

**Evolution of Proposed Sign Ordinance Changes Re: “Building Identification Signs”**

Doc. Dated	May 10, 2010	July 26, 2010	August 31, 2010	September 7, 2010
For PB Meeting	July 6, 2010	Aug. 3, 2010	Sept. 7, 2010	
Language	City Council Petition	CDD Suggested Revisions	CDD Suggested Revisions	Planning Board Recommendation
<b>Allowed districts</b>	All Business, Office, Industrial Districts	Office, Industrial, <u>PUD, non-residential Special Districts; not allowed in local conservation or historic districts</u>	Office and Industrial Districts <u>east of Windsor St, east of Brookline St, or west of Alewife Brook Pkwy, where allowed building height for non-res. uses is 50 ft or more; not allowed in local conservation or historic districts</u>	Office and Industrial Districts east of Windsor St, east of Brookline St, or west of Alewife Brook Pkwy, where allowed building height for non-res. uses is 50 ft or more; not allowed in local conservation or historic districts
<b>Approval process</b>	As-of-right	<u>Planning Board Special Permit</u>	Planning Board Special Permit	Planning Board Special Permit
<b>Allowed number of signs</b>	One for each street the building abuts, in no case more than two	One for each street the building abuts, in no case more than two	One for each street the building abuts, in no case more than two	One for each street the building abuts, in no case more than two
<b>Building size limitations</b>	No limitations	No limitations	<u>Building must be non-residential and at least 50,000 square feet in GFA</u>	Building must be non-residential and at least <u>100,000</u> square feet in GFA
<b>Illumination</b>	Natural or external only	<u>Natural only</u>	<u>Natural or external only</u>	Natural or external only
<b>Height</b>	Any height below roofline	Any height below roofline	Any height below roofline, <u>but PB can approve signs on mechanical screening</u>	Any height below roofline, but PB can approve signs on mechanical screening
<b>Area of individual sign</b>	Maximum increased to 90 square feet if greater than 100 feet high	Maximum increased to 90 square feet if greater than 100 feet high	Maximum increased to 90 square feet if greater than 100 feet high	Maximum increased to 90 square feet if greater than 100 feet high
<b>Style of sign</b>	Individual letters or graphic symbols attached directly to building face or raceway	Individual letters or graphic symbols attached directly to building face	Individual letters or graphic symbols attached directly to building face	Individual letters or graphic symbols attached directly to building face
<b>Allowed colors</b>	No limitations	<u>White, black, silver, gray, bronze</u>	<u>No limitations</u>	No limitations
<b>Uses</b>	Must be accessory to a tenant, or identify the building itself	Must be accessory to a <u>non-retail</u> tenant, or identify the building itself	Must be accessory to a non-retail, <u>office tenant occupying a significant portion of the building</u> , or identify the building itself	Must be accessory to a non-retail office tenant occupying <u>at least 25% of the leasable area of the building (25% presumed to be significant, but PB may approve for smaller tenants)</u> , or identify the building itself
<b>Review criteria</b>	Not applicable	Not enumerated	<u>Quality of design; integration and harmonization with design and character of building; relationship to nearby residential districts, historic districts, parks, Charles River; impact of proposed lighting as perceived from residential n’hoods and re: protecting the night sky.</u>	Quality of design; integration and harmonization with design and character of building; <u>how it is viewed from</u> nearby residential districts, historic districts, parks, Charles River; impact of proposed lighting as perceived from residential n’hoods and re: protecting the night sky.