



## **Town of Arlington, MA Redevelopment Board**

### **Agenda & Meeting Notice September 17, 2018**

The Arlington Redevelopment Board will meet Monday, September 17, 2018 at 7:30 PM in the **Town Hall Annex, 2nd Floor Conference Room, 730 Massachusetts Avenue, Arlington, MA 02476**

#### **1. Environmental Design Review (EDR) Special Permit - Public Hearing**

- 7:30 - 8:00 p.m. Athena Peters for Adventure Pub, at 190 Massachusetts Avenue, to re-open Special Permit Docket #3161 in accordance with the provisions of MGL Chapter 40A § 11, and the Town of Arlington Zoning Bylaw Section 3.4 Environmental Design Review. The Redevelopment Board will review the application to determine the use as a restaurant and performance space, under Section 5.5.3, Use Regulations for Business Districts, and signage, under Section 6.2, Signs.
- *Applicant will present materials to the Board.*
  - *Members of the public will be provided time to comment.*
  - *Board members will ask additional questions of the applicant or staff and vote.*

#### **2. Redevelopment Board Rules and Regulations – potential amendment**

- 8:00 - 8:10 p.m. *Staff will provide a verbal report on a potential amendment to recently adopted Rules and Regulations.*

#### **3. Sign Bylaw amendment scope of work and timeline**

- 8:10 - 8:30 p.m. *Staff will present an update on the sign bylaw scope of work and timeline.*

#### **4. Special Town Meeting (STM) and Recreational/ Adult-Use Marijuana Bylaw timeline**

- 8:30 - 8:40 p.m. *Staff will present a verbal update on STM and the recreational marijuana bylaw timeline.*

#### **5. Adjourn**

- 8:40 p.m. - Adjourn



## Town of Arlington, Massachusetts

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### Environmental Design Review (EDR) Special Permit - Public Hearing

#### Summary:

7:30 - 8:00 p.m.      Athena Peters for Adventure Pub, at 190 Massachusetts Avenue, to re-open Special Permit Docket #3161 in accordance with the provisions of MGL Chapter 40A § 11, and the Town of Arlington Zoning Bylaw Section 3.4 Environmental Design Review. The Redevelopment Board will review the application to determine the use as a restaurant and performance space, under Section 5.5.3, Use Regulations for Business Districts, and signage, under Section 6.2, Signs.

- *Applicant will present materials to the Board.*
- *Members of the public will be provided time to comment.*
- *Board members will ask additional questions of the applicant or staff and vote.*

#### ATTACHMENTS:

Type	File Name	Description
▢ Reference Material	Agenda_Item_1_-_190-192_Mass_Ave_Application.pdf	Agenda Item 1 - 190-192 Mass Ave Application
▢ Reference Material	Agenda_Item_1_-_190-192_Mass_Ave_Floor_Plan.pdf	Agenda Item 1 - 190-192 Mass Ave Floor Plan
▢ Reference Material	Agenda_Item_1_-_EDR_Public_Hearing_Memo_190_Mass_Ave_Final.doc	Agenda Item 1 - EDR Public Hearing Memo 190 Mass Ave Final



TOWN OF ARLINGTON  
REDEVELOPMENT BOARD

Application for Special Permit In Accordance with Environmental Design  
Review Procedures (Section 3.4 of the Zoning Bylaw)

Docket No. \_\_\_\_\_

1. Property Address 190-192 Massachusetts Ave  
Name of Record Owner(s) Framina LLC & 192-200 Mass Ave LLC Phone 781-648-9867  
Address of Owner 455 Mass Ave. Arlington, MA 02174  
Street City, State, Zip
2. Name of Applicant(s) (if different than above) Athena Z Peters - Parthenon Entertainment  
Address 2 Mountain Road N Easton MA Phone 978-760-3603  
Status Relative to Property (occupant, purchaser, etc.) Leasee - Occupant
3. Location of Property 6 003 001, A  
Assessor's Block Plan, Block, Lot No.
4. Deed recorded in the Registry of deeds, Book \_\_\_\_\_, Page \_\_\_\_\_;  
-or- registered in Land Registration Office, Cert. No. \_\_\_\_\_, in Book \_\_\_\_\_, Page \_\_\_\_\_.
5. Present Use of Property (include # of dwelling units, if any) Restaurant / Bar
6. Proposed Use of Property (include # of dwelling units, if any) Restaurant / Bar with  
Board Games and Live Events (not Live Music)
7. Permit applied for in accordance with the following Zoning Bylaw section(s) 5-34 3.4.2A Theatrical Events / Board Game Special Permit  
EDR Mass Ave Property  
section(s) title(s)
8. Please attach a statement that describes your project and provide any additional information that may aid the ARB in understanding the permits you request. Include any reasons that you feel you should be granted the requested permission.

