February 17, 2021

#### BY EMAIL & HAND DELIVERY

Town of Needham Design Review Board Public Service Administration Building 500 Dedham Avenue Needham, MA 02492

Attn: Mr. Mark Gluesing, Chair

Re: 380 First Avenue

Dear Design Review Board Members:

We are counsel to CHB Properties, Inc., 300 Longwood Avenue, Boston, Massachusetts 02115, an affiliate of Boston Children's Hospital. CHB Properties, Inc. is the owner of 380 First Avenue, Needham, Massachusetts (the "Property"), and the Applicant herein.

#### Enclosed please find:

- 1. Application for Special Permit for Permanent Attached Building Sign facing First Avenue (Option 2).
- 2. Application for Special Permit for Permanent Attached Building Sign facing B Street (Option 2).
- 3. Application for Special Permit for On-Premises Wayfinding Sign facing First Avenue.
- 4. Application for Special Permit for Monument Sign at main entrance and dropoff area.
- 5. Proposed Signage Permit Application, Submission to Needham Design Review Board, by Selbert Perkins Design and Payette.
- 6. Four checks of \$25.00 each, payable to "Town of Needham".

Design Review Board February 17, 2021 Page 2

The Needham Planning Board issued an Amendment Decision, Major Site Plan Special Permit, on January 4, 2021. That Decision approved the construction of a 224,000 square foot Pediatric Medical Facility at the Property.

The Applicant now seeks special permits for the erection of four signs on the Property, including two permanent attached building signs, an on-premises wayfinding sign, and a freestanding monument sign, pursuant to the Needham Sign By-Law, Section 5.3.4.

The proposed signage package submitted to the Board provides three differently sized options for the two permanent attached building signs and two differently sized options for the on-premises wayfinding sign (in both cases, Option 2 is proposed), for the Board's consideration, and one option each for the on-premises wayfinding sign and freestanding monument sign.

Each of the proposed signs meets the Design Guidelines set forth in Section 5.3.5 of the Sign By-Law.

The Applicant requests that the Board consider the four related applications at its meeting on March 8, 2021.

Very truly yours

Timothy W. Sullivan

Attorney for CHB Properties, Inc.

**Enclosures** 

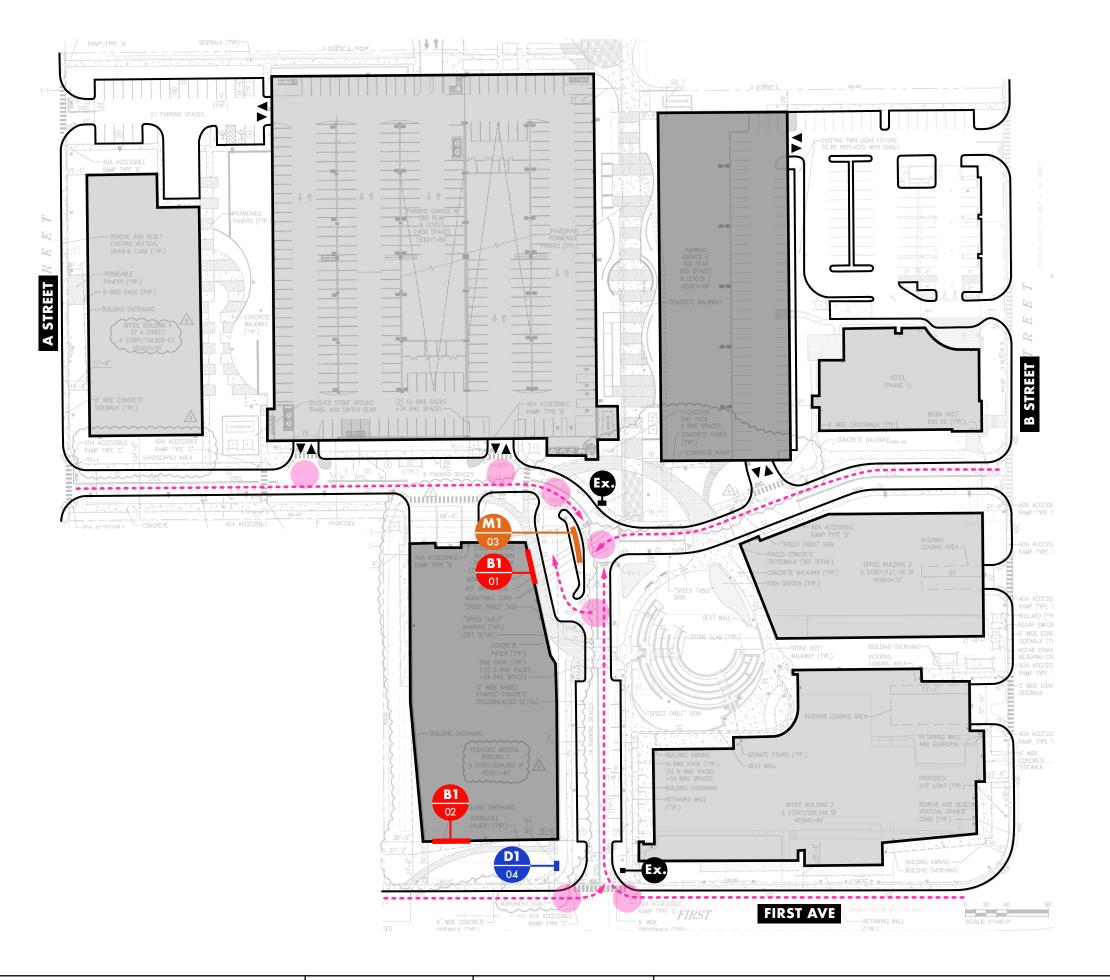


Transforming Tomorrow: Investing in Children and Communities The Needham Project

Proposed Signage - Permit Application Submission to Needham Design Review Board



**PAYETTE** 



#### SIGNAGE PLAN KEY



**VEHICULAR DECISISON POINT** 



**VEHICULAR CIRCULATION** 



**BUILDING SIGN** 



**MONUMENT SIGN** 



**DIRECTIONAL SIGN** 



**EXISTING SITE SIGN** 



## BUILDING SIGN

## **INCREASED SIZE OPTION 2**

(3'-6" TEXT HEIGHT)

