

**City of Salem Massachusetts
Public Meeting Minutes**

Board or Committee:	Design Review Board, Regular Meeting
Date and Time:	Wednesday, April 26, 2017 at 6:00 pm
Meeting Location:	120 Washington Street, Third Floor Conference Room
Members Present:	Christopher Dynia, David Jaquith, Helen Sides, Glenn Kennedy
Members Absent:	Paul Durand, Ernest DeMaio, J. Michael Sullivan
Others Present:	Andrew Shapiro, Economic Development Planner
Recorder:	Colleen Anderson

David Jaquith calls the meeting to order at 6:00 PM.

Urban Renewal Area Projects Under Review

1. **7 Central Street (New England Dog Biscuit Company):** Discussion and vote on proposed a-frame sign.

The submission under review includes; a signed application, sign dimensions, proposed signage photos, and a site plan. Kimberly Barnes (Owner) was present to discuss the proposed signage.

Shapiro stated that the applicant had previously placed a 2 foot wide x 3 foot high white plastic a-frame sign outside her store and she is now seeking approval for it. It is within 10 feet of the entrance but in the planter across from the store. Barnes noted that the walkway/sidewalk is 7 feet wide and if the sign is placed on the sidewalk there would still be 5 feet clear for pedestrians.

Barnes noted that the planter is not being taken care of by the City of Salem and the sign is placed in an arched rock area within the planter. Sides and Kennedy state that they would both prefer the sign to be placed on the sidewalk if the planter had the proper upkeep.

Jaquith opens public comment.

Heather Famico, 195 Essex Street, Ward 2 Councilor. Councilor Famico stated that in the past year neighboring businesses have added their own plantings to the planters in front of their businesses. Neighboring businesses should follow the same guidelines regarding placement to keep the signage uniform for those with vision impairments. She also prefers that signs remain on the sidewalk.

Shapiro added that the raised tree planters were removed from Essex Street but those on Central Street remain in place. The business owner should be able to use common sense and be given some flexibility regarding its placement.

Jaquith closes public comment.

Kennedy: Motion to approve the existing location of the a-frame sign until the City of Salem begins upkeep on the planter.

Seconded by: Sides with an amendment that this a-frame sign and Modern Millie's sign be aligned. Passes 4-0.

2. **311 Derby Street (Flatbread Company):** Discussion and vote on proposed a-frame sign.

The submission under review includes; a signed application, sign dimensions, proposed signage photos, and a site plan. Kristin Nakis (Manager of Flatbread Company) was present to discuss the proposed signage.

Shapiro stated that the proposed a-frame sign exceeds the allowable a-frame sign dimensions but a new sign will be reduced to 2 feet wide x 3 feet high. Nakis stated that the sign will be placed to the left of the driveway when looking at the building. Shapiro noted that the existing sidewalk is 9 feet across so a 2 foot wide sign would leave 7 feet clear for the sidewalk.

Kennedy asked what the sign material would be and suggested that it match the wood on the building's façade with the matching chalkboard paint. Nakis replied that the sign was going to be the same wood as the previous sign but they could make the new sign match the building materials.

Nakis asked if the sign could also be placed on the left side of the building in front of the new bowling alley. Kennedy replied yes, as long as it meets the signage location requirements.

Jaquith opens public comment.

Heather Famico, 195 Essex Street, Ward 2 Councilor. Councilor Famico suggested that all signs be placed on the meter side of the sidewalk for consistency and clear accessibility.

Jaquith closes public comment.

Sides: Motion to approve a 2 foot x 3 foot wide a-frame sign at two possible locations to be placed along the meter side of the sidewalk.

Seconded by: Kennedy. Passes 4-0.

3. **181 Essex Street (Omen):** Continued discussion and vote on proposed new paint color for top of awning.

The submission under review includes; paint color and specifications, paint application method, and revised existing and proposed perspective views. Timothy Regan (Mgr.) and Kimberly Branche (Asst. Mgr.) were present to discuss the proposed project.

Shapiro noted that the sign was approved at a previous meeting but there was no consensus regarding whether the awning could be painted with metallic copper (Copper Penny) paint. Regan noted that they are not currently occupying the space but they will be soon.

Dynia noted that he prefers the proposed copper color to the existing green. Kennedy noted that the awning would stand but other store owners may want their other colors which could be problematic. The building owner should make the decision on awning colors. Dynia states that he is in favor of the copper color. Sides agrees and adds that she does

not like the color singled out but painting all of the awnings would no longer allow Omen to stand out. Kennedy added that not approving a change in paint color could eliminate a future opportunity for business owners in the building to want to paint their awning which would improve the look of the façade, but approving it will also make it greatly stand out. Dynia noted that approving the same green paint color would also make it stand out because the other green awnings have faded. Sides stated that it could be approved with the condition that the building owner could call for the painting of all the awnings within a certain timeframe. Regan noted that the building owner would make painting the awnings the business owner's expense which they may not all want to do.

Shapiro noted that SRA could approve of the project even if the DRB recommends denial, however; not all four present DRB members are in favor and four votes are needed for approval. The discussion could be continued so the applicant can attempt to gain the votes of the remaining 3 DRB members before the next regular meeting. Regan and Branche agree. Sides suggested that the applicants also approach other business owners before the next meeting.

Sides: Motion to continue until a future regularly scheduled DRB meeting.
Seconded by: Kennedy. Passes 4-0.

