

133-137 Broadway, Somerville

Awnings & Signage Renovation



DEREK RUBINOFF ARCHITECT

11 Sherwood Street #2, Roslindale, MA 02131-3729 617-504-2599 drubinoff@derekubinoff.com

Cover

133-137 Broadway Facade Upgrade

133-137 Broadway
Somerville, MA 02145

JOB #:	0919.00
SCALE:	
DATE:	05/26/2010
DWN BY:	DR
CROSS REF:	

A0

Drawing List	
Sheet Number	Sheet Name
A0	Cover
A0.0	Title Sheet
A1	Reflected Ceiling Plan
A2.1	Overall Elevations
A2.2	Overall Elevations
A3.1	Typical Section With Belt Sign
A3.2	Typical Awning and Sign Section Detail
A4.1	Petals in Paradise, 133B Broadway
A4.2	Couto Jewelers, 133A Broadway
A4.3	New Style Beauty Salon, 135 Broadway
A4.4	Blur Travel/Envios Latinoamericano, 137 Broadway
A4.5	Mobile Phone Store, 137A Broadway
A4.6	Mobile Phone Store West Elevation
A5.1	Blade Sign Elevations
A5.2	Blade Sign Elevations

PROJECT SCOPE:

The scope of this project includes adding awnings and signage for each tenant. Each tenant shall be bid as a separate entity, and work will be awarded on a tenant-by-tenant basis.

LUMINAIRE SPEC:

ALFA S313X-BLK 36" SIGN LIGHT.

PROJECT DIRECTORY

TENANT 133B BROADWAY:

Petals In Paradise
133B Broadway
Somerville, MA 02145
CONTACT: Iris Monge
MOBILE: (617) 440-5124
EMAIL:
iris.monge@yahoo.com

TENANT 133A BROADWAY:

Couto Jewelers
133A Broadway
Somerville, MA 02145
CONTACT: Emanuel Jorge
Couto
PHONE: 617-623-2100
EMAIL:
jorge@divasjewelers.com

TENANT 135 BROADWAY:

New Style Beauty Salon
135 Broadway
Somerville, MA 02145
CONTACT: Joanna or Iris
PHONE: 617-666-0391

TENANT 137 BROADWAY:

Blur Travel/Envios
Latinoamericano
135 Broadway
Somerville, MA 02145
CONTACT: Patricia Flores
PHONE: (617) 623-2004
EMAIL: blurtravel@hotmail.com

TENANT 137A BROADWAY:

(to be decided)
137 Broadway
Somerville, MA 02145
CONTACT:
PHONE:
EMAIL:

ARCHITECT:

Derek Rubinoff, Architect
11 Sherwood St. #2
Roslindale, MA 02131-3729
CONTACT: Derek Rubinoff, AIA, LEED AP
MOBILE: (617) 504-2599
EMAIL: drubinoff@derek Rubinoff.com

FACILITATOR:

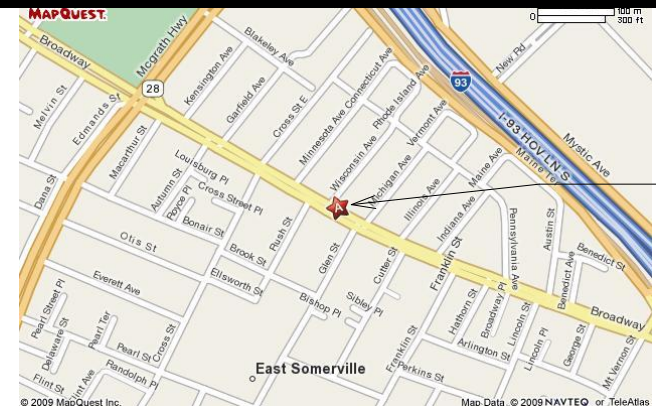
Mayor's Office of Strategic Planning &
Community Development
City of Somerville
93 Highland Avenue
Somerville, MA 02143
CONTACT: David Guzman
PHONE: (617) 625-6600 x 2546
EMAIL: DGuzman@somervillema.gov

CODE SUMMARY

APPLICABLE CODES

BUILDING: 780 CMR:
MASSACHUSETTS STATE
BUILDING CODE, 7TH EDITION

LOCATION MAP



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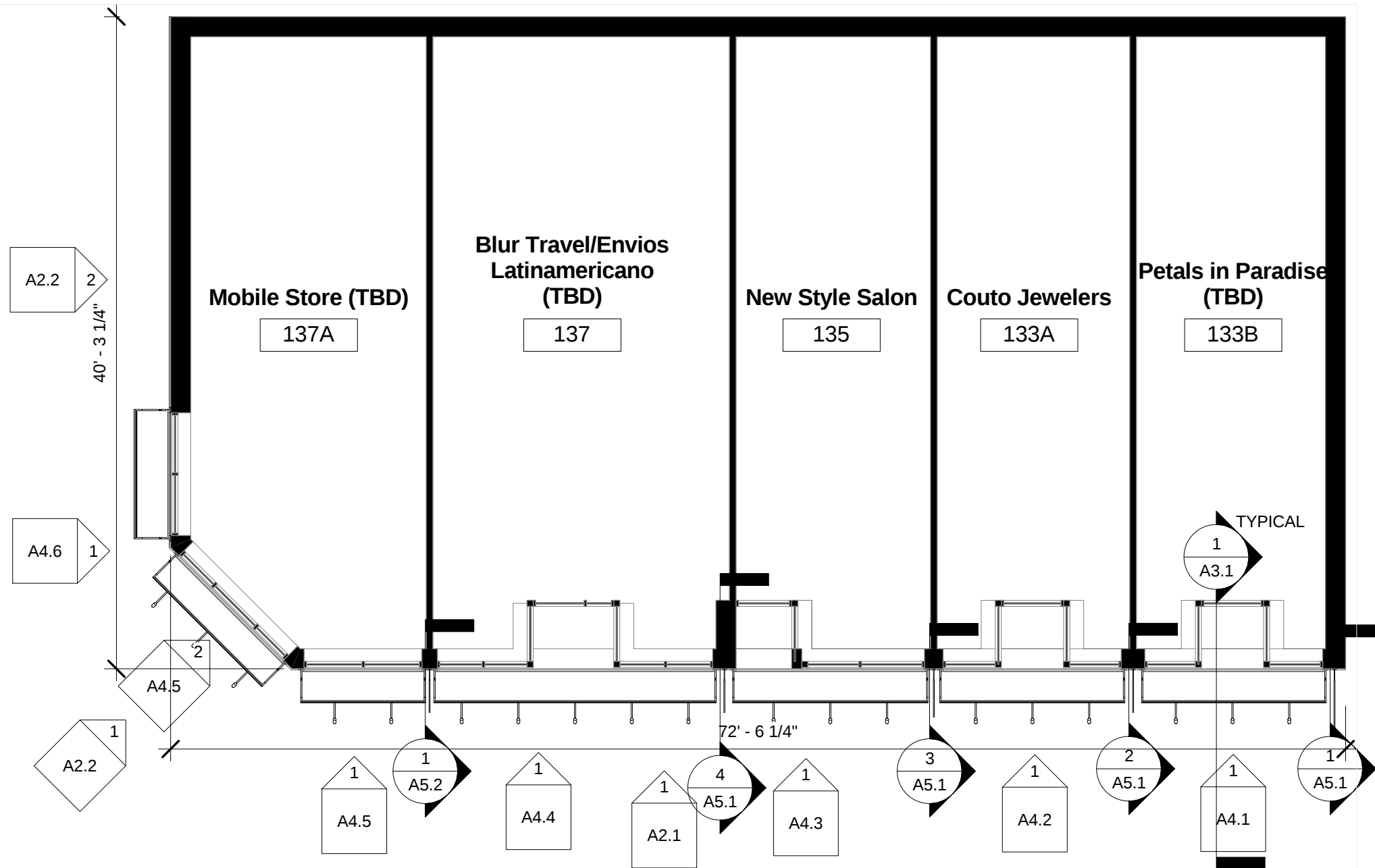
Title Sheet

