

GEORGE GIUNTA, JR.
ATTORNEY AT LAW*
P.O. Box 70
WEYMOUTH, MASSACHUSETTS 02190
*Also admitted in Maryland
EMAIL: george.giuntajr@needhamlaw.net

TELEPHONE (781) 449-4520

FAX (781) 465-6095

August 29, 2025

Elisa Lichtman
Town of Needham
Office of Planning and Community Development
500 Dedham Avenue, Suite 118
Needham, MA 02492

Via Email: elitchman@needhamma.gov

Re: EP 63 Kendrick Realty, LLC
63 Kendrick Street
Sign Special Permits

Dear Elisa,

Please be advised that this office represents EP 63 Kendrick Realty, LLC (hereinafter, "Kendrick Realty") owner of the property currently known and numbered 63 Kendrick Street, f/k/a 155 Fourth Avenue (the "Premises"). In connection therewith, submitted herewith for consideration by the Design Review Board, please find the following:

1. Application to install lit channel number sign (sign S1 – front of building);
2. Application to install lit channel number sign (sign S2 – rear of building);
3. Application to install single-sided, non-illuminated monument sign (sign S3 – loading entrance);
4. Application to install single-sided, non-illuminated monument sign (sign S4 – rear entrance);
5. Plan set prepared by SignWorks Group", dated 8/25/25, consisting of sheets as follows: (a) Sheet M1, "Sign Location Plan; (b) Sheet "Sign", depicting sign S1 as designated on the Sign Location Plan; (c) Sheet "Sign", depicting sign S2 as designated on the Sign Location Plan; (d) Sheet "Sign Sign", depicting signs S3 and S4 as designated on the Sign Location Plan; and (e) eight (8) renderings, unlabeled;
6. Site Plan, prepared by STA Design, dated 8/28/2025; and
7. Collection of Google Street View photos depicting the exterior view of the Premises over time.

The Premises is situated in the New England Business Center Zoning District (the "NEBC") and is bounded by streets on two sides; Kendrick Street to the front and Fourth Avenue to the side. The Premises consists of contains approximately 261,361 square feet of area, with approximately

372.99 feet of frontage on Kendrick Street and approximately 739.89 of frontage on Fourth Avenue. The Premises is currently fully developed, and is occupied by an existing commercial building (the “Building”) and associated parking, loading and driveway areas, as permitted and constructed pursuant to Site Plan Special Permit Decision, Application #97-8, filed with the Town Clerk on August 8, 1997, filed with the Norfolk County Registry District of the Land Court as Document No. 771815, as affected by Site Plan Special Permit Amendment Decision, dated March 17, 1998, filed with said Registry District as Document No. 822218. A redevelopment and renovation of the Premises was recently approved by the Planning Board, as set forth in Amendment to Decision dated January 4, 2025, recorded with Norfolk County Registry District of the Land Court as Document No. 771815.

In connection with the contemplated redevelopment and renovation, a series of four signs are proposed: two building mounted, lit channel letter signs, one in the front and one in the rear of the building, and two non-illuminated monument signs on Fourth Avenue. For a variety of reasons, as set forth below, all four signs require special permits pursuant to the Needham Sign By-Law.

The building mounted channel letter signs are located in the approximate center of the front and rear of the building. Both signs state the street number of the building, i.e., “63” and are face lit. The sign on the front of the building has an outside measurement of 37” high x 58” wide, for an area of 14.90 square feet. The sign on the rear of the building has an outside measurement of 19” high x 28” wide, for an area of 3.69 square feet. As may be seen in the renderings, both signs project above the portion of the roof in which they are set. As a result, a special permit is or may be required from the provisions of Section 5.4.2.2(e) for both signs.¹

