

TOWN OF BELMONT

PLANNING BOARD

MEETING MINUTES

June 4, 2019

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BELMONT, MA

2019 JUL -8 PM 3:06

Present: Charles Clark, Chair; Steve Pinkerton, Vice Chair; Karl Haglund; Thayer Donham; Ed Starzec
Absent: Karl Haglund
Staff: Spencer Gober, Staff Planner

1. Meeting Called to Order at 7:00 PM

Mr. Clark called the meeting to order and introduced his colleagues. He gave a summary of the items that were on the agenda.

2. Public Meeting:

a. **Review and approve all proposed signage at Starbucks, located in the Bradford (formerly Cushing Village) development, in accordance with the Cushing Village Conditions of Approval**

Mr. Gober reviewed the location of Starbucks and the conditions related to the store signage.

Andrew Serrato, Serrato Signs of Worcester, MA, presented the sign plan for the Starbucks located in the Winslow Building.

Mr. Gober stated that the purpose of the public meeting was to make sure that what the Board was approving was in accordance with the Cushing Village conditions agreed upon in 2013.

The PB deliberated and concurred that the signage was in conformity with the 2013 agreement.

Kathy Lisbon, Starbucks Coffee Company Construction Project Manager, asked the Board if she could she put up a "coming soon" temporary banner for a week or two. Mr. Gober noted that they could put up temporary signage without a permit, but it must be in compliance with the Town's temporary sign By-Law.

MOTION to approve was made by Mr. Clark and seconded by Ms. Donham. Motion passed.

3. New Public Hearings:

a. **110 Trapelo Road – Waiver for a wall sign at Starbucks**

Mr. Pinkerton read the public notice.

Mr. Serrato, noted that the sign would be on the parking lot side of Trapelo Road so that it could be seen as you are driving down Trapelo Road. Mr. Gober noted that they needed a waiver for this sign because the drive and parking area was technically not a “public way” or a “private way” as defined by the By-Law and there was no entrance on this side of the building. He added that this was a unique situation where the site conditions did not technically fall within the By-Law’s definitions. If this was a “public way”, the sign would be conforming and allowed by right.

No one spoke in support or opposition of the proposed sign.

The PB members deliberated and concurred that this space would function as a “public way” and that the sign was consistent with the purpose and intent of the Sign By-Law.

MOTION to close the public hearing was made by Mr. Clark and seconded by Mr. Starzec. Motion passed.

MOTION to approve was made by Mr. Clark and seconded by Ms. Donham. Motion passed.

b. 277 Trapelo Road – Special Permit for a conforming standing sign, and a waiver for a nonconforming wall sign.

Mr. Pinkerton read the public notice.

Anna Haluch, Prosign Graphics, Owner, presented the signs that were being proposed for the People’s United Bank. Anna noted that the larger existing sign was the problem as it was too large for the space and was no longer code compliant since the recent change in the Belmont Sign By-Law.

The PB agreed to treat the overall space as one wall and the Applicant would have to remove the bank-branded ATM signs and then would be allowed to keep the large sign.

The PB discussed the proposed standing sign and agreed that it was in conformance with the By-Law.

No one spoke in support or opposition of the proposed signs.

MOTION to close the public hearing was made by Mr. Clark and seconded by Mr. Pinkerton. Motion passed.

MOTION to approve the waiver for the nonconforming wall sign with conditions was made by Mr. Clark and seconded by Mr. Starzec. Motion passed.

Conditions: The frames previously used for temporary signage shall no longer be used and shall be removed; the bank-branded sign on the ATM must be removed; and, a certified

plot plan containing the location of the new standing sign shall be submitted to the Office of Community Development.

c. 2 Leonard Street – Waivers for two conforming wall signs

Mr. Pinkerton read the public notice.

Anna Haluch, Prosign Graphics, Owner, first reviewed the blade sign and she noted that it was less than eight feet from the ground as required by code. The PB did not have any issues with that. There were no comments from the public.

MOTION to close the public hearing was made by Mr. Pinkerton and seconded by Mr. Starzec.

MOTION to approve was made by Ms. Donham and seconded by Mr. Starzec. Motion passed.

4. Continued Public Hearing:

a. 221 Concord Avenue – Belmont High School

Mr. Clark noted that the topic of discussion would be signage and the conversation would be restricted to signage only. There would be another public hearing coming up in two weeks to discuss general concerns.