(In the statement below, strike out the words that do not apply)

The applicant states that Parthenon Entertainment is the owner -or- occupant -or- purchaser under agreement of the property in Arlington located at 190-192 Massachusetts Ave which is the subject of this application; and that unfavorable action -or- no unfavorable action has been taken by the Zoning Board of Appeals on a similar application regarding this property within the last two years. The applicant expressly agrees to comply with any and all conditions and qualifications imposed upon this permission, either by the Zoning Bylaw or by the Redevelopment Board, should the permit be granted.

Signature of Applicant(s)

2 Mountain Road N Easton, MA

Address

978-760-3603

Phone

# TOWN OF ARLINGTON

Dimensional and Parking Information  
for Application to  
The Arlington Redevelopment Board

Docket No. \_\_\_\_\_

Property Location 190-192 Mass Ave

Zoning District \_\_\_\_\_

Owner: Framina LLC + 192-200 Mass Ave LLC

Address: 190-192 Mass Ave

Present Use/Occupancy: No. of Dwelling Units:

Restaurant / Bar

Uses and their gross square feet:

7343

Proposed Use/Occupancy: No. of Dwelling Units:

Restaurant / Bar

Uses and their gross square feet:

7343

	Present Conditions	Proposed Conditions	Min. or Max. Required by Zoning for Proposed Use
Lot Size	8869	8869	min. no min
Frontage			min.
Floor Area Ratio			max.
Lot Coverage (%), where applicable			max.
Lot Area per Dwelling Unit (square feet)			min.
Front Yard Depth (feet)			min.
Side Yard Width (feet) right side			min.
left side			min.
Rear Yard Depth (feet)			min.
Height	19'4"	19'4"	min.
Stories	1	1	stories
Feet			feet
Open Space (% of G.F.A.)			min.
Landscaped (square feet)			(s.f.)
Usable (square feet)			(s.f.)
Parking Spaces (No.)	2	2	min.
Parking Area Setbacks (feet), where applicable			min.
Loading Spaces (No.)	1	1	min.
Type of Construction	A one/re-use as restaurant		
Distance to Nearest Building			min.





To the Town of Arlington Redevelopment Board,

I am seeking special permit permissions to allow the use of the Restaurant and Bar space at 190-192 to also have onsite board gaming and live events in the form of interactive theatrical events. No external construction is planned. All existing conditions are to remain.

#### Board Games-

Board Game cafes and bars are a fairly new concept but have been around for about ten years starting on the West coast in the Seattle area with places like Mox Boarding house and having moved across the country. There are a few in the Boston area with the Game Cafe Knight Moves as an example in nearby Cambridge and The Castle in Beverly. The idea behind these concepts is that there are lots of folks who enjoy a game night at home with friends and family, but as you get older it can be difficult to find a common space that is amenable, find storage for games or the budget to own a wide variety of them. Or maybe you have to debate between staying home and ordering pizza to play your favorite games vs spending the evening or afternoon out at a great pub having a more exciting meal and some handcrafted drinks. A Board Game Pub keeps you from having to choose between the two or making one person host all their friends or own all the potential games.

Adventure Pub would have a library of games stored on bookshelves anchored to a few walls and categorized by age range and time to play, that guests can basically "rent" but paying an additional table fee for the added time they would spend at the table vs a normal food only table. The only change to our current space this would create is that we would need to install bookshelves to house the games. If there are concerns about safety in the eating areas, we can store our games in the basement and have waitstaff deliver games to the tables when ordered. No real money gambling games would be offered. Games are like Risk, Settlers of Catan, Monopoly, Apples to Apples, etc.

Theatrical/ Live Events- As well as games played with boards and cards, we would also like to occasionally run more Live Action games in which guests might take on a role in a mystery , puzzle or situation and interact with other guests or actors to solve the problem. If you have ever attended a Murder Mystery Dinner or gone to a Character Dinner or Bar at Disney World you might have an idea of these types of events. There is no stage, specialty lights, etc involved in these events. Our sister company Incantrix Productions, also run by Athena Peters who is President of Parthenon Entertainment and running Adventure Pub, has been running events like this at various historical sites such as the MIT Endicott House in Dedham and Eustis Estate in Milton. We work with the space we have as it is, no structural changes are made for these events. We might re-arrange tables, decorate a little differently like you might when decorating for a Wedding or other Special Event party, and then it is much like those sorts of parties only there might be a couple actors in character to interact with or logic puzzles to solve. This should not affect the structural layout of the building in any way or change the environmental impact from normal restaurant business.



