# Design Review Board Meeting Minutes
# Monday, November 6, 2023
# 7:30 p.m.

**Board Members:**
Mark Gluesing, Board Chair (P)
Steve Dornbusch, Board Member (P)
Susan Opton, Board Member (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Chair Gluesing called the meeting to order on November 6, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

**Applicants & Attendees:**

1. Heather Hopkins Dudko, representing Atrius Health located at 152 Second Avenue and applying for signage.

2. Heather Hopkins Dudko, representing Atrius Health located at 100 Second Avenue and applying for signage.

3. Tim Sullivan, Goulston & Storrs, representing Bulfinch owner of 117 Kendrick Street and applying for a façade change to add a loading bay.

4. Brian Brinkers, ACME Sign Corporation representing A.J. ROSE located at 120 Highland Avenue and applying for signage.

5. Andy Clark, Exposé Signs & Graphics, representing the Congregational Church located at 1154 Great Plain Avenue and applying for monument signage.

**Agenda Item 1:**
*Heather Hopkins Dudko, representing Atrius Health located at 152 Second Avenue and applying for signage.*

Heather Dudko explained that the proposal is to remove an existing non-illuminated sign and replace it with a similar sign, non-illuminated. This is due to a rebranding by Atrius Health. This will be a polycarbonate face with vinyl graphics. The lettering is proposed to be white. This site does not have patients entering the building.

Ms. Opton stated that the last line of the sign seems very small. It seems irrelevant at the proposed size. Ms. Dudko noted that this wording is new standard branding on the signage for this company.

Chair Gluesing agreed with Ms. Opton but noted that he is comfortable if the applicant would like to include the branding.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for 152 Second Avenue, as submitted. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

**Agenda Item 2:**

*Heather Hopkins Dudko, representing Atrius Health located at 100 Second Avenue and applying for signage.*

Ms. Dudko explained that this proposal is to keep the existing sign but add an overlay to the top part. There is no change proposed to the sign structure. This site has patients entering the building.

Chair Gluesing noted that the sign is described as 3/16" white polycarbonate plastic, with white vinyl lettering. Ms. Dudko stated that the application should state that this is a new panel overlaid on the existing sign, blue polycarbonate with white vinyl lettering. Chair Gluesing noted that the change would be made to the application.

In response to a question from Chair Gluesing, Ms. Dudko explained that this will be attached using drill screws, three on each side. Chair Gluesing stated that he would like to make sure the screws do not rust.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for 100 Second Avenue, as submitted. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

**Agenda Item 3:**

*Tim Sullivan, Goulston & Storrs, representing Bulfinch owner of 117 Kendrick Street and applying for a façade change to add a loading bay.*

Tim Sullivan, Goulston & Storrs, explained that the proposal is for a minor modification to the site plan approvals for the building, to add a loading bay for special deliveries. The applicant previously met informally with the Planning Board regarding this proposal. There is no change to the footprint or gross floor area. The only modification will be to the exterior of the building. This additional loading bay will be used 1-2 times per week for special deliveries and is being used to attract a laboratory tenant. A curb cut is proposed along Third Avenue for standard/slightly larger sized vans making the deliveries. The existing landscaping will be kept.

The proposal is to remove two sections of existing windows and install a door and windows, similar to other existing doors on the building, and an overhead door. The materials will be a similar mullion color and finish and glazing tint as the existing building. The door itself will have mullions and glazing that match the existing building and aluminum banding on the bottom 2'. A light fixture and dock seal will be added to the overhead door. This tenant area is currently empty.

Chair Gluesing asked if the split place block and the brick will be removed for the overhead door. Mr. Garczynski, Project Architect from Vivo Architecture agreed that this will be a 10' wide door, 12' high. The existing masonry opening for the door area will need to be adjusted. The dock head and side seals will allow for trucks to press against it and create a weather barrier with the building for deliveries.

Chair Gluesing asked if there was consideration with making the split face block all brick. Jeremy explained that the proposal is to stay within the perimeter of the existing storefront opening wherever possible. This aligned the left-hand side of the door to the existing storefront. The dimensions of the overhead door were dictated by the market for expected deliveries.

Ms. Opton asked how drivers will know where to go, as the address is on the other side of the building. It was explained that these deliveries are on a periodic, recurring basis. There will be information given to delivery drivers regarding where the deliveries are to occur. The other existing loading dock at the site will be used for all other deliveries to the site. This is solely for Suite 350, not any other tenants of the building. Chair Gluesing noted that these deliveries are specifically scheduled with certain carriers who will be familiar with the delivery location.

Mr. Dornbusch asked if there are any safety concerns with this functioning with the nearby road. Mr. Sullivan noted that VHBR traffic consultants have studied this, and this will be reviewed with the Planning Board further. The proposed asymmetric entrance curves were noted by the traffic consultants as aiding the trucks to back into the space.