The Premises has two parking areas; a small area to the front, accessed from Kendrick Street, and a large area to the rear, accessed via two entrances off Fourth Avenue. The two freestanding, monument signs are proposed to be located at the two entrances to the rear parking area. Both of these signs have a measurement of 30” high x 18” wide, for an area of 3.75 square feet, and are set on top of a concrete base, measuring 18” high x 30” wide above grade, for a total structure height of 48” inches.² Sign S3, located at the entrance closest to Kendrick Street, in the vicinity of the loading bay, will be oriented to align with the driveway entrance, will state the address of the Building (i.e., “63 Kendrick”) and provide directional indicators for “Parking” and “Deliveries”. Sign S4, located at the entrance furthest away from Kendrick Street, towards the rear of the parking area, will be oriented to be parallel to Fourth Avenue, will state the address of the Building (i.e., “63 Kendrick”) and provide a directional indicator for “Parking”.

Whereas the two monument signs constitute two freestanding signs, a special permit is required from the provisions of Section 5.5.3.1(a).³ Both monument signs will be located within the

¹ Section 5.4.2.2(e) provides that “No portion of any sign shall be located above the roof line of a building. Roof line means the intersection of the exterior wall and the roof.”

² The concrete base for each sign will extend an additional 42” below grade.

³ Section 5.5.3.1(a) provides that “One permanent sign whether permanently attached or freestanding, as further described in Sub-sections 5.5.3.2 and 5.5.3.3 of this article, for each occupant of separate space per street that the premises abut. *However, no permit may be granted for more than one freestanding sign per parcel*” (emphasis added).

required setback area and within 15 feet of the street line. As a result, a special permit is required from the provisions of Section 5.4.2.2(f).⁴ In addition, because both signs are set on top of a concrete base, with a total height of four feet, they also require a special permit from the provisions of Section 5.5.3.3(b) for a monument sign exceeding 3 feet above street grade.⁵ And, because the two monument signs are freestanding signs with their own, independent support, they also require a special permit from the provisions of Section 5.5.3.3(c).⁶

Finally, in addition to the above relief, because all four proposed signs set forth the number of the building in a sign larger than two square feet, a special permit is or may also be required from the provisions of Section 5.5.1(a) for more than one sign indicating the number of the building.⁷

Kendrick Realty hereby requests that the aforementioned special permits issue and makes formal application therefor.

Please review and docket the foregoing for a hearing with the Design Review Board at the September 29, 2025 meeting. In connection therewith, please provide the requisite legal notice and abutter list for the special permit proceedings, so that my client and I may make timely publication and mail the notices.

Do not hesitate to let me know if you have any questions or require anything in connection with this request. As always, your courtesy and assistance are appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "George Giunta, Jr.", with a stylized, cursive script.

George Giunta, Jr.

⁴ Section 5.4.2.2(f) provides that “No freestanding sign shall be located within a required side or rear yard or within fifteen feet of a streetline or extend more than twenty feet above adjoining ground level.”

⁵ Section 5.5.3.3(b) provides that “Every freestanding sign placed within thirty feet of the curb line of intersecting streets and driveways shall have an open space of at least seven feet from the ground to the base of the sign, except that *monument signs may be no more than 3 feet above street grade*” (emphasis added).

⁶ Section 5.5.3.3(c) provides that “All freestanding signs on the same parcel of land shall be attached to the same support.”

⁷ Section 5.5.1(a) provides that “One on-premise sign, either attached or free-standing, indicating only the name and/or profession of the owner or occupant, the street and/or number, not to exceed two square feet in area. No permit is required.”

