

January 23, 2004

**DRB MEMORANDUM #2004-05**

MEMO TO: Bonnie Weeks, Bldg. Comm.  
Christine Brestrup, Assoc. Planner  
FROM: Jonathan Tucker, Senior Planner  
SUBJECT: DRB Recommendations of January 20, 2004

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The Tuesday, January 20, 2004 meeting of the Design Review Board began at 7:54 p.m. in the Town Room, Town Hall. Members Erica Gees, David Dillon and David Henion were present, along with Senior Planner Jonathan Tucker. Others present included Linda Chalfant (LSSE Director), Peter Wells (Berkshire Design Group), Karl Janus, Jane Chalmers, Christopher Mallory (Mom's Tattoo), Jeffery Waskiewicz (Rao's Coffee), and "R.W." another resident.

The Board made the following recommendations and took the following actions.

The members turned to Appointments.

#2003-00023, Potwine Lane Recreation Area, LSSE – Recommend **Approval** of the design of revised playing field layouts, parking, landscaping, and associated improvements, with the following condition:

- 1) That a system of signs be designed to direct people to the recreation area (from at least the intersection of West Street and Potwine Lane), to identify the site upon arrival, to direct traffic flow within the parking area, to provide field users with information about the rules and regulations governing the area, and to indicate the public conservation trails which began and ended at the fields. It was suggested that—except for the rules and regulations signs—the sign system could consist of the same simple wooden signs used for the Town's conservation trails, with routed lettering and a brown paint scheme.

#2004-00005, 17 Kellogg Avenue, Rao's Coffee – Recommend **Approval** of the design of two new signs for this expanded coffee shop, with the following conditions:

- 1) That the weight (thickness) of the lettering for the establishment's name be made heavier, to improve its legibility at a distance.
- 2) That pin lines of contrasting colors appearing on the signs be used to make the lettering and the outline of the coffee leaf more legible.

#2004-00006, 15 North Pleasant Street, Mom's Tattoo – Recommend **Approval** of the design of a new hanging sign and associated bracket, as proposed. The Board asked to see any proposed new lighting for the sign prior to installation.

#2004-00007, 30 Boltwood Walk, H2O – Recommend **Approval** of the design of two new signs for a new restaurant in the former Atlantis restaurant space, with the following conditions:

- 1) That the lettering of the establishment's name be made larger and slightly heavier, to improve its legibility at a distance
- 2) That the relationship between "The", "H2O" and "Restaurant-Bar" for both signs be as shown on the main sign, except that the vertical spacing be increased slightly, so that the letters/numerals do not touch one another—the "O" in "H2O" has the appearance of a "Q" from a distance, because "Restaurant-Bar" below it is too close.

The Board suggested, but did not include as a condition, that the proprietor consider adding more energy and motion to the varying 'aquatic lighting' in the background of the sign. The Board said it appeared that the intent of the design was to have the sign appear cool, remote, and simple, and, if so, the design succeeded. However, the success of that design intent also makes the sign appear flat and static, which may not be the best image for what will hopefully be a successful restaurant. A more energetic presentation implying motion and energy might work better.

#2004-00008, 71 North Pleasant Street, Bistro 63/Monkey Bar – The Board recommended that the applicant redesign and resubmit designs for a proposed directory sign for this newly-expanded building and a new rear entrance sign for Bistro 63/Monkey Bar, based upon the following guidelines:

*Proposed North Pleasant Street directory sign*

- 1) Heading - The arched heading of the directory sign should contain only the numerical street addresses "63 & 71." The phrases "La Galleria" and "North Pleasant Street" should be removed—they are unnecessary and

add too much text, making the heading 'busy' and hard to read.

The Board noted that "La Galleria" was the project name given to the new addition to Bistro 63/Monkey Bar facing onto the Boltwood Walk parking garage. But architecturally, a gallery is a single corridor hall leading to many smaller rooms. The businesses in these two buildings do not share a single common space or entrances.

- 2) Order & Size - The sign plaques for the different business tenants in the two building(s) should appear, top to bottom, in order of overall importance. This should apply to their size as well. First floor retail/dining uses are, for instance, more prominent than second-floor offices. The Board recommended the following distribution:
  - ~ The "Bistro 63/Monkey Bar" plaque should be largest and at the top.
  - ~ The "Starbuck's Coffee", "Raven Used Books", and "[future basement tenant]" plaques should be next, in that order, and with slightly smaller (shorter) plaques. The Raven Used Books plaques should have appropriate simple arrows indicating the direction to the rear along the pedestrian walkway.
  - ~ The "Countrywide Home Loans" and "The XYZ Corporation" office signs should be smallest, and at the bottom. If room is needed for 1-2 additional potential offices, then the office signs can be divided down the middle and four (4) smaller plaques created.
- 3) Appearance – The colors of the main signs for the buildings' businesses appear to be compatible, so the Board recommends that the regular letter style and logo colors for each retail/dining business appear on the directory plaques for those businesses. The Board appreciated the sign contractor's useful attempt to create some visual consistency for the directory sign, but in this case the regular sign images and colors will work against a recommended black background around and between plaques. The sign posts should also be black. No other 'new' symbols, addresses, or other text beyond the names alone should appear on the plaques for the existing businesses beyond the Starbuck's logo and Raven's raven.

#### *Rear Directory Sign*

- 4) Discussions during the permit process for the new rear addition included a directory signs on each face of the northeast corner of the building.

*Rear Bistro 63/Monkey Bar Sign*

- 5) The Board recommended that the rear entrance sign be designed in association with the rear stair entrance, either: 1) as a horizontal panel sign on a new fascia extending across the ground-level stair entry at the same level as other sign bands on the rear of the building, or 2) as a projecting vertical sign attached to the face of the building on one side or the other of the ground-level stair entrance.
- 6) The Board indicated that an awning sign would be appropriate along the fascia of the eaves of the outdoor dining porch.

[NOTE: The Special Permit approval (ZBA 2003-000001) for the aforementioned rear addition included Condition #10: "All signs and lighting shall be reviewed by the Design Review Board and approved by the Zoning Board of Appeals [at a business meeting] prior to installation."]

#2004-00009, Boltwood Walk, Raven Used Books – Recommend **Approval** of the design for a new main panel sign over the entrance of this new location for an established bookstore, as proposed. The Board asked to see designs for any additional signs for this business.

The Board turned to Old Business.

West Cemetery Improvements – The Board reviewed and approved interim designs for new signs and lighting for West Cemetery.

Next Meeting – The next meeting was tentatively set for Tuesday, February 3, 2004.

The meeting ended at 9:55 p.m.