

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".

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.

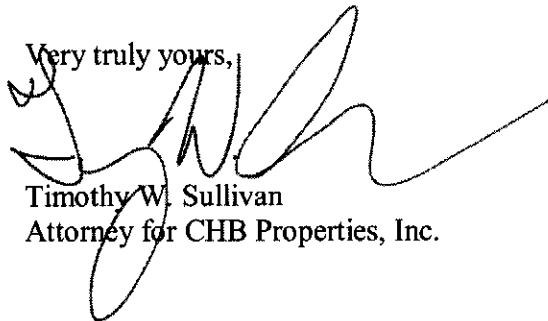
The Applicant now seeks special permits for the erection of four signs on the Property, including two permanent attached building signs, an on-premises wayfinding sign, and a freestanding monument sign, pursuant to the Needham Sign By-Law, Section 5.3.4.

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,

A handwritten signature in black ink, appearing to read 'Timothy W. Sullivan', written over the typed name and title.

Timothy W. Sullivan  
Attorney for CHB Properties, Inc.

Enclosures

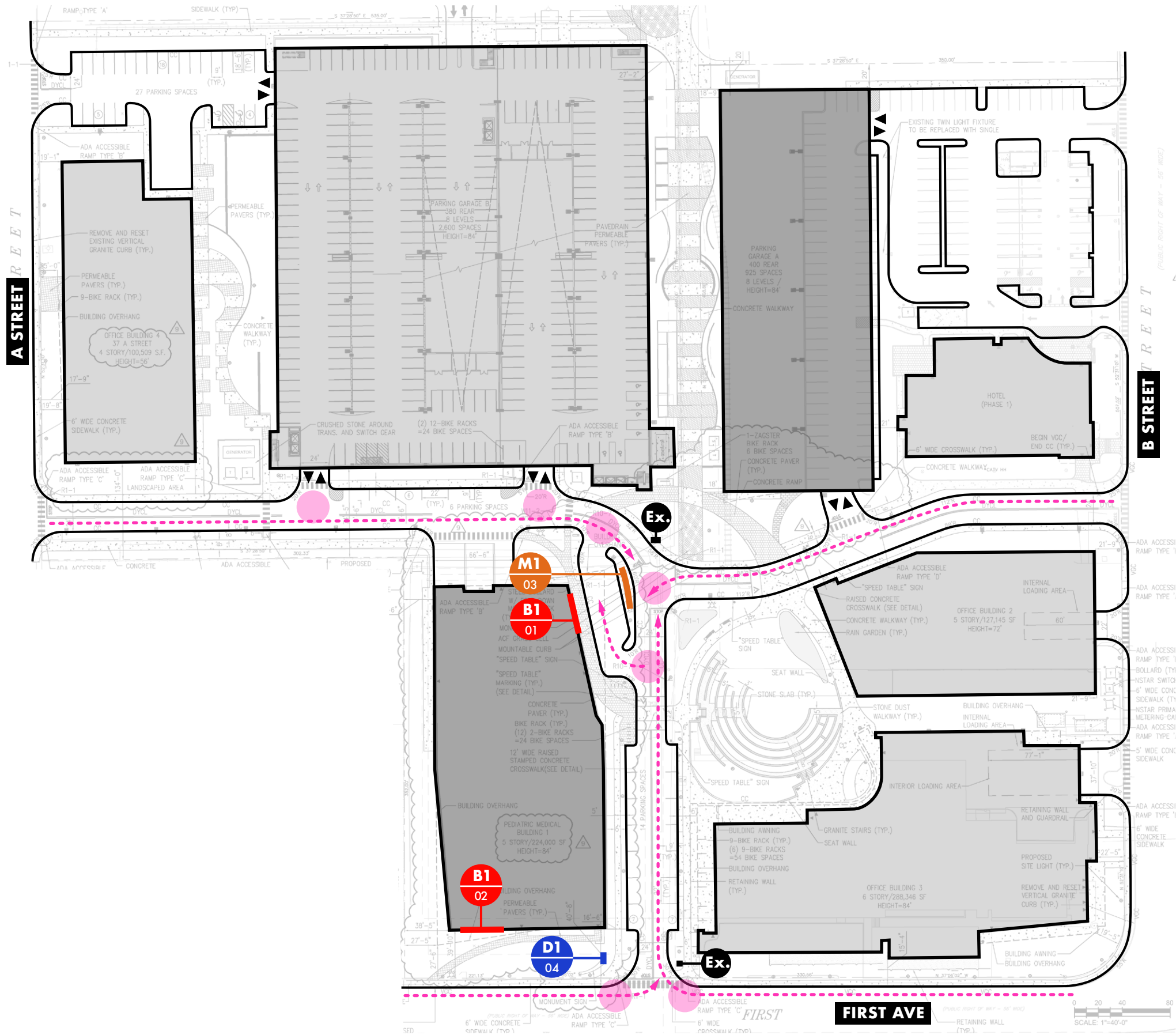


# Boston Children's Needham

Transforming Tomorrow: Investing in Children and Communities  
The Needham Project

Proposed Signage - Permit Application  
Submission to Needham Design Review Board





### SIGNAGE PLAN KEY

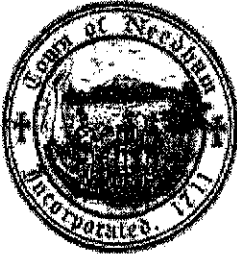
-  **VEHICULAR DECISION POINT**
-  **VEHICULAR CIRCULATION**
-  **BUILDING SIGN**
-  **MONUMENT SIGN**
-  **DIRECTIONAL SIGN**
-  **EXISTING SITE SIGN**



BUILDING SIGN

**INCREASED SIZE OPTION 2**

(3'-6" TEXT HEIGHT)



