

<b>Board or Committee:</b>	<b>Design Review Board – Regular Meeting</b>
<b>Date and Time:</b>	<b>Wednesday, May 24, 2023 at 6:00 pm</b>
<b>Meeting Location:</b>	<b>Remote Participation via Zoom</b>
<b>DRB Members Present:</b>	<b>Chair Paul Durand, Glenn Kennedy, Catherine Miller, Marc Perras, Sarah Tarbet</b>
<b>DRB Members Absent:</b>	<b>David Jaquith, J. Michael Sullivan</b>
<b>Others Present:</b>	<b>Kate Newhall-Smith</b>
<b>Recorder:</b>	<b>Colleen Brewster</b>

Chair Durand calls the meeting to order at 6:00PM. Roll call was taken.

## **Signs in the Urban Renewal Area**

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### **1. 48 Central Street: A&J King.**

Andy King was present to discuss the project.

King stated that three signs were installed in 2006 but they are faded. One sign is on the Derby Lofts building. They want to update the signs to incorporate their current fonts and colors, the location and dimensions will remain the same. The same MDF material is proposed and Ken McTague of Concept Signs will create the signs.

Miller noted that the lettering size increased and that there was a star on the side. She suggested that more white space be incorporated by reducing the text size.

Kennedy suggested the text on the blade sign be moved higher to provide 10% more space below, as well as equal spacing on the left and right sides. The other signs could use a 10% reduction in text size. He suggested that if a black frame is to be included around the perimeter of the sign, that they take that into account, so that “King” is spaced equally so the letter isn’t crowded. Miller suggested adding a crown to each side of the lettering, where the stars used to be. Kennedy suggested adding the crown between the “A&J” and the “King.” King agreed with reducing the text size and adding a crown on either side of the text. Kennedy suggested adding a crown between the “A&J” and “King” and one on the outside of bakery, and reducing the kerning between the “A” and “&” to equal the spacing between the “&” and the “J”, as well as between the “N” and the “G.”

Public Comment:

No one in the assembly wished to speak.

Perras asked if the awnings will be replaced. King replied that the awnings are owned by the building, it is not in the current scope of work, but he can suggest it to the condo board, which wants consistency with all the awnings on the building.

**VOTE:** Kennedy: Motion to approve with suggestion to raise up the text at the bottom of the blade sign up, to add more white space around the perimeter of the wall signs so the

spacing if from the frame and out the outside edge, adding a crown between “A&J” and “King,” and to consider adding only 1 crown rather than two to the other signs.

Seconded by: Perras.

Roll Call: Kennedy, Miller, Perras, Tarbet, and Durand were in favor. Passes 5-0.

## **Projects in the Urban Renewal Area**

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There are no projects to review.

## **Projects Outside the Urban Renewal Area**

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- 1. 266 Canal Street:** Design Review for Entrance Corridor Overlay District – Redevelop the property by removing all existing buildings and infrastructure and constructing five new buildings for a total of approximately 73,615 square feet with 250 residential units (of which 20% will be affordable), commercial space along Canal Street, and preservation of nine acres of open space. The project also includes construction of 117 surface parking spaces, 196 garage parking spaces, and supporting infrastructure. Continued from 4/26/23.

David Seibert of BK Architects, Marc Tranos and Chris Koeplin of Canal Street Station, LLC were present to discuss the project.

Koeplin stated that this is their 4<sup>th</sup> visit to the DRB. Changes were made to the treatment of the center façade of Building A. They submitted a letter regarding the commercial space square footage at Building A and are seeking a recommendation from the DRB tonight to respect the time of the Bertini Family and will return with final building plans.

Seibert stated that Building A has a more accurate texture is now shown in the renderings. On Building B, groove siding is used at the façade, the bays are more broken up with two different materials, they continued the north façade treatment to the Canal Street façade to provide some variety while maintaining the massing above the retail. Koeplin added that the grouping of windows was the other change and to make it look more residential, they’ve included an 8-inch exposure of the clapboards.

Perras stated that substantial improvements have been made and he is willing to move this forward. Tarbet agreed and noted that the design team took the comments they received to heart. Chair Durand agreed and noted that the plans have progressed nicely with their comments.

Public Comment:

Jeff Cohen, 12 Hancock Street. Ward 5 City Councillor. Happy with the design team’s response to the DRB suggestion and the suggestions of other boards. This is a transformative project; the level of sustainability and affordability is unique for a private project, he hopes that this project moves forward as quickly as possible, and he is proud of how this team has worked with the Boards and the community.

No one else in the assembly wished to speak.

Miller noted that the vinyl fencing proposed around the dumpster was unresolved. Koeplin replied that a white vinyl fence like Trader's Row is proposed, but they are open to an alternative. Miller suggested a natural material and noted her preference for an unpainted cedar fence that will turn grey and disappear and will require less maintenance. Chair Durand and Perras agreed.

Newhall-Smith noted the specific items for the Board to review, fencing is one of them and a natural finish is preferred. She suggested the Board make their finding regarding the use and appropriateness of the findings for fencing, composite façade materials, and the globe lighting around the site which is not downward facing and doesn't meet the requirements but also won't light up the sky.