133-137 Broadway Facade Upgrade

133-137 Broadway
Somerville, MA 02145

JOB #: 0919.00
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CROSS REF:

A0.0



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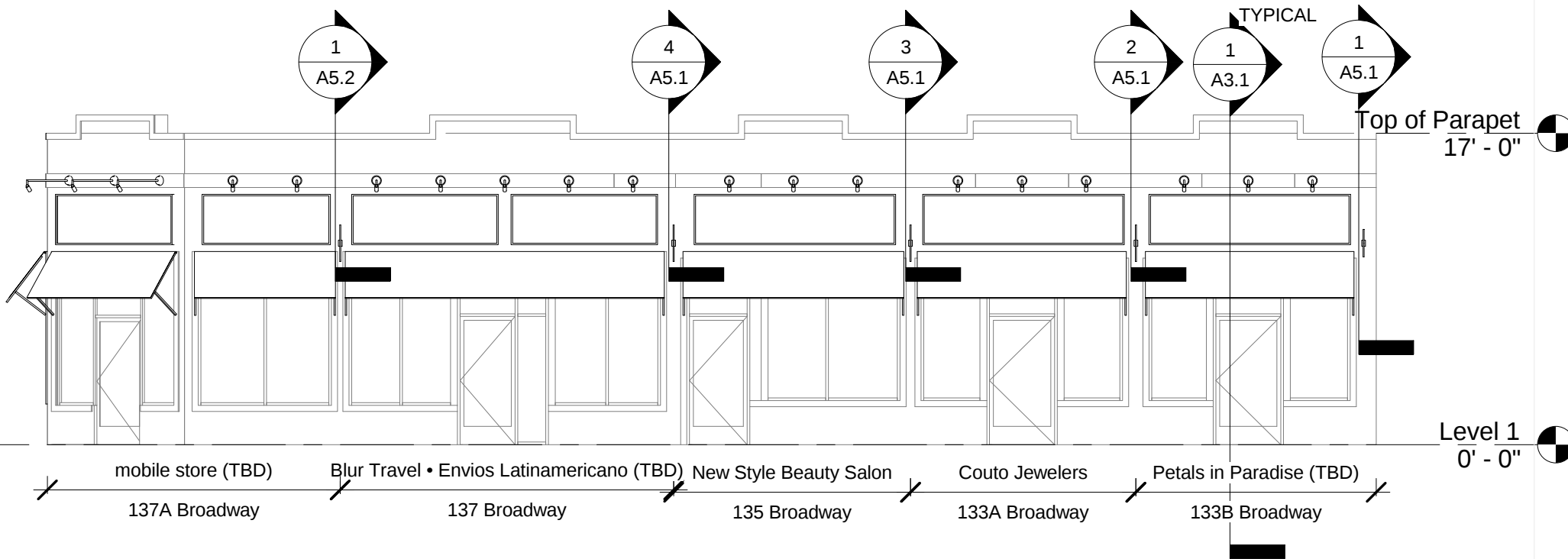
Reflected Ceiling Plan

133-137 Broadway Facade Upgrade

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Somerville, MA 02145

JOB #:	0919.00
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A1



① South Overall
1/8" = 1'-0"

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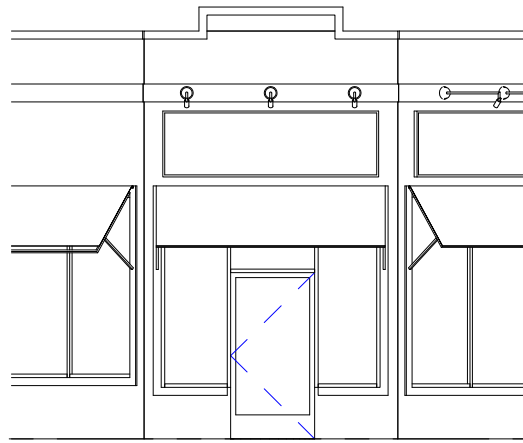
Overall Elevations

133-137 Broadway Facade Upgrade

133-137 Broadway
Somerville, MA 02145

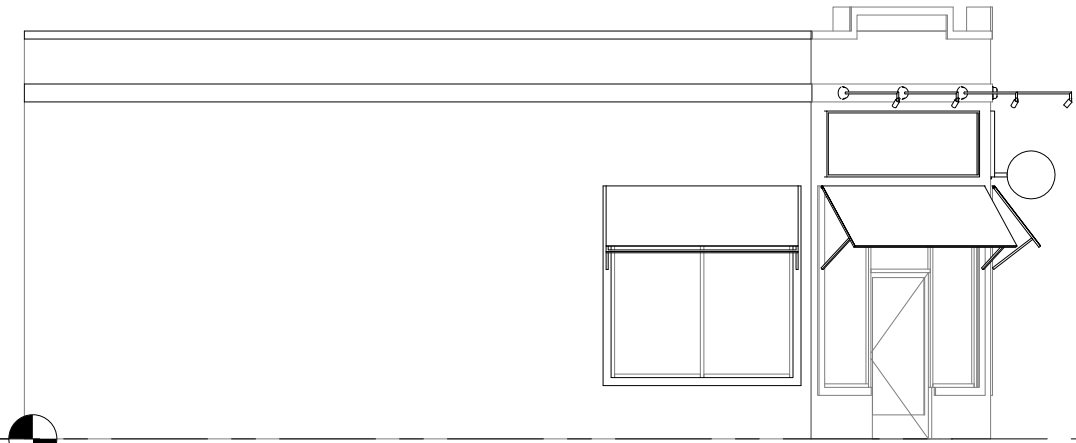
JOB #:	0919.00
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CROSS REF:	

A2.1



mobile store (TBD)
137A Broadway

Level 1
0' - 0"



mobile store (TBD)
137A Broadway
32' - 9 1/2"

Level 1
0' - 0"

① Southwest Overall
1/8" = 1'-0"

② West Overall
1/8" = 1'-0"

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Overall Elevations

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133-137 Broadway
Somerville, MA 02145