**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

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

**Property Location:** 380 First Avenue \_\_\_\_\_ **Date:** \_\_\_\_\_

**Owner:** CHB Properties, Inc., c/o Boston Children's Hospital \_\_\_\_\_

**Address:** 300 Longwood Avenue, Boston, MA 02115 \_\_\_\_\_

**Telephone:** Street 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital) City State Zip

**Applicant:** CHB Properties, Inc., c/o Boston Children's Hospital \_\_\_\_\_

**Address:** 300 Longwood Avenue, Boston, MA 02115 \_\_\_\_\_  
Street City State Zip

**Telephone:** 617-574-4179 (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

**Telephone:** 781-574-6605 \_\_\_\_\_

| Type of Application                 |                                 |
|-------------------------------------|---------------------------------|
| <input checked="" type="checkbox"/> | Sign                            |
| <input type="checkbox"/>            | Minor Project                   |
| <input type="checkbox"/>            | Exterior Alterations            |
| Major Project (Site Plan Review)    |                                 |
| <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:**

Permanent Attached Building Sign facing First Avenue (Option 2)

Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)



**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

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

*Property Location:* 380 First Avenue *Date:* \_\_\_\_\_

*Owner:* CHB Properties, Inc., c/o Boston Children's Hospital

*Address:* 300 Longwood Avenue, Boston, MA 02115

*Telephone:* 617-574-4179 (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

*Telephone:* 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

*Designer/Installer:* Selbert Perkins Design Collaborative

*Address:* 5 Water Street, Arlington, MA 02476

*Telephone:* 781-574-6605

| Type of Application                                      |
|----------------------------------------------------------|
| <input checked="" type="checkbox"/> Sign                 |
| <input type="checkbox"/> Minor Project                   |
| <input type="checkbox"/> Exterior Alterations            |
| Major Project (Site Plan Review)                         |
| <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:*

Permanent Attached Building Sign facing B Street (Option 2)

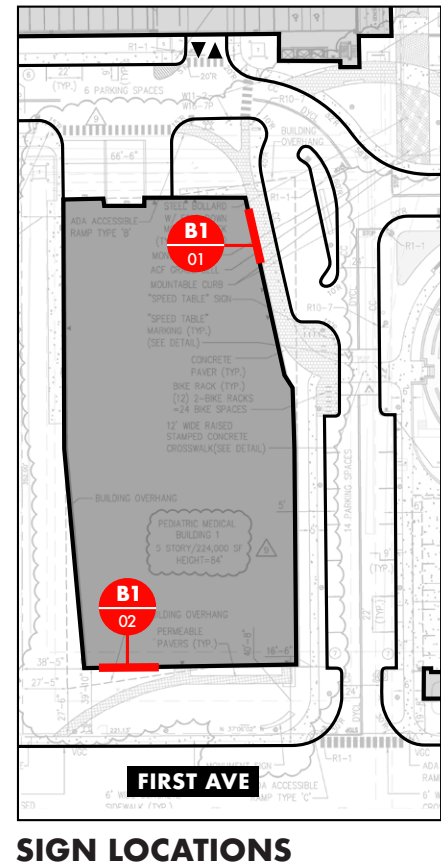
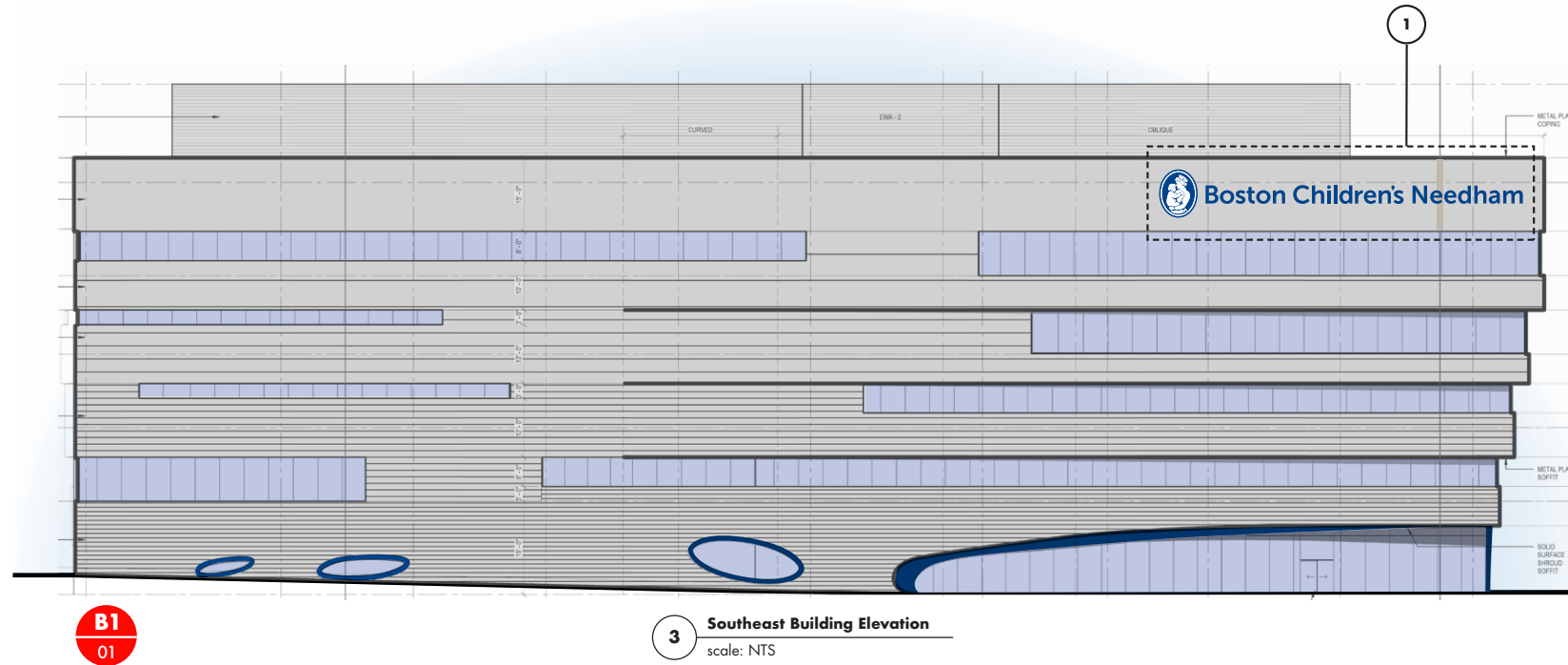
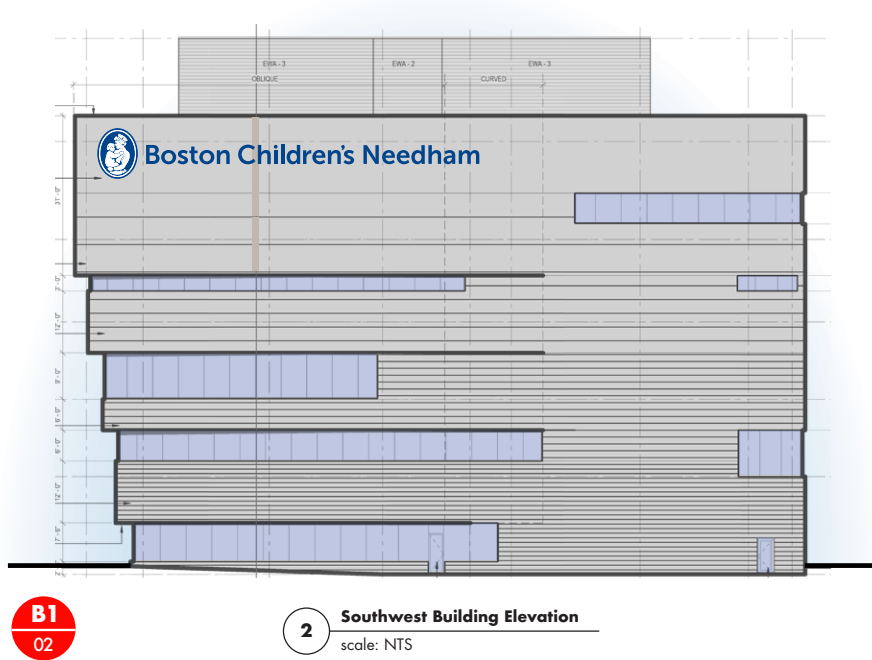
*Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)*

