

**DESIGN REVIEW BOARD**

**Monday, August 10, 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](http://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](http://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. CONTINUED: Walter Bonola (Doosan Fuel Cell America, Inc.) applying for fuel cell project at TripAdvisor, 400 First Avenue.
2. Heather Dudko, National Sign Corp., representing Santander Bank located at 961-965 Great Plain Avenue applying for signage.
3. Needham Cultural Council applying for art design wrap for utility box located at 140 Kendrick Street.

Review July 27, 2020 Meeting Minutes.



**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

**Application and Report**

Location: 400 First Avenue Date: June 2, 2020

Owner: US Realty Advisors, LLC

Address: 1370 Avenue of the Americas, New York, New York. 10019  
Street City State Zip

Telephone: 212.581.4540

Applicant: Doosan Fuel Cell America, Inc.

Address: 101 East River Drive, East Hartford, CT 06074  
Street City State Zip

Telephone: 860.250.3776

Designer/Installer: Willdan Genesys Engineering

Address: 628 Fifth Ave. Bldg. 3 Suite 111 Pelham, NY 10803  
Street City State Zip

Telephone: 914.633.6490

| Type of Application                                      |
|----------------------------------------------------------|
| <input type="checkbox"/> Sign                            |
| <input type="checkbox"/> Minor Project                   |
| <input type="checkbox"/> Exterior Alterations            |
| Major Project                                            |
| <input type="checkbox"/> - preliminary                   |
| <input type="checkbox"/> - final                         |
| <input type="checkbox"/> Flexible Subdivision            |
| <input type="checkbox"/> Planned Residential Development |
| <input type="checkbox"/> Residential Compound            |

Brief description of sign or project:

Installation of a Doosan Model 400 fuel cell power plant on a structural steel platform over the loading

dock area. powerplant and associated equipment to be fully screened with screening painted

to match building envelope.







**Cooling Module**

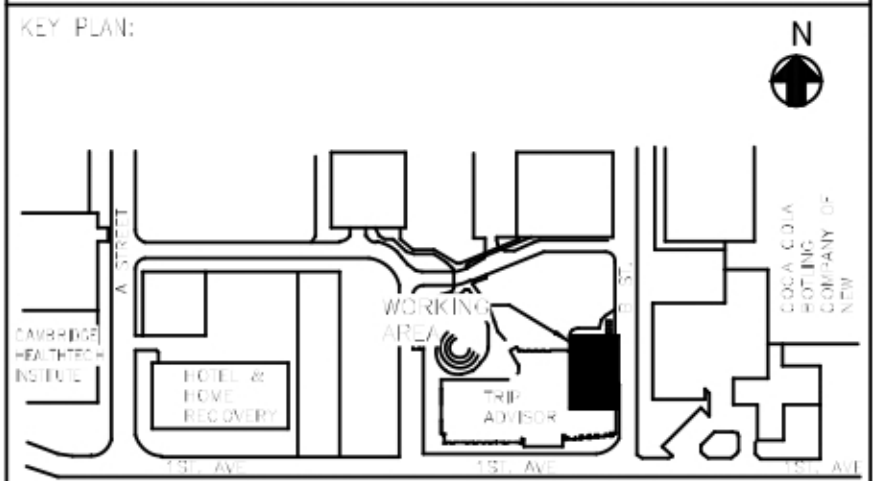






OWNER  
**DOOSAN FUEL CELL**

PROJECT NAME  
TRIP ADVISOR  
FUEL CELL INSTALLATION  
400 1ST AVE, NEEDHAM, MA 02494



| REV. | DATE       | ISSUE DESCRIPTION      |
|------|------------|------------------------|
| 1    | 08-01-2020 | CONSTRUCTION DOCUMENTS |
| 2    |            |                        |
| 3    |            |                        |
| 4    |            |                        |
| 5    |            |                        |
| 6    |            |                        |
| 7    |            |                        |
| 8    |            |                        |
| 9    |            |                        |
| 10   |            |                        |



STATIONING  
**RST Technical Services, LLC**  
101 FELLOWSHIP ROAD  
UNIT 43  
UWCHLAND, PA 19480

COORDINATION DRAWING

| DATE       | BY       | CHKD     |
|------------|----------|----------|
| 08-01-2020 | J. J. J. | J. J. J. |
| 08-01-2020 | J. J. J. | J. J. J. |
| 08-01-2020 | J. J. J. | J. J. J. |
| 08-01-2020 | J. J. J. | J. J. J. |
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| 08-01-2020 | J. J. J. | J. J. J. |
| 08-01-2020 | J. J. J. | J. J. J. |
| 08-01-2020 | J. J. J. | J. J. J. |

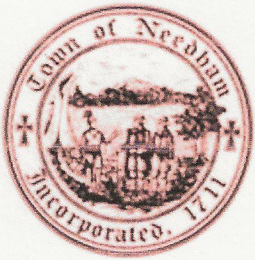
**COORDINATION DRAWING**  
N.T.S.