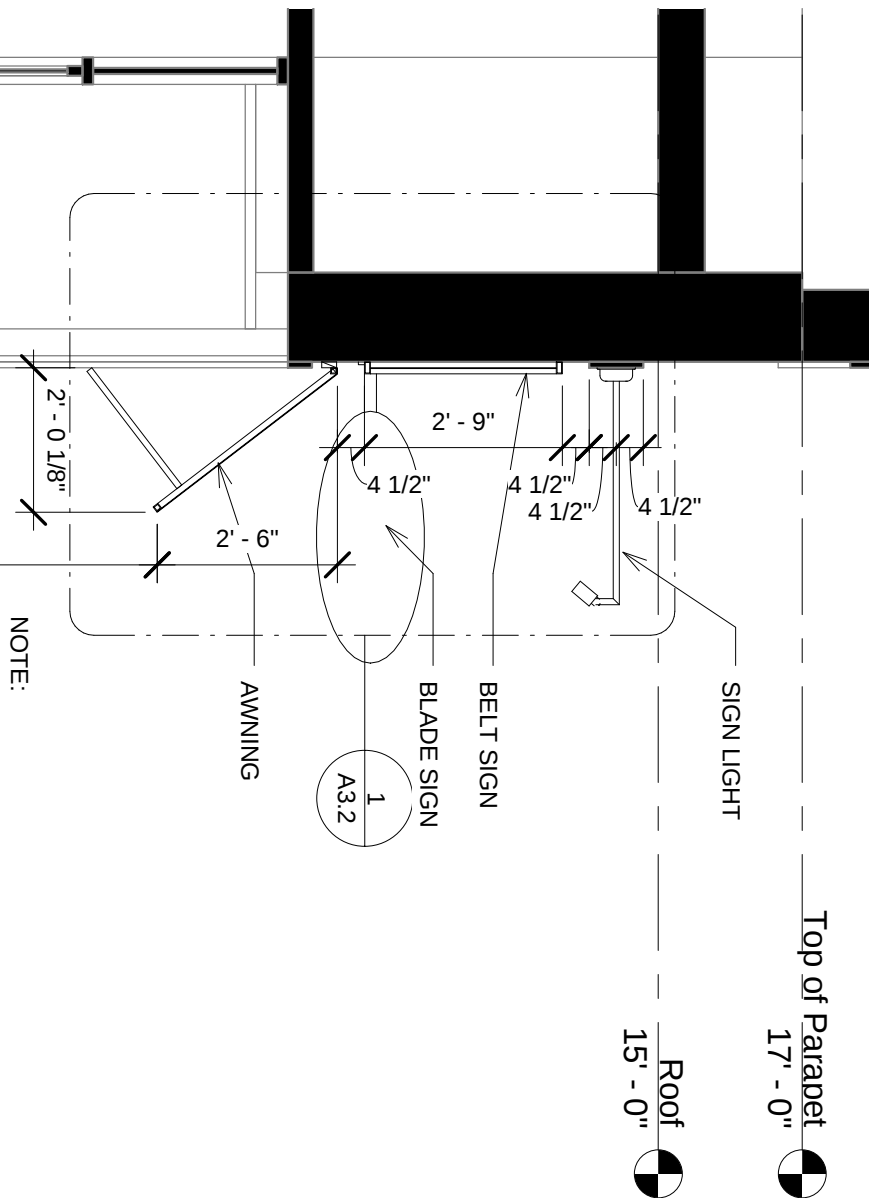
JOB #:	0919.00
SCALE:	1/8" = 1'-0"
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CROSS REF:	

A2.2

1 Section 4
3/8" = 1'-0"

Level 1
0' - 0"

NOTE:
ALL AWNINGS, BLADE SIGNS
AND BELT SIGNS ARE TO
ALIGN HORIZONTALLY, AND
WITH CONSISTENT DIMENSION
FROM THE STUCCO BAND
ABOVE (BAND IS CONSISTENT
AROUND BUILDING).
NOTE THAT THE STOREFRONT
HEADER VARIES SLIGHTLY--
THIS VARIATION IS TO BE
OBSERVED.



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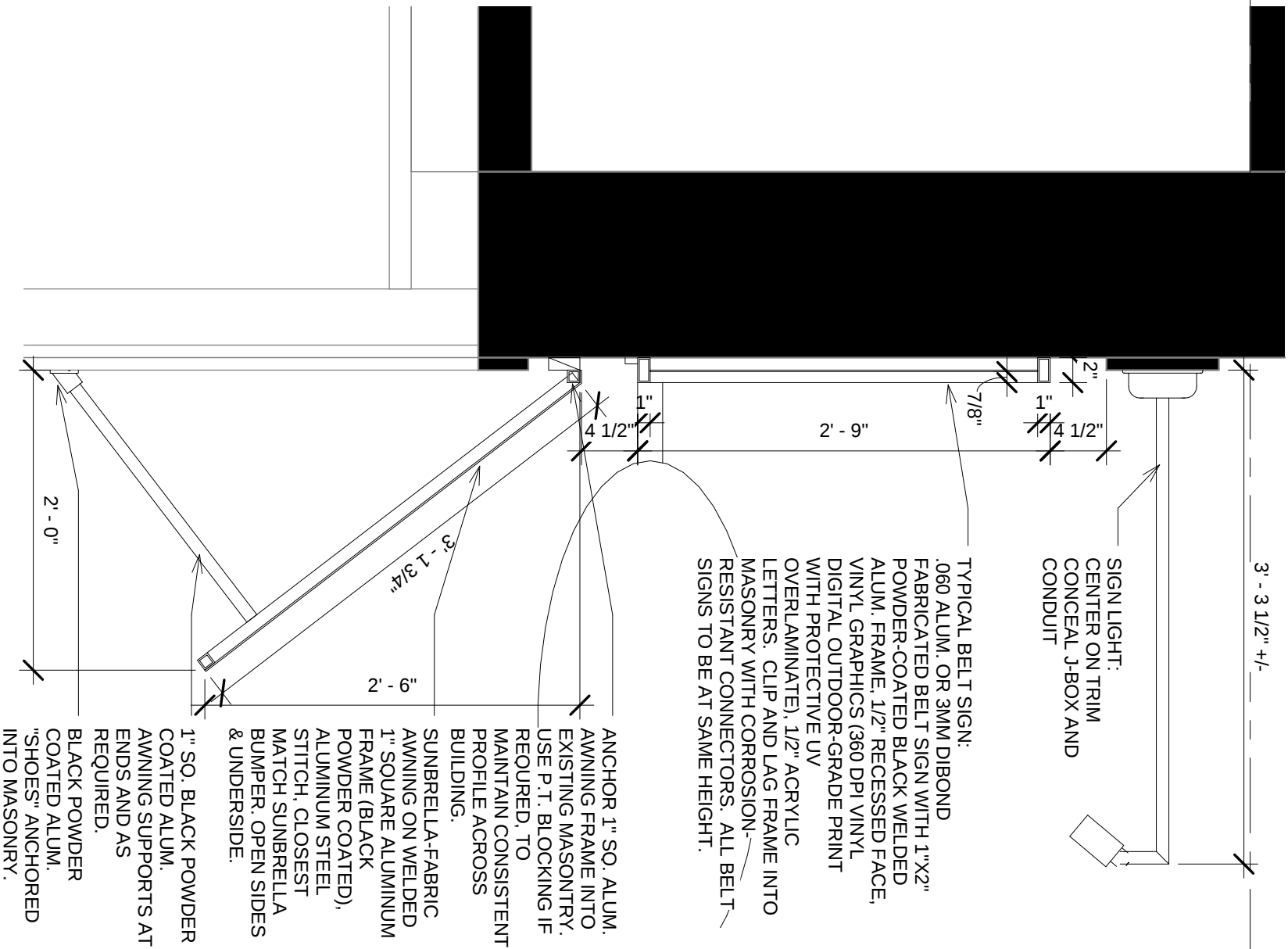
Typical Section With Belt Sign

