

DESIGN REVIEW BOARD

Monday, July 27, 2020

7:30 p.m.

Virtual Meeting using Zoom

Meeting ID: 845-1987-6965

(Instructions for accessing below)

To view and participate in this virtual meeting on your phone, download the “Zoom Cloud Meetings” app in any app store or at www.zoom.us. At the above date and time, click on “Join a Meeting” and enter the following Meeting ID: 845-1987-6965

Link: <https://us02web.zoom.us/j/84519876965>

To view and participate in this virtual meeting on your computer, at the above date and time, go to www.zoom.us click “Join a Meeting” and enter the following ID: 845-1987-6965

APPLICANTS:

(Items for which a specific time has not been assigned may be taken out of order.)

1. Susan Canning applying for signage at the Walker School located at 1968 Central Avenue.
2. George Needs, Boston Properties representing IDG applying for signage at 140 Kendrick Street.

Review July 13, 2020 Meeting Minutes.



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 1968 Central Avenue Date: 7/6/2020

Owner: Walker Home For children

Address: 1968 Central Avenue Needham MA 02492
Street City State Zip

Telephone: 617-694-2675

Applicant: Sign Design, Inc

Address: 170 Liberty Street Brockton MA 02301
Street City State Zip

Telephone: 508-580-0094

Designer/Installer: Sign Design, Inc

Address: 170 Liberty Street Brockton MA 02301
Street City State Zip

Telephone: 508-580-0094

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

Brief description of sign or project:

Remove and replace (2) existing post and panels
with new.

Panel Replacement | Needham

Quantity: 2 Single-Sided Signs

1

Existing Posts

2

1" Square-Tube Frame w. .080 Aluminum Panel (White)

3

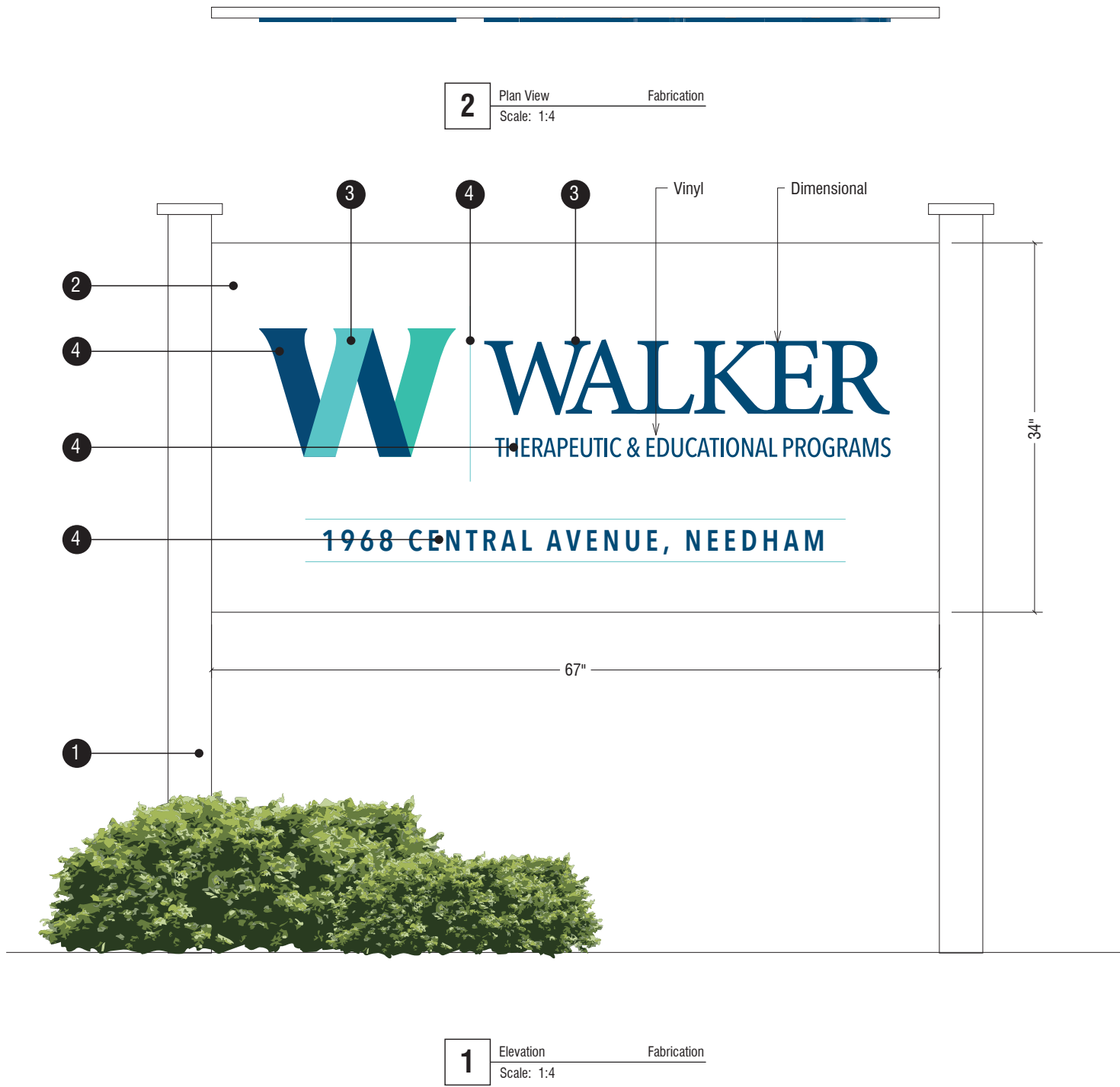
(W & Walker) 3/8" Acrylic FCOs; Painted PMS 7693c (Routed to Shape) Stud Mounted in to Backer Panel