Scale: 1/8" = 1'-0"  
24"x36"









**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

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

Location: 961-965 GREAT PLAIN AVE Date: 1/30/2020  
Owner: S-BNK NEEDHAM CENTRE, LLC (SANTANDER)  
Address: 961 GREAT PLAIN AVE NEEDHAM MA 02492  
Street City State Zip  
Telephone: 617 (508) 612-6954  
Applicant: NATIONAL SIGN BY: HEATHER DUDKO  
Address: 27 OLD MARTINHOUSE ROAD AUBURN MA 01501  
Street City State Zip  
Telephone: 508-612-6954  
Designer/Installer: NATIONAL SIGN CORP.  
Address: 180 FOUR RUN ROAD BERLIN CT 06037  
Street City State Zip  
Telephone: \_\_\_\_\_

| Type of Application                                      |
|----------------------------------------------------------|
| <input checked="" type="checkbox"/> Sign                 |
| <input type="checkbox"/> Minor Project                   |
| <input type="checkbox"/> Exterior Alterations            |
| Major Project                                            |
| <input type="checkbox"/> - preliminary                   |
| <input type="checkbox"/> - final                         |
| <input type="checkbox"/> Flexible Subdivision            |
| <input type="checkbox"/> Planned Residential Development |
| <input type="checkbox"/> Residential Compound            |

Brief description of sign or project:

UPDATE/REPLACE SIGNAGE FOR SANTANDER.  
(REMOVE 16 & HALO LETTERS.) Replace with halo letters on red background.  
2x16.





**CC#0683-00 Needham Center**  
**965 Great Plain Avenue - Needham, MA**

22-September-2017  
Revised: 01-April-2019



SANTANDER / CC#0683 - Needham Center - 965 Great Plain Avenue - Needham, MA - **OPTION 2**



Existing



Proposed

REPLACE BLACK SANTANDER LETTERS WITH WHITE LETTERS and Red Background Panel

SANTANDER / CC#0683 - Needham Center - 965 Great Plain Avenue - Needham, MA - **OPTION 2**



Existing

INCREASE SIZE OF 2 ENTRY WALL SIGNS TO 36"W X 18"H, WITH STACKED LOGO.



Proposed





## **TOWN OF NEEDHAM**

### **DESIGN REVIEW BOARD**

*Public Service Administration Building*

*500 Dedham Avenue*

*Needham, MA 02492*

### **Application and Report**

*Location:* 140 Kendrick Street at Third Avenue *Date:* 08/02/2020

*Owner:* Town of Needham

*Address:* Needham Town Hall Needham MA 02492  
*Street City State Zip*

*Telephone:* 781-455-7500

*Applicant:* Needham Cultural Council

*Address:* Needham Town Hall Needham MA 02492  
*Street City State Zip*

*Telephone:* 781-455-7500

*Designer/Installer:* Speedpro Graphics

*Address:* 629 Highland Avenue Needham MA 02492  
*Street City State Zip*

*Telephone:* 7817904779

| <i>Type of Application</i>                                      |
|-----------------------------------------------------------------|
| <input checked="" type="checkbox"/> <b>Sign</b>                 |
| <input type="checkbox"/> <b>Minor Project</b>                   |
| <input type="checkbox"/> <b>Exterior Alterations</b>            |
| <b>Major Project</b>                                            |
| <input type="checkbox"/> <b>- preliminary</b>                   |
| <input type="checkbox"/> <b>- final</b>                         |
| <input type="checkbox"/> <b>Flexible Subdivision</b>            |
| <input type="checkbox"/> <b>Planned Residential Development</b> |
| <input type="checkbox"/> <b>Residential Compound</b>            |

*Brief description of sign or project:*

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The Needham Cultural Council on behalf of the Town of Needham has embarked on a program to fund and produce artist designs for utility boxes in prominent areas of town. The project is meant to express

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the artistic and cultural identity of the people of Needham. Our second box will be located in front of the former PTC building located at 140 Kendrick St in Needham. The commissioned work entitled "Reach" is by John Judge, an artist with a studio at Gorse Mills in Needham. John will work in collaboration with Speedpro Graphics to produce a vinyl wrap for the utility box. The design was approved unanimously by the Needham Cultural Council as well as the Select Board via consent agenda on July 21st, 2020.