133-137 Broadway Facade Upgrade

133-137 Broadway
Somerville, MA 02145

JOB #:	0919.00
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A3.1



Root
 15' - 0"
A3.2

Typical Awning and Sign Section Detail

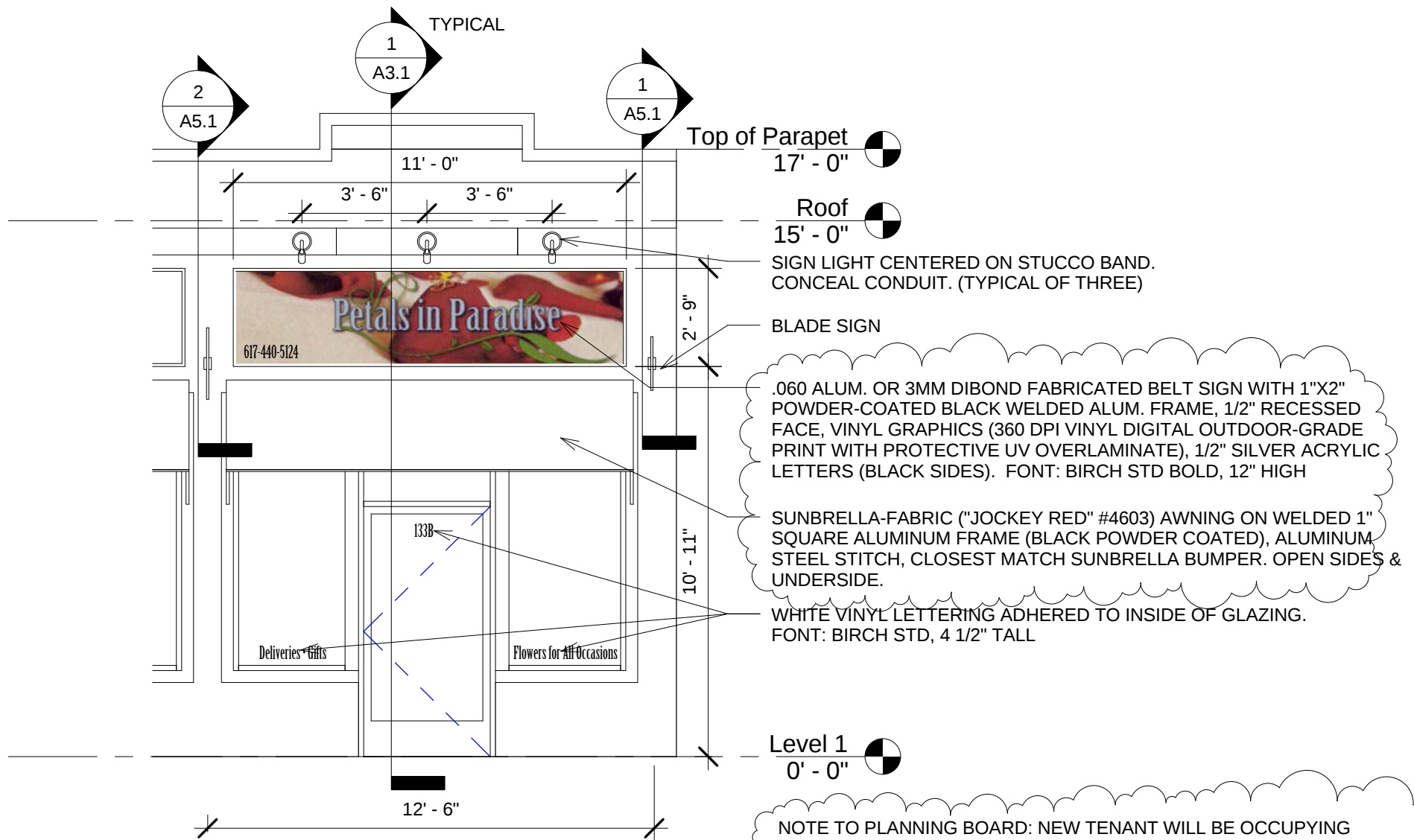
133-137 Broadway Facade Upgrade

133-137 Broadway
 Somerville, MA 02145

JOB #:	0919.00
SCALE:	1" = 1'-0"
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CROSS REF:	

DEREK RUBINOFF ARCHITECT

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As frontage is < 25', 50 sf of signage is allowed.

Proposed: 30.25sf belt sign + 2sf vinyl window signs + 10.5sf blade = 42.75 sf signage.

DEREK RUBINOFF ARCHITECT

11 Sherwood Street #2, Roslindale, MA 02131-3729 617-504-2599 d@rubinoff.com d@derkrubinoff.com

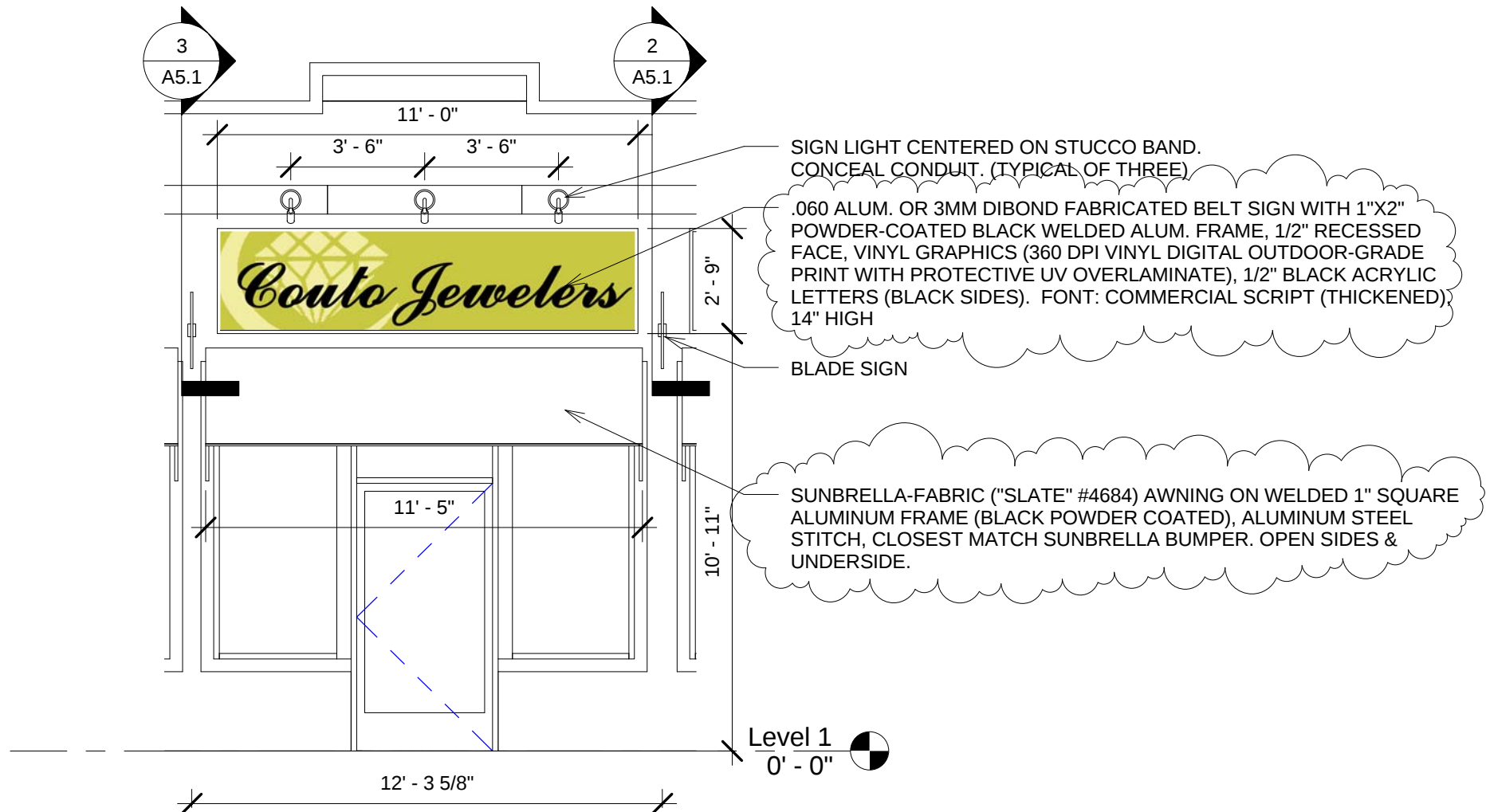
Petals in Paradise, 133B Broadway

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A4.1



As frontage is < 25', 50 sf of signage is allowed.

Proposed: 30.25sf belt sign + 8sf blade
= 38.25 sf signage.