4

Lines / Icon: Surface Applied Vinyl; Digitally Printed (Latex) on IJ180 Vinyl w/ 3M Matte Overlam (to Match: PMS 325c | PMS 7465c | PMS 7693c)

5

Remove Existing Panel and Replace with New



Walker School

New Branding

Phase 1

SIGNDESIGN

sign and graphic solutions

170 Liberty Street

Brockton, MA 02301

508-580-0094

SALES REPRESENTATIVE

Christine Ripley

PROJECT MANAGER

-

ACCOUNT COORDINATOR

Laurie Kalivas

DESIGNER

SS

SCALE

25%

SHEET

G01.00

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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 140 KENDRICK STREET Date: 7/13/2020

Owner: BP 140 KENRICK STREET PROPERTY LLC

Address: 230 THIRD AVENUE WALTHAM MA 02451
Street City State Zip

Telephone: _____

Applicant: INTERNATIONAL DATA GROUNG, INC.

Address: 5 SPEEN STREET FRAMINGHAM MA 01701
Street City State Zip

Telephone: (508) 872-8200

Designer/Installer: DYER BROWN ARCHITECTS

Address: ONE WINTHROP SQUARE BOSTON MA 02110
Street City State Zip

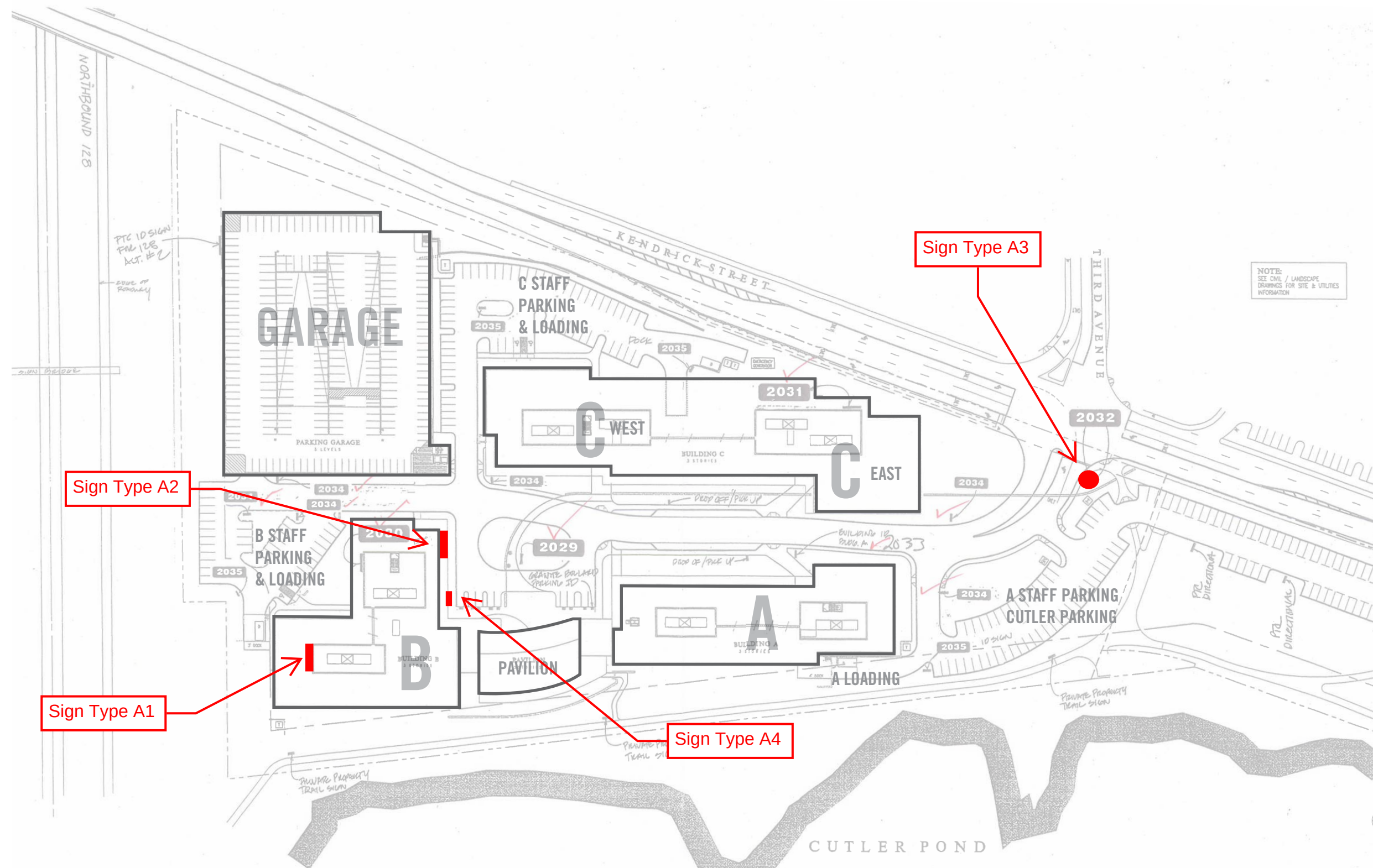
Telephone: (617) 426-1680

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

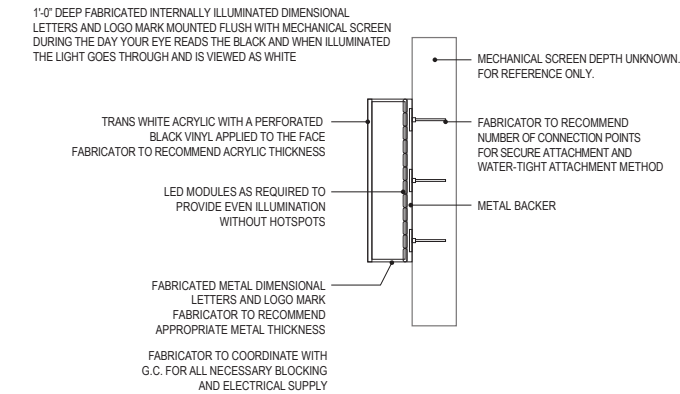
Brief description of sign or project:

Sign A1 on plan

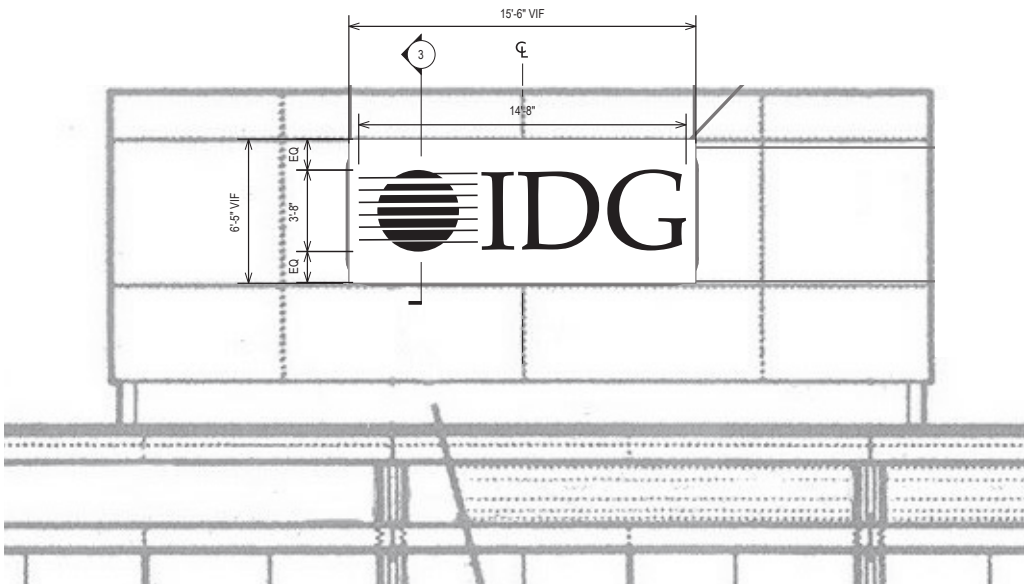
Swapping out the existing PTC sign on the roof mechanical screen



SIGN A1



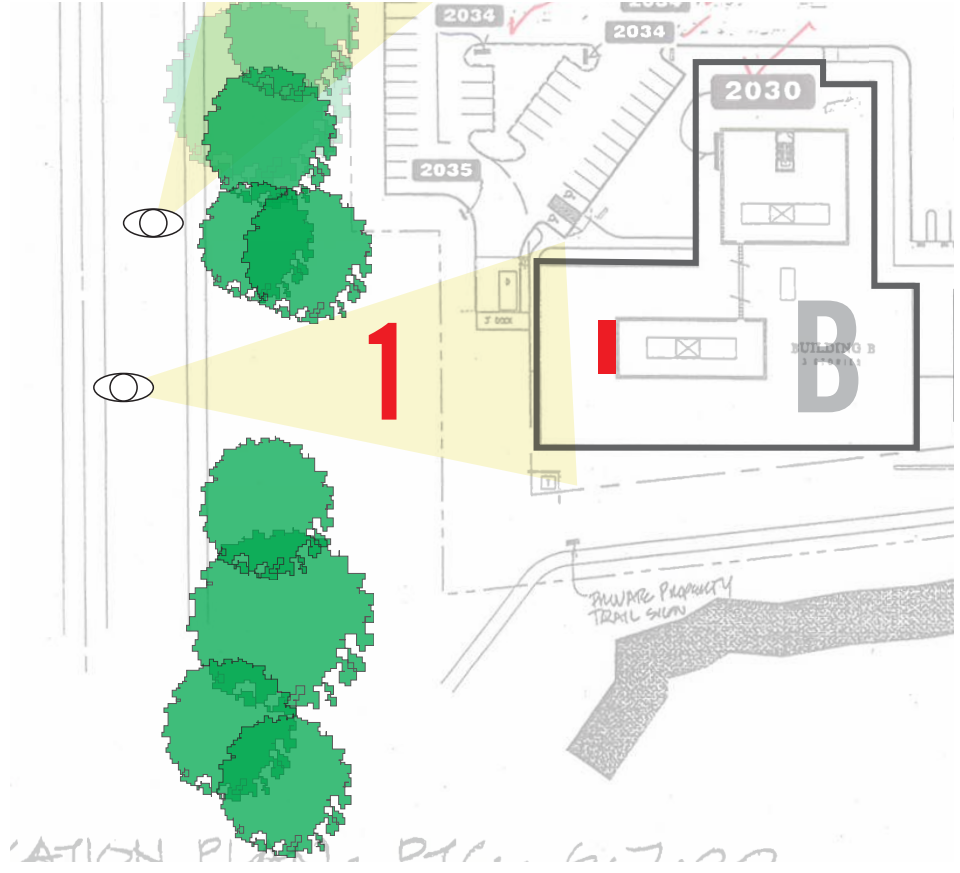
A1.3 | SECTION DETAIL & ILLUMINATION REFERENCE IMAGE
SCALE: 1/4"= 1'-0"



A1.2 | ELEVATION DETAIL
SCALE: 1/4"= 1'-0"



A1.1 | ELEVATION
SCALE: 1/8"= 1'-0"



- A1.1 | ELEVATION
SCALE: 1/8" = 1'-0"