Impact Statement:

1. Preservation of Landscape- No changes will be made to the landscape. No trees or soil will be removed. We will maintain the flower boxes currently on the exterior of the building with seasonally appropriate plants from local nurseries.
2. relations of Buildings to Environment- There are no proposed changes to the scale or architecture of the buildings or any new shadows.
3. Open Space- We will be upkeeping the exterior flower boxes of the building and the view into the front cafe windows will look into our bar space which should have good visual appeal of community coming together for enjoyment of food, drink and visually appealing board games at wooden tables.
4. Circulation- The property is located on a corner allowing for traffic of vehicular traffic in multiple directions. The two parking spaces are located on a side street allowing for entrance and exit without disturbing Main Street traffic. And are for employees only. No bicycle parking is planned for at this time.
5. Surface Water Drainage- Our proposal will not affect the current surface water drainage of the current site in any way. During raining and winter months we will do our proper due diligence to remove any blockages from storm drain including proper removal of snow and ice from our corner of the sidewalk.
6. Utility Service- Electric, telephone, cable, etc equipment is currently installed and any additional will be underground. Water and sewage for the space is currently through municipal water/ sewage. We will have grease traps installed on dishwashing sinks and will be using a licensed Grease removal company for proper maintenance and removal of grease from the property. Solid waste will be placed in a dumpster to be stored in the parking spaces in the rear of the building, lease and serviced regularly by a licensed dumpster company and locked overnight.
7. Advertising Features- Our signage will be similar in style to the previous signage with white Vinyl Decals on the windows and a high vinyl post sign in black on an off white background with our logo installed on existing bracket sign poles. The current bracket poles were installed in compliance with 6.2.9 E. They are at least 8ft but no more than 15 ft off the ground and the sign square footage will be less than 12sqft and does not project more than 50 in from the building. Window decal covers less than 25% of the window. See attached signage plan for details.
8. Specialty Features- loading will be done using the back parking spaces at the rear of the building. The dumpster will be stored there as well. There is no further request for open storage exposed machinery, etc.
9. Safety- there are four entrances and exits to the building. Two front and two back with clear pathways in cases of emergencies. One of the front entrances is equipped with a handicap entrance with a button to activate. There are no extrusions on the building without visibility that might disguise and attacker.
10. Heritage- 190 Mass Ave is a converted bank building which still maintains mainly of its original features. We have no intention of altering these features in any way.
11. Microclimate- The space was previously used for a restaurant and bar so these aspects will continue. There will be no change to surfaces , machinery or light sources. Our

proposed live events will not utilize amplifiers so as to keep noise at a minimum. And we will comply with local noise ordinances.

12. Sustainable Building and Site Design- We have printed out a the LEED checklist for existing buildings. We are not making any major renovations to the interior, however we are currently working with the building owners to upgrade the 20+ year old HVAC systems to newer more efficient models and are also looking at doing the same for interior lighting, especially in regards to the basement spaces.





# ADVENTURE PUB

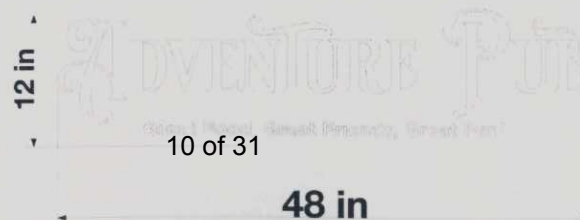
Great Food, Great Friends, Great Fun!

Window Logo- 48" x 12" vinyl White text color

Double Sided Telephone Pole Banner 24.59" x 68.44" 18oz Matte Vinyl Off-white base with black text and logo printed as above. Font sizes are 12" "Adventure Pub" and 1.5" for "Great food..."

Lighting- There are no plans to change the existing exterior lighting on the building.

