Grille Parking Lot)
scale: 1" = 20'-0"



B-3: Retail Building B, East Elevation (View from Interior Plaza between Buildings A and B)
scale: 1" = 20'-0"



PREPARED BY

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PROJECT **Chestnut Hill Square // Comprehensive Sign Plan, Tenant Signage**

LOCATION **NEWTON, MA**

SCALE **AS NOTED**

JOB NO. **09057**

DATE **20 FEBRUARY 2013**

SHEET



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, August 11, 2021 at 7:00 p.m. via Zoom

<https://us02web.zoom.us/j/85304512291>

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 (Vice Chair), 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

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

1. 33-41 Austin Street – Star Market

Applicant/Representative: Bob Crisafulli

Proposed Signs:

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

Discussion:

- Mr. Kaufman asked the applicant how the Drive and Go service will work. The Commission also asked why the “Bundle” and “Drive and Go” use the same vehicular entrance. The applicant responded that the store would like to set it up that way.
- Mr. Downie commented that the sign is very confusing and not clear. A customer who is using the service for the first time, it is not clear which entrance to use. There’s an existing directional sign for Bundle pickup and bottle drop off.
- Mr. Winkler commented that it will be helpful to clean up the existing sign in the middle and lower the proposed sign and make it smaller in size (about half).
- Mr. Linsky recommended the applicant redo all the signs (bundle, drive and go and bottle return signs) and make it one sign, put it above the entryway. If the sign is done correctly, it will be clear where to go for each service. Some UDC members agreed.

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- The UDC recommended the applicant to come back with a revised plan which incorporated the bundle pick up, bottle return and the drive and go signs in the existing directional sign in the middle.
- The applicant responded that they would propose to Star to update the sign in the middle and incorporate everything in that sign and figure out a way to incorporate the logo and will reappear at a later meeting with a revised sign.

2. 811 Washington Street – New England Country Mart

Applicant/Representative: Elyssa Kotzen, Scott Lombardi

Proposed Sign:

- 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.

Discussion:

- Mr. Kaufman asked about the content of the sign, window sign has the name of the business and the sign above the window says, “local grocery delivery”. He recommended that the signs should be interchanged so the name of the business is at the top. The name of the establishment should be the main sign at the top. If a customer is looking for Country Mart, it will be difficult to find it. The applicant responded that the thought was that the “Country Mart” sign is at street level and when people are in the car or walking, they see the “Country Mart” sign and the top sign is for service that is provided by the business.
- Mr. Winkler commented that one of the photos shows a temporary sign inside the window, a cloth banner that shows everything (logo and the name of the business).
- Mr. Doolin commented that the sign band in this building is in the upper panel above the windows, that’s where the names of buildings are located. The adjoining businesses use the upper panel for names of their business. He recommended that this business should also put the business name in the sign band like their neighbors.
- Mr. Winkler asked about text on the door. The applicant responded that there will be a sign on the door which is less than 25% of the area.
- Ms. Todreas asked the applicant if they are a grocer or a delivery service. The applicant responded they are a grocery delivery service. The applicant commented that they sell items in store and have a computer setup in the store to guide customers for home delivery service. The delivery service is offered in most parts of Massachusetts, six days a week.

MOTION: Mr. Kaufman made a motion to approve the signs as submitted at 793-821 Washington Street – New England Country Mart with a condition. 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 Commission recommended the sign for approval with the condition that the sign is similar to the temporary “tablecloth sign” shown in the application packet so it includes the name of the business

and business graphic. The name of the business and business graphic to be included in the sign in the sign band.

3. 148 California Street - CVS

Applicant/Representative: Gary McCoy

Proposed Signs:

- 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.

Discussion:

The UDC asked about the banner sign. The applicant responded that this is a temporary banner sign that the store put up temporarily. The applicant mentioned that they can have the store take down the sign if the proposed sign is approved.

MOTION: Mr. Downie made a motion to approve the signs at 148 California Street – CVS with a condition. Mr. Linsky 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 the sign for approval with the condition that the temporary banner sign is removed.

4. 847 Washington Street - Chipotle

Applicant/Representative: Anna Haluch, Scott Lombardi

Proposed 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.

Discussion:

- The UDC asked if there are other blade signs on the back of this building. The applicant responded that there are no blade signs on the back yet. The applicant mentioned that the reason for the blade signs in the back is because the comprehensive sign package allows the applicant to have signs in the back with the condition that the signs facing the rear parking lot had a dimmer switch. This commercial space was allowed 1 wall mounted sign and a perpendicular sign in the front and back so a total of 4 signs.
- There was discussion about the lighting, the UDC asked how the dimmer switch will work. The applicant mentioned that it will be on a timer, set for a few hours set at a particular level.