94299

Version 01

05-04-16

PTC

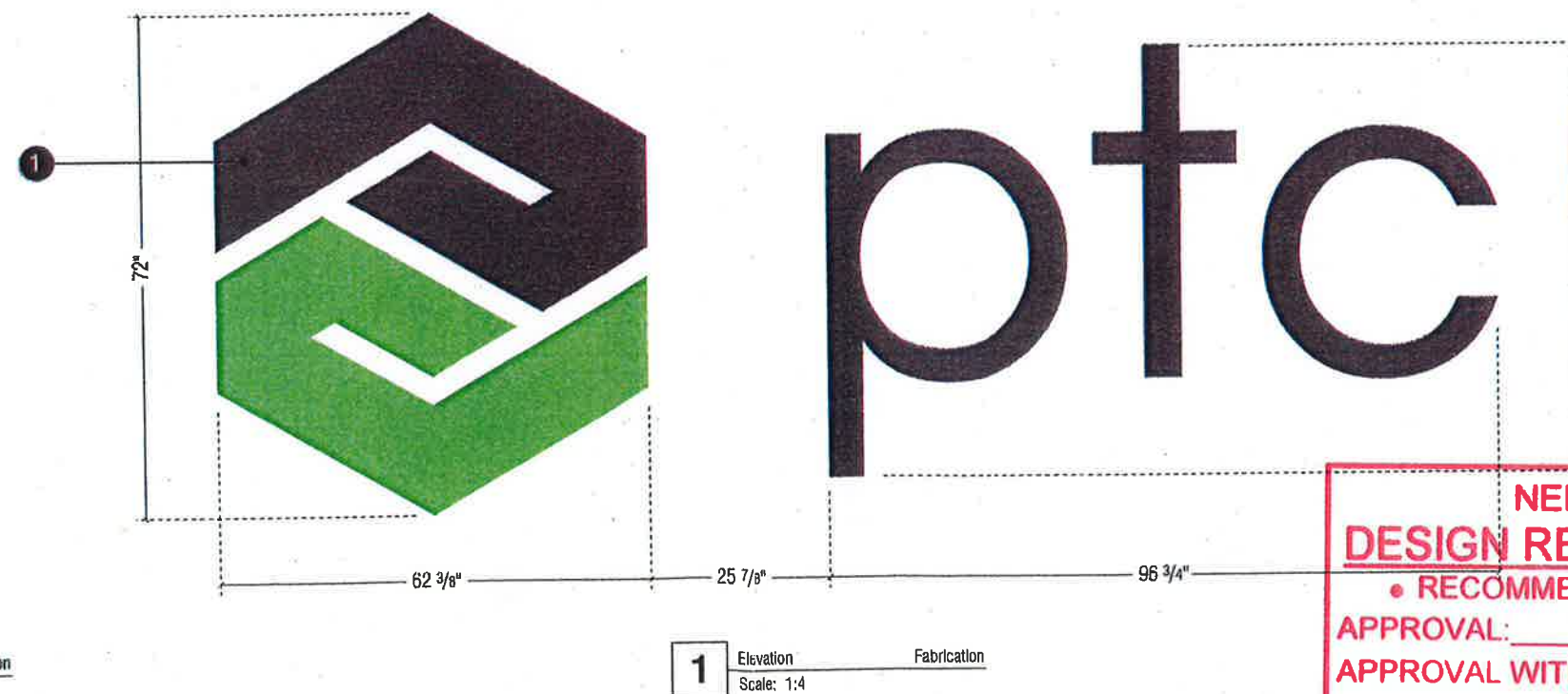
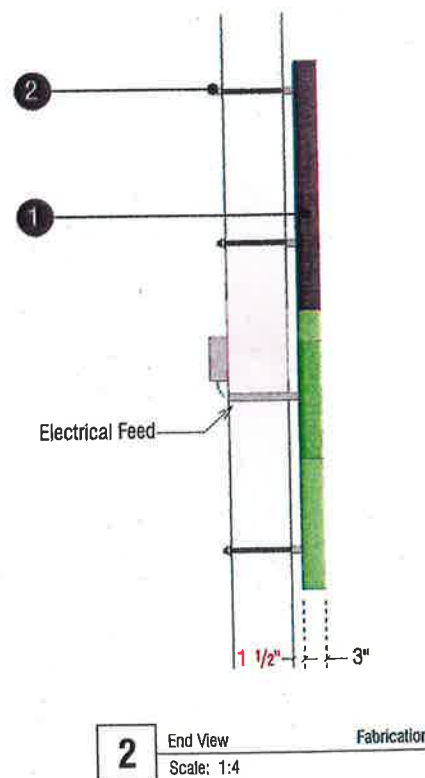
Update Logo
Permit Signage

Halo-Lit Channel Letters - SET A

Quantity: 1 Set (Internally Illuminated)

- 1 3" Deep Fabricated Aluminum Halo-Lit Channel Letters (Internally Illuminated with LEDs) (Painted: PMS 445C, PMS 360C)(Matte)
- 2 Thru-Bolted to Fascia (Power Supply on Back) Fascia Set Back 12'-0" from Edge of Roof

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



NEEDHAM 3027C
DESIGN REVIEW BOARD

• RECOMMENDED ACTION •

APPROVAL: _____

APPROVAL WITH CONDITIONS: _____

DISAPPROVAL: _____

DATE: 7/11/16

PTC SIGN THAT EXISTS TODAY

SIGNDESIGN
sign and graphic solutions

170 Liberty Street
Brockton, MA 02301
508-580-0094

PROJECT MANAGER
Gwen Ferrigno

PROJECT MANAGER
Amy Lynch

PROJECT MANAGER
Marie Chase

PROJECT MANAGER
BM

SCALE 25%

SHEET
G02.00

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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 140 KENDRICK STREET **Date:** 7/13/2020

Owner: BP 140 KENRICK STREET PROPERTY LLC

Address: 230 THIRD AVENUE WALTHAM MA 02451
Street City State Zip

Telephone: _____

Applicant: INTERNATIONAL DATA GROUNG, INC.