Sign contractor:  
Falcon Graphics  
826 Mass Ave  
Arlington, MA  
617-306-7748



White Cut Vinyl





24.59 in



68.44 in

**Off White Double Side Banner  
will hang existing banner pools**















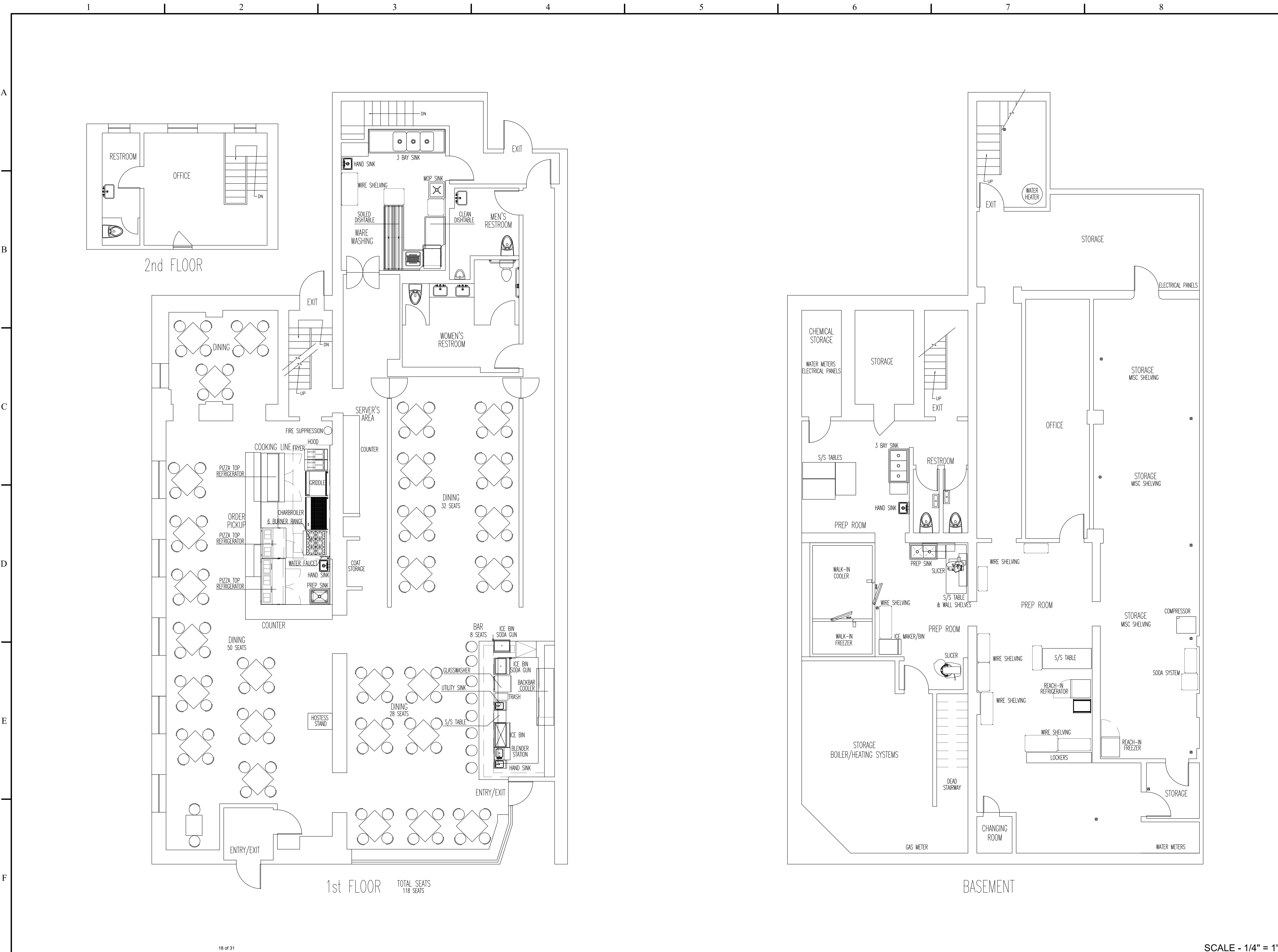












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CROMWELL CONSULTING, INC.

27 Glen Street, Suite 5, Stoughton, MA 03072

Phone (981) 344-7891 Fax (981) 344-7894

www.cromwellconsulting.com

Status

☐ SCHEMATIC DESIGN

☐ PRELIMINARY DESIGN

☐ FINAL REVIEW

☐ BEDDING

☐ CONSTRUCTION

☐ NOT FOR CONSTRUCTION

☐ AS-BUILT

Revisions

Δ

Drawn by

Checked by

Date Issued

Date Printed

MYB

KTC

6-22-19

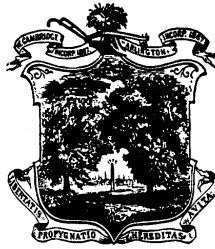
PROJECT # -

ADVENTURE PUB

190-192 MASSACHUSETTS AVE - ARLINGTON MA

RESTAURANT LAYOUT

FS-1



**Town of Arlington, Massachusetts**  
Department of Planning & Community Development  
730 Massachusetts Avenue, Arlington, Massachusetts 02476

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**Public Hearing Memorandum**

*The purpose of this memorandum is to provide the Arlington Redevelopment Board and public with technical information and a planning analysis to assist with the regulatory decision-making process.*

**To:** Arlington Redevelopment Board

**From:** Jennifer Raitt, Secretary Ex Officio

**Subject:** Environmental Design Review, 190 Massachusetts Ave, Arlington, MA  
Re-open Docket #3161

**Date:** September 5, 2018

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**I. Docket Summary**

This is an application by Athena Peters of Adventure Pub to operate a restaurant with performance space and replace the signage at 190 Massachusetts Avenue. The re-opening of the Special Permit is to allow the Board to review and approve the use as a restaurant and performance space, under Section 5.5.3, Use Regulations for Business Districts, and signage, under Section 6.2, Signs, in the B-3 village business zone and under Section 3.4 Environmental Design Review (EDR) because of its location on Massachusetts Avenue. The location was formerly occupied by Bistro Duet until recently.

Materials submitted for consideration of this application:  
Application for EDR Special Permit, Narrative, Floor Plans, and Signage details dated July 24, 2018, and supplemented August 16, 2018.