### DESIGN REVIEW BOARD

Property Le	ocation:	380 Firs	t Avenue			Date:	
Owner:	CHB Pro	perties,	Inc., c/o Bo	ston Childrer	n's Hosp	ital	***************************************
Address:	300 Lon	ngwood Av	enue, Boston,	MA 02115			
Telephone:	Street 617-574	1- <b>4</b> 179 (T	im Sullivan,	City couńsel for B	oston Ch	State Aildren's Ho	Zip ospital)
Applicant:	СНВ Р	roperties	s, Inc., c/o	Boston Childr	en's Ho	spital	
Address:	300 T	hoowpino.	<u>Avenue, Bosto</u>	n. MA 02115		• •	
	Street	2011911000	<u>ay                                    </u>	City		State	Zip
Telephone:	617-5	574-4179	(Tim Sullivan	, counsel for	Boston	Children's	Hospital)
						•	
Designer/I	nstaller:	Selbert	Perkins Desi	gn Collaborat	ive		
	_						
Address:		5 Water	Street, Arlı	ngton, MA 024	/6		<del>~.</del>
	Street	781-574-	-6605	City		State	Zip
Telephone:		701 374	0003				
retephone.							
		$T_{VL}$	e of Application		•		
			Sign	·			
			Minor Project				
			Exterior Alterations				
			Major Project (Site	Plan Review)			
		1 1 1	<ul><li>preliminary</li><li>final</li></ul>				
		누	Flexible Subdivision	<u> </u>		-	
			Planned Residential			7	
			Residential Compou			<b>-</b>	
		<u> </u>	Residential Compo	1114	···	<b>→</b> .	
Brief descri	ption of sig	gn or project	t:				
	P			_	_		
	Perm	nanent At	tached Buildi	ng Sign facir	ng First	Avenue (Or	otion 2)
Please em	ail comple	eted applica	ation to elitchma	n@needhamma.g	gov		

## DESIGN REVIEW BOARD

Property L	ocation: 3 <u>8</u> 0	O First Avenue		Date:	
Owner:	CHB Proper	rties, Inc., c/o B	oston Children'	s Hospital	
(ddress:	300 Longwo	ood Avenue, Boston	, MA 02115	Alexander Miles de la constantina della constant	
Gelephone.	Street 617-574-4	179 (Tim Sullivan,	City counsel for Bo	State ston Children's	Zip Hospital)
(pplicant:	CHB Prop	perties, Inc., c/o	Boston Childre	n's Hospital	
				•	
iddress:	300 Lone Street	gwood Avenue, Bost	on, MA 02 <u>1</u> 15 City	State	Zip
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. , ,	w	elbert Perkins Des	ian Collaborati	ve	
esigner/1	installer:	emerc retring beg	igh Collabolaci	<u> </u>	
	ı ج	Water Street, Arl	ington. MA 0247	6	
lddress.		Water Street, Arr			
	Street	01 574 6605	City	State	Zip
	. 78	81-574-6605			
elephone	·				
		Type of Application	7		-
		Sign			
		Minor Project			
		Exterior Alteratio			
		Major Project (Sit	e Plan Review)		
		preliminary			
		- final			
		Flexible Subdivisi			
		Planned Resident			
		Residential Comp	oana		•
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Brief descr	ription of sign c	or project:			
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	Permanent	Accidence Darraing			
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	Permanent	Accidence Bullaring			

SIGN NUMBERS	SIGN TYPE	SIGN DESCRIPTION	SIGN AREA ALLOWED	SIGN AREA PROPOSED	NOTES
B1-01 and B1-02	Permanent Attached	Fabricated aluminum channel letters and icon, with face and halo illumination	100 SQ. FT.	243.81 SQ. FT.	Special permit requested for sign area and quantity

**SQUARE FOOTAGE CALCULATION** ren 18.56 **S** 8.31 9.9 **ee** 13.97 **OS** 13.75 dh 19.53 5.25 **am** 18.32 **ON** 15.81 **Child** 40.69

TOTAL: 243.81 SQ. FT.

*7*'-5"

## WITH ACRYLIC-FACED ILLUMINATION AND REAR-FACING HALO-ILLUMINATION EFFECT

FABRICATED 6" DEEP ALUMINUM CHANNEL LETTERS AND ICON; PIN-MOUNTED TO BUILDING FACADE; INTERNAL LED MODULES

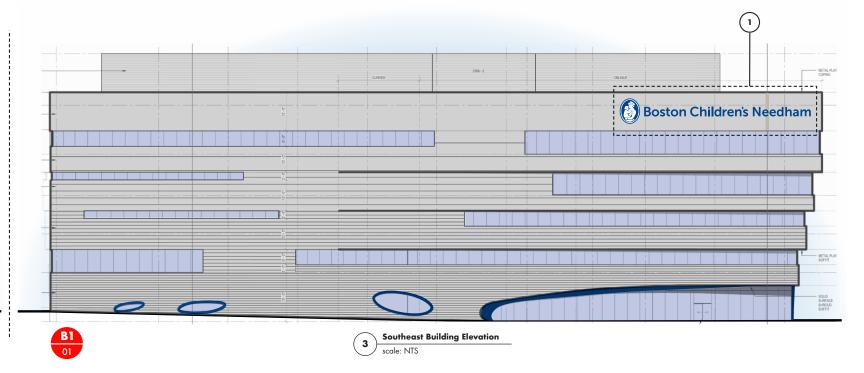
OPTION 2

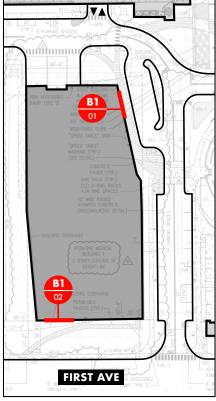
3'-6" LOGO TEXT

Boston Children's Needham

scale: 3/16" = 1' - 0"