| 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                                                          |       |           |
|-------------------------------------------------------------------------------------|-------|-----------|
|  | 70.97 | ren 18.56 |
| B                                                                                   | 8.75  | s 8.31    |
| os                                                                                  | 13.75 | N 9.9     |
| t                                                                                   | 5.25  | ee 13.97  |
| on                                                                                  | 15.81 | dh 19.53  |
| Child                                                                               | 40.69 | am 18.32  |
| TOTAL: 243.81 SQ. FT.                                                               |       |           |



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

















BUILDING SIGN

**SIZE OPTION 1**

(2'-8" TEXT HEIGHT)



**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

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

Property Location: 380 First Avenue Date: \_\_\_\_\_

Owner: CHB Properties, Inc., c/o Boston Children's Hospital

Address: 300 Longwood Avenue, Boston, MA 02115

Telephone: 617-574-4179 (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

Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

Designer/Installer: Selbert Perkins Design Collaborative

Address: 5 Water Street, Arlington, MA 02476

Telephone: 781-574-6605

| Type of Application                                       |
|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> Sign                  |
| <input type="checkbox"/> Minor Project                    |
| <input type="checkbox"/> Exterior Alterations             |
| <input type="checkbox"/> Major Project (Site Plan Review) |
| <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:

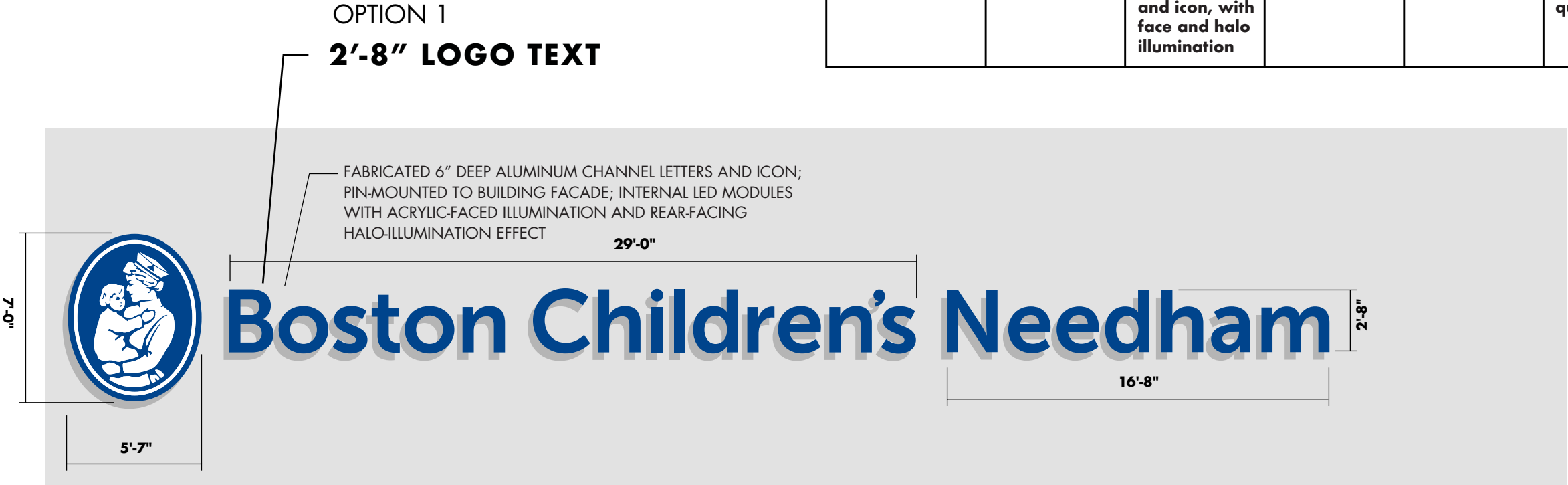
Permanent Attached Building Sign facing First Avenue (Option 1)

Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)

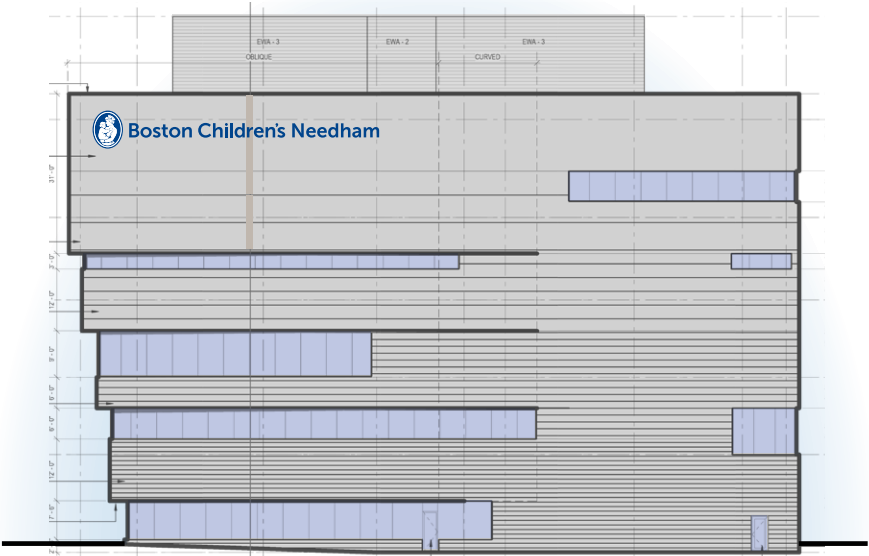


| SIGN NUMBERS    | SIGN TYPE          | SIGN DESCRIPTION                                                              | SIGN AREA ALLOWED | SIGN AREA PROPOSED | NOTES                                               |
|-----------------|--------------------|-------------------------------------------------------------------------------|-------------------|--------------------|-----------------------------------------------------|
| 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 |

| SQUARE FOOTAGE CALCULATION                                                             |          |
|----------------------------------------------------------------------------------------|----------|
|  39 | ren 10.5 |
| B 4.9                                                                                  | s 4.6    |
| os 7.5                                                                                 | N 5.6    |
| t 3                                                                                    | ee 7.6   |
| on 8.5                                                                                 | dh 11    |
| Child 23                                                                               | am 9.9   |
| TOTAL: 135.1 SQ. FT.                                                                   |          |