60 Arsenal Street
Watertown, MA 02472
617•924•0292
fax 617•924•0279

CUSTOMER:
Edgewater Properties

PROJECT:
63 Kendrick

DATE:
08/25/2025

SCALE:
As Noted

DRAWN BY:
AE

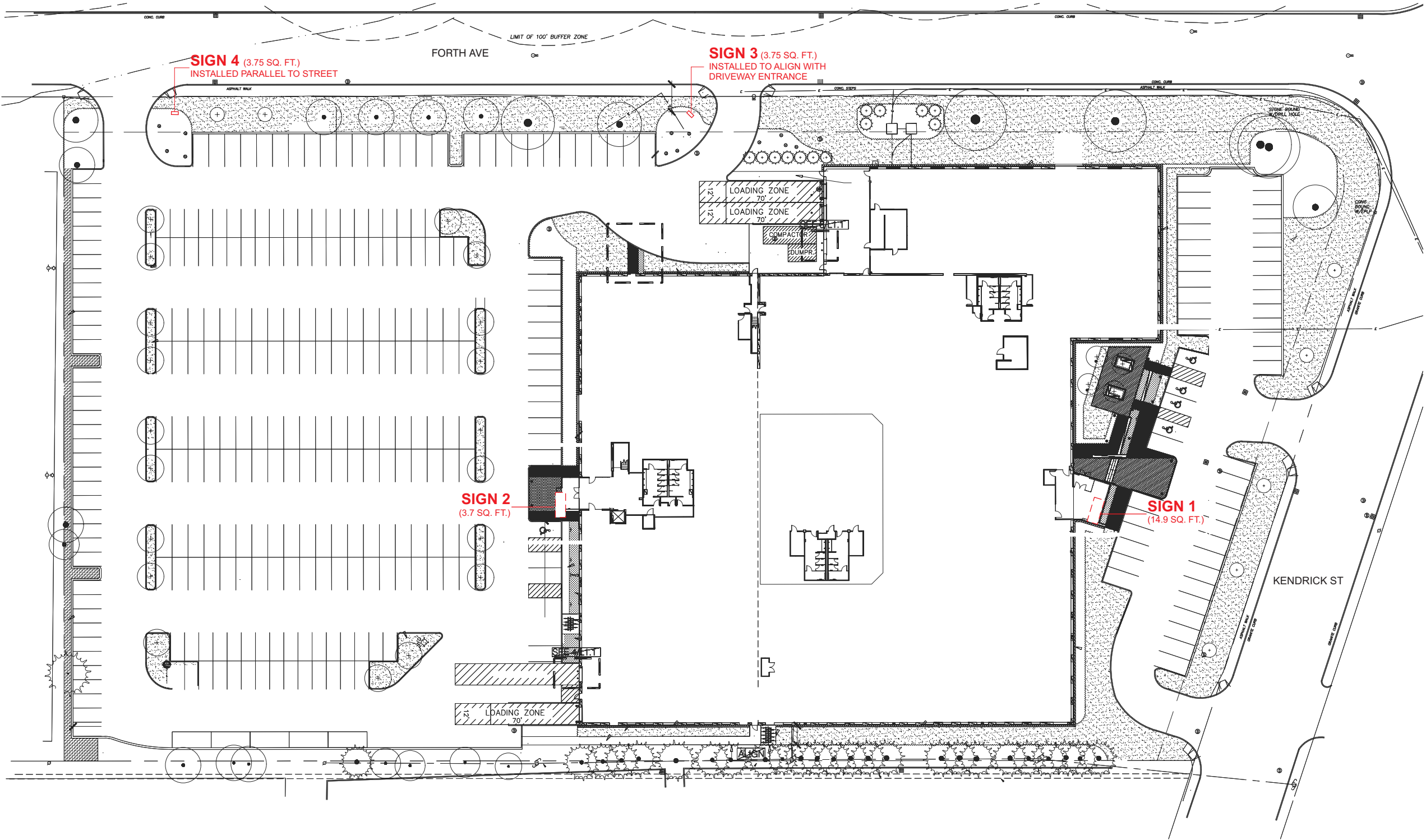
WORK ORDER:
11337

DRAWING NO:

FILE:

REVISIONS:

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SIGN LOCATION PLAN



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 63 Kendrick Street **Date:** 8/29/25

