



CITY OF SOMERVILLE, MASSACHUSETTS
MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT
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Case #: ZBA 2015-49-R3-03/19
Date: April 3, 2019
Recommendation: Conditional Approval

PLANNING STAFF REPORT

Site: 161 Linwood Street

Applicant Name: Phil Naffah, Harvey Signs, Inc.
Applicant Address: 30 Osgood Street, Methuen, MA 01844
Owner Name: Herbert Chambers
Owner Address: 259 McGrath Highway, Somerville MA 02143
Ward Councilor: J.T. Scott

Legal Notice: Applicant, Phil Naffah of Harvey Signs, Inc., and Owner, Herbert Chambers, seeks a Revision to a previously approved Special Permit Revision (ZBA 2015-49-R1-07/17) for signage. IA Zone. Ward 2.

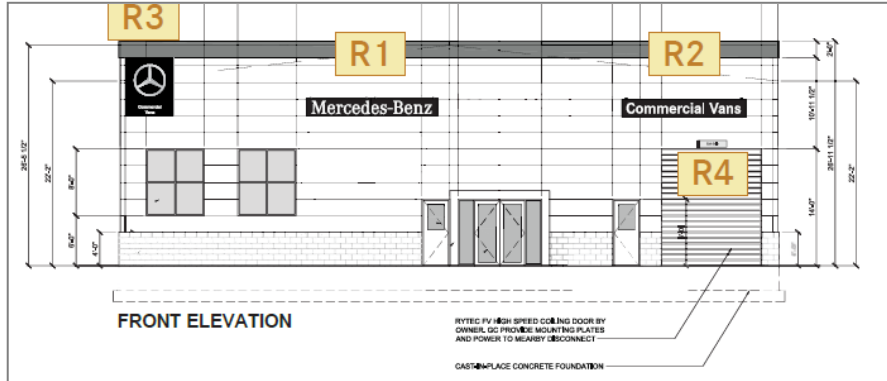
Dates of Public Hearing: Zoning Board of Appeals – April 3, 2019

I. PROJECT DESCRIPTION

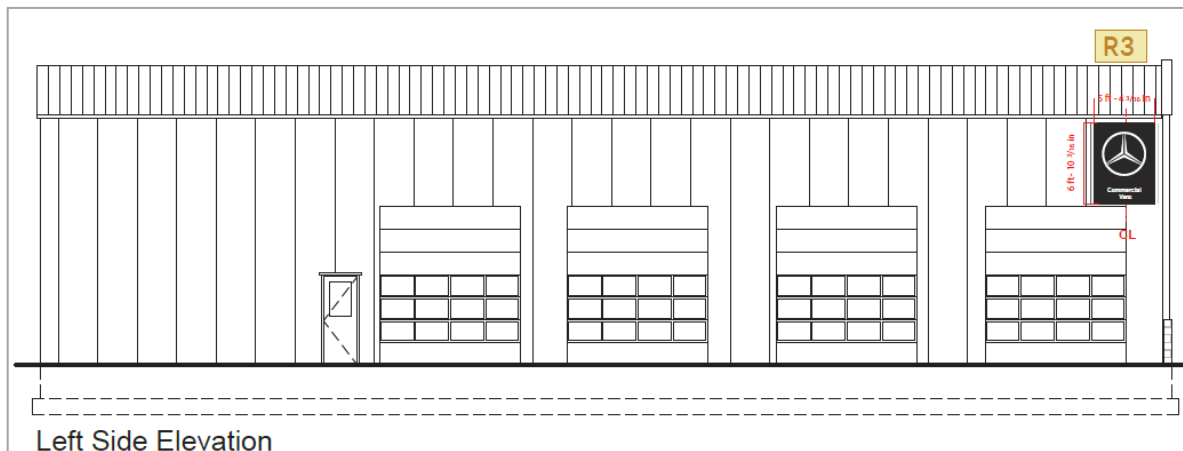
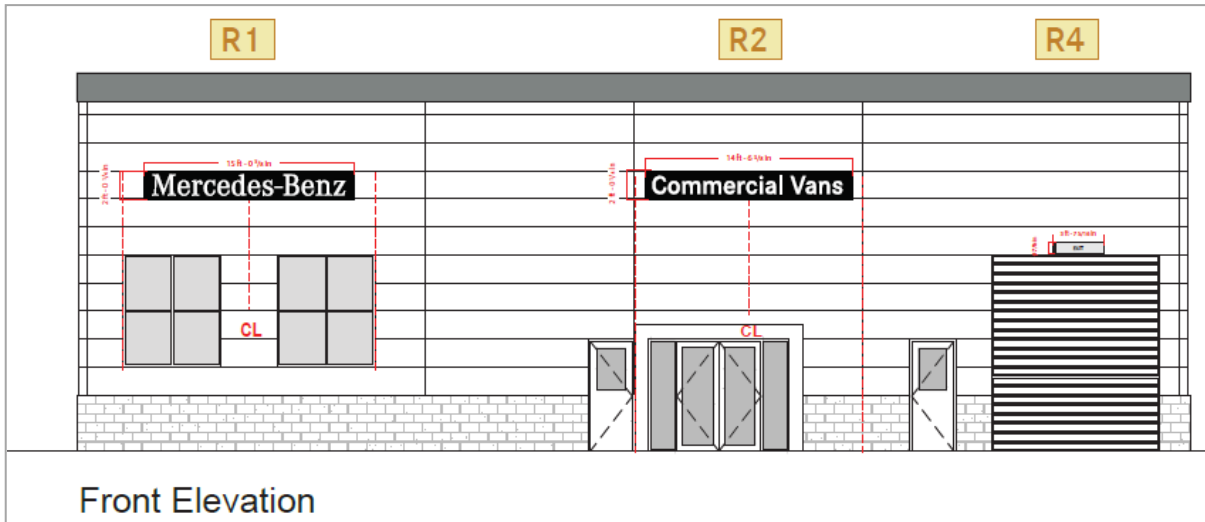
1. Subject Property: The subject site is the location of a Mercedes-Benz motor vehicle sales and service center that had been previously approved by the Zoning Board of Appeals in December of 2015 (ZBA 2015-49) and subsequently revised in July 2017 (ZBA 2015-49-R1-07/17) for various site changes including parking space dimensions, the dumpster location, and fence height. The permit was revised again in October 2018 to alter the signage. The ZBA approved the signs with conditions that they are to be individual channel letters and symbols that are halo lit