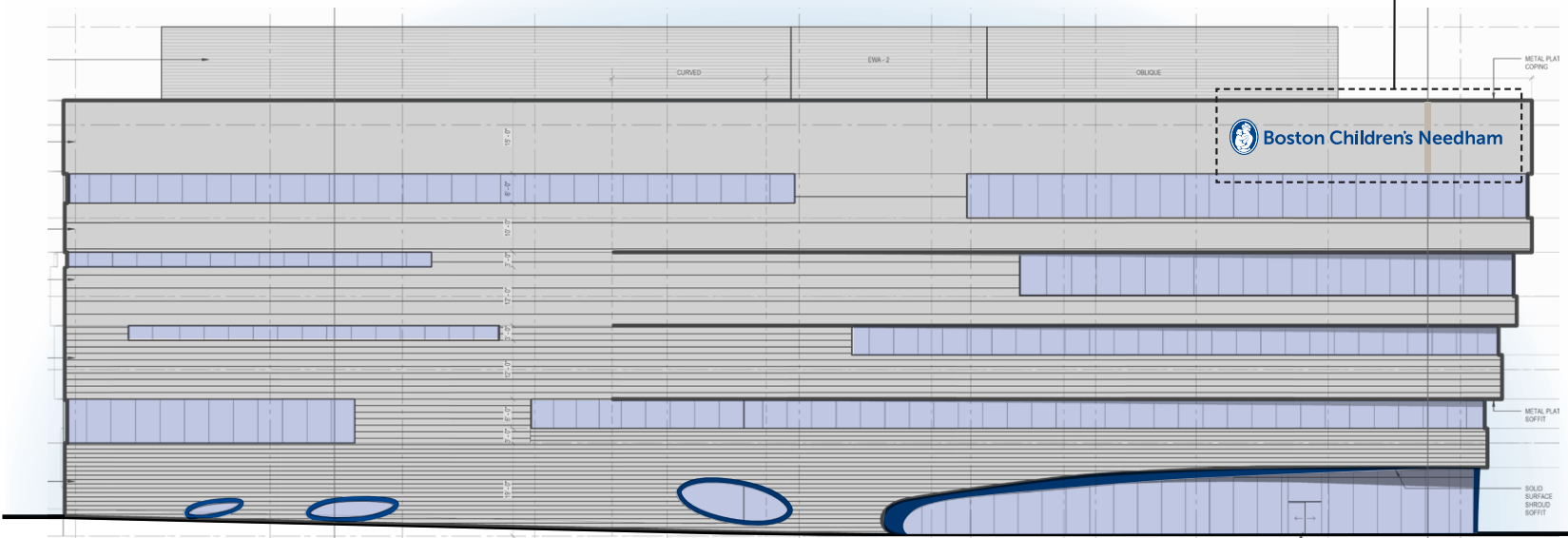


1 Detail Elevation  
scale: 3/16" = 1' - 0"



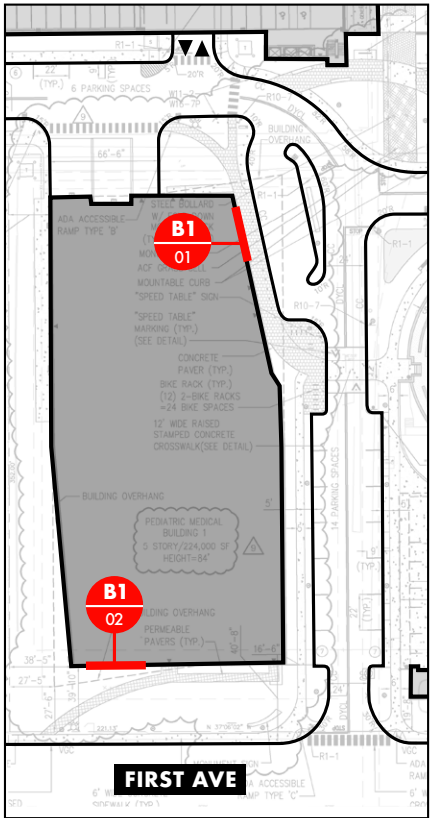
B1  
02

2 Southwest Building Elevation  
scale: NTS



B1  
01

3 Southeast Building Elevation  
scale: NTS



SIGN LOCATIONS











# BUILDING SIGN

## **INCREASED SIZE OPTION 3**

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



**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

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

Property Location: 380 First Avenue Date: \_\_\_\_\_

Owner: CHB Properties, Inc., c/o Boston Children's Hospital

Address: 300 Longwood Avenue, Boston, MA 02115

Telephone: 617-574-4179 (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

Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

Designer/Installer: Selbert Perkins Design Collaborative

Address: 5 Water Street, Arlington, MA 02476

Telephone: 781-574-6605

| Type of Application                                       |
|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> Sign                  |
| <input type="checkbox"/> Minor Project                    |
| <input type="checkbox"/> Exterior Alterations             |
| <input type="checkbox"/> Major Project (Site Plan Review) |
| <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:

Permanent Attached Building Sign facing First Avenue (Option 3)

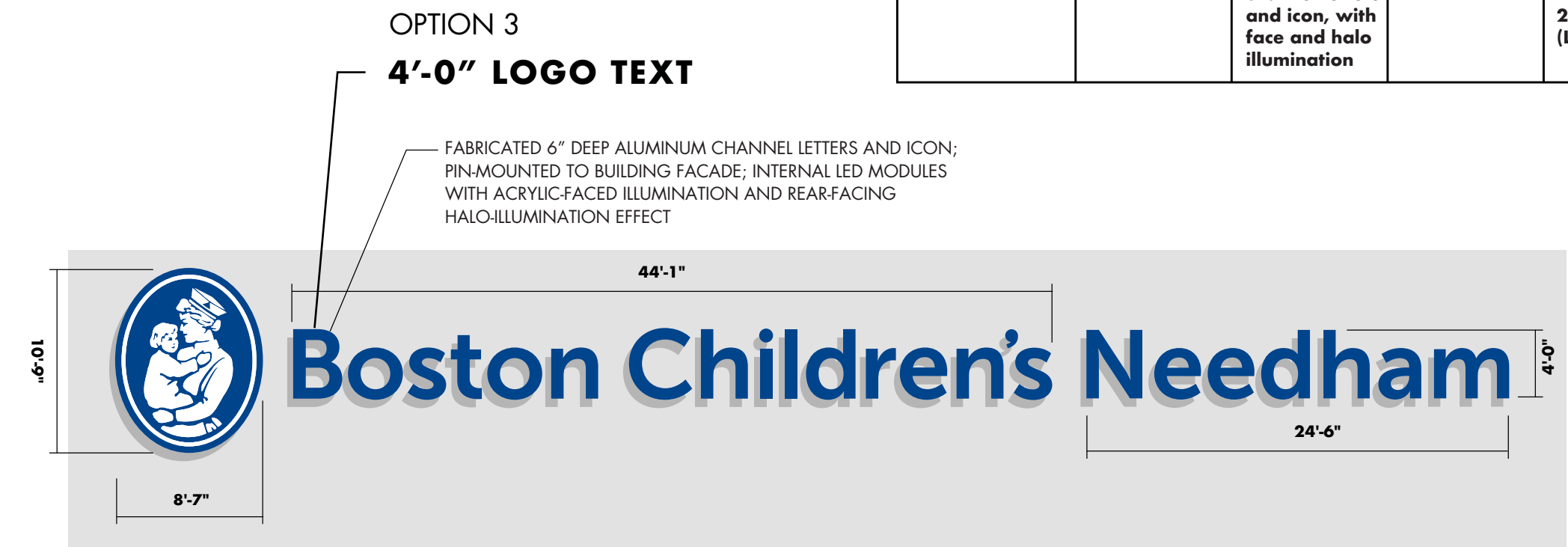
Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)



