



Design Review Board Meeting Minutes
Monday, November 2, 2020
7:30 PM

Board Members:

Mark Gluesing, Chair (P) Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (P)
Chad Reilly, Board Member (p)
Steve Tanner, Board Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (P)
Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

Applicants & Attendees:

1. Special Permit applications, Anna Haluch, Pro Sign Service applying for 2 signs at 540 Hillside Ave.
2. Special Permit applications, James Flynn, applying for three special permits for signage for Century Bank located at 1433 Highland Ave.
3. Façade Renovations, Evans Huber, representing Century Bank located at 1433 Highland Avenue
 - James Flynn, Century Bank VP.
 - Peter Darlow, Architect.
4. Sign application, Ron Ferrigno, Sign Design Inc. representing Warehouse Picture Framing located at 49 Highland Avenue.
5. Signage, and Façade renovations, Mary Stanton, Dasco Signs representing The Needham General Store located at 399 Great Plain Avenue.
 - Megan Pesce & Mark Pesce.

Mr. Chair called the meeting to order on November 2, 2020 at 7:30 PM EST.

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

Agenda Item 1:

(Continued) Public notice is hereby given that 540 Hillside Avenue LLC C/O SSG Hillside Needham LLC, located at 540 Hillside Ave, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.2, (Wall sign exceeding 32 Sq. Ft.) and Section 5.5.3.2(b) (Allowing additional wall sign) any other applicable sections of the By-law.
- Anna Haluch

Ms. Haluch presented her application to install a 55 sq. ft. halo lit channel letter sign, Sign A, on the west elevation of the building, as well as a 20 sq. ft. non illuminated cut out letter sign, Sign B, on the south elevation of the building, facing the parking lot.

Previously Ms. Haluch has appeared informally before the Board regarding the west, Hillside Avenue, elevation signage. Her client had wanted to install an 80 sq. ft. sign which the Board recommended they submit a smaller sign for approval.

Mr. Tanner said that he does not see a reason for such a large sign on the west elevation. Ms. Haluch said the original 80 sq. ft. sign that was informally proposed was deemed too large by the Board. However, the 55 sq. ft. sign is more proportional with the building's façade.

Mr. Hammer said he agrees with Mr. Tanner regarding the proposed sign being too large. People driving on the road will be able to identify the business by the monument sign at the street level driveway entrance. He said he does not have a problem with the second Sign B on the south elevation.

Mr. Reilly said he also agrees with his fellow Board members. The sign as currently proposed is too big. People trying to locate the business will not be using that sign for identification from the street level.

He said the second sign on the south elevation is reasonable. However, he thought the sign is not symmetric and is sitting uncomfortably over the windows. He wondered if it would look better centered over the windows on the brick pier.

Mr. Dermody said he also agrees, 55 sq. ft. is too big for the purpose of the sign. Customers seeking the business will see the monument sign before they see the other sign.

Mr. Dermody said the south elevation sign was fine as proposed.

The Chair noted that the Board had asked the applicant in a previous informal meeting to show the Board a sign that met the size limit of the By-Law. The Board agreed that that sign was more appropriate.

Motion to approve Sign "A" with the condition the size be limited to 30.36 Sq Ft, as shown in the alternate proposal, and that the sign is halo illuminated, by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Motion to approve Sign "B" with the condition it is to be centered on the brick pier between the glass entry doors by Mr. Hammer.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Public notice is hereby given that Century Bank to be located at 1433 Highland Avenue, has made application to the Design Review Board for three Special Permits pursuant to the Sign ByLaw Section 5.3.4. First Special Permit (2nd Wall sign exceeding 32 Sq. Ft.) and Section 5.5.3.2(b), Second Special Permit (Allowing additional Blade sign) section 5.4.2.2 (d), and Third Special Permit (Allowing installation of signs on two pre-existing freestanding signs) section 5.5.3.1. and any other applicable sections of the By-law. -Evans Huber, Attorney

Mr. Chair wanted to clarify to the applicants that by right they can have one sign. The way that the applicant worded their application they are choosing the sign facing the parking lot as their by right sign.

The Applicant said both signs are important to them, but they will keep the parking lot facing sign as their main by right sign as it is the one located at their entrance.

Mr. Chair asked the Board if they have any objections to the small one square foot signs on the panels by the window where the live teller will be, they would generally be by-right signs, and will the Board be comfortable passing those as is. The Board did not object. Mr. Chair also said he has no issue with the existing monument parking entrance signs as the replacement panels are under two square feet.

Mr. Reilly said the east façade sign would be visible for traffic from either direction on Highland Ave. He added that two signs of that scale on a building that is on the smaller side seemed heavy handed. Usually the Board prefers signs of the same size if there are two on either side of a building. However, in this case the sign over the doorway might suffice. His concern is the signs are too big for the relatively small frontage.

Mr. Chair asked Mr. Darlow what the height of the letter “C” in the proposed Century Bank sign is. He said it is about 18 inches.

Mr. Chair said that compared to the Citizens Bank sign on Chapel Street which was limited to 15 inches it is highly visible. He suggested a similar size limitation for this application. He is also not convinced of the need for two signs on the building

Mr. Tanner said he was under the impression that a secondary sign must be smaller than the primary sign. But he does concur with Mr. Reilly regarding symmetrical signage. He suggested perhaps limiting the sign to 15 inches and having the sign be back-lit.

Mr. Hammer said he agrees with Mr. Tanner.