Address: 5 SPEEN STREET FRAMINGHAM MA 01701
Street City State Zip

Telephone: (508) 872-8200

Designer/Installer: DYER BROWN ARCHITECTS

Address: ONE WINTHROP SQUARE BOSTON MA 02110
Street City State Zip

Telephone: (617) 426-1680

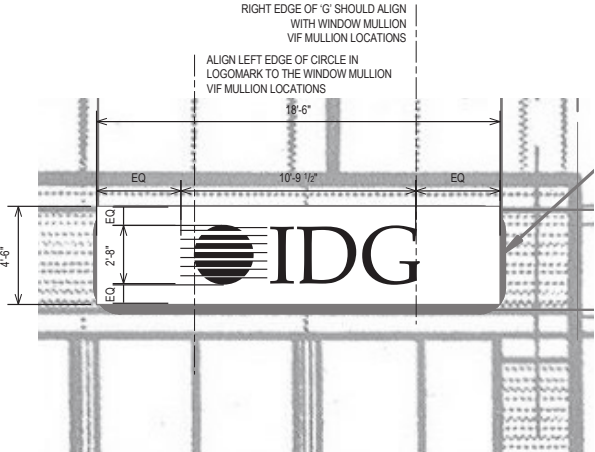
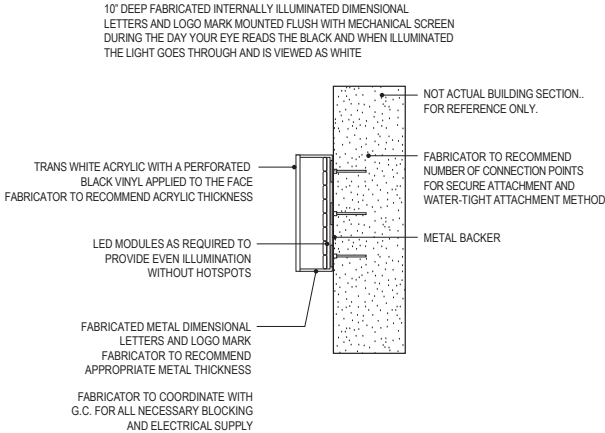
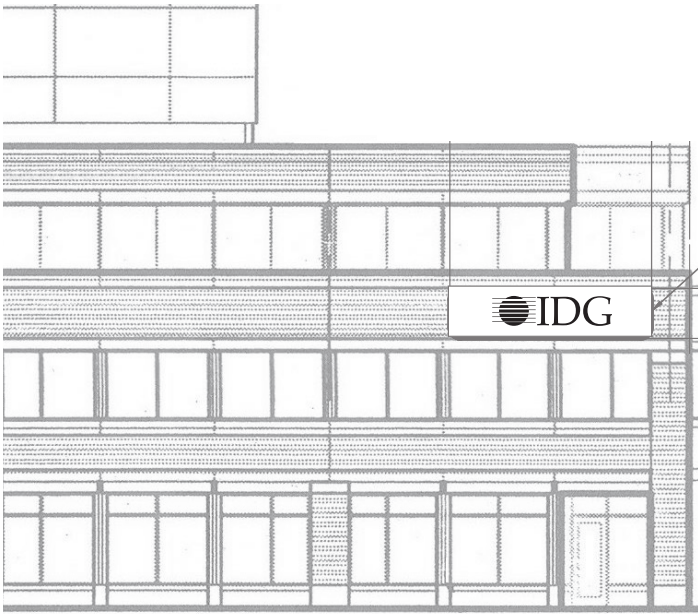
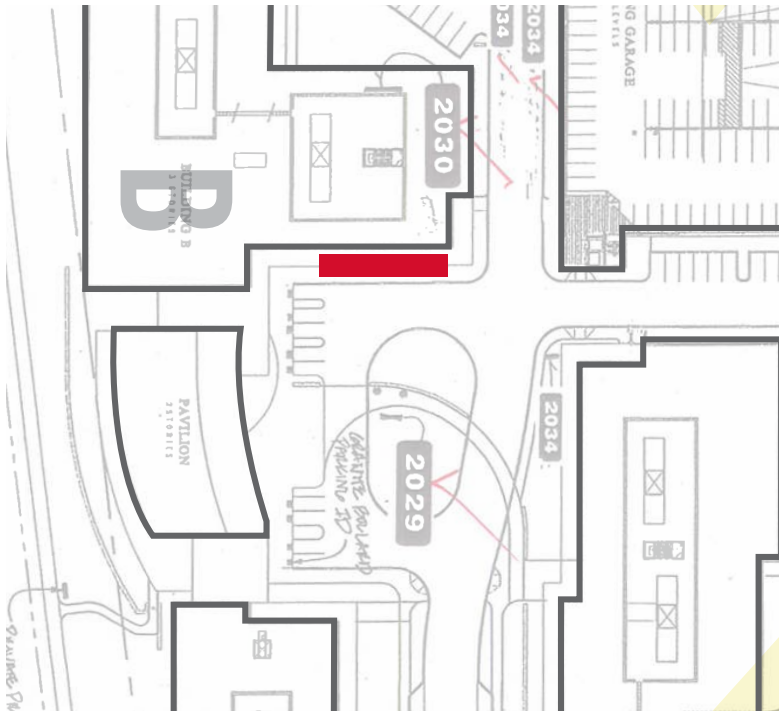
<i>Type of Application</i>	
☒	Sign
☐	Minor Project
☐	Exterior Alterations
Major Project	
☐	- preliminary
☐	- final
☐	Flexible Subdivision
☐	Planned Residential Development
☐	Residential Compound