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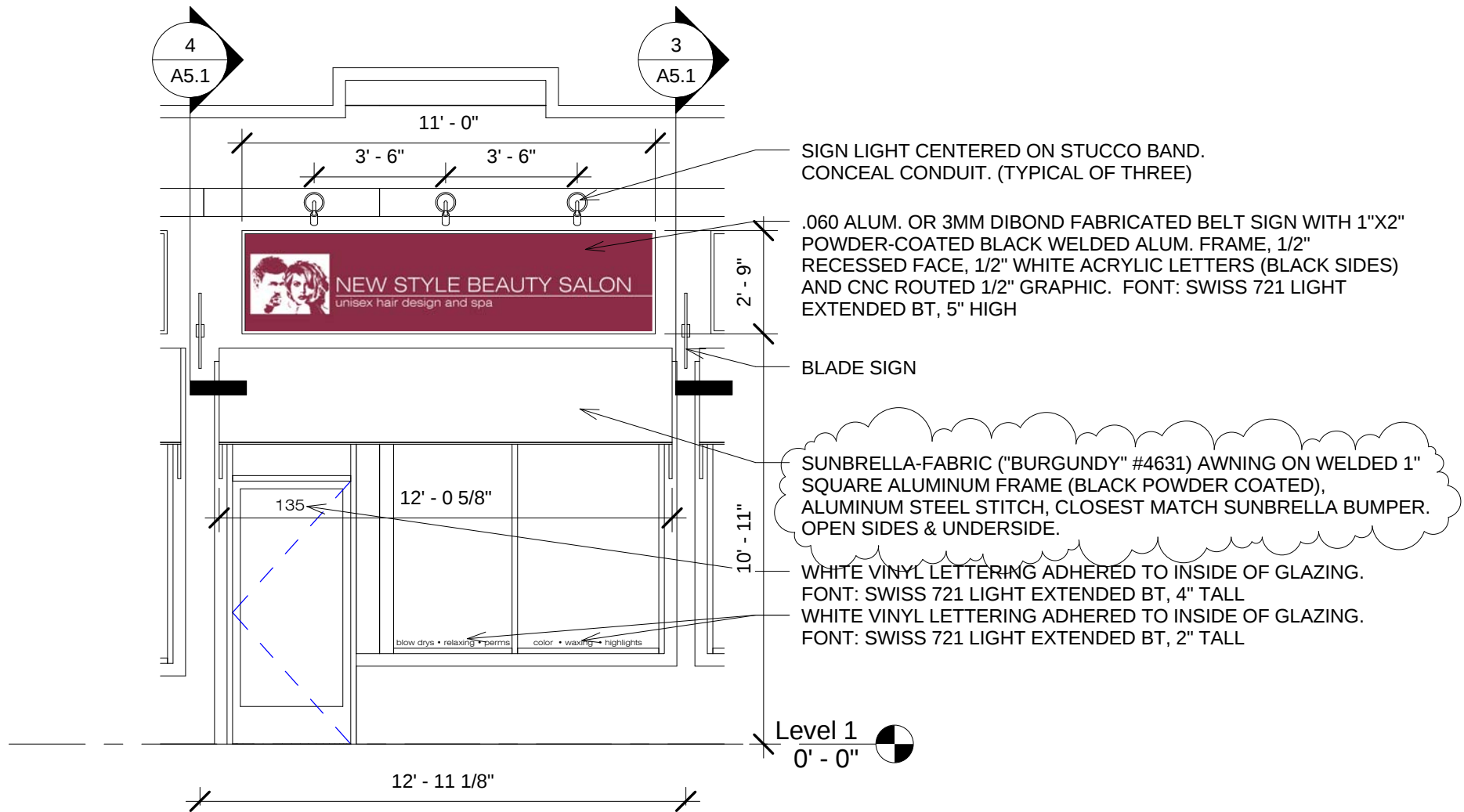
Couto Jewelers, 133A Broadway

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A4.2



As frontage is < 25', 50 sf of signage is allowed.

Proposed: 30.25sf belt sign + 1.5sf vinyl window signs + 9.125sf blade = 40.875 sf signage.

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11 Sherwood Street #2, Roslindale, MA 02131-3729 617-504-2599 d@rubinoff.com d@derk.rubinoff.com

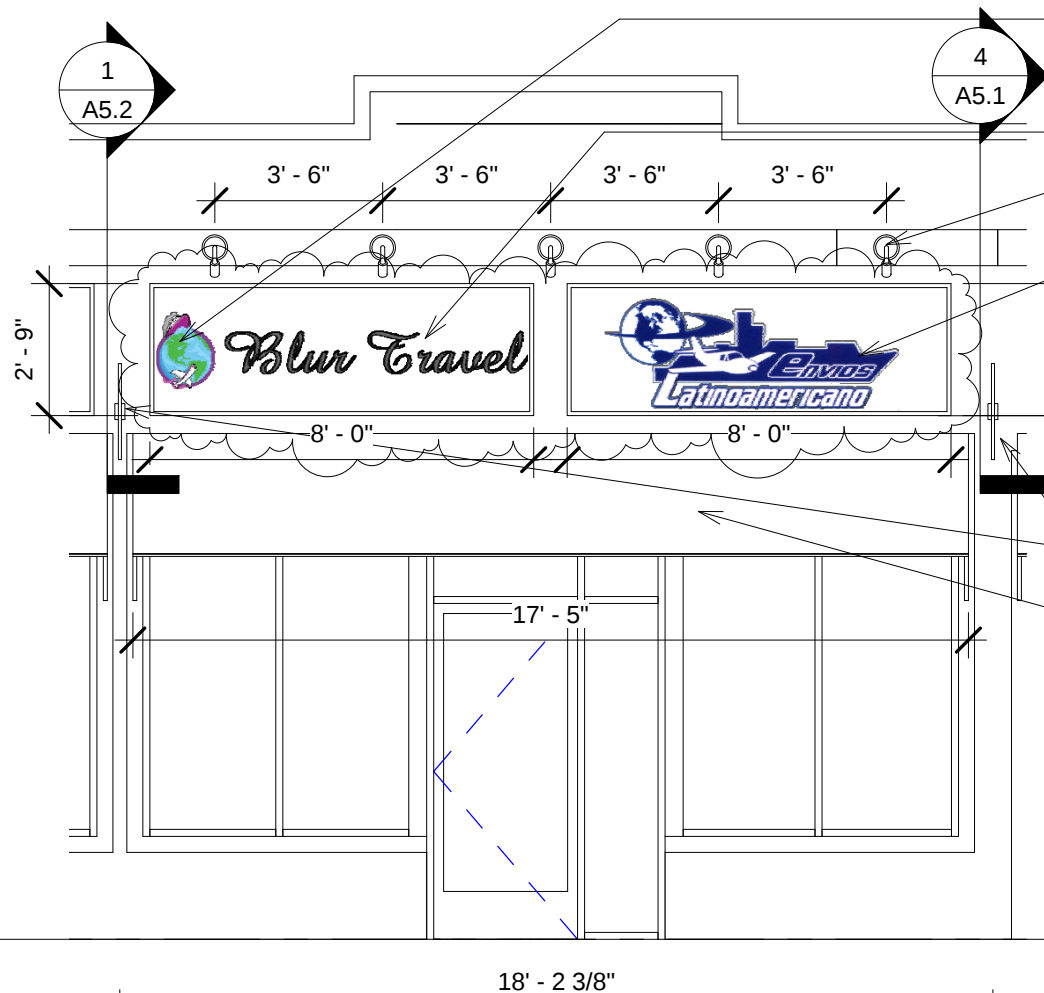
New Style Beauty Salon, 135 Broadway

133-137 Broadway Facade Upgrade

133-137 Broadway
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A4.3



CUSTOM CUT .060 ALUM. OR 3MM DIBOND FABRICATED SIGN WITH 1"X1" ALUM. SUBFRAME, VINYL GRAPHICS (300 DPI DIGITAL PRINT ON ACRYLIC, OUTDOOR GRADE WITH UV OVERLAMINATE).