## NEEDHAM CULTURAL COUNCIL

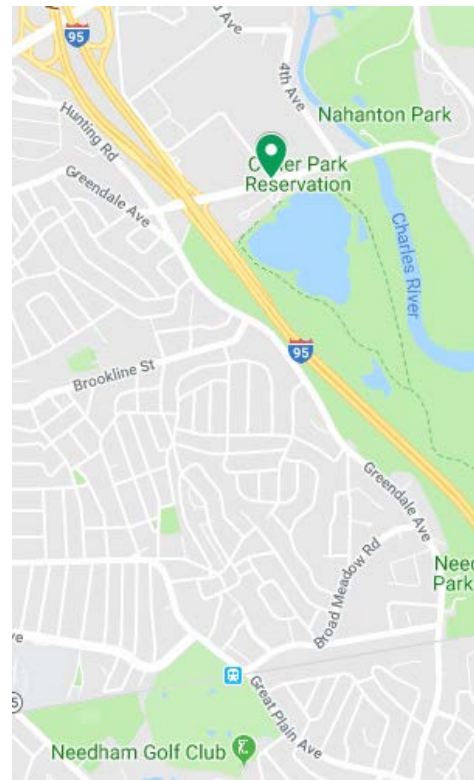
### Utility Art Box Supporting Material

John Judge's artwork "Reach" to be printed on vinyl wrap



Utility box located at intersection of Third Avenue and Kendrick Street.





Plaque 8.5" x 11" attached to side of box

***"Reach"***  
***by John Judge***

This work of art was produced by the Needham Cultural Council, a local agency funded by the Mass Cultural Council, a state agency, in partnership with Beth Israel Deaconess Needham.

Thank you to Beth Israel Deaconess Needham for supporting the artistic and cultural vitality of our town.



**Design Review Board Meeting Minutes**  
**Monday, July 27, 2020**  
**7:30 PM**

**Board Members:**

Mark Gluesing, Chair (P)  
Len Karan, Board Member (P)  
Chad Reilly, Board Member (P)  
Steve Tanner, Board of Member (P)  
Rana Mana-Doerfer, DRB Recording Secretary (NP)  
Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

**Applicants & Attendees:**

1. Susan Canning applying for signage at the Walker School located at 1968 Central Avenue.
2. Chrissy Ripley of Sign Design on behalf of the Walker School.
3. George Needs, Boston Properties representing IDG applying for signage at 140 Kendrick Street.

Mr. Chair called meeting to order on July 27th, 2020 at 7:30 PM EST

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

**Agenda Item 1:**

**Walker School, 1968 Central Ave**

Chrissy Ripley of Sign Design presented the proposal to replace the two existing panels of the monument sign at the entrance of the property. The Walker School intends to leave the posts as is and change out the panel with new one-inch thick panel. The main change is the logo. The existing signs are single sided, and the proposed signs will be the same.

Mr. Chair asked Ms. Ripley the size of the panel. She answered 34 inches by 67 inches, but she believed the existing sign is closer to 36 inches high due to the lettering size.



Mr. Chair also asked what the proposed height of the lettering will be. Ms. Ripley estimates the lettering to be 12 inches high.

Mr. Reilly asked in terms of the existing sign what kind of construction it is. Ms. Ripley indicated it is a flat vinyl graphic. Mr. Reilly also wondered if stating the word “Needham” on the address portion is necessary.

Ms. Canning of the Walker School said she is open to suggestions from the Board. However other campuses they operate have the location of the school on the signs, so they would like it to be consistent with other signage.

Mr. Karan said he believes the sign looks a little busy, and he would worry if the sign were to have 3 lines instead of 2. He wonders if the word Needham can go below the address if it is necessary to identify the location of the school.

Mr. Tanner asked if the sign is double sided what would be on the back of the sign. Ms. Ripley indicated that the sign is single sided with a white finished look in the back.

Motion to approve with conditions that the word Needham be placed under the address and be separated by a single line by Mr. Reilly.

Motion was seconded by Mr. Karan.

| Name          | Aye | Nay |
|---------------|-----|-----|
| Mark Gluesing | Aye |     |
| Len Karan     | Aye |     |
| Chad Reilly   | Aye |     |
| Steve Tanner  | Aye |     |

Please send approved application back to Sign Design at 170 Liberty St. Brockton 02301

## **Agenda Item 2:**

### **IDG, 140 Kendrick St.**

Mr. George Needs, Property Manager for Boston Properties presented the proposal for IDG..