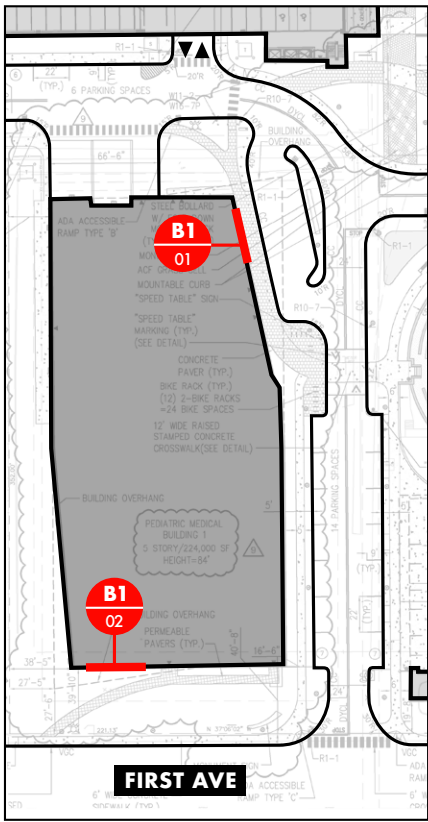
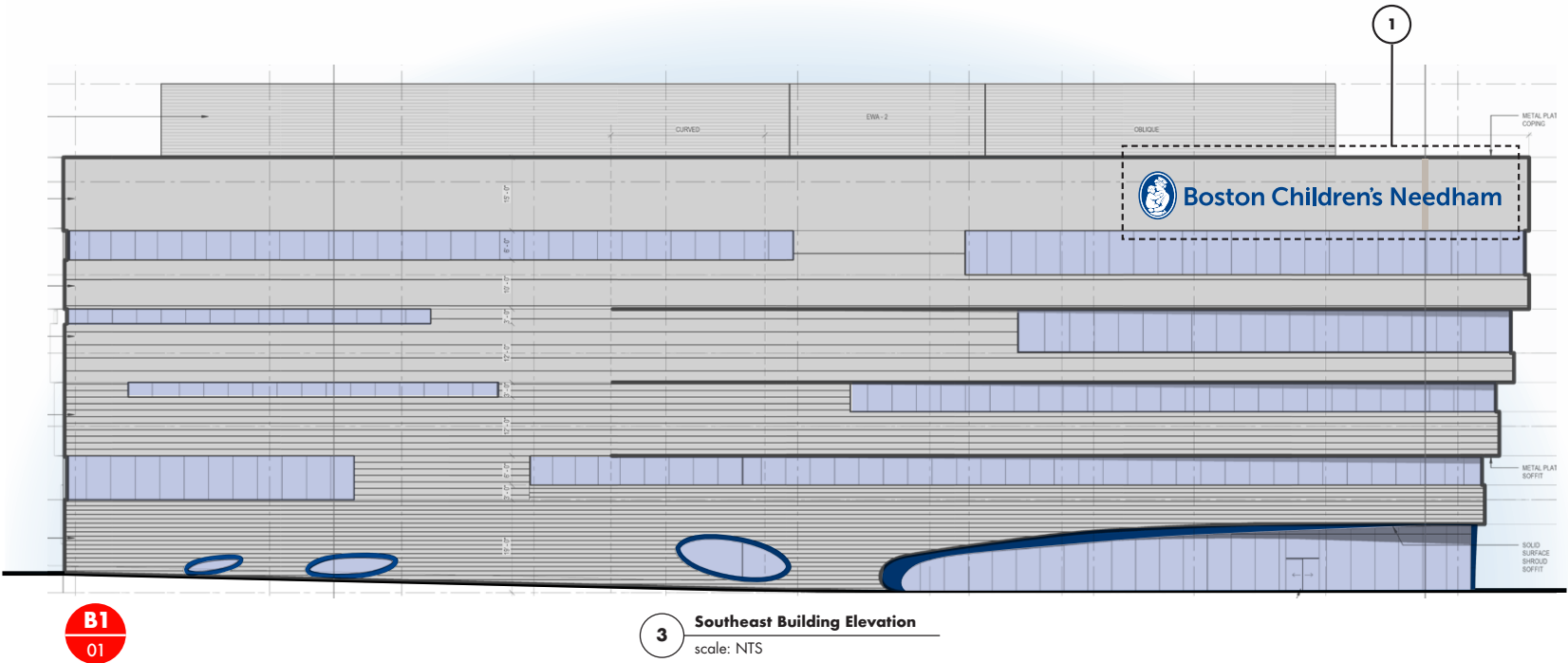
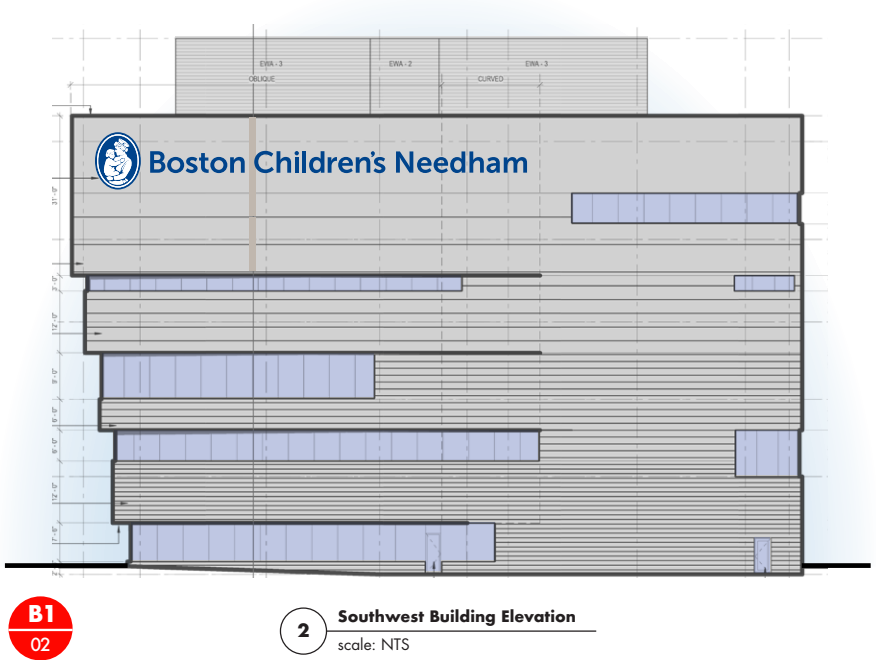
| SIGN NUMBERS    | SIGN TYPE          | SIGN DESCRIPTION                                                              | SIGN AREA ALLOWED | SIGN AREAS PROPOSED                                         | NOTES                                               |
|-----------------|--------------------|-------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------|-----------------------------------------------------|
| B1-01 and B1-02 | Permanent Attached | Fabricated aluminum channel letters and icon, with face and halo illumination | 100 SQ. FT.       | 322.11 SQ. FT. (Loc. B1-02);<br>243.81 SQ. FT. (Loc. B1-01) | Special permit requested for sign area and quantity |