Brief description of sign or project:

Sign A2 on plan

Installing a new sign on the building, within which the tenant will occupy, facing the interior courtyard

SIGN A2



A2.3 | SECTION DETAIL & ILLUMINATION REFERENCE IMAGE
SCALE: 1/4"= 1'-0"

A2.2 | ELEVATION DETAIL
SCALE: 1/4"= 1'-0"

A2.1 | ELEVATION
SCALE: 1/8"= 1'-0"

SIGN TYPE A2 / EXTERIOR BUILDING IDENTIFICATION (BUILDING MTD)



TOWN OF NEEDHAM

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Telephone: _____

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Address: 5 SPEEN STREET FRAMINGHAM MA 01701
Street City State Zip

Telephone: (508) 872-8200

Designer/Installer: DYER BROWN ARCHITECTS

Address: ONE WINTHROP SQUARE BOSTON MA 02110
Street City State Zip

Telephone: (617) 426-1680

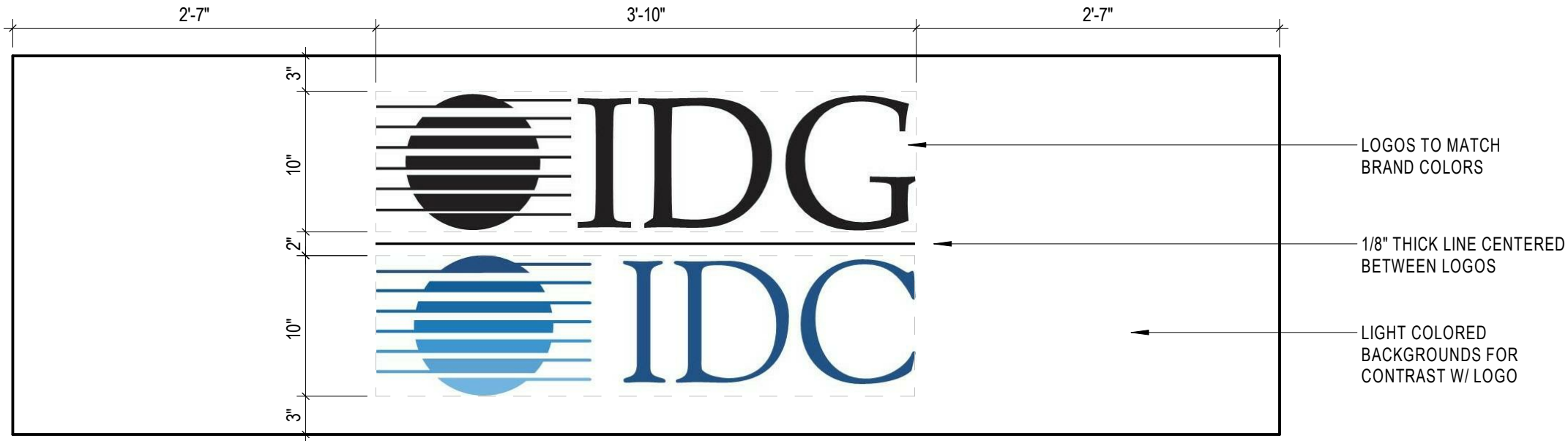
<i>Type of Application</i>	
☒	Sign
☐	Minor Project
☐	Exterior Alterations
Major Project	
☐	- preliminary
☐	- final
☐	Flexible Subdivision
☐	Planned Residential Development
☐	Residential Compound

Brief description of sign or project:

Sign A3 on plan

Swapping out the existing PTC logo on the monument at the campus entrance on Kendrick Street

SIGN A3



1 TEMPORARY EXTERIOR MONUMENT SIGNAGE - VINYL APPLICATION
1" = 1'-0"



NOTE: MATERIALITY AND INSTALLATION TO BE DICTATED BY BUILDING LANDLORD.

C:\Revit 2019 Local Files\MA NEEDHAM_140 KENDRICK ST_01-03_CD_IDC IDG_R19_CENTRAL_khumphries.rvt
Dyer Brown & Associates Inc. - ©2019 ALL RIGHTS RESERVED - PLOTTED: 7/17/2020 2:28:09 PM

DATE 07/17/20	CLIENT IDC IDG	PROJECT OFFICE TENANT FIT OUT	DYER BROWN DYER BROWN ARCHITECTS DYERBROWN.COM One Winthrop Square Boston, MA 02110-1209 T 617 426 1680 F 617 426 2187
NO. A10.08	TITLE EXTERIOR SIGNAGE - REVISED		

A

94299
Version 01
05-04-16

PTC
Update Logo
Permit Signage

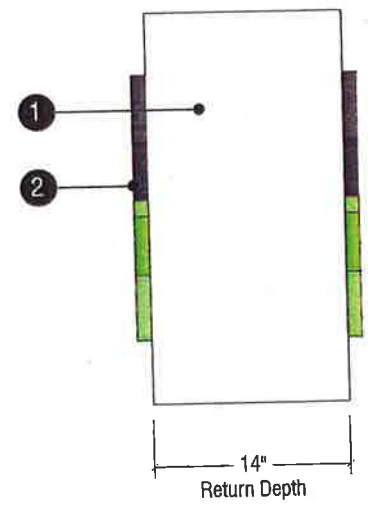
Overlays

Quantity: 1 Set (2 Faces w/ Logos; 2 Returns)