Owner: EP 63 Kendrick Realty, LLC
Address: C/O Edgewater Properties, LLC
14 Mica Lane, Suite 202 Wellesley MA 02481
Street City State Zip
Telephone: 781-552-4558 (Mitchell A. Kassler)

Applicant: EP 63 Kendrick Realty, LLC
Address: C/O Edgewater Properties, LLC
14 Mica Lane, Suite 202 Wellesley MA 02481
Street City State Zip
Telephone: 781-552-4558 (Mitchell A. Kassler)

Designer/Installer: SignWorks Group
Address: 60 Arsenal Street Watertown MA 02472
Street City State Zip
Telephone: 617-924-0292

Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

Building mounted, face lit, channel letter sign at front of building, bearing the street number
of the building. Sign is 14.90 square feet in area and projects beyond that portion of the roof in
which it is mounted.
(Ref S1)

Please email completed application to elitchman@needhamma.gov

60 Arsenal Street
Watertown, MA 02472
617•924•0292
fax 617•924•0279

CUSTOMER:
Edgewater Properties

PROJECT:
63 Kendrick

DATE:
08/25/2025

SCALE:
As Noted

DRAWN BY:
AE

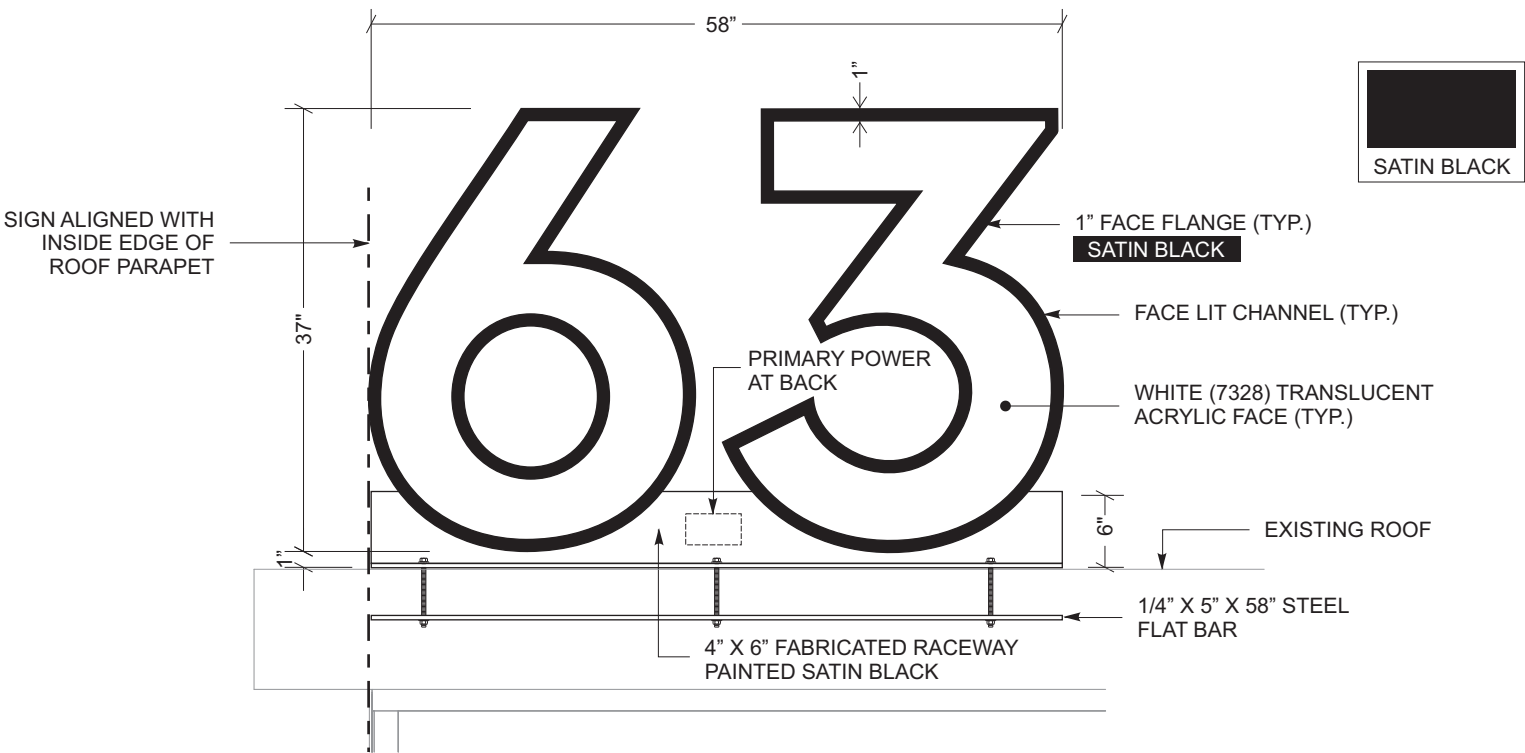
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11337