**II. Application of Special Permit Criteria (Arlington Zoning Bylaw, Section 3.3)**

**1. Section 3.3.3.A.**

**The use requested is listed as a Special Permit in the use regulations for the applicable district or is so designated elsewhere in this Bylaw.**

The restaurant use is allowed in the B-3 village business zone. The Board can find that this condition is met.

**2. Section 3.3.3.B.**

**The requested use is essential or desirable to the public convenience or welfare.**

A restaurant has operated in this location for many years. The performance space will add to the business concept. The Board can find that this condition is met.

**3. Section 3.3.3.C.**

**The requested use will not create undue traffic congestion or unduly impair pedestrian safety.**

A restaurant has operated in this location for many years, and there are no exterior alterations other than signage. The Board can find that this condition is met.

**4. Section 3.3.3.D.**

**The requested use will not overload any public water, drainage or sewer system or any other municipal system to such an extent that the requested use or any developed use in the immediate area or in any other area of the Town will be unduly subjected to hazards affecting health, safety, or the general welfare.**

A restaurant has operated in this location for many years without overloading any public utilities. The Board can find that this condition is met.

**5. Section 3.3.3.E.**

**Any special regulations for the use as may be provided in the Bylaw are fulfilled.**

All such regulations are fulfilled.

**6. Section 3.3.3.F.**

**The requested use will not impair the integrity or character of the district or adjoining districts, nor be detrimental to the health or welfare.**

The use does not impair the integrity or character of the neighborhood. The Board can find that this condition is met.

**7. Section 3.3.3.G.**

**The requested use will not, by its addition to a neighborhood, cause an excess of the use that could be detrimental to the character of said neighborhood.**

The use will not be in excess or detrimental to the character of the neighborhood. The Board can find that this condition is met.



III. Environmental Design Review Standards (Arlington Zoning Bylaw, Section 3.4)

1. EDR-1 Preservation of Landscape

**The landscape shall be preserved in its natural state, insofar as practicable, by minimizing tree and soil removal, and any grade changes shall be in keeping with the general appearance of neighboring developed areas.**

There are no changes to the landscape as there are no proposed exterior alterations. The Board can find that this condition is met.

2. EDR-2 Relation of the Building to the Environment

**Proposed development shall be related harmoniously to the terrain and to the use, scale, and architecture of the existing buildings in the vicinity that have functional or visible relationship to the proposed buildings. The Arlington Redevelopment Board may require a modification in massing so as to reduce the effect of shadows on the abutting property in an R0, R1 or R2 district or on public open space.**

There are no changes to the exterior of the building other than the addition of new signage. The Board can find that this condition is met.

3. EDR-3 Open Space

**All open space (landscaped and usable) shall be so designed as to add to the visual amenities of the vicinity by maximizing its visibility for persons passing by the site or overlooking it from nearby properties. The location and configuration of usable open space shall be so designed as to encourage social interaction, maximize its utility and facilitate maintenance.**

There are no changes to open space. The Board can find that this condition is met.

4. EDR-4 Circulation

**With respect to vehicular and pedestrian and bicycle circulation, including entrances, ramps, walkways, drives, and parking, special attention shall be given to location and number of access points to the public streets (especially in relation to existing traffic controls and mass transit facilities), width of interior drives and access points, general interior circulation, separation of pedestrian and vehicular traffic, access to community facilities, and arrangement of vehicle parking and bicycle parking areas, including bicycle parking spaces required by Section 6.1.12 that are safe and convenient and, insofar as practicable, do not detract from the use and enjoyment of proposed buildings and structures and the neighboring properties.**

The 118-seat restaurant will maintain all existing circulation. The restaurant has access to one loading space and two general parking spaces; this is short of the required total 30 parking spaces. Given the location, including proximity to the bus, and the history of a restaurant at this location, the Board can find that this condition is met.

**5. EDR-5 Surface Water Drainage**

Special attention shall be given to proper site surface drainage so that removal of surface waters will not adversely affect neighboring properties or the public storm drainage system. Available Best Management Practices for the site should be employed, and include site planning to minimize impervious surface and reduce clearing and re-grading. Best Management Practices may include erosion control and stormwater treatment by means of swales, filters, plantings, roof gardens, native vegetation, and leaching catch basins. Stormwater should be treated at least minimally on the development site; that which cannot be handled on site shall be removed from all roofs, canopies, paved and pooling areas and carried away in an underground drainage system. Surface water in all paved areas shall be collected in intervals so that it will not obstruct the flow of vehicular or pedestrian traffic and will not create puddles in the paved areas.

In accordance with Section 3.3.4., the Board may require from any applicant, after consultation with the Director of Public Works, security satisfactory to the Board to insure the maintenance of all stormwater facilities such as catch basins, leaching catch basins, detention basins, swales, etc. within the site. The Board may use funds provided by such security to conduct maintenance that the applicant fails to do.

The Board may adjust in its sole discretion the amount and type of financial security such that it is satisfied that the amount is sufficient to provide for any future maintenance needs.

