

City of Newton Planning and Development

Petition: #497-22

Special Permit/Site Plan Approval

to replace an existing sign facing the Massachusetts
Turnpike with an oversized wall sign

November 22, 2022



45 Crescent Street

Zoning Relief

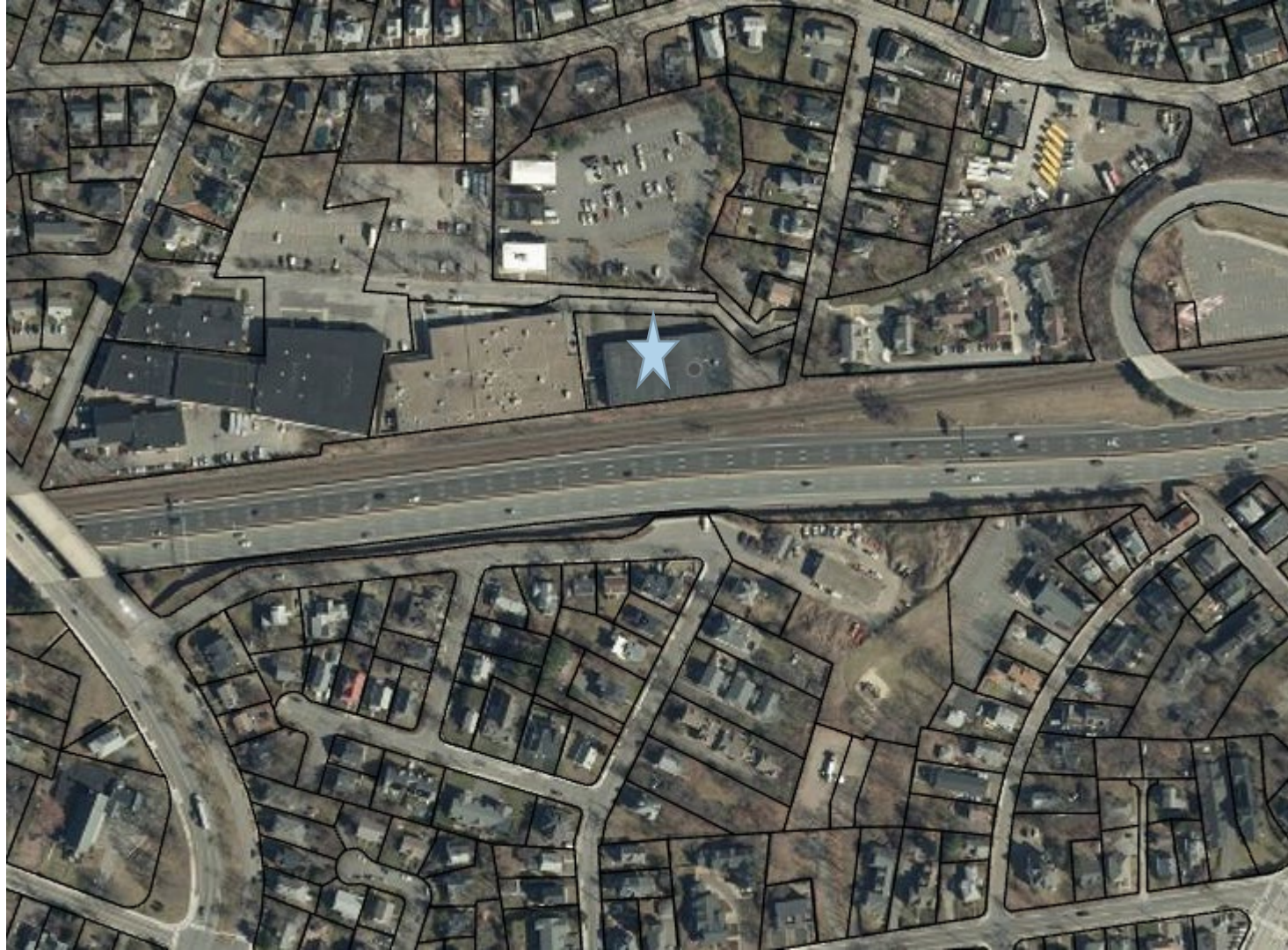
Zoning Relief Required		
Ordinance		Action Required
§5.2.8 §5.2.13	To allow an oversized principal wall sign	S.P. per §7.3.3

Criteria to Consider

When reviewing this request, the Council should consider:

- The proposed exceptions to the sign ordinance should be permitted and are appropriate due to the nature of the use of the premises, the architecture of the buildings or their location with reference to the street is such that such exceptions are in the public interest. (§5.2.13)
- The specific site is an appropriate location for the oversized principal wall sign . (§7.3.3.C.1)
- The oversized principal wall sign will adversely affect the neighborhood. (§7.3.3.C.2)
- There will be a nuisance or serious hazard to vehicles or pedestrians; (§7.3.3.C.3)
- Access to the site over streets is appropriate for the types and numbers of vehicles involved. (§7.3.3.C.4)

Aerial Map



Sign Plans – rear of the building



Existing Sign
191 sf



Proposed Sign
190 sf

Findings

1. The proposed exceptions to the sign ordinance should be permitted and are appropriate and are in the public interest because the approved signs are consistent with the unique identity of the commercial property and will help brand and develop a sense of place, key components of the 2007 Comprehensive Plan. (§5.2.13)
2. The specific site is an appropriate location for the oversized principal wall sign because the proposed sign is replacing a similarly sized sign that has been there since 2014 and there are other oversized wall signs facing the Massachusetts Turnpike. (§7.3.3.C.1)
3. The oversized principal wall sign will not adversely affect the neighborhood because the proposed sign is replacing a similarly sized sign that has been there since 2014. (§7.3.3.C.2)
4. There will be a nuisance or serious hazard to vehicles or pedestrians; (§7.3.3.C.3)
5. Access to the site over streets is appropriate for the types and numbers of vehicles involved. (§7.3.3.C.4)

Conditions

1. Plan Referencing
2. Standard Building Permit Condition
3. Standard Occupancy Condition