Boston Children's Needham





**SIGN LOCATIONS** 





















# BUILDING SIGN

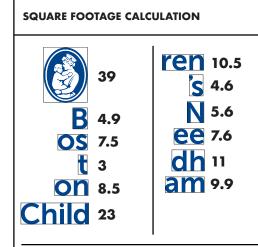
## SIZE OPTION 1

(2'-8" TEXT HEIGHT)

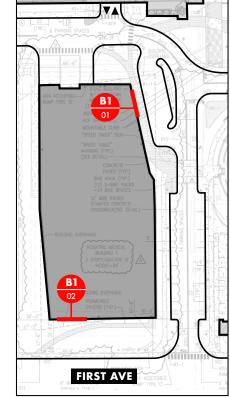
## DESIGN REVIEW BOARD

roperty L	ocation:	3 <u>80</u> F	irst Avenue		Date:	
)wner:	CHB Pro	perti	es, In <u>c.,</u> c/o E	oston Children	's Hospital	
lddress:	300 Lon	ıgwood	Avenue, Boston	, MA 02115	· · · · · · · · · · · · · · · · · · ·	
elephone:	Street 617-574 —	4179	(Tim Sullivan,	counsel for Bo	State Oston Children'	Zip s Hospital)
pplicant:	СНВ Р	roper	ties, Inc., c/o	Boston Childr	en's Hospital	
						.*
		onano	od Avenue, Bost		State	7in
	Street		ma (=)	City		Zip
elepnone:	617-5	34-41	79 (Tim Sulliva	n, counsel for	Boston Childre	en's mospital,
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esigner/1	nstutier					
ddress:		5 Wa	ter Street, Arl	ington, MA 024	76	
uuress.	Street			City	State	Zip
		781-	574-6605			•
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			Type of Application	7		-
			Sign		-	
			Minor Project			
			Exterior Alteratio		<del></del>	
			Major Project (Sit	e Plan Review)	,	. '
		•	¦			
			Flexible Subdivisi			
			☐ Planned Resident			
			Residential Comp			
			<del></del>			
rief descri	ption of sig	gn or pr	roject:			
		anont	Attached Build	ing Sign Facin	a First Avenue	(Option 1)
	Perm	ianent	Attached Bullo	ing Sign Tacin	g FILSE AVENUE	(Operon 1)

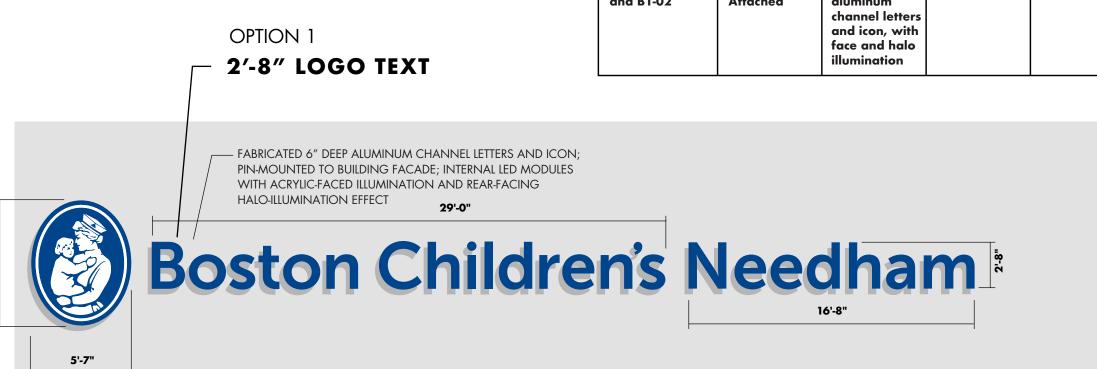
SIGN NUMBERS	SIGN TYPE	SIGN DESCRIPTION	SIGN AREA ALLOWED	SIGN AREA PROPOSED	NOTES
B1-01 and B1-02	Permanent Attached	Fabricated aluminum channel letters and icon, with face and halo illumination	100 SQ. FT.	135.1 SQ. FT.	Special permit requested for sign area and quantity



TOTAL: 135.1 SQ. FT.

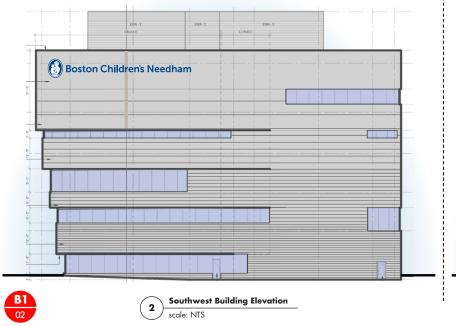


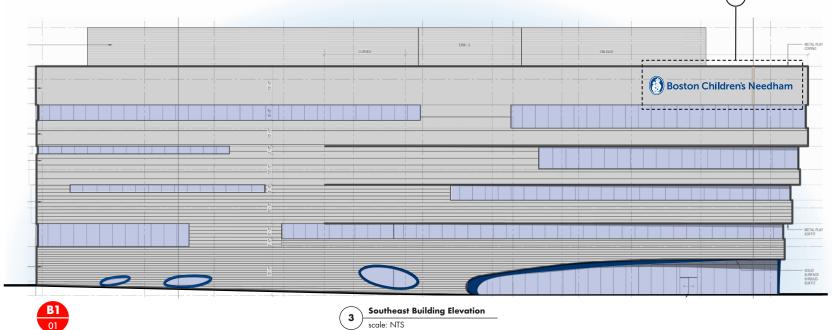
SIGN LOCATIONS



Detail Elevation

scale: 3/16" = 1' - 0"



















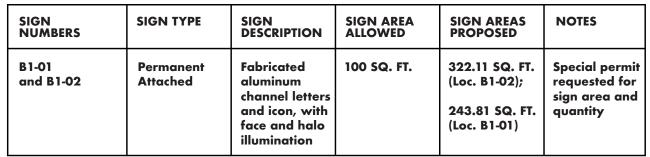
## BUILDING SIGN

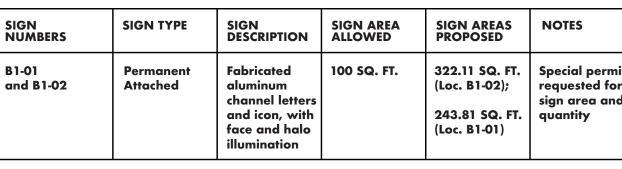
## **INCREASED SIZE OPTION 3**

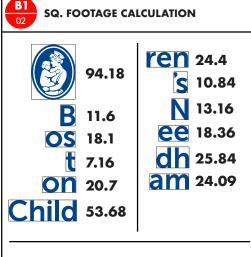
(4'-0" TEXT HEIGHT, HIGHWAY SIDE + 3'-6" TEXT HEIGHT, B STREET SIDE)