There will be no changes to the exterior of the building or surface water run-off as a result of this proposal. The Board can find that this condition is met.

**6. EDR-6 Utilities Service**

Electric, telephone, cable TV, and other such lines of equipment shall be underground. The proposed method of sanitary sewage disposal and solid waste disposal from all buildings shall be indicated.

There will be no changes to the utility service as a result of this proposal, which will affect only the interior of the building. The Board can find that this condition is met.

**7. EDR-7 Advertising Features**

The size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures or features shall not detract from the use and enjoyment of proposed buildings and structures and the surrounding properties.

The proposed signage is similar to the prior tenant's signage design and locations. The proposal includes a bracket sign and a window sign, as allowed in the B3 District. The existing lighting seen in the photographs will remain and be reused.



The bracket sign will reuse the existing attachments on the main façade of the former bank building. The off-white double-sided vinyl banner is approximately 24.6 inches by 68.4 inches for a total of 11.7 square feet. The bracket sign meets all of the requirements of Section 6.2.9.E as the brackets will remain in place. The sign plan may need to be revised to show these dimensions.

The vinyl window sign will be installed on the middle panel of the set of windows adjacent to the entrance. The window sign is 48 inches by 12 inches for a total of 4 square feet, which is less than the maximum allowed 25% of the window area (38.85 square feet) pursuant to 6.2.5.F.

The copy on the sign will be sized as follows: "Adventure Pub" will be 12 inches and "Great Food, Great Friends, Great Fun!" will be 1.5 inches. While this may be appropriate for the window sign, it may be too small for the bracket sign.

**8. EDR-8 Special Features**

**Exposed storage areas, exposed machinery installations, service areas, truck loading areas, utility buildings and structures, and similar accessory areas and structures shall be subject to such setbacks, screen plantings or other screening methods as shall reasonably be required to prevent their being incongruous with the existing or contemplated environment and the surrounding properties.**

No changes are proposed. The Board can find that this condition is met.

**9. EDR-9 Safety**

**With respect to personal safety, all open and enclosed spaces shall be designed to facilitate building evacuation and maximize accessibility by fire, police and other emergency personnel and equipment. Insofar as practicable, all exterior spaces and interior public and semi-public spaces shall be so designed to minimize the fear and probability of personal harm or injury by increasing the potential surveillance by neighboring residents and passersby of any accident or attempted criminal act.**

No changes are proposed. The Board can find that this condition is met.

**10. EDR-10 Heritage**

**With respect to Arlington's heritage, removal or disruption of historic, traditional or significant uses, structures or architectural elements shall be minimized insofar as practical whether these exist on the site or on adjacent properties.**

The existing building and property are not located on any local or State historic property listing. The Board can find that this condition is met.

**11. EDR-11 Microclimate**

**With respect to the localized climatic characteristics of a given area, any development which proposes new structures, new hard surface, ground coverage or**

**the installation of machinery which emits heat, vapor or fumes shall endeavor to minimize insofar as practicable, any adverse impacts on light, air and water resources or on noise and temperature levels of the immediate environment.**

No changes are proposed. The Board can find that this condition is met.

**12. EDR-12 Sustainable Building and Site Design**

**Projects are encouraged to incorporate best practices related to sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality. Applicants must submit a current Green Building Council Leadership in Energy and Environmental Design (LEED) checklist, appropriate to the type of development, annotated with narrative description that indicates how the LEED performance objectives will be incorporated into the project.**

No changes are proposed. The Board can find that this condition is met.

**IV. Conditions**

**A. General**

1. The final plans and specifications for all signs shall be subject to final approval by the Department of Planning and Community Development.
2. Any substantial or material deviation during construction from the approved plans and specifications is subject to the written approval of the Arlington Redevelopment Board.
3. The Board maintains continuing jurisdiction over this permit and may, after a duly advertised public hearing, attach other conditions or modify these conditions as it deems appropriate in order to protect the public interest and welfare.





## Town of Arlington, Massachusetts

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### Sign Bylaw amendment scope of work and timeline

#### Summary:

8:10 - 8:30 p.m. *Staff will present an update on the sign bylaw scope of work and timeline.*

#### ATTACHMENTS:

Type	File Name	Description
▢ Reference Material	Agenda_Item_3_-_LWC_Arlington_Sign_Regs_SOW_Updated-082718.docx	Agenda Item 3 - LWC Arlington Sign Reqs SOW updated 082718
▢ Reference Material	Agenda_Item_3_-_LWC_Arlington_Schedule_082718.pdf	Agenda Item 3 - LWC Arlington Schedule 082718

## SCOPE OF WORK – Revised August 27, 2018

This proposed Scope of Work is for a comprehensive update to the Town of Arlington's sign regulations which are primarily located in Section 6.2 (Signs) of the Zoning Bylaws. The Scope of Work described below is based on LWC's understanding of the Town's expectations and LWC's experience with similar projects. LWC will revise the Scope of Work and associated budget as necessary to meet the Town's expectations or any changes in the Town's objectives. All documents and deliverables from LWC will be appropriate for posting by Town staff on the Town's website or related social media.