The Chair asked Mr. Needs if he spoke with the Building Department. Mr. Needs said no, but that the property already has a special permit in place from their former occupants. Mr. Chair explained that special permits do not roll over.

Mr. Needs will have to begin a special permit process. His time in front of the Board will be used for informational purposes so he understands the recommendations regarding the four signs he wishes install.

Mr. George Needs, Property Manager presented his application to install 4 new signs. (\*\*Please note the signs will be referenced as A1,A2,A3,& A4)

Mr. Needs informed the Board that a new tenant, IDG will be leasing an entire building at 140 Kendrick St, with a planned move in date of January 2021. The former tenant of this location was PTC who moved to the seaport district.

**Sign A1:**

A1 will be located on a mechanical screen, replacing the existing PTC sign facing highway I95. The existing sign is 15 ½ feet in length and 6 feet in height. The new sign will be 14 ft 8 inches in length and 3 feet in height.

The letters will be individually mounted acrylic, with a perforated black vinyl covering.

**Sign A2:**

A2 is a new sign that will be installed, similar to the mechanical sign referenced in A1. It will be affixed to the building facing the interior courtyard and will serve as a way finder for guests visiting the campus. It cannot be seen from outside the campus. The new sign will be 10 ft 9 inches in length and 2 ft 8 inches in height.

**Sign A3:**

Sign A3 will replace the existing PTC sign on the monument sign at the entrance with the IDG logo. The existing sign is 4 ft 7 inches in length and 1 ft 9 inches in height, total of 8 square feet in area. The proposed sign will be 3 ft 10 inches in length, 1 ft 10 inches in height, total of 7 square feet in area. A vinyl film will be applied to the logo.

**Sign A4:**

Sign A4 will be a new sign installed at the building entrance for IDG. The entrance will serve as the primary entrance at the interior plaza. Proposed dimensions are 24 inches wide & 16 inches in height.

**Questions from the Board regarding sign A1:**

The Chair wanted clarification on what exactly is illuminated. Mr. Needs noted that the dark letters will be lit. During the day the logo will be read black, but at night the light will shine through the perforations in the vinyl.

Mr. Tanner asked what color are the returns? Mr. Needs indicated the returns are made of fabricated metal and will be a stainless color. Mr. Tanner also asked if the grey lines in the logo will be lit. Mr. Needs indicated that it will also be lit.

Mr. Reilly wanted to confirm that all letters are mounted. Mr. Needs indicated that the letters are individually mounted.



**Questions from the Board regarding sign A2:**

Mr. Reilly expressed concern regarding approving signs like these because it sets a precedence where other businesses might demand their own sign, and if a building has 3 or 4 tenants, then it might not be prudent to approve this sign without having a master plan for signs of several tenants in a building campus.

Mr. Needs informed the Board that Boston Properties has signage standards for their tenants, and that they usually only lease the building as a whole to one tenant, and not multiple tenants.

Mr. Reilly indicated that he would like an attachment of the Boston Properties signage standard included with their application. That way the Board is able to reference this standard for any future applications at 140 Kendrick St.

**Questions from the Board regarding sign A3:**

Mr. Gluesing asked if the sign is illuminated.

Mr. Needs indicated that the sign is not illuminated, and they plan on having the lettering on a white background.

Mr. Reilly indicated once more his concern regarding a multi-tenant scenario. Mr. Needs assured the Board that they will be careful of not having more than 2 or 3 tenants at this location (1 per building).

Mr. Gluesing advised Mr. Needs to integrate the comments from this meeting when applying for the special permit.

**Approval of Minutes:**

Motion to approve the minutes of July 13<sup>th</sup>, 2020 by Mr. Reilly.

Motion seconded by Mr. Karan.

| Name          | Aye | Nay |
|---------------|-----|-----|
| Mark Gluesing | Aye |     |
| Len Karan     | Aye |     |
| Chad Reilly   | Aye |     |
| Steve Tanner  | Aye |     |

**Motion to Adjourn:**

A motion to adjourn was moved by Mr. Reilly and seconded by Mr. Karan.

| Name          | Aye | Nay |
|---------------|-----|-----|
| Mark Gluesing | Aye |     |
| Len Karan     | Aye |     |
| Chad Reilly   | Aye |     |

|              |     |
|--------------|-----|
| Steve Tanner | Aye |
|--------------|-----|

The Design Review Board meeting was adjourned at 8:20pm.

DRAFT