1/2" ACRYLIC LETTERS, PIN MOUNTED

SIGN LIGHT CENTERED ON STUCCO BAND.
CONCEAL CONDUIT. (TYPICAL OF FIVE)

.060 ALUM. OR 3MM DIBOND FABRICATED BELT SIGN WITH 1"X2" POWDER-COATED BLACK WELDED ALUM. FRAME, 1/2" RECESSED FACE, VINYL GRAPHICS (360 DPI VINYL DIGITAL OUTDOOR-GRADE PRINT WITH PROTECTIVE UV OVERLAMINATE), 1/2" ACRYLIC LETTERS (BLACK SIDES).

BLADE SIGN

SUNBRELLA-FABRIC ("SKY BLUE" #4624) AWNING ON WELDED 1" SQUARE ALUMINUM FRAME (BLACK POWDER COATED), ALUMINUM STEEL STITCH, CLOSEST MATCH SUNBRELLA BUMPER. OPEN SIDES & UNDERSIDE.

As frontage is < 25', 50 sf of signage is allowed.

Proposed: Blur Travel pinned sign 22 sf + Envios Latinoamericano sign 22 sf + 11sf both blades = 55 sf signage total.

NOTE TO BIDDERS:
BLUR TRAVE AND ENVIOS LATINOAMERICANO ARE TO BE BID COMBINED AS ONE TENANCY.

NOTE TO PLANNING BOARD: NEW TENANTS WILL BE OCCUPYING THIS TENANCY. TWO TENANTS WILL SHARE THIS SINGLE TENANCY (ONCE AGAIN). SIGNS WILL OCCUPY THE SHOWN SIGNAGE PARAMETERS.

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Blur Travel/Envios Latinoamericano, 137 Broadway

133-137 Broadway Facade Upgrade

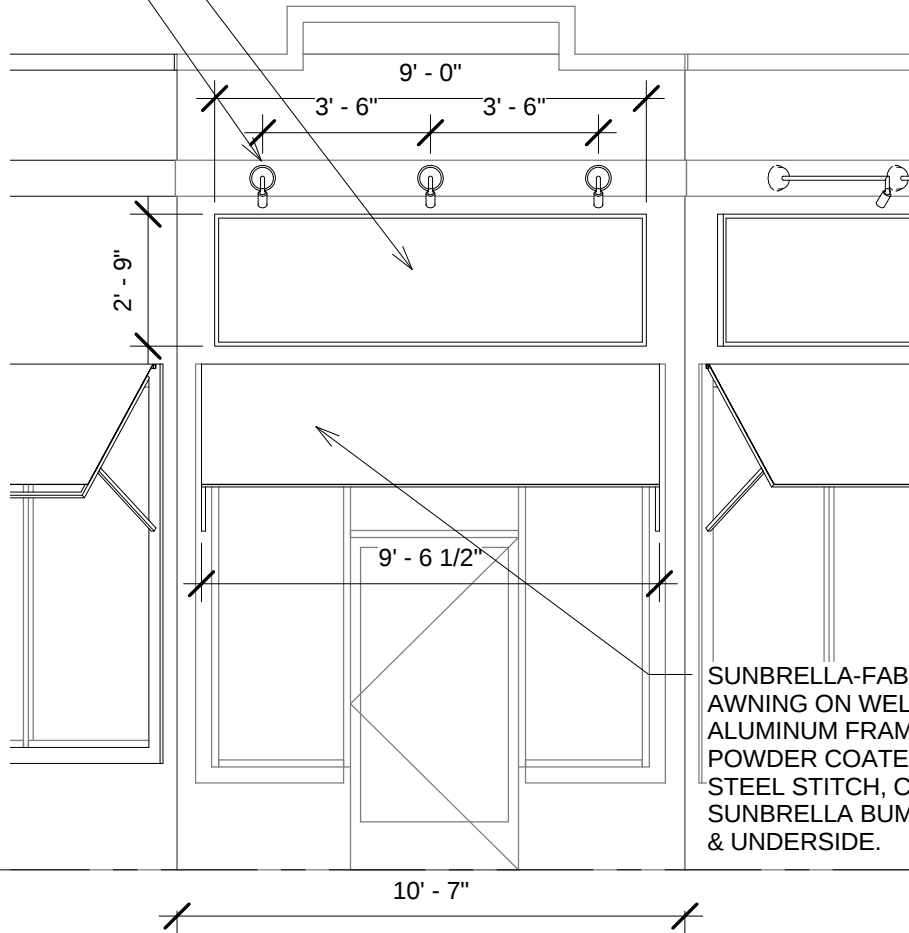
133-137 Broadway
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CROSS REF:	

A4.4

SIGN LIGHT CENTERED ON STUCCO BAND.
CONCEAL CONDUIT. (TYPICAL OF THREE)

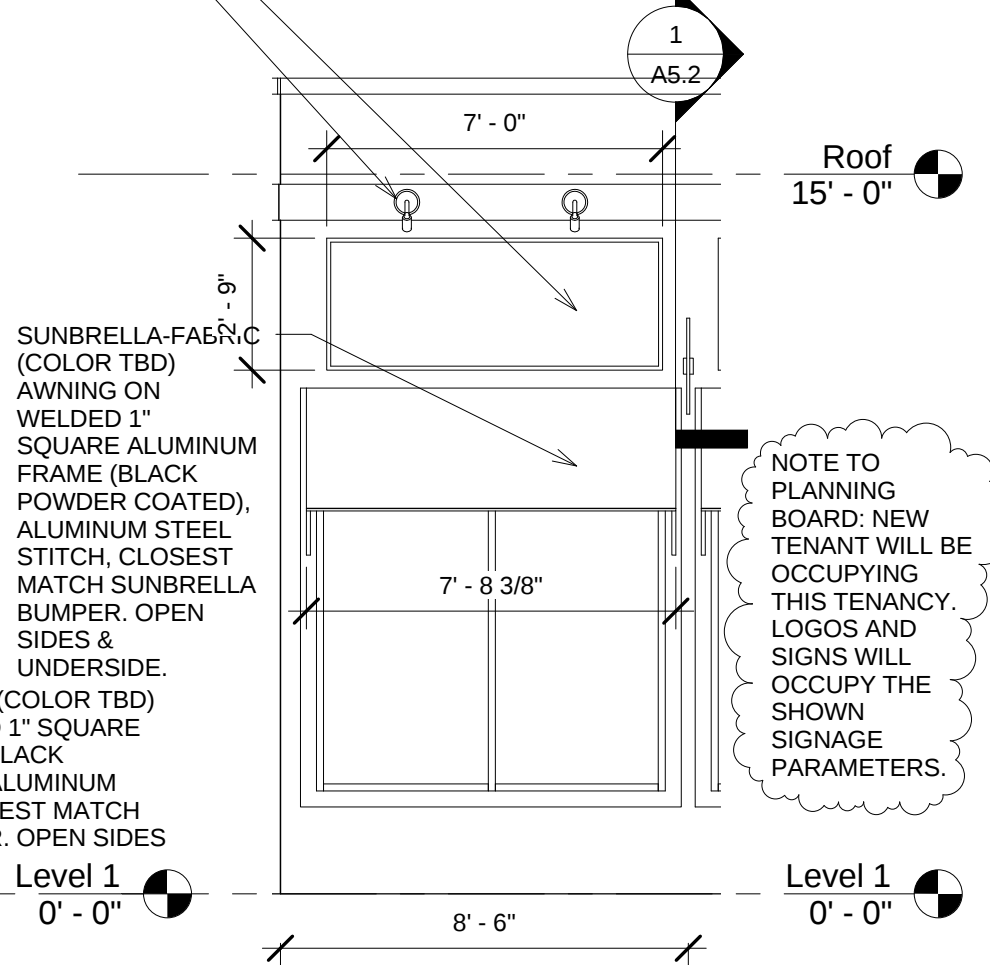
.060 ALUM. OR 3MM DIBOND FABRICATED BELT SIGN WITH 1"X2"
POWDER-COATED BLACK WELDED ALUM. FRAME, 1/2" RECESSED
FACE, VINYL GRAPHICS (360 DPI VINYL DIGITAL OUTDOOR-GRADE
PRINT WITH PROTECTIVE UV OVERLAMINATE), 1/2" BLACK
ACRYLIC LETTERS (BLACK SIDES). FONT: (TBD), 14" HIGH



SUNBRELLA-FABRIC (COLOR TBD)
AWNING ON WELDED 1" SQUARE
ALUMINUM FRAME (BLACK
POWDER COATED), ALUMINUM
STEEL STITCH, CLOSEST
MATCH SUNBRELLA
BUMPER. OPEN SIDES
& UNDERSIDE.