2. Proposal: The current proposal is to alter the location of the previously approved signage and technology.



^Previously approved signage, conditioned to be individual channel letters and symbols that are halo lit ^



^Proposed signage, wall mounted internally lit aluminum boxes^

- 3. Green Building Practices: The application does not list any green building practices.
- 4. Comments:

Ward Councilor: Councilor Scott has not provided comment as of the publication of this report.

II. FINDINGS FOR REVISIONS to SPECIAL PERMIT WITH SITE PLAN REVIEW (SZO §5.3.8):

Revisions that are not de minimis shall be subject to the full notice and hearing provisions of §5.3.2 of this Ordinance, but shall not be subject to review by additional boards, departments, city agencies or commissions except as requested by the SPGA or upon the recommendation of the Planning Director. Applicable findings shall be made in accordance with the type of permit(s) being revised.

The findings made under the previous Special Permit with Site Plan Review approved by ZBA in December of 2015 (ZBA 2015-49) are not applicable to this proposal for signage, with the exception of finding #19, which is as follows:

19. Signage: The Applicant must ensure that “the size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures or features shall reflect the scale and character of the proposed buildings.”

The previous permit as conditioned was not feasible for the Mercedes brand to adapt to. Although internally lit aluminum boxes are not the preferred sign type, Staff believes that it is in the best interest for the City for the building to have signage. Planning Staff finds that the proposed signage plan is reflective of the scale and character of the existing building, proposed alterations, and the adjacent car dealerships.

III. RECOMMENDATION

Special Permit under §5.3.8

Based on the materials submitted by the Applicant, the above findings and subject to the following conditions, the Planning Staff recommends **CONDITIONAL APPROVAL** of the requested **SPECIAL PERMIT**.

The recommendation is based upon a technical analysis by Planning Staff of the application material based upon the required findings of the Somerville Zoning Ordinance, and is based only upon information submitted prior to the public hearing. This report may be revised or updated with new recommendations, findings and/or conditions based upon additional information provided to the Planning Staff during the public hearing process.

#	Condition	Timeframe for Compliance	Verified (initial)	Notes
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1	Approval is for the modification of previously approved signage. This approval is based upon the following application materials and the plans submitted by the Applicant:	BP/CO	ISD/Plng.			
	<table border="1"> <thead> <tr> <th>Date (Stamp Date)</th> <th>Submission</th> </tr> </thead> <tbody> <tr> <td>February 28, 2019</td> <td>Initial application submitted to the City Clerk's Office</td> </tr> <tr> <td>January 30, 2019</td> <td>Plans submitted to OSPCD (Sign family and renderings)</td> </tr> </tbody> </table> <p>Any changes to the approved elevations that are not <i>de minimis</i> must receive SPGA approval.</p>				Date (Stamp Date)	Submission
Date (Stamp Date)	Submission					
February 28, 2019	Initial application submitted to the City Clerk's Office					
January 30, 2019	Plans submitted to OSPCD (Sign family and renderings)					
Signage						
2	Signage will be limited in size and location to that shown in the elevation diagrams.	CO/Cont.	Plng.			
Final Sign-Off						
3	The Applicant shall contact Planning Staff at least five working days in advance of a request for a final inspection by Inspectional Services to ensure the proposal was constructed in accordance with the plans and information submitted and the conditions attached to this approval.	Final sign off	Plng.			