### DESIGN REVIEW BOARD

Property I	Location: 380	First Avenue		Date:	
Owner:	CHB Propert	ies, Inc., c/o Bost	on Children's E	Mospital	
1ddress:	300 Longwoo	d Avenue, Boston, MA	A 02115	State	Zip
[elephone	. <u>617-574-<b>0</b>17</u>	9 (Tim Sullivan, cou	insel for Bosto:	n Children's	: Hospital)
Applicant	CHB Prope	rties, Inc., c/o Bos	ston Children's		
Address:	300 Longw Street	ood Avenue, Boston,	MA 02 <u>1</u> 15 City	State	Zip
Telephone	2: <u>617-574-4</u>	179 (Tim Sullivan, o	counsel for Bos	ton Childrer	n's Hospital)
Designer/.	Installer: Sel	bert Perkins Design	Collaborative		
Address:	Street	ater Street, Arlingt	City	State	Zip
Telephone	2.'				·
		Type of Application Sign			
		☐ Minor Project ☐ Exterior Alterations			
		Major Project (Site Plan - preliminary - final	1 Review)		
		☐ Flexible Subdivision ☐ Planned Residential De ☐ Residential Compound	velopment		
Brief desci	ription of sign or p	project:			
	Dormanon	t Attached Building	Sign facing Fi	rst Avenue	(Option 3)
<del>-</del>	Permanen	t Attached Bullating	Sign racing Fi	LIGE AVEILUE	
		<del> </del>			
Please en	nail completed a	pplication to elitchman@	neeanamma.gov		



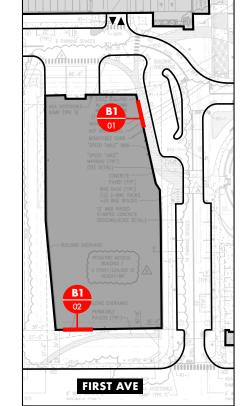




TOTAL: 322.11 SQ. FT.

**SQ. FOOTAGE CALCULATION** 

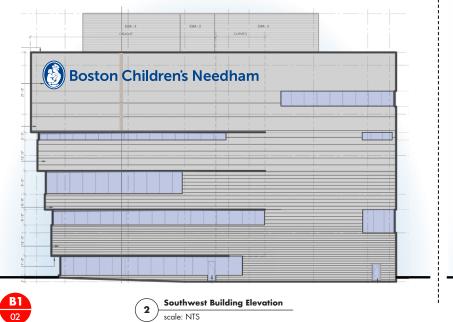
TOTAL: 243.81 SQ. FT.

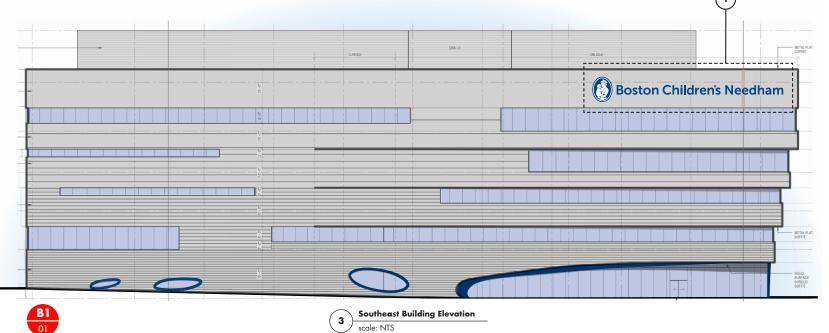


**SIGN LOCATIONS** 

**OPTION 3** 4'-0" LOGO TEXT FABRICATED 6" DEEP ALUMINUM CHANNEL LETTERS AND ICON; PIN-MOUNTED TO BUILDING FACADE; INTERNAL LED MODULES WITH ACRYLIC-FACED ILLUMINATION AND REAR-FACING HALO-ILLUMINATION EFFECT 44'-1" Boston Children's Needham

8'-7"