DRAWING NO:

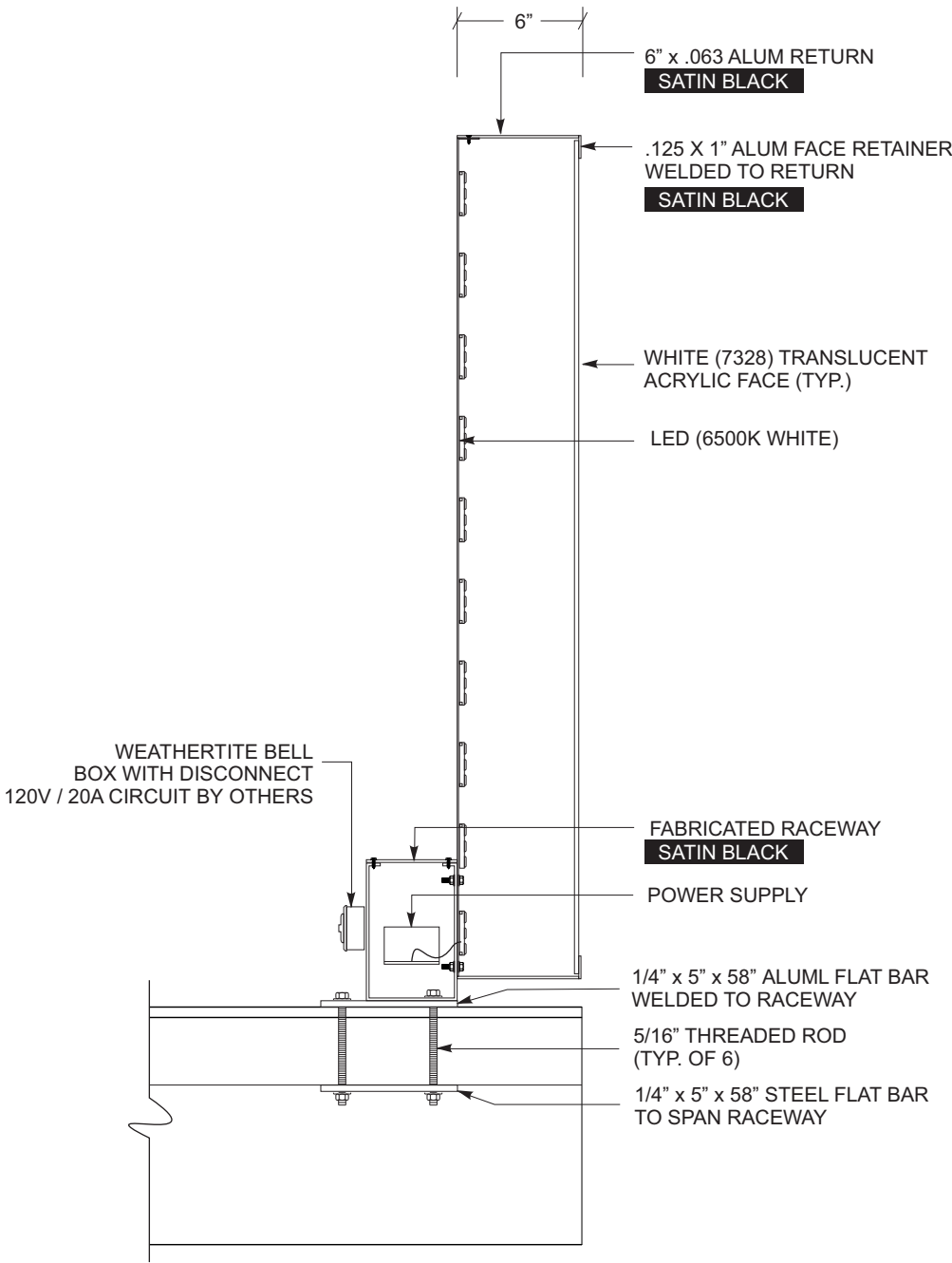
FILE:

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S1 FACE LIT CHANNEL NUMBER (Kendrick Street)
SCALE: 3/4" = 1'-0"



A SECTION DETAIL
SCALE: 1-1/2" = 1'-0"





KENDRICK ROBOTICS

63



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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Needham, MA 02492

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Major Project (Site Plan Review)
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☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

Building mounted, face lit, channel letter sign at rear of building, bearing the street number

of the building. Sign is 3.69 square feet in area and projects beyond that portion of the roof in

which it is mounted.

(Ref S2)

Please email completed application to elitchman@needhamma.gov

60 Arsenal Street
Watertown, MA 02472
617•924•0292
fax 617•924•0279

CUSTOMER:
Edgewater Properties

PROJECT:
63 Kendrick

DATE:
08/25/2025

SCALE:
As Noted

DRAWN BY:
AE

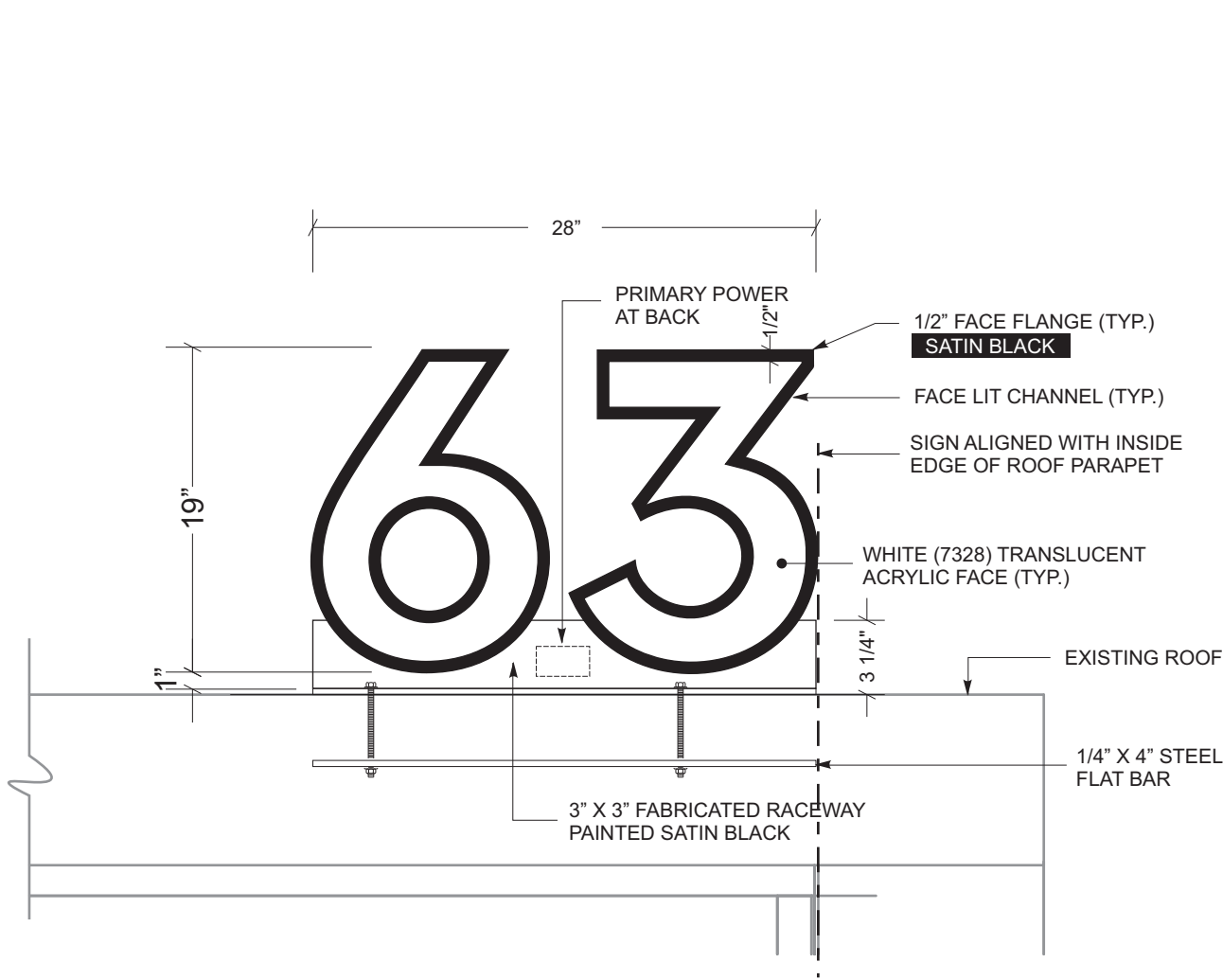
WORK ORDER:
11337

DRAWING NO:

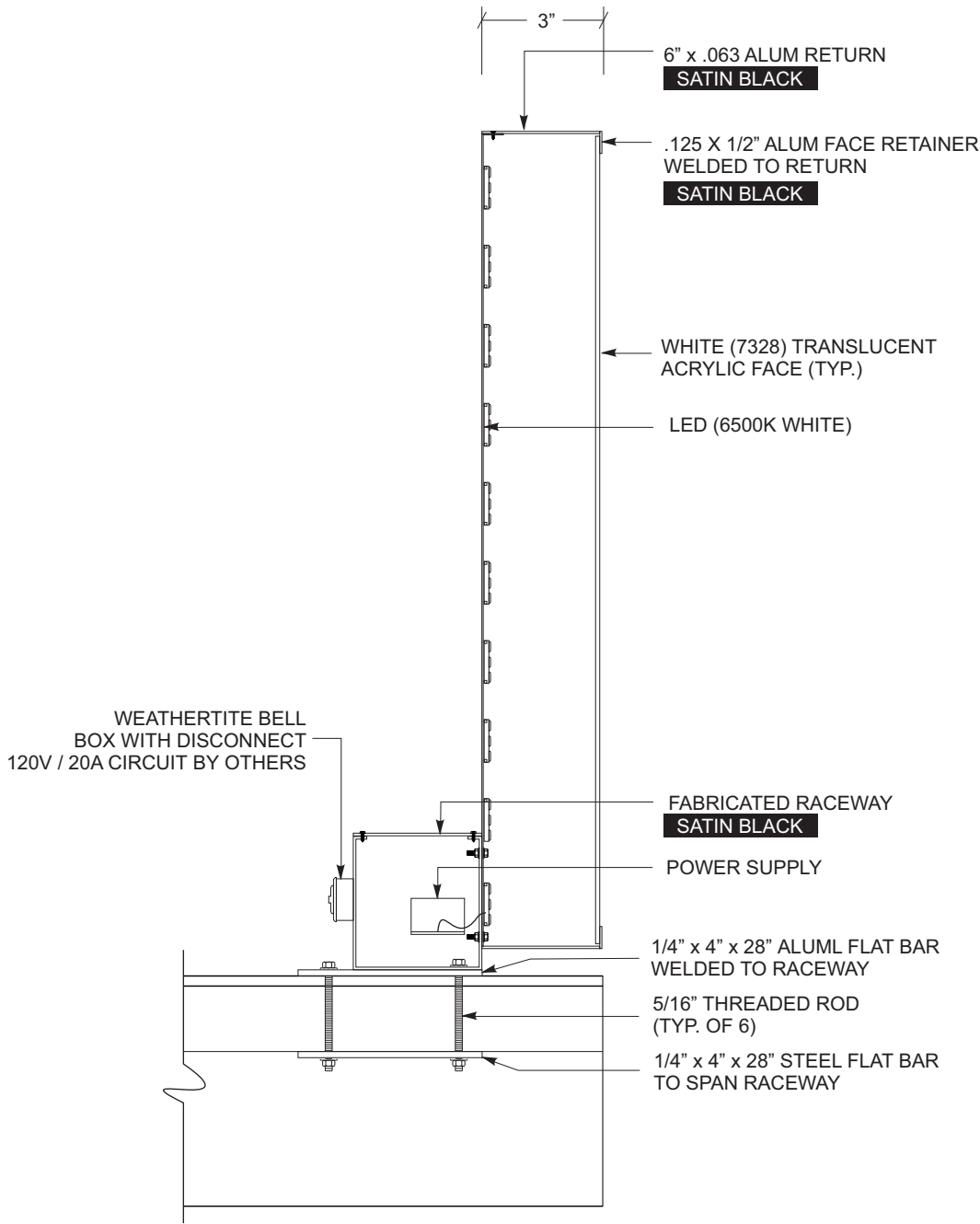
FILE:

REVISIONS:

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S2 FACE LIT CHANNEL NUMBER (Rear Building)
SCALE: 1-1/2" = 1'-0"



A SECTION DETAIL
SCALE: 1-1/2" = 1'-0"







TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

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Designer/Installer: SignWorks Group
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Type of Application
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☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

Freestanding monument sign at loading and parking entrance to rear parking area. Sign is
3.75 square feet in area with a total height (including base) of 4' and is located within the
required setback and 15' from street line
(Ref S3)

Please email completed application to elitchman@needhamma.gov

SignWorks Group

SIGN 3
SIGN 4

S3 SINGLE SIDED NON-ILLUMINATED MONUMENT SIGN
SCALE: 1'-1/2" = 1'-0" LOADING ENTRANCE

S4 SINGLE SIDED NON-ILLUMINATED MONUMENT SIGN
SCALE: 1-1/2" = 1'-0" REAR ENTRANCE

A **SECTION DETAIL**
N.T.S.



63
KENDRICK
PARKING ->
<- DELIVERIES
EP



63
KENDRICK
PARKING →
← DELIVERIES
E



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492
Application and Report

Property Location: 63 Kendrick Street **Date:** 8/29/25

Owner: EP 63 Kendrick Realty, LLC
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Street City State Zip
Telephone: 617-924-0292

Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

Freestanding monument sign at second parking entrance to rear parking area. Sign is
3.75 square feet in area with a total height (including base) of 4' and is located within the
required setback and 15' from street line.
(Ref S4)

Please email completed application to elitchman@needhamma.gov





LEGEND

--- PROPERTY LINE

— ZONING SETBACK

~~~~~ BEDLINE

○ EXISTING DECIDUOUS TREE  
TO REMAIN

● EXISTING EVERGREEN TREE  
TO REMAIN

□ SOD