In response to a question from Ms. Opton, Mr. Garczynski stated that the proposed door is a sectional, similar to home garage doors. Ms. Opton asked if opening the door will create noise for other tenants. Chair Gluesing stated that the door is proposed within the center of this tenancy. Mr. Sullivan agreed and noted that the applicant does not want any other tenants to be disturbed. This will be noted in the memo to the Planning Board

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the façade changes to 117 Kendrick Street, as submitted. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

**<u>Agenda Item 4:</u>**
*Brian Brinkers, ACME Sign Corporation representing A.J. ROSE located at 120 Highland Avenue and applying for signage.*

Brian Brinkers, ACME Sign Corporation, explained that the application has been revised, from the Special Permit application, including a reduction in the size of the sign down to 32 s.f. The letters for the "carpets and flooring" portion of the sign are now proposed to be 3 ¾" which the applicant thinks makes them hard to see. Chair Gluesing noted that the A.J. Rose letters could be made larger, while reducing the rose graphic element. Mr. Brinkers stated that he would not like to pursue a revised application at this time, but have the current proposal reviewed.

Chair Gluesing explained that, per the bylaw, a second sign facing the parking lot is allowed but should be smaller than the main sign. For this location, the Board has previously agreed that the

Highland Avenue sign can be the smaller of the two, but some adjustments still need to be made for this applicant. He reviewed other tenant signs, and the secondary signs range from 22-28 s.f. He requested that the Highland Avenue sign be reduced to 30 s.f.

Mr. Brinkers stated that, while he understands, this will make the manufacturing of the signs more difficult. He requested the Board consider allowing a 32 s.f. sign for both the front and rear of the building. The applicant is okay with a 32 s.f. sign, but he would like both signs to be the same size. The graphic is the item that takes up most of the space on the sign.

Ms. Opton explained that she is concerned with setting a precedent.

Chair Gluesing stated that the Board has enforced this part of the bylaw with all other tenants in this area. The bylaw states that a second sign needs to be smaller. The Highland Avenue sign should be 28 s.f. Mr. Brinkers stated that he believes the applicant will want the Highland Avenue sign to be the larger of the two. He asked the Board not to require a certain one of the signs to be smaller, to allow the applicant to choose the placement. Chair Gluesing stated that he was okay with this. Mr. Brinkers asked that the Board not set an exact size for the second sign, but just that it be smaller. Chair Gluesing stated that he did not want the applicant to try to make the second sign 31.5 s.f. with that allowance. Mr. Brinkers stated that the bylaw only states it must be “smaller” but not an exact size. Chair Gluesing stated that he will be setting an exact size for the second sign and the applicant can appeal this to the Building Commissioner if he sees fit.

Mr. Brinkers stated that the proposed A.J. Rose signs are smaller than the existing front and rear Geico signs. Chair Gluesing stated that the lettering is, but the sign is measured as an overall box. The applicant is welcome to redesign the sign to remove the logo or change around the size of the lettering. The Board must work with the proposed design.

Chair Gluesing stated that, as the sign has a logo that is a graphic element which impacts the size, he would be willing to allow a 30 s.f. secondary sign. The Board agreed. The 32 s.f. and 30 s.f. signs can be placed on either side of the building.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for 120 Highland Avenue, as submitted, with the condition that it could be installed on the parking lot side, if the applicant so chooses. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the second sign for 120 Highland Avenue that faces the parking lot, with the condition that it be limited to 30 s.f. and has the option of being placed on the Highland Avenue side of the building, if the applicant so chooses. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

**<u>Agenda Item 5:</u>**
*Andy Clark, Exposé Signs & Graphics, representing the Congregational Church located at 1154 Great Plain Avenue and applying for monument signage.*

Andy Clark, Expose Signs & Graphics, explained that the Congregational Church is replacing an aging sign. The proposed sign is the same size, similar design, and to be mounted in the same location. This will have a rounded top instead of a pointed top as it currently is. The sign is proposed to be made of a fabricated aluminum cabinet. This will have raised dimensional lettering elements. This will be mounted using clips into the masonry of the existing posts. The only vinyl elements of the sign are rainbow the flag and border, which will be painted to match the lettering. The lettering is proposed to be 3/8" aluminum stud mounted.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for 1154 Great Plain Avenue, as submitted. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Chair Gluesing stated that he would like the Board to discuss the bylaw regarding how signs are measured at a future meeting. Some signs that have a graphic element are punished a bit for the lettering size. The proposed sign for A.J. Rose is a good example. This could lead to more consistency between signs as well. Examples will be gathered for review at a future meeting.

**Minutes:**

Minutes from the 10/23/2023 meeting

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the meeting minutes of October 23, 2023, as presented. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 8:27 p.m. Susan Opton – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

***Next Public Meeting – November 20, 2023 at 7:30pm via Zoom Webinar***