4. **125 Washington Street (Ledger):** Continued discussion and vote on proposed café permit / outdoor seating area, installation of signage, and installation of trash enclosure and ventilation ducts.

The submission under review includes; a signed application, sign dimensions, existing and proposed signage photos, proposed café seating plan and furniture photos, and proposed trash enclosure and ventilation duct images. Brett Danahy from Ledger was present to discuss the proposed signage, seating, trash enclosure, and ventilation ducts. Matt O'Neil of Ledger and Bob Dunham building owner were also present.

Danahy noted that brand imagery has been decided upon and the custom logo will be placed on the existing clock; a black background with white lettering. The front facing of the clock will be the 'Ledger' logo and the left and right faces will have additional lighting. The clock logo dimensions will be 33.75" wide x 44.25" high with an overall text dimension of 22.5". The proposed metal plaque signage is on hold as of now.

Danahy stated that the SRA had previously mentioned altering the proposed gate, however; the metal work at the front patio was pre-ordered by the building owner. A revised layout moving the stanchions further away from the building will allow servers remain within the confines of the outdoor seating without crossing the pedestrians on the sidewalk. The pedestrians will still have 5 feet clear to walk. Sides noted that the step off the front of the new entrance can be left open. Shapiro noted that the Building Department had no comment on the front facing step. Dunham noted that the new granite entry is ADA compliant and the bricks will be reset and leveled back to the curb. Kennedy and Jaquith noted that they have no issues with the front facing step if the Building Department is okay with it.

Danahy stated that the proposed furniture scheme has been revised; the tables will have custom mahogany tops on steel frames, 24" x 30". The umbrella material has been provided; however the material has changed and they will be higher.

Danahy stated that at the trash enclosure, totes are being considered rather than dumpsters, and there will be daily pick-ups; trash, recycling, and compost. Wood for the fire grill will also need to be stored outside. Trash handling in the City could use improving and they want to handle it the right way, which has not yet been determined. Totes don't need an enclosure but one may be wanted, Sides agrees. Dunham provide photos of how trash is handled at neighboring buildings using totes and dumpsters without an enclosure, most notably at Rockafellas the neighboring restaurant. Shapiro stated that he has had a conversation with Councilor Famico regarding speaking to the Building, Fire, and Health Departments regarding this matter.

Shapiro provided some photos of the exterior work has been completed and asked if the rear planter is being demolished. Danahy replied it was but that hasn't been determined. Dunham noted that the far left hand side wall may need to remain, with a chain-link fence with slates placed on top, to keep the totes from rolling away.

Shapiro notes that he received 3 e-mails regarding this project from neighbors and Mike Sperling of Sperling Interactive, a business behind Ledger, had some objections and Councilor Famico has responded to a letter from Mike Sperling. Danahy requested that totes be used for the time being and a time frame given so the trash enclosure can be studied and income can be generated to fund the construction of a proper enclosure. O'Neil stated that the totes are an eyesore and will not be effective for their needs. Sides stated that order and containment to make the trash disappear will work better than a mass of totes. The ducts should have an industrial look and be painted matte black, slats in the fence will help conceal the trash, and the Health Department should address the all the trash concerns; cleanliness, smells, etc. Kennedy agrees and added at the ducts could be black or brown and the enclosure at the rear entry roof should be designed to allow proper airflow to keep the units energy efficient. The roof concealing treatment should be studied and it should complement the treatment at the trash area. Danahy added that the units will be very quiet so noise shouldn't be a concern. Jaquith proposed a 90 day to study and proposed a design for the enclosures.

Dynia asked if a maintenance rail was needed around the perimeter of the rear roof where equipment has been placed. Dunham replied no, a tie-off is sufficient for worker fall protection.

Jaquith opens public comment.

Heather Famico, 195 Essex Street, Ward 2 Councilor. Councilor Famico noted that the City Ordinance and SRA Regulations state only require dumpsters to be screened. A chain-link fence around a dumpster similar to Dunkin Donuts on Washington Street will be more of an eyesore for Sperling Interactive, a 90 day timeline would be appropriate, the screening should allow people to look-in and see their sustainability practices, appropriate screening will enhance the alley and help activate the space, and composting with smaller totes would make spills less likely.

Mike and Becca Houlihan, residential neighbors. All residents are concerned with how the trash would be handled but it is clear that appropriate steps are being taken and asked about trash pick-up times. Danahy replied 9:30AM on weekdays and 10AM on weekends.

O'Neil stated that residents will hear the trash trucks backing down the alley daily, trash pick-up with multiple totes would take longer and create a more noise for the residents. Trash pick-up would be must faster with two dumpsters. Chemicals and proper drainage in the summer will eliminate any smells.

Jaquith closes public comment.

Kennedy: Motion to approve signage, seating, rear ducts painted matte black or dark brown, 90 day grace period on approval of screening of HVAC units, no trash totes - dumpsters without screening and a 90 day grace period on approval of trash enclosure, removal of planter, and allowing a wood holder with a cover at the rear of the building.
Seconded by: Sides. Passes 4-0.

Old/New Business

Approval of the minutes from the March 22, 2017 regular meeting.

Sides: Motion to approve the minutes.
Seconded by: Kennedy, Passes 4-0.

Adjournment

Kennedy: Motion to adjourn the meeting.
Seconded by: Sides. Passes 4-0.

Meeting is adjourned at 7:25 PM

Know your rights under the Open Meeting Law M.G.L. c. 30A §18-25 and City Ordinance Sections 2-028 through 2-2033.