Mr. Dermody said if there were to be two signs of equal size, they should be smaller. At this scale they are too big to be the same size. He complimented the design of the signage. He would argue for a smaller sign on each façade or a much smaller secondary sign.

Motion to approve the north elevation sign with the letter “C” scaled to 15 inches, the rest of the letters to be scaled proportionally, and for the sign to be backlit by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Motion to approve special permit signage, street signs & the signs on the glass panels as submitted, the east elevation Highland Avenue sign be approved with the condition the letter “C” scaled to 15 inches, the rest of the letters to be scaled proportionally, and for the sign to be backlit by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 3: (Façade Work)

Century Bank located at 1433 Highland Avenue applying for façade work. – Evans Huber

Mr. Huber gave a brief description of what Century Bank is proposing. They are taking over the space previously occupied by the (Self Serve) Laundromat next to Anton’s. Mr. Darlow the architect for the project, presented the new design.

They are removing the existing sloped wood awning. They will use the existing structure to support a new design. The new awning will be flat with a metal fascia and soffit on the entrance wall. On the Highland Avenue side of the building the awning will be a framework sunscreen, not a solid covering.

They are replacing all the store-front, filling in about 10 to 15% of the total glass area. There is an existing worn-out brick veneer curb below the storefront that they are taking off and covering that over with black porcelain tile. At the walk-up window there will be 2 glass wind break panels.

Mr. Reilly asked how the existing canopy remaining at the dry cleaners is going to be terminated where it meets the proposed façade for Century Bank. Mr. Darlow said the proposed project will only

take off the sloped awning on their portion. They will fill the side of the existing awning with a panel finished to match the existing awning.

Mr. Chair asked Mr. Darlow to confirm they are installing the new canopy on an existing framing structure. Yes, there is an existing canopy structure that was buried inside of what you see as the sloped awning. How will it drain? It is a runoff/drip drainage, no gutter.

Mr. Reilly asked about the parking bollards in the parking lot. There is a bollard on the end of each designated parking area. There is no bollard at the end near the cross hatched-in parking spot on the map. Mr. Darlow said that is supposed to be left vacant because it is the ADA/Handicapped access.

Mr. Dermody asked about how the canopy will be lit. The lights will be recessed under the canopy at the bank entrance, and a light over the window at the walk-up teller zone.

Motion to approve façade changes as submitted by Mr. Dermody.

Motion seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 4: (Signage)

(No one attended the meeting to present this application)

Agenda Item 5: (Signage & Façade Work)

Dasco Signs representing The Needham General Store Located at 399 Great Plain Avenue applying for signage and façade work. - Mary Stanton

Ms. Megan Pesce, owner of the Needham General Store gave a quick overview to the Board regarding the proposed façade work. The proposal is to paint the building white with a grey trim. They also want to extend the awning to fill the whole area of the building where the entrance door is located and change the color of the awning from orange to a black & white stripe.

Mr. Tanner said he likes the proposed changes to the façade. He also wanted to point out that the fabric of the awning is not a stark white, and they should see a sample of the fabric before selecting the paint colors for the building. Ms. Pesce said she has a sample of the fabric already.

Mr. Reilly asked if the white to be used to paint the building is a stark white or a silvery white. Ms. Pesce said it is a soft mascarpone white with a hint of grey, that will work well with the grey trim.

Mr. Dermody asked if there will be lights above the sign. The sign will be externally illuminated from above, the lights are existing. He also asked if the white background of the sign will be the same color as the building. Ms. Stanton said she can match the white of the sign to the building.

Motion to approve façade changes as submitted by Mr. Hammer.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Ms. Stanton gave a small overview of the plan for the proposed sign. The old sign will be taken down, the old sign measures in at 42 by 76. They are putting up a sign of the same size.

She said she was open to recommendations from the Board regarding the overall look of the sign, as the design was provided by the owner of the store.

Mr. Chair asked Ms. Stanton what the height of the proposed Dunkin' letters is, and the General Store panel piece. Ms. Stanton said it is 9 inches for Dunkin'. The remaining signage area is about 24 inches.

Mr. Dermody said he likes the design. However, it is dominated by the Dunkin' logo. He would propose the Dunkin' logo be reduced in size, and the General Store panel made bigger.

Mr. Tanner said he agreed with Mr. Dermody. Dunkin' does not look optically centered. If they are to make the General Store panel larger, they should think about relocating the "established 2020" portion of the logo.

Mr. Hammer said he agrees that the Dunkin' logo should be smaller. He did not agree that the General Store panel should be enlarged. There would not be enough negative space.

Mr. Reilly said the Dunkin' logo should be shrunk. The Dunkin' logo is very iconic, and so many Town residents know that there is a Dunkin' at this location. Perhaps getting rid of the "established 2020" will help create more spacing for everything else. He proposed shrinking the Dunkin' logo and trying out a thicker stroke size for the font of the "Needham General Store" portion.

Motion to approve the signage with the condition to increase the Needham General Store portion of the sign by approximately 10%, and relocate or remove the "est. 2020" moved by Mr. Dermody.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	

Bob Dermody	Aye
Nelson Hammer	Aye
Chad Reilly	Aye
Steve Tanner	Aye

Approval of Minutes:

Motion to approve the minutes of October 19th made by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Abstain	
Steve Tanner	Aye	

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Meeting adjourned at 9:03 PM.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Future Meetings

November 16, 2020	Via Zoom
December 7, 2020	Via Zoom
December 21, 2020	Via Zoom