- Mr. Downie mentioned that it is a 2 feet tall sign band with 1'-11" sign and asked if any other member was concerned about that. Mr. Winkler shared the same concern. The sign looks too big for the sign band, the sign band should be visible all around the sign.
- Ms. Todreas shared a concern that the rear sign appears to be off centered because the lettering is to the right and "E" hangs off. The applicant responded that they agree and explained that if they decrease the size of the sign, it will become very small to match the windows. Ms. Todreas mentioned that it doesn't look balanced, and the applicant should consider making it balanced.
- Ms. Todreas also asked how the dimmer will work, especially in winter. Can a resident call and ask for the lights to be dimmed? The applicant responded that the timer can't set according to the season, but the dimmer can be reset in the winter if there was a complaint. The manager can dim the signs if needed because they will have instructions of how to do it.
- Mr. Kaufman asked if the signs are HALO lit and the applicant confirmed. Mr. Kaufman said that the HALO lit letters will be very different from the CVS signs. The illumination of "Chipotle" sign will have much less effect on spilling on to the neighbors than the CVS sign does.
- The applicant mentioned that they have premade signs that generally fit within the zoning bylaws. The proposed signs are premade sizes so the signs will need to be custom made if the sizes need to change, which is not an issue.
- The UDC also talked about the sign package if the proposed signs are allowed according to the sign package. The applicant mentioned that the sign package allows the sign to be up to 60 sq. ft. and the proposed signs are smaller than allowed in the sign package.
- Mr. Kaufman made a motion to approve the signs as submitted. Mr. Doolin seconded. Mr. Linsky voted in favor and Mr. Downie, Mr. Winkler, and Ms. Todreas opposed. The Commission asked the applicant if they were willing to decrease the size of the sign so there was some space around the sign within the sign band. The staff informed the applicant that they can appeal UDC's denial decision to the Commissioner of Inspectional Services. After some thought, Mr. Downie said that he was hopeful that the Commission will be able to convince the applicant to make the sign smaller but if that is not possible then he reluctantly will vote to agree and vote in favor of the proposed signs.

MOTION: Mr. Kaufman remade a motion to approve the signs as submitted at 847 Washington Street - Chipotle with a condition. Mr. Doolin seconded the motion, and two opposed. All the members present voted, with a 4-2 vote, Michael Kaufman, Jim Doolin, John Downie, and Robert Linsky in favor and Carol Todreas and William Winkler opposed.

The Commission recommended the sign for approval with the **condition** that both the signs facing the parking lot are dimmable.

5. 47 Lincoln Street – Crowe Barre

Applicant/Representative: Steve Schwede, Fast Signs

Proposed 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.

Discussion:

Mr. Winkler asked the applicant about the logo if that was a symbol for ballet. What is the logo about? The applicant mentioned that he is not the designer of the logo, but it looks like an infinity sign with ballet barre in the middle of it.

MOTION: Mr. Kaufman made a motion to approve the signs as submitted at 47 Lincoln Street – Crowe Barre. 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.

Comprehensive Sign Package

1. 355 and 399 Grove Street – Riverside Sign Package

Owner/Applicant:

Robert Korff, Mark Development
Scott Lombardi, Mark Development

Representatives:

Steve Buchbinder, Schlesinger and Buchbinder, LLP

Documents Presented: Revised comprehensive sign package for buildings 1 and 2

Project Summary: 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 150 square feet, located on the western facade. This sign may be internally illuminated so long as the intensity of the illumination is reduced after 9:00 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 eastern façade sign shall not be illuminated after 9:00 PM and northern façade sign shall not be illuminated after 11:00 PM.

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

- The UDC asked if any of these signs are visible from Grove Street. The applicant responded that they may be visible as you are approaching the bridge, coming from the highway. The UDC asked if they will be visible from the other direction. The applicant responded the signs on the east elevation may be visible. The UDC asked the applicant why they think that the signs are required on the east elevation. The applicant responded

that it is really for branding purposes. The UDC commented that typically signs are to help people to get to the building and not as a billboard which the branding sort of represents. The UDC mentioned that they understand the need for branding facing Route 128 but don't understand the need to have branding signs facing Grove Street and this site.

- The UDC commented that the lighting levels have been determined in the Special Permit and UDC had not asked for any illumination restrictions. The UDC don't review the level of lighting. It appears that the neighbors have negotiated with Mark Development regarding the illumination. The applicant responded that the only opposition they are hearing is regarding the sign on west elevation for building 2.
- The UDC mentioned that they assume that neighbors request for restrictions on illumination of signs is probably because of change of use. A hotel would have been used 24/7 but a lab. building probably will not have visitors at night.
- The UDC commented that they support dimming the signs and not completely turning them off at 9:00 pm. The UDC also mentioned that they are not sure how low the signs are dimmed, the signs are required to be dimmed at 11:00 pm. The staff informed the Commission that the City Council can waive the requirement of the sign lights to be turned off at 11:00 pm. The applicant mentioned that the provisions of Mixed Use-3 zoning district provide for the City Council to approve a comprehensive sign package which they have delegated to UDC that supersedes anything in the Zoning Ordinance related to signage.

Public Comment:

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

Phil Wallas

Mr. Wallas commented that the houses across the highway are concerned about the light of signs after 9:00 pm. Mr. Wallas asked if the level of dimming can be specified by the UDC. The UDC responded that the City Council has to specify that, nothing has been demonstrated to the UDC to what the lumens of the full light are and what the lumens of the dimmed lights are. The UDC can't respond to the lumens if that information has not been presented to UDC.

MOTION: Mr. Kaufman made a motion to recommend to approve the amendments to the comprehensive sign package as submitted to the Land Use Committee of the City Council. Mr. Linsky 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.

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 8:38 p.m.

Respectfully submitted by Shubee Sikka

Approved on