SIGN LIGHT CENTERED ON STUCCO BAND.
CONCEAL CONDUIT. (TYPICAL OF TWO)

.060 ALUM. OR 3MM DIBOND FABRICATED BELT SIGN WITH 1"X2"
POWDER-COATED BLACK WELDED ALUM. FRAME, 1/2" RECESSED
FACE, VINYL GRAPHICS (360 DPI VINYL DIGITAL OUTDOOR-GRADE
PRINT WITH PROTECTIVE UV OVERLAMINATE), 1/2" BLACK
ACRYLIC LETTERS (BLACK SIDES). FONT: (TBD), 14" HIGH



NOTE TO
PLANNING
BOARD: NEW
TENANT WILL BE
OCCUPYING
THIS TENANCY.
LOGOS AND
SIGNS WILL
OCCUPY THE
SHOWN
SIGNAGE
PARAMETERS.

② Elevation Mobile Store Center
1/4" = 1'-0"

① Elevation Mobile right
1/4" = 1'-0"

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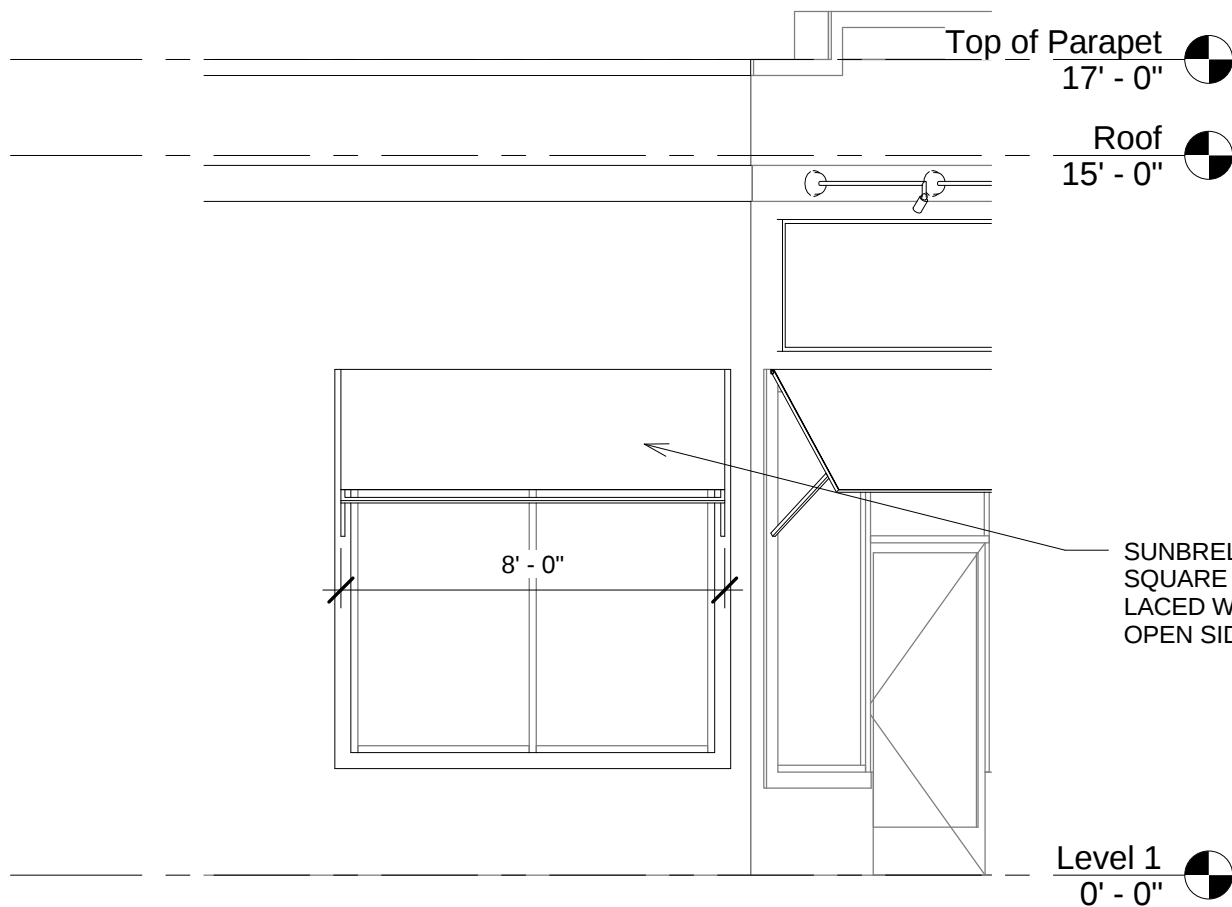
Mobile Phone Store, 137A Broadway

133-137 Broadway Facade Upgrade

133-137 Broadway
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A4.5



51'-6" frontage, 30' to center of side street, multiply by 2 = 103 sf sign area allowed.

Proposed: 19.25 sf belt sign + 24.75 sf belt sign = 44 sf signage.

SUNBRELLA-FABRIC (COLOR TBD) AWNING ON WELDED 1" SQUARE ALUMINUM FRAME (BLACK POWDER COATED), CORNERS LACED WITH BLACK NYLON ROPE THRU BLACK GROMMETS. OPEN SIDES & UNDERSIDE.

NOTE TO BIDDERS: GRAPHIC/LOGO NOT SHOWN AS THIS TENANCY IS CURRENTLY TURNING OVER. BIDDER IS TO PRICE THE SCOPE SHOWN AND ASSUME GRAPHIC CONTENT (LOGO, ETC) SCOPE WILL BE AVERAGE WITH REGARD TO THE OTHER TENANTS SHOWN IN THIS PACKAGE.

① Elevation Mobile Store West
1/4" = 1'-0"

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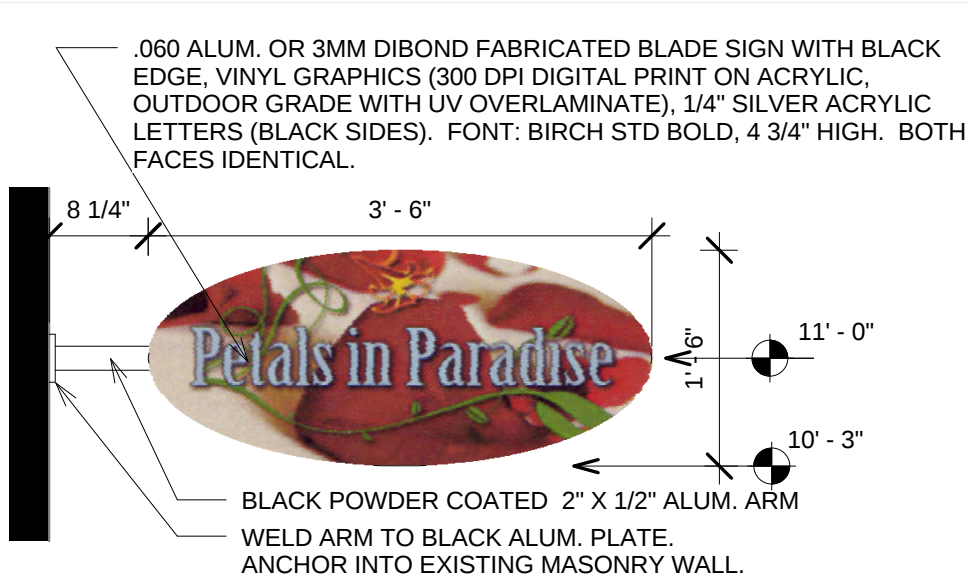
Mobile Phone Store West Elevation