PAYETTE











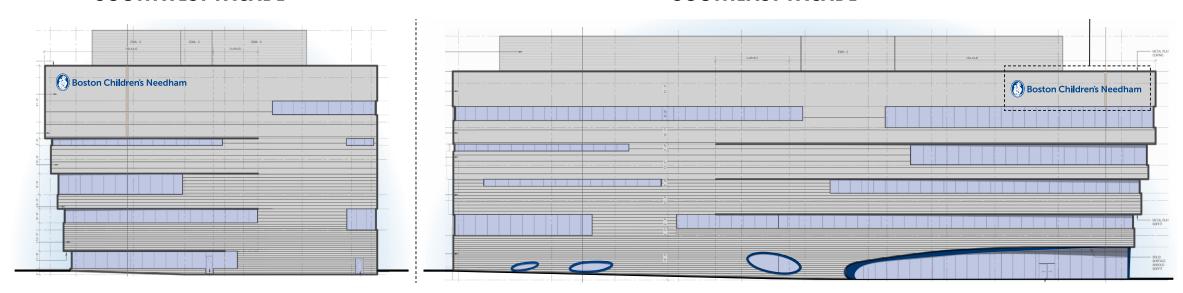


### **SOUTHWEST FACADE**

### **SOUTHEAST FACADE**

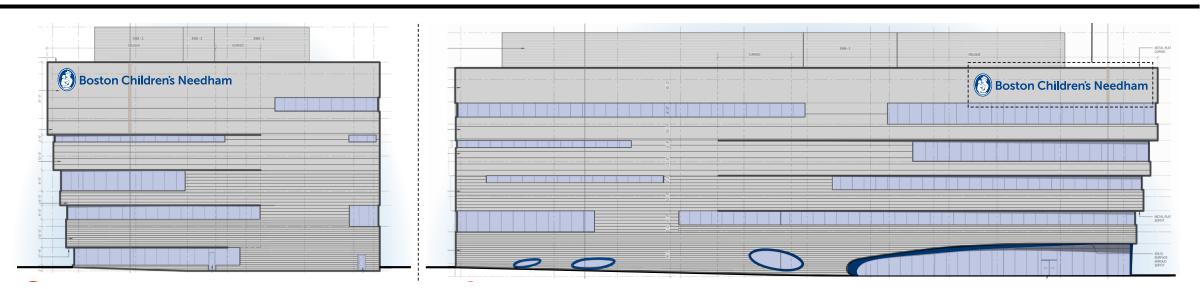
OPTION 1

2'-8" LOGO TEXT, BOTH FACADES



OPTION 2

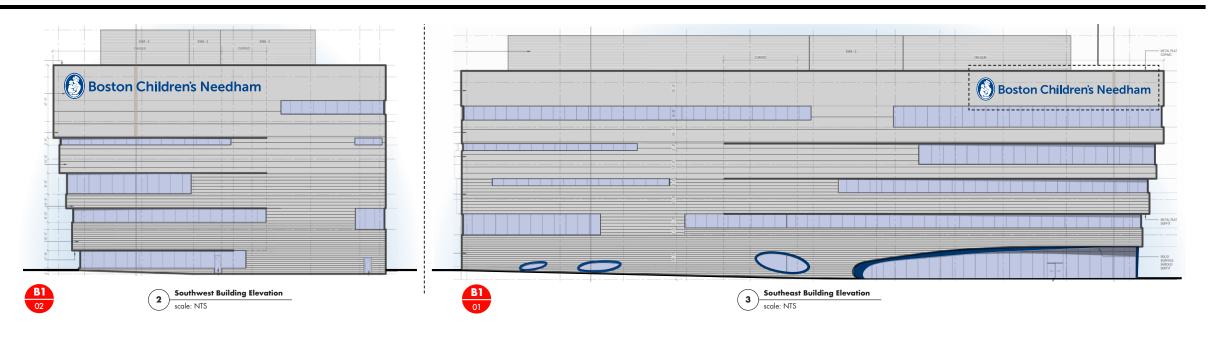
3'-6" LOGO TEXT, BOTH FACADES



OPTION 3

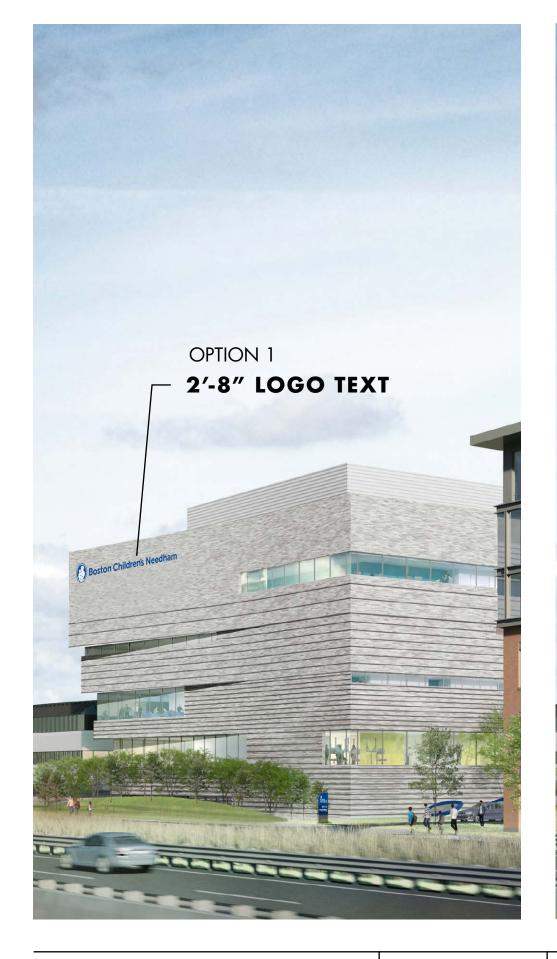
4'-0" LOGO TEXT SOUTHWEST FACADE

3'6" LOGO TEXT SOUTHEAST FACADE

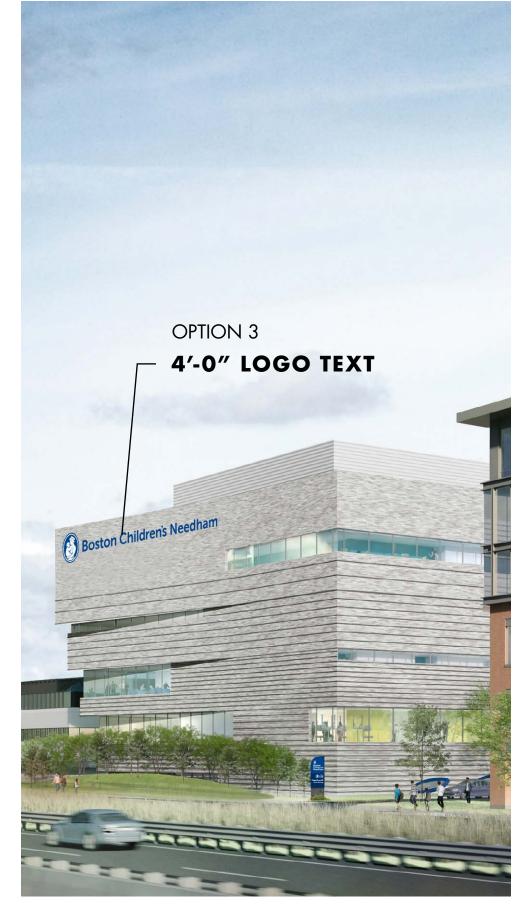
















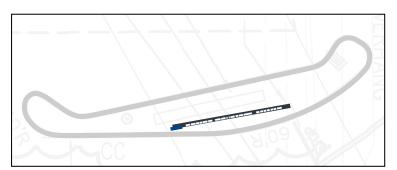
# ENTRY MONUMENT SIGN

### DESIGN REVIEW BOARD

Property L	ocation:	380 Fir	st Avenue		·	_Date:	
)wner:	CHB Pro	operties	, Inc., c/o Bo	ston Children	's Hospit	al	
ddress:	300 Lo	ngwood A	venue, Boston,	MA 02115	·		7!-
`elephone.	Street 617-57	4-4179 (	Tim Sullivan,	couńsel for Bo	oston Chi.	<i>ate</i> ldren's Ho	spital)
pplicant:	CHB F	roperti	es, Inc., c/o	Boston Childre	en's Hosp	ital	
		_				**	
(ddress:	300 Street	Longwood	Avenue, Bosto	n, MA UZ <u>I</u> I5 City	Si	tate	Zip
'elephone.		5 <b>74-41</b> 79	(Tim Sullivan	•	Boston C	hildren's	Hospital)
•			•				
	Installer:		t Perkins Desi r Street, Arli				
lddress:	Street		T OCTOOL ALLE	City		tate	Zip
'elephone	:		ype of Application Sign Minor Project Exterior Alteration				
			Major Project (Site  ☐ - preliminary ☐ - final	Plan Review)			