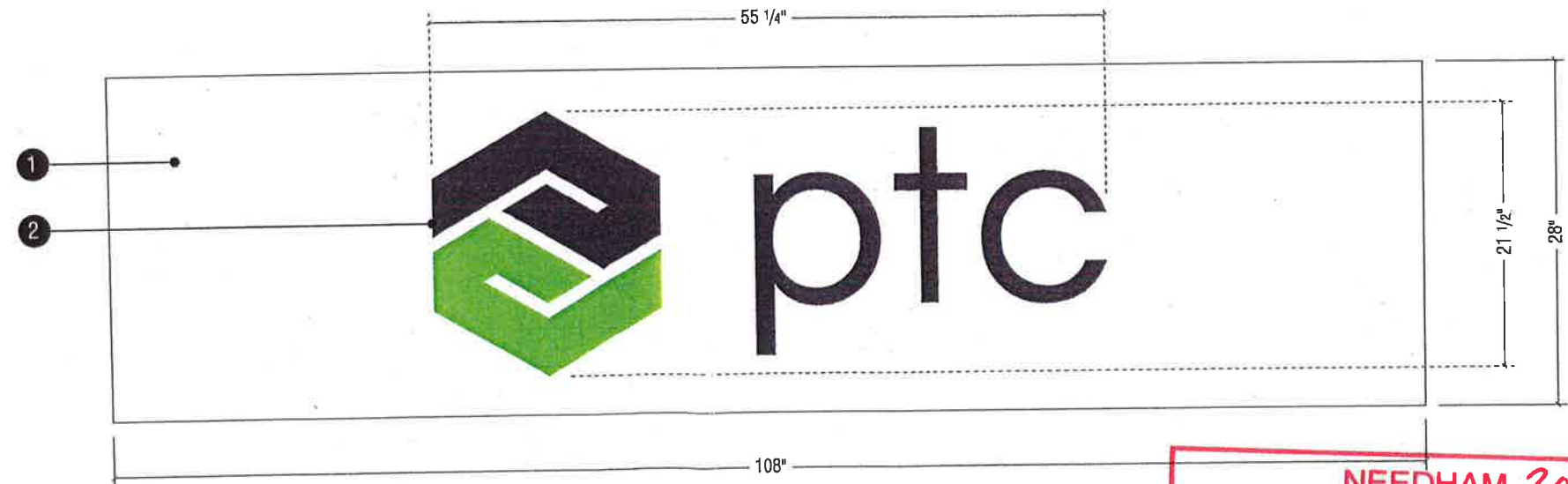
- 1 .063 Aluminum Faces / Returns (Painted: Matte White)
- 2 1" Fabricated Aluminum Letters (Painted: PMS 445C, PMS 360C) (Matte Finish) Stud Mounted to Flush to Sign Fascia w/ 1/4-20 Studs
- 3 Installed with VHB Adhesive Tape / Construction Adhesive; Top/Bottom Bands (Painted: PMS445C)(Matte Finish) Onsite



Top/Bottom Bands to be Painted:
PMS445C (Matte Finish) Onsite



2 End View
Scale: 1:4
Fabrication



1 Elevation
Scale: 1:4
Fabrication

PTC SIGN THAT EXISTS TODAY

NEEDHAM 3027 A
DESIGN REVIEW BOARD
• RECOMMENDED ACTION •
APPROVAL: [Signature]
APPROVAL WITH CONDITIONS: _____
DISAPPROVAL: _____
DATE: 7/11/16



170 Liberty Street
Brockton, MA 02301
508-580-0094

DESIGNED BY
Gwen Ferrigno
PROJECT MANAGER
Amy Lynch
PROJECT BOSS
Marie Chase
REVIEWER
BM

SCALE 25%

SHEET
G01.00

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DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

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Street City State Zip

Telephone: _____

Applicant: INTERNATIONAL DATA GROUNG, INC.

Address: 5 SPEEN STREET FRAMINGHAM MA 01701
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Telephone: (508) 872-8200

Designer/Installer: DYER BROWN ARCHITECTS

Address: ONE WINTHROP SQUARE BOSTON MA 02110
Street City State Zip

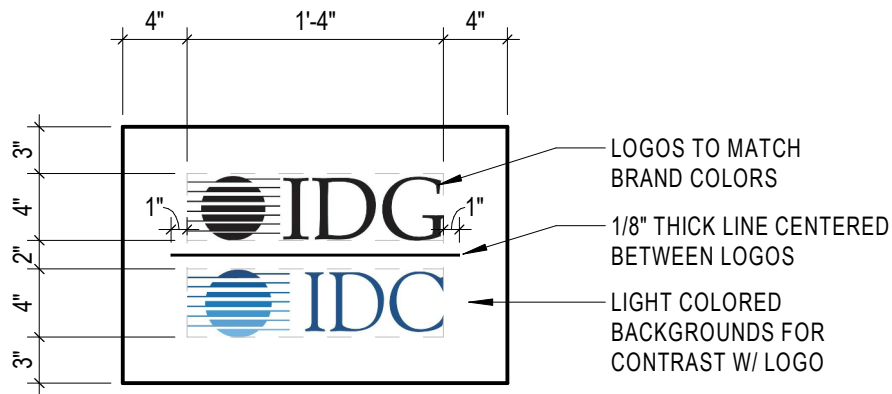
Telephone: (617) 426-1680

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

Brief description of sign or project:

Sign A4 on plan

Installing a new plaque that will identify the tenant's new entrance, to be located on the brick column adjacent.



2 TEMPORARY EXTERIOR BUILDING SIGNAGE
1" = 1'-0"



NOTE: MATERIALITY AND INSTALLATION
TO BE DICTATED BY BUILDING LANDLORD.