| B1 02 SQ. FOOTAGE CALCULATION                                                             |                                                                    |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
|  94.18 | ren 24.4<br>s 10.84<br>N 13.16<br>ee 18.36<br>dh 25.84<br>am 24.09 |
| B 11.6<br>os 18.1<br>t 7.16<br>on 20.7<br>Child 53.68                                     |                                                                    |
| TOTAL: 322.11 SQ. FT.                                                                     |                                                                    |

| B1 01 SQ. FOOTAGE CALCULATION |  |
|-------------------------------|--|
| TOTAL: 243.81 SQ. FT.         |  |



1 Detail Elevation—Southwest Side  
scale: 1/8" = 1' - 0"



SIGN LOCATIONS





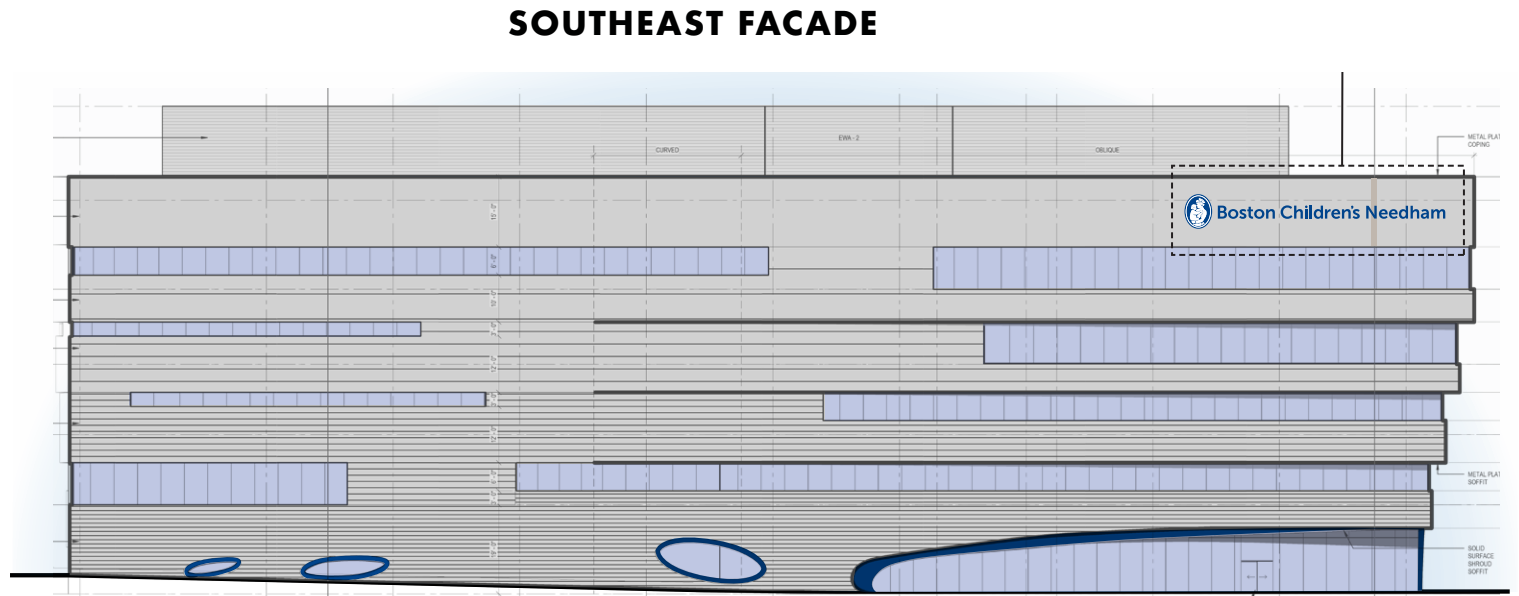
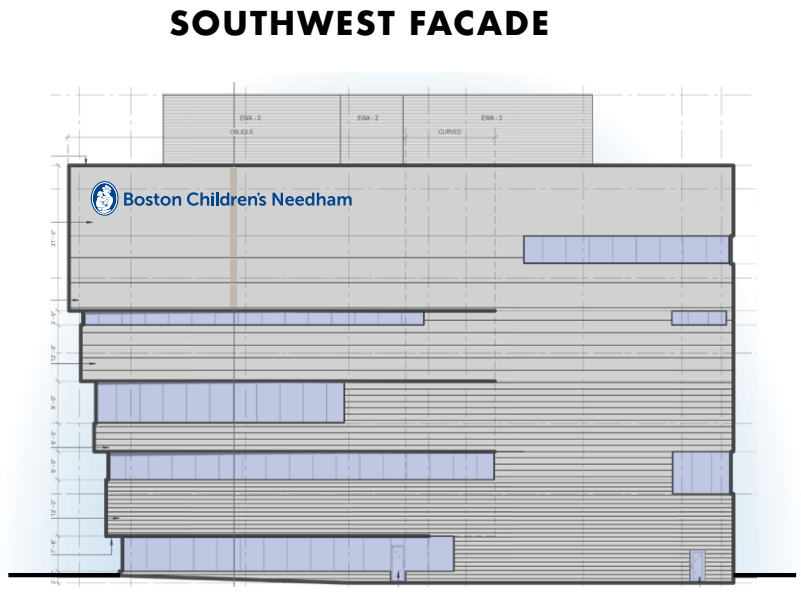
OPTION 3  
**4'-0" LOGO TEXT**