		<u>                                   </u>	Flexible Subdivision Planned Residentia				
			Residential Compo				
Brief descr	ription of si	ign or proje	ect.				
	Freest	anding l	Monument Sign	at main entra	nce and d	dropoff an	ea
Please en	nail comp	leted appl	ication to elitchma	ın@needhamma.g	zov		







#### **PLAN VIEW**



SIGN NUMBERS	SIGN TYPE	SIGN DESCRIPTION	SIGN AREA ALLOWED	SIGN AREA PROPOSED	NOTES
M1-03	Freestanding	Fabricated aluminum channel letters and icon, with face and halo illumination; Granite base structure and rear-facing applied vinyl text	32 SQ. FT.	28.45 SQ. FT. (FRONT SIDE) 19.3 SQ. FT. (BACK SIDE)	Allowed pursuant to Section 5.5.3.3

9.6

B 1

OS 1.5

t .75

ON 1.5

Child 4.5

SQUARE FOOTAGE CALCULATION

P.6

S 1

N 1

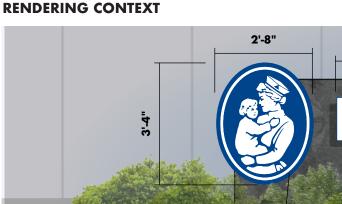
EE 1.5

dh 2.1

am 2

TOTAL: 28.45 SQ. FT.

— 2" DEEP FABRICATED ALUMINUM CHANNEL LETTERS;
 REAR-FACING INTERNAL LED MODULES
 FOR HALO-ILLUMINATION EFFECT



# Boston Children's Needham

21'-0"

FABRICATED ALUMINUM INTERNALLY ILLUMINATED LOGO CABINET; DIMENSIONAL ACRYLIC FACE AND INTERNAL LED MODULES

Sign Elevation—Front View
scale: 3/8"=1'-0"

\_\_\_\_ APPLIED VINYL TEXT

1'-0" DEEP GRANITE MONUMENT, WITH ETCHED PATTERN FACES

SIGN LOCATION

FIRST AVE

Where the world comes for answers

Sign Elevation—Rear View
scale: 3/8"=1'-0"