Miller suggested the catenary lighting between buildings be reviewed in concept; however, a lighting designer should determine what complies with the ordinance. Chair Durand suggested that be made into a condition.

Perras requested reviewing sample composite materials and for a project of this scale it is difficult to use other materials. The added texture to the façade will be a plus and is a nice development. Chair Durand noted that while he doesn't love it, it can be done well. Miller agreed and noted that the added texture speaks to the clapboards on Salem's houses. Tarbet suggested that partially recycled or recyclable material be considered, if possible. She asked if the proposed globe lighting were place holders for something else. Koeplin replied that the globe and the blue art on the side of the Canal Street façade are meant to be public art. He added that the proposed façade materials is considered by most manufacturers to be composite and sustainable. The material is currently undecided, but could be Hardie or Nichiha, and a textured panel, as shown in the renderings, will have a real-life and better feel.

Perras requested next steps. Newhall-Smith replied that the project will be sent to the Planning Board along with the DRB recommendation to make their vote. The DRB work will be done unless progressive design drawings are required by the DRB along with a materials board if in-person meetings haven't returned by then. The Board agreed that they would like to review the final design details and any future changes. Tarbet raised concerns with the future location of vents and mechanical equipment placement that haven't been developed yet.

Perras asked if signage would need to be reviewed. Newhall-Smith replied no, not on an entrance corridor.

**VOTE:** Perras: Motion to approve current design for SD review with included conditions regarding fencing and lighting, and with the design team to return with 50% CD's and material boards. Seconded by: Miller.

Roll Call: Kennedy, Miller, Perras, Tarbet and Durand were in favor. Passes 5-0.

## New / Old Business

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1. Approval of Minutes:
  - a. April 26, 2023

**VOTE:** Miler: Motion to approve the April 26, 2023, meeting minutes. Seconded by: Perras.

Roll Call: Kennedy, Miller, Perras, Tarbet and Durand were in favor. Passes 5-0.

2. Staff Updates, if any:

Newhall-Smith stated the following:

Building Inspector, Tom St. Pierre will be leave on Friday and has taken a job in Peabody.

No sign enforcement has taken place and she will tackle that with the new or interim person Building Inspector, who has not been selected.

Downtown signs: The Lobster Shanty was projecting their sign, which is not allowed by ordinance and regulations. The owner has turned it off.

Old Salem Jail: The owner received permission from the Planning Board to change the commercial space into three residential units and to eliminate all commercial use. No exterior changes, site or landscaping changes are proposed, only interior; there will be no DRB review for the change. Miller asked if their parking would become residential. Tarbet replied the three parking spaces will be residential. Chair Durand recalled the city providing parking. Miller noted the construction of a new parking lot. Newhall-Smith replied that the SRA contributed funds for the construction of that small parking lot.

Some downtown businesses have installed window murals, and some are using trademark images, and if they get in trouble that is on them. Miller noted that the seasonal/temporary art is great but painting advertising on windows is not favorable. Chair Durand noted his preference for transparency to see what's going on in the businesses. Newhall-Smith noted that temporary signs have a time limit. Chair Durand suggested treating them on a case-by-case basis. Newhall-Smith replied that enforcement will be very difficult. Miller suggested a review by the Public Art Commission (PAC.) Newhall-Smith stated that she will discuss the matter with Mr. Daniel and Ms. Barry. Miller suggested the PAC and Salem Chamber assist the DRB, and weigh-in on what constitutes a window mural. Perras stated that some stores are abusing this, he's not in favor of it, and painting windows should not be allowed. Pure advertising should be temporary, and what's being added he feels is within their purview. Miller agreed, noting that they didn't allow the City Smoke Shop to include the word "Juul" on their building. Newhall-Smith noted the need of a trigger to enforce their involvement since no one is coming to the DRB to approve their window artwork. That may need to be a regulation change. Chair Durand stated that the DRB reviews paint colors and signs, painting windows is a change to the façade and should fall within their purview. The DRB's job is to protect the downtown area and encourage development. Miller agreed, especially if the painting is permanent. Newhall-Smith noted that temporary signs are allowed for up to two weeks prior to an event and removed

immediately after the event concludes. Chair Durand wondered how other neighboring communities regulate it.

Perras noted that Bambolina has a large vinyl Kokeshi sign mounted on the interior of their windows, which he considered to be a disregard of the rules. Miller suggested the owner install an actual Kokeshi sign. Perras noted that the DRB approves most signage applications with tweaks. Chair Durand noted that signage applications have improved within the past 10 years. Newhall-Smith stated that she will reach out to the business owner and seek enforcement assistance. She will also consider options for the window mural.

### **Adjournment**

Perras: Motion to adjourn. Seconded by: Miller.

Roll Call: Kennedy, Miller, Perras, Tarbet and Durand were in favor. Passes 5-0.

Meeting is adjourned at 7:00PM.

Know your rights under the Open Meeting Law M.G.L. c. 30A §18-25 and City  
Ordinance Sections 2-028 through 2-203