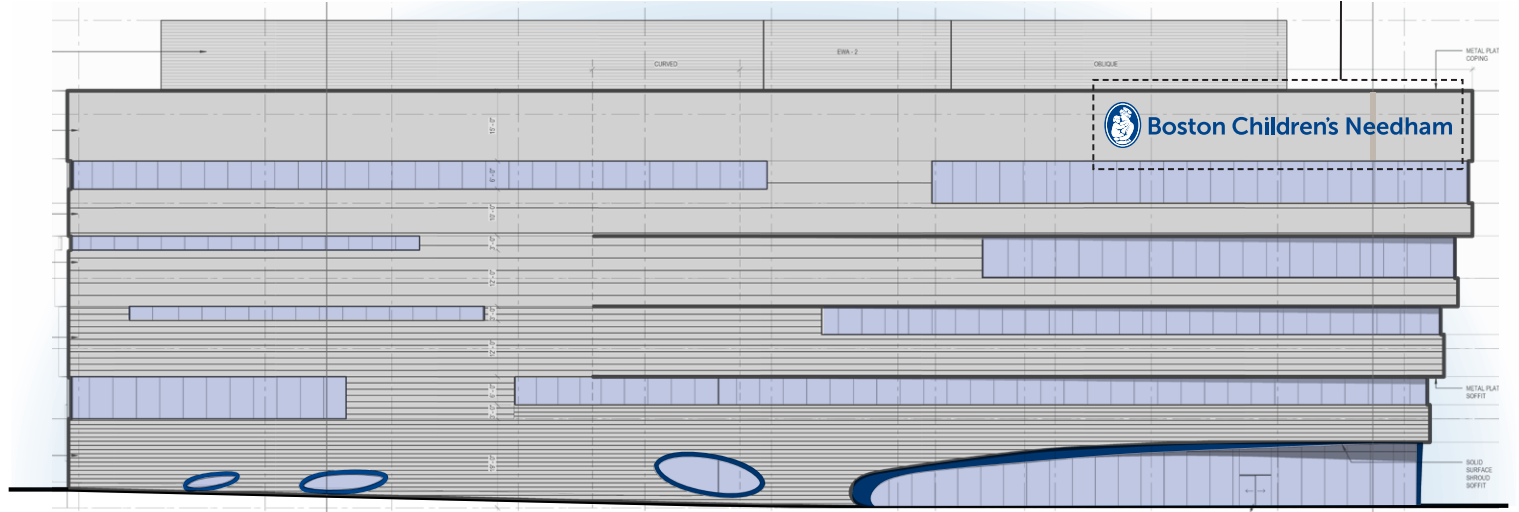
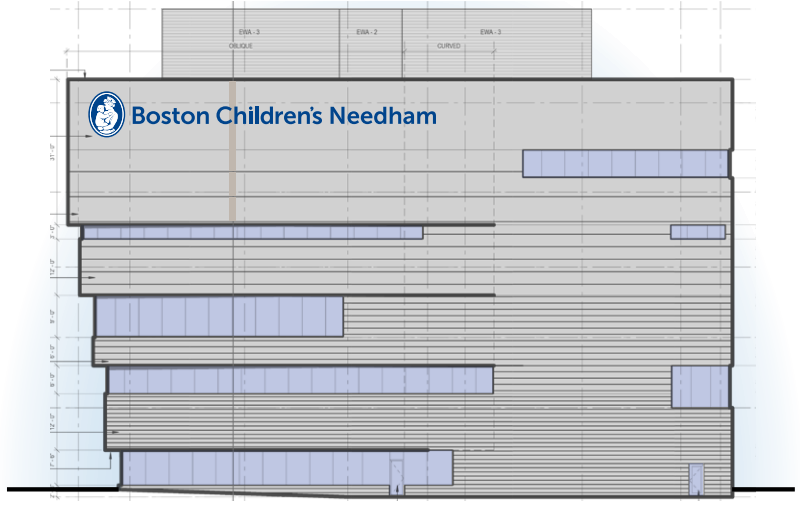


OPTION 3  
**4'-0" LOGO TEXT**

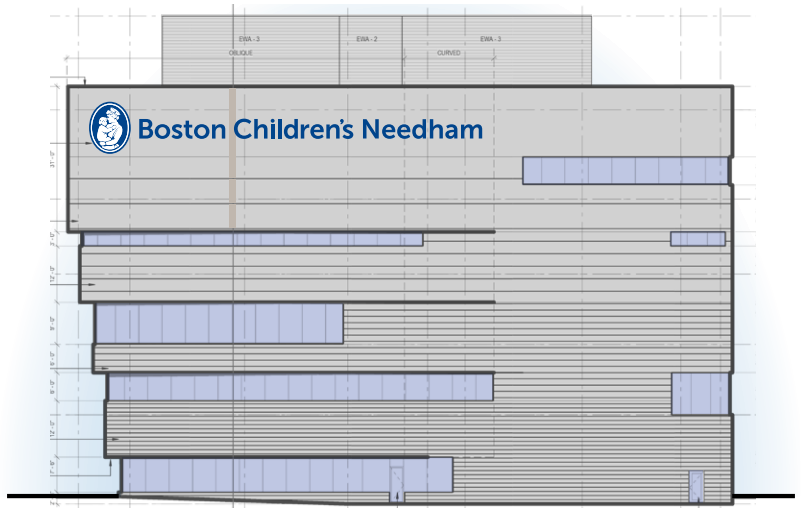
OPTION 1  
**2'-8" LOGO TEXT,**  
**BOTH FACADES**



OPTION 2  
**3'-6" LOGO TEXT,**  
**BOTH FACADES**