Bill Lovallo, Belmont High School Building Committee Chair, introduced his colleagues: Pat Brushch, Belmont High School Building Committee Co-Chair; Joel Mooney, Belmont High School Building Committee Member; Brooke Trivas, Project Manager, Perkins + Will; Vital Albuquerque, AIA, Perkins + Will

Mr. Lovallo noted that he believes that they can assemble a full submittal packet by June 21, 2019 for the PB to review ahead of the July 2 hearing.

Mr. Albuquerque presented the overall sign plan and the locations for the proposed signs. He began with the primary sign on Concord Avenue, the engraved stone - eighteen square foot sign which fits within the zoning by-law. He next presented a larger sign that he recommended as he felt that the size of the sign needed to be larger to be better in scale with the building. He also presented the secondary sign on Hittinger Road and the Building signs at the entries for the High School and Middle School.

The PB had an opportunity to ask the High School Committee several questions regarding the signs and they made many comments regarding the signs that indicated that they were in favor of the signs as they were being presented.

Anne Paulson, 90 School Street, came before the Board and noted that the signs were very nice and she suggested that the signs be renamed so that they were all consistent but the Committee explained that this was discussed and that the signs should be different. She suggested that they remove the word “Belmont” and call it just “High School and just “Middle School” at the door entry of the schools.

Mr. Clark noted that the details of the sign language was beyond the scope of the discussion and the PB was concerned with size and safety of the signs.

Renee Guo, 4 Oak Street Resident, [name was not able to be confirmed on the Belmont Assessors site] noted that the Concord Avenue sign might be made more interesting or creative to make a bold statement.

Mr. Pinkerton asked what will the impact be on the people across the street on Concord Avenue as there would be a lot of white light going on and he would argue for up-lighting and dim lighting. Mr. Lovallo agreed and noted that the committee was heading in this direction.

Mr. Gober stated that a Sign Waiver from the PB will be needed prior to installation if the signs are larger than what is allowed in the By-Law.

MOTION to continue the meeting to July 2, 2019 was made by Mr. Clark and seconded by Ms. Donham. Motion passed.

5. Updates on Potential Cases and Planning Board Projects, and Committee Reports

a. Belmont Comprehensive Plan Update/Refresh

Kevin Dorn, introduced his colleagues; Roger Fusa and Renee Guo. He explained his charter and what the committee has done over the past three years and he reviewed the projects that they have started. He noted that they have recently begin to work with the Business Community and having a master plan that tied into the Business Community was important. The most recent copy of the Belmont Master Plan was approved in 2010. He noted that the major sections and the recommendations of implementation plan spans from 2010-2020. They did an audit of how much has been done so far. He also noted that a lot of things did get done in the implementation plan and there seems to be some value in the document. Mr. Dorn described the three options for the future of the Master Plan as; it could be refreshed; they could let it expire or there could be complete overhaul and rewrite of the Belmont Master Plan. He added that they have had conversations with MAPC about submitting the plans for a Master Plan refresh and starting to introduce this idea to the PB and the Belmont Board of Selectman. Mr. Dorn stated that the Master Plan Committee was recommending a refresh and he asked if the Board would agree that the refresh, rather than a complete rewrite would be the way to go. He suggested that the committee could help the Town to submit the grant application and push that forward to secure the funding and be project managers along with the MAPC. The role of the Planning Board would be to take a lead of the “Master Plan refresh Committee” and the Project Management role would be himself and his group and the MAPC would help to write the master plan. Mr. Dorn added that the Master Plan can be used as the Town’s guide for progress for the next ten years. Mr. Dorn noted that he was ready to submit the grant application right away and the one year to

complete the refresh could begin in January of 2020.

Mr. Clark noted that this would be a big project and it would take quite a bit of time and the PB needs to think about what the PB's and the Planning Division's bandwidth was to take this on. Mr. Gober noted that Assistant Town Administrator, Jon Marshall, would likely be the staff liaison for the project. Mr. Pinkerton noted that the Planning Division was not sufficiently staffed to undertake such a large effort at this time. He also noted this project may be too big of a commitment for the PB. Mr. Clark noted that the PB would need to think about how they would participate in this project.

6. Review and Approve Minutes

MOTION to approve the April 4, 2019 meeting minutes was made by Mr. Clark and seconded by Mr. Starzec. Motion passed.

7. Meeting Adjourn 8:46 PM