133-137 Broadway Facade Upgrade

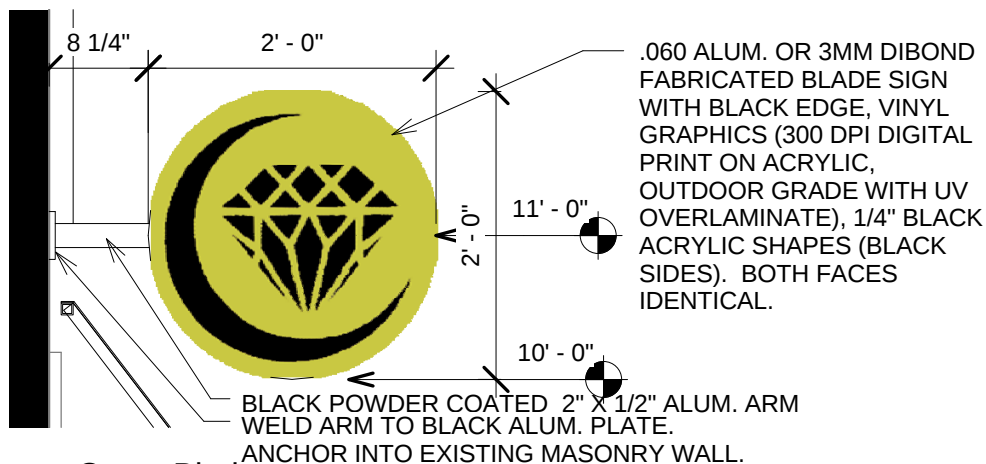
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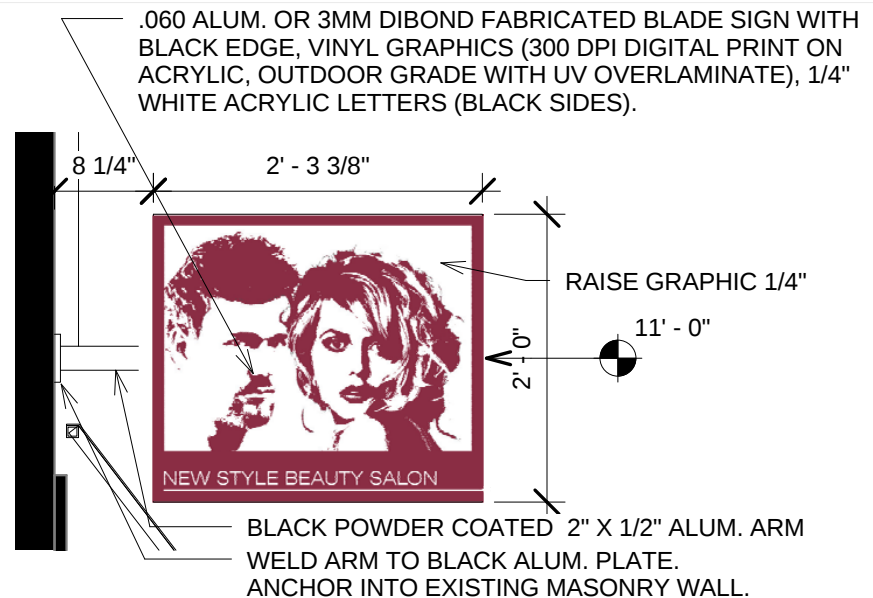
A4.6



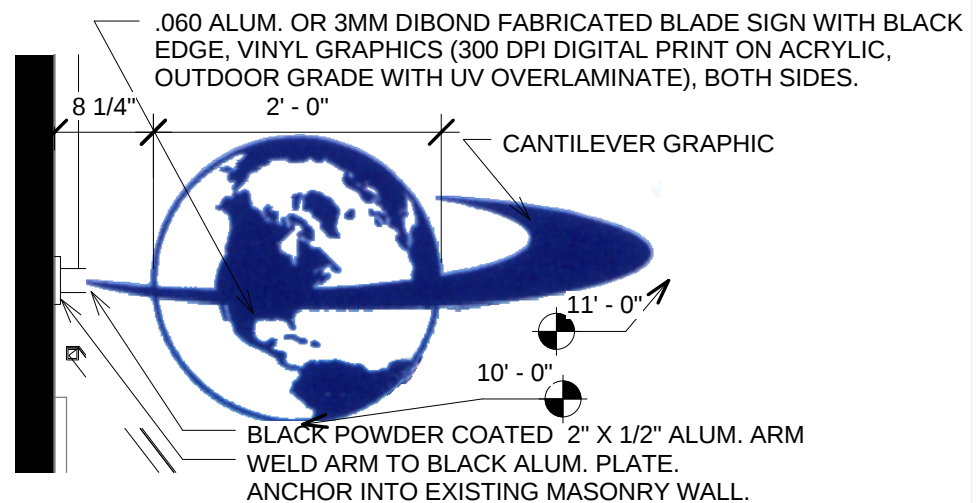
① Petals in Paradise Blade
3/4" = 1'-0"



② Couto Blade
3/4" = 1'-0"



③ New Style Blade
3/4" = 1'-0"



④ Enviros Americanos Blade
3/4" = 1'-0"

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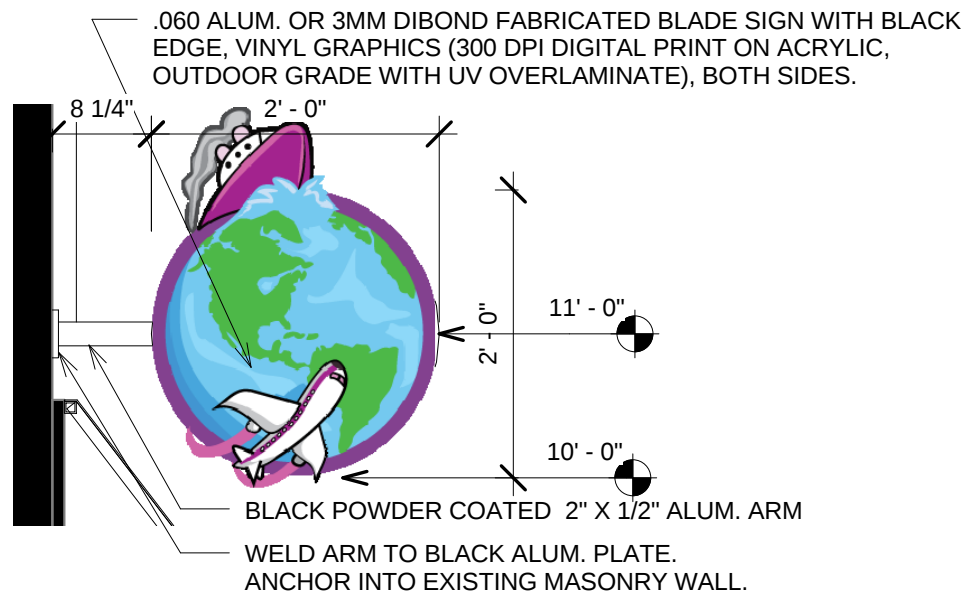
Blade Sign Elevations

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A5.1



① Blur Travel Blade
3/4" = 1'-0"

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Blade Sign Elevations

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A5.2