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STAFF MEMORANDUM

Meeting Date: **Wednesday, August 10, 2022**
DATE: August 7, 2022
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. 624-628 Commonwealth Avenue – Bubbles & Brews

PROJECT DESCRIPTION: The property located at 624-628 Commonwealth Avenue is within Single Residence 2 zoning district. The applicant is proposing to install the following sign:

1. One awning mounted principal sign, non-illuminated, with approximately 18 sq. ft. of sign area on the northern façade facing Commonwealth Avenue.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.7. Per the Zoning Ordinance, one wall mounted principal sign is allowed, which the applicant is not exceeding, the maximum size of the sign allowed is 20 sq. ft., which the applicant is also not exceeding.

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

Old Sign Permits

1. 1349 Centre Street – Unique Boutique

PROJECT DESCRIPTION: The property located at 1349 Centre Street is within a Business 2 zoning district. The applicant is proposing to install the following sign:

1. One wall mounted principal sign, non-illuminated, with approximately 9 sq. ft. of sign area on the eastern building façade facing Centre Street.

TECHNICAL REVIEW:

- The proposed principal sign appears to be consistent with the dimensional controls specified in §5.2.8. Per the Zoning Ordinance, one principal sign is allowed, which the applicant is not exceeding, and on this façade of 264 feet, the maximum size of the sign allowed is 100 sq. ft., which the applicant is also not exceeding.
- The applicant has indicated that they would like to keep the same location for the sign as shown at the July meeting.
- UDC reviewed this sign at the July meeting and had following comments:
 - Which other business is in the building?
 - Can this business have a sign on the free-standing sign?
 - UDC explored different options for a different location for the proposed sign so it's not on the second floor and requested the applicant to come back with a different location.
- The applicant has indicated that they would like to keep the same location for the sign as shown at the July meeting.

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