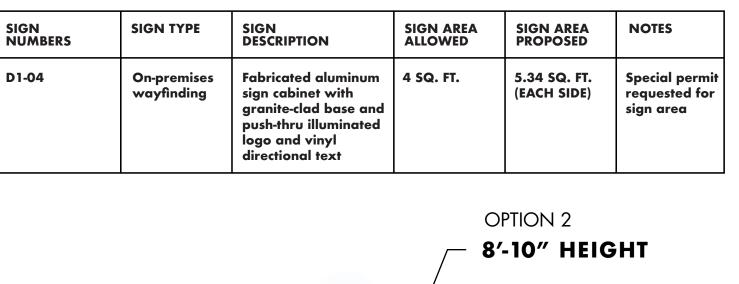


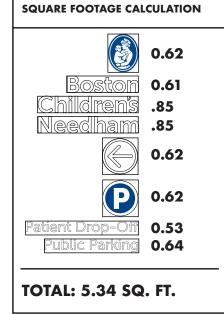
# DIRECTIONAL SIGN

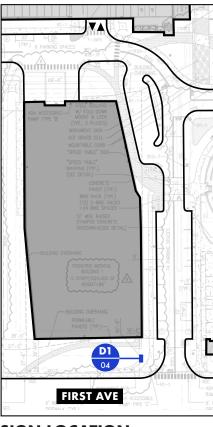
## DESIGN REVIEW BOARD

Owner: CHB Properties, Inc., c/o Boston Children's Hospital  300 Longwood Avenue, Boston, MA 02115  Street City State  CHB Properties, Inc., c/o Boston Children's Hospital  Address: 300 Longwood Avenue, Boston, MA 02115  Street City State Zip  Telephone: 617-534-4179 (Tim Sullivan, counsel for Boston Children's Hospital  Designer/Installer: Selbert Perkins Design Collaborative  5 Water Street, Arlington, MA 02476  Street City State Zip  Telephone: 5 Water Street, Arlington, MA 02476  Telephone: Minor Project  Street Type of Application  Sign Minor Project  Preliminary - Instal  Fiexible Subdivision  Planned Residential Compound  Brief description of sign or project:  On-Premises Wayfinding Sign facing First Avenue (Option 2)	roperty L	ocation: 380 F	irst Avenue		Date:	
Street 617-574-0179 (Tim Sullivan, counsel for Boston Children's Hospital)  Applicant: CHB Properties, Inc., c/o Boston Children's Hospital  Address: 300 Longwood Avenue, Boston, MA 02115  Street City State Zip  Telephone: 617-534-4179 (Tim Sullivan, counsel for Boston Children's Hospital  Designer/Installer: Selbert Perkins Design Collaborative  Address: 5 Water Street, Arlington, MA 02476  Street City State Zip  Type of Application Sign Minor Project Exterior Alterations Major Project (Site Plan Review) - preliminary - final - Flexible Subdivision - Planaed Residential Development - Residential Compound  Brief description of sign or project:	)wner:	CHB Propertie	es, Inc., c/o Bosto	n Children's Hos	pital	, copuse
### Street	ddress:	300 Longwood	Avenue, Boston, MA	02115		<del>-</del>
CHB Properties, Inc., c/o Boston Children's Hospital		Street 617-574-9179	(Tim Sullivan, cou	City nsel for Boston (	State hildren's Ho	<i>Zip</i> ospital)
Street   City   State   Zip	elephone:					
Street   City   State   Zip	pplicant:	CHB Proper	ties, Inc., c/o Bos	ton Children's H	ospital	
Street City State Zip  Telephone: 617-534-4179 (Tim Sullivan, counsel for Boston Children's Hospita  Designer/Installer: Selbert Perkins Design Collaborative  Selbert Perkins Design Collaborative  Type of Arlington, MA 02476  Street City State Zip  781-574-6605  Type of Application Sign Minor Project Exterlor Alterations Major Project (Site Plan Review) - preliminary - final Flexible Subdivision Planned Residential Development Residential Compound					a *	•
Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital Designer/Installer: Selbert Perkins Design Collaborative    Substant Street	(ddress:		od Avenue, Boston,	MA 02115	State	Zin
Designer/Installer:  Selbert Perkins Design Collaborative  5 Water Street, Arlington, MA 02476  Street  781-574-6605  Telephone:  Type of Application Sign Minor Project Exterlor Alterations Major Project (Site Plan Review) - preliminary - final - Flexible Subdivision - Planned Residential Development - Residential Compound  Brief description of sign or project:	Falanhona:		70 (Tim Sullivan C		-	•
Address:    Street   State   Zip	еверноне.	01/-344-41	73 (IIM SUILIVAM) O	Odinor Iva		
Street  Street  Type of Application  Sign  Minor Project  Exterior Alterations  Major Project (Site Plan Review)  preliminary final  Planned Residential Development  Residential Compound  Brief description of sign or project:				•		
Street  Street  781-574-6605  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:	esigner/I	nstaller: Selb	ert Perkins Design	Collaborative		
Street  781-574-6605  Celephone:  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:	0					
781-574-6605  Type of Application Sign Minor Project Exterior Alterations Major Project (Site Plan Review) - preliminary - final Flexible Subdivision Planned Residential Development Residential Compound	ddress:	5 Wa	ter Street, Arlingt			7:
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:		Street	E74 660E	City	State	Lip
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:						,
Sign     Minor Project     Exterior Alterations   Major Project (Site Plan Review)   - preliminary   - final     Flexible Subdivision   Planned Residential Development   Residential Compound   Residential Compound	<sup>r</sup> elephone.	·		<del></del>		
Sign     Minor Project     Exterior Alterations   Major Project (Site Plan Review)   - preliminary   - final     Flexible Subdivision   Planned Residential Development   Residential Compound     Residential Compound			Type of Application		_	
Minor Project  Exterior Alterations  Major Project (Site Plan Review)  - preliminary  - final  Flexible Subdivision  Planned Residential Development  Residential Compound  Brief description of sign or project:			<del></del>		-	
Major Project (Site Plan Review)  - preliminary  - final  Flexible Subdivision  Planned Residential Development  Residential Compound  Brief description of sign or project:						
- preliminary - final - Flexible Subdivision - Planned Residential Development - Residential Compound  Brief description of sign or project:			Exterior Alterations			
				Review)		
Flexible Subdivision Planned Residential Development Residential Compound  Brief description of sign or project:					1	
Planned Residential Development Residential Compound  Brief description of sign or project:				<u>,</u>		
Residential Compound  Brief description of sign or project:				relanment		
Brief description of sign or project:				- Control Control		
	Briof doscr	intion of sign or m	roiect:			
On-Premises Wayfinding Sign facing First Avenue (Option 2)	oriej descr	ipiton of tight of p	-,,			
	0:	n-Premises Wa	yfinding Sign faci	ng First Avenue	(Option 2)	
					<u> </u>	
			<u> </u>			
Please email completed application to elitchman@needhamma.gov	Please en	nail completed a	oplication to elitchman@	needhamma.gov		

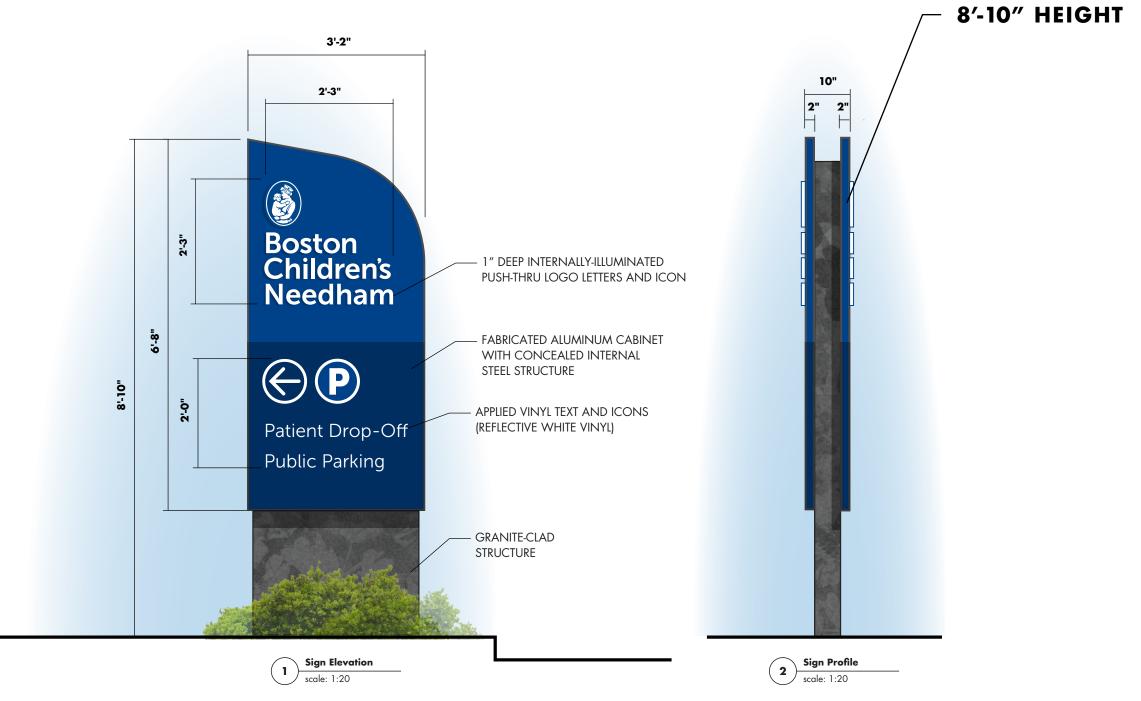
SIGN NUMBERS	SIGN TYPE	SIGN DESCRIPTION	SIGN AREA ALLOWED	SIGN AREA PROPOSED	NOTES
D1-04	On-premises wayfinding	Fabricated aluminum sign cabinet with granite-clad base and push-thru illuminated logo and vinyl directional text	4 SQ. FT.	5.34 SQ. FT. (EACH SIDE)	Special permit requested for sign area