DATE 06/03/20	CLIENT IDC IDG	PROJECT OFFICE TENANT FIT OUT	DYERBROWN DYER BROWN ARCHITECTS DYERBROWN.COM One Winthrop Square Boston, MA 02110-1209 T 617 426 1680 F 617 426 2187
NO. A10.08	TITLE EXTERIOR SIGNAGE		



Design Review Board Meeting Minutes

Monday, July 13, 2020

7:30 PM

Board Members and Staff:

Mark Gluesing, Chair (P)

Chad Reilly, Board Member (P)

Deborah Robinson, Board Member (P)

Bob Dermody, Board of Member (P)

Nelson Hammer, Board of Member (P)

Rana Mana-Doerfer, DRB Recording Secretary (P)

Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

Applicants and Attendees:

Anna Haluch, ProSign Graphics representing U.S. Storage Centers Self-Storage and attending the meeting for an informal review of a signage proposal to be located at 540 Hillside Avenue.

Thomas Acosta, Visual Graphic Systems applying for signage representing Coldwell Banker Realty located at 1498 Highland Avenue.

Scott Clement, Sign Design representing Coldwell Banker Realty located at 1498 Highland Avenue.

Bhuren Patel (Owner), Home Kitchen Inc. Bryn Robinson, Boston Sign Company, applying for signage at 324 Chestnut Street.

Mr. Chair called the meeting to order on July 13th, 2020 at 7:30 PM EST

Mr. Chair notified attendees of new public meeting orders issued by the governor of Massachusetts.

Agenda Item 1:

Coldwell Banker Realty, 1498 Highland Avenue.

Mr. Thomas Acosta deferred his time to Mr. Scott Clement. They are looking to install Coldwell Banker branding at 1498 Highland Ave. It is a non-lit aluminum frame, a 26 ½ square foot sign, same height as the adjacent tenants to left and right.

Mr. Reilly: what is the height of the letters?

Mr. Acosta: The letter is 5 ½ to 6 inches on the Coldwell Banker Realty letters.

The Chair asked if the lettering is too small. Mr. Nelson indicated that he finds the sign legible.

Motion to approve signage at 1498 Highland Ave was made by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	AYE/NAY	
Mark Gluesing, Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

Agenda Item 2:

Home Kitchen Inc, 324 Chestnut Street.

Bhuren Patel wishes to install a sign using the existing aluminum frame structure on the building. Instead of white letters they would like to install a cloud backer behind the lettering. The sign would have a white contour cut shape that goes around the perimeter of the lettering, and then black ½ inch thick dimensional lettering would be applied to the cloud backer.

Mr. Reilly: The text is unusual, how legible is the text going to be? He wonders how easy it will be to read the “Home Kitchen” lettering? He also asked about the light background visibility compared to other signs on the building with the building color background.

Ms. Robison does not believe the black lettering on a light background will be an issue.

Mr. Dermody noted that he finds the font extremely difficult to read. He is also concerned the sign will be much higher than others as it is currently proposed.

Ms. Robinson: will look into lowering the sign to match others of neighboring businesses.

Mr. Reilly asked why the tag line on the compound sign panel "From our kitchen to yours" is necessary?

The Board generally allows a few words to help businesses identify themselves properly.

Mr. Reilly and the Board would like a shorter phrase, 3 words or less.

Mr. Patel explained to Mr. Reilly that the tagline serves the purpose of identifying the business in more detail, which aims to be the Blue Apron version of Indian cooking.

Mr. Patel's wife suggested off screen the tagline of "Home Cooked Meals". The Board agreed that this tagline is much better.

Motion to approve the application of 324 Chestnut street, for two signs given the following conditions was made by Mr. Hammer:

1. Applicant has the option to change the coloring to light letter on a dark background.
2. Applicant is to lower sign to closer alignment with the bottom of the other signs on the building
3. For the second sign on the compound sign the applicant is to change the tagline to "Home Cooked Meals"

Motion is seconded by Mr. Reilly.

Name	AYE/NAY	
Mark Gluesing, Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

Agenda Item 3:

An informal review for informational purposes of signage proposal for U.S. Storage located at 540 Hillside Ave.

Anna Haluch of ProSign Graphics came before the Board to discuss installation two channel letter set signs on the new building located at 540 Hillside Ave. One would face Hillside Ave, the other would face the parking lot where the main entrance will be located. They also propose to install a monument sign adjacent to Hillside Avenue.

The applicant stated that while the square footage is a bit large, this is partly due to the shape of the logo. However, the building is large, and if the Board is to look at the whole picture the footage the applicant believes the size is more appropriate.

The Chair indicated it was a good idea that Ms. Haluch to come before the Board informally. They have the right to apply for one sign and are applying for three, which would trigger the special permit requirements.

Mr. Reilly feels that for that part of town it is not a major through-way, and the people frequenting this location are there purposefully. He is not clear as to why so much signage would be required. The location is not near a highway, and the normal allowable 32 square feet for a sign is appropriate for most locations, including this one.

Ms. Robinson indicated that she also feels the amount of signage requested is too much.

Mr. Dermody: He does not expect a lot of drive-by business. He also feels the amount of signage would be too much. Persons generally in this area are there on purpose and such large signage would be superfluous. He also questioned the location of the monument sign on Hillside Ave, believing it is too close to the neighboring property driveway. The Chair agreed.

The Board gave Ms. Haluch directions on what they would like to see in her official application. The review concluded that Ms. Haluch will speak with her client, and she will submit the necessary application and information to the Board. The Board suggested that the monument sign be located closer to driveway entrance of the property. The size of the building signs should be compliant with the by-law. The second sign facing the parking lot is required to be smaller than the main building sign, and to be located near the entrance. The request for three signs is not likely to be granted a special permit. The Board recommends the monument sign be the primary sign application and the other building signage be part of the special permit review.

Review of Minutes 7/13/2020

**Motion to approve meeting minutes of 6/15/2020 was made by Mr. Dermody

Motion was seconded by Mr. Hammer.

Name	AYE/NAY	
Mark Gluesing, Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

The Design Review Board meeting was adjourned at 8:30pm.