### TASK 1: PROJECT KICK-OFF, ANALYSIS, & RECOMMENDATIONS

#### **1.1 Project Initiation – Conference Call.**

LWC will hold a 1-hour teleconference with Town staff to kick-off the project in which we will confirm project goals and objectives, review the scope of work, schedule, budget, and other topics germane to the project. In this call we will also discuss the approach for engaging community residents and confirm the list of stakeholders to be interviewed (See Task 1.2). Town staff will provide all documents to be reviewed by LWC applicable to the comprehensive update to the sign regulations.

##### *Deliverable*

- *Agenda for the Project Kick-Off Meeting and Meeting Summary – one electronic (PDF and Word) file*

##### *Town Responsibilities*

- *Provide applicable documents and information*

#### **1.2 Stakeholder Interviews (Technical Support as Needed).**

LWC will provide support to Town staff by helping to identify stakeholder groups and prepare interview questions for personal and/or small group interviews by staff with residents, property/business owners, neighborhood groups, community business groups, and any other appropriate community members. Individual and small group interviews are intended to give Town staff and LWC greater insight into the highest priority considerations for the Town's sign regulations from the perspective of a resident/ business owner or local stakeholder in an informal/more intimate way, that may not be able to be gathered in a larger group setting.

Town staff will provide notes from the stakeholder interviews to LWC. These notes will be summarized by LWC consistent with an established confidentiality protocol and incorporated into the Sign Regulations and Recommendations Report (Task 1.4). LWC will review the results of the interviews as summarized by Town staff in a teleconference call.

##### *Deliverables*

- *Suggestions on stakeholder Interview questions*
- *Summary of stakeholder interview responses to be included in the Sign Regulations and Recommendations Report (Task 1.4) – one electronic (PDF and Word) file.*



### *Town Responsibilities*

- *Conduct stakeholder interviews and provides notes/documentation from the interviews*

## **1.3**

### **Community Kick-Off Workshop (Technical Support as Needed).**

LWC will provide support to Town staff for a community Kick-Off Workshop which is intended to inform residents about the project and allow the community to voice their opinions, concerns, and ideas on appropriate sign standards for the Town. A report prepared by LWC of preliminary findings of a first review/analysis of the existing sign regulations could also be presented. Town staff will present the presentation and/or host the meeting using an appropriate interactive method as determined by Town staff and LWC to engage the community.

Town staff will provide notes from the community kick-off workshop to LWC. These notes will be summarized and incorporated into the Sign Regulations and Recommendations Report (Task 1.4). LWC will review the results of the community kick-off workshop in a teleconference call.

### *Deliverables*

- *Support Town staff prepare for and host the Community Kick-Off Workshop*

### *Town Responsibilities*

- *Host the Community Kick-Off Workshop and prepare an agenda*
- *Public notifications of the workshop's date, time, and location*
- *Notes and documentation from the Community Kick-Off Workshop*

## **1.4**

### **Sign Regulations Analysis & Recommendations Report.**

LWC will review the Town's current Sign Regulations within the Zoning Bylaws, Master Plan, and all other related Bylaws of the Town of Arlington.

LWC will conduct a detailed technical analysis and diagnosis of the existing sign regulations to determine strengths and weaknesses and the best approach for updating the sign regulations to implement the Town's Master Plan goals and policies. LWC will also include an analysis of the amendments in response to the U.S. Supreme Court's decision in the Reed v. Town of Gilbert sign case. Discussions with Town staff during the Kick-off Call and all public input from the stakeholder interviews (Task 1.2) and the Community Kick-Off Workshop (Task 1.3) will be used to inform the outcome of the Sign Regulations Analysis and Recommendations Report. This Task will include a recommendation on where the updated Sign Regulations will be placed (i.e. either in the Town's General Bylaws or Zoning Bylaws), an annotated Table of Contents and, if needed, a style sheet.

After the draft Sign Regulations Analysis and Recommendations Report is submitted to Town staff, LWC will facilitate one teleconference to discuss the key results of the Report. This teleconference also enables Town staff, the Town's legal counsel, and LWC to prioritize and confirm issues with the existing sign regulations and inform the work of Task 2 (Preparation of Sign Regulations). LWC will conduct one round of review and edits with Town staff to

produce a final version of the Sign Regulations Analysis and Recommendations Report. The final document will be appropriate for posting on the Town's website or on social media.

Additionally, in Trip 1 (Task 3.1) LWC will meet with the Zoning Bylaw Working Group (ZBWG) in a public workshop/meeting to present the final Sign Regulations Analysis and Recommendations Report.