**SIGN LOCATION** 

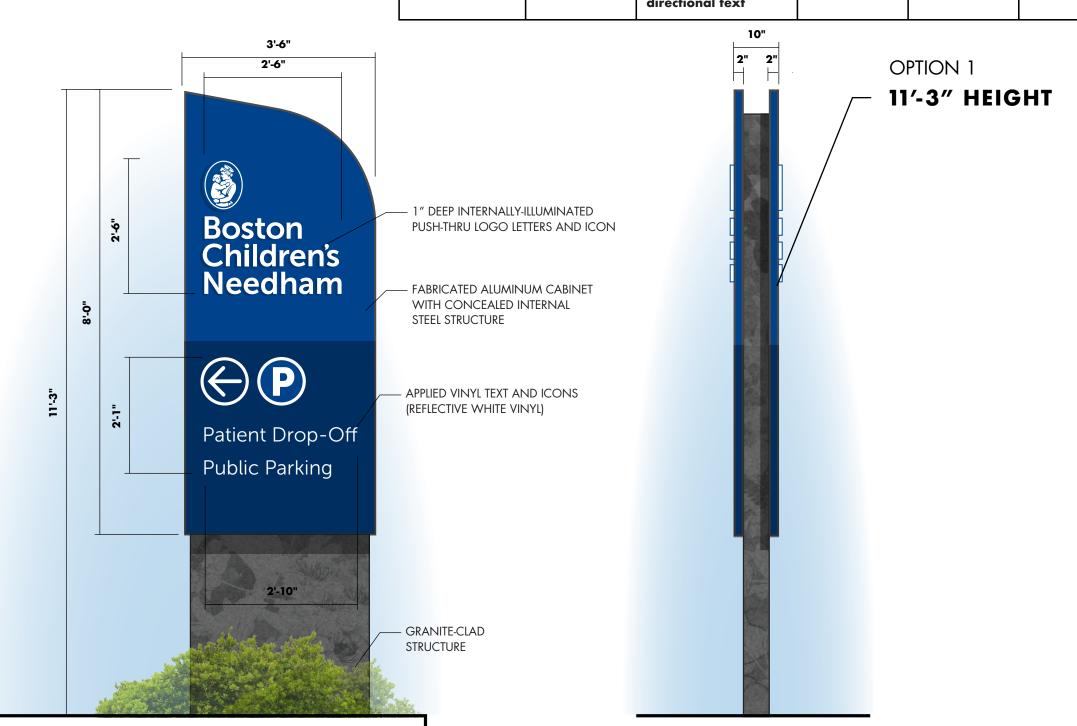


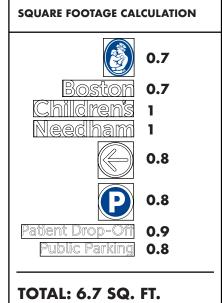


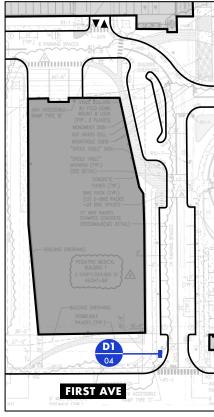
### DESIGN REVIEW BOARD

operty L	ocation:	380 F:	irst Avenue			Date:	
vner:	CHB Pro	opertio	es, Inc., c/o B	oston Children	's Hospita.	1	-
ldress:	300 Lo	ngwood	Avenue, Boston	, MA 02115	State	Zip	-
lephone:	617-57	4- <b>0</b> 179	(Tim Sullivan,	counsel for Bo	ston Child	ren's Hospît	al)
plicant:	СНВ І	Propert	cies, Inc., c/o	Boston Childre	en's Hospit	al	
ldress:	Street		od Avenue, Bost	City	State	z Zip	_
lephone.	:617=	574-41	79 (Tim Sulliva	n, counsel for	Boston Chi	ldren's Hos <u>r</u>	pita!
esigner/I	Installer:		ert Perkins Des			·	
ddress:	Street		ter Street, Arl	ington, MA 024	76 Stat	e Zip	
lephone	<u>.</u>						
			Type of Applicatio Sign Minor Project Exterior Alteratio				
			Major Project (Si	te Plan Review)	·		
			Planned Resident Residential Comp	ial Development			
Brief'desc	ription of s	sign or p	roject:				
С	n-Premi	.ses Wa	yfinding Sign :	facing First A	venue (Opt	cion 1)	
<u> </u>							
Please es	mail com	pleted a	oplication to elitchn	nan@needhamma.	gov		

SIGN NUMBERS	SIGN TYPE	SIGN DESCRIPTION	SIGN AREA ALLOWED	SIGN AREA PROPOSED	NOTES
D1-04	On-premises wayfinding	Fabricated aluminum sign cabinet with granite-clad base and push-thru illuminated logo and vinyl directional text	4 SQ. FT.	6.7 SQ. FT. (EACH SIDE)	Special permit requested for sign area







SIGN LOCATION



**Sign Elevation** 

Sign Profile