#### *Deliverables*

- *Draft and Final Sign Regulations Analysis and Recommendations Report – one electronic (PDF and Word) file*

#### *Town Responsibilities*

- *Comments on the draft Sign Regulations Analysis and Recommendations Report*

## **TASK 2: PREPARATION OF SIGN REGULATIONS**

### **2.1 Administrative Draft Sign Regulations.**

LWC will prepare an Administrative Draft of updated Sign Regulations for internal review by Town staff and the Town's legal counsel. The Administrative Draft will include content-neutral standards for permanent and temporary signs, updated standards and regulations as needed, and all new sections as directed by Town staff in an easy-to-use format with new illustrations and photographs. LWC understands that most of the Town's existing sign standards for permanent signs (i.e. number of signs, area and height of signs, etc.) updated as needed may be carried forward into the new Sign Regulations, as will the Town's existing permitting procedures. Based on LWC's analysis of the existing regulations, some overall recommendations for improvements will be offered.

After the Administrative Draft has been submitted to Town staff, LWC will review the Administrative Draft with Town staff in one 1-hour teleconference to provide clarifications as needed and to facilitate staff review.

#### *Deliverables*

- *Administrative Draft Sign Regulations – one original and one electronic (PDF and Word) file*
- *Agenda for one 1-hour teleconference to review Administrative Draft Sign Regulations*

#### *Town Responsibilities*

- *Comments on the Administrative Draft Sign Regulations*

### **2.2**

### **Public Review Draft Sign Regulations.**

Following receipt of final Town staff comments on the Administrative Draft Sign Regulations, LWC will prepare the Public Review Draft Sign Regulations for presentation by LWC with Town staff at a public hearing to the ARB (See Task 3 below).

#### *Deliverables*



- *Public Review Draft Sign Regulations – one electronic (PDF and Word) file*

### TASK 3: PUBLIC MEETING, PUBLIC HEARINGS, AND ADOPTION

#### 3.1

##### **Public Workshop/Meeting with ZBWG and/or ARB– Trip 1.**

LWC will prepare for and attend two public workshop/meetings with the ZBWG and ARB in Trips 1 and 2.

In Trip 1, LWC will meet with the ZBWG to present the Sign Regulations Analysis and Recommendations Report. Any comments and suggestions from the ZBWG and Town residents will inform the preparation of the updated Sign Regulations.

In Trip 2, LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the ARB, and answer questions and provide clarification as needed. LWC will prepare a PowerPoint presentation for the meeting. After the meeting LWC will prepare a summary of the ARB's and public's comments.

##### *Deliverables*

- *Presentations and materials for the ZBWG/ARB public meetings – one electronic (PDF and PowerPoint) file*
- *Summary memo of comments/suggestions made at the ZBWG/ARB public meetings*

##### *Town Responsibilities*

- *Agenda for ZBWG/ARB public meetings/workshops*

#### 3.2 Public Hearing with Arlington Redevelopment Board

Assuming that the Sign Regulations are recommended for inclusion in the Zoning Bylaws, in this hearing LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the ARB so that a recommendation by the ARB can be forwarded to the Town Meeting.

##### *Deliverables*

- *Presentation and materials for ARB public hearing – one electronic (PDF and PowerPoint) file*

#### 3.3

##### **Public Hearing with Select Board (if needed)**

Assuming that the Sign Regulations are recommended for inclusion in the Town of Arlington's General Bylaws, in this hearing LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the Select Board so that a recommendation by the Select Board can be forwarded to the Town Meeting.

#### 3.4

##### **Public Hearing with Arlington Town Meeting**

Following the public hearing and a recommendation on the updated Sign Regulations from the ARB, Town staff will present the ARB's recommendations to the Arlington Town Meeting at a public hearing scheduled in late-April. LWC will provide technical support

and assistance as needed to Town staff for the public hearings with the Town Meeting.

### **3.5 Prepare Final Adopted Sign Regulations.**

Following the approval/adoption of the Sign Regulations by the Arlington Town Meeting, LWC will revise the Public Hearing Draft Sign Regulations by incorporating any revisions as adopted by the Town Meeting and prepare the Final Sign Regulations for inclusion by Town staff into either the Town's General or Zoning Bylaws.

#### *Deliverables*

- *Final Adopted Sign Regulations – one electronic (PDF and Word) file, on a CD, DVD, or USB thumb drive.*

## **TASK 4: PROJECT COORDINATION AND MANAGEMENT**

LWC will coordinate with Town staff frequently through email and regularly-scheduled tele-conference calls to assure timely progress of deliverables, review of documents, and planning for community workshops/meetings. Through regularly-scheduled teleconference calls, LWC and Town staff can identify and resolve any issues that may come up. It is LWC's experience that maintaining open communication and identifying issues early helps keep projects on track and within budget.

#### *Deliverables*

- *Agendas for, and meeting notes from, regularly scheduled calls between LWC and Town staff*



## Proposed Schedule



### Key

	Staff Review		TBD based on Town's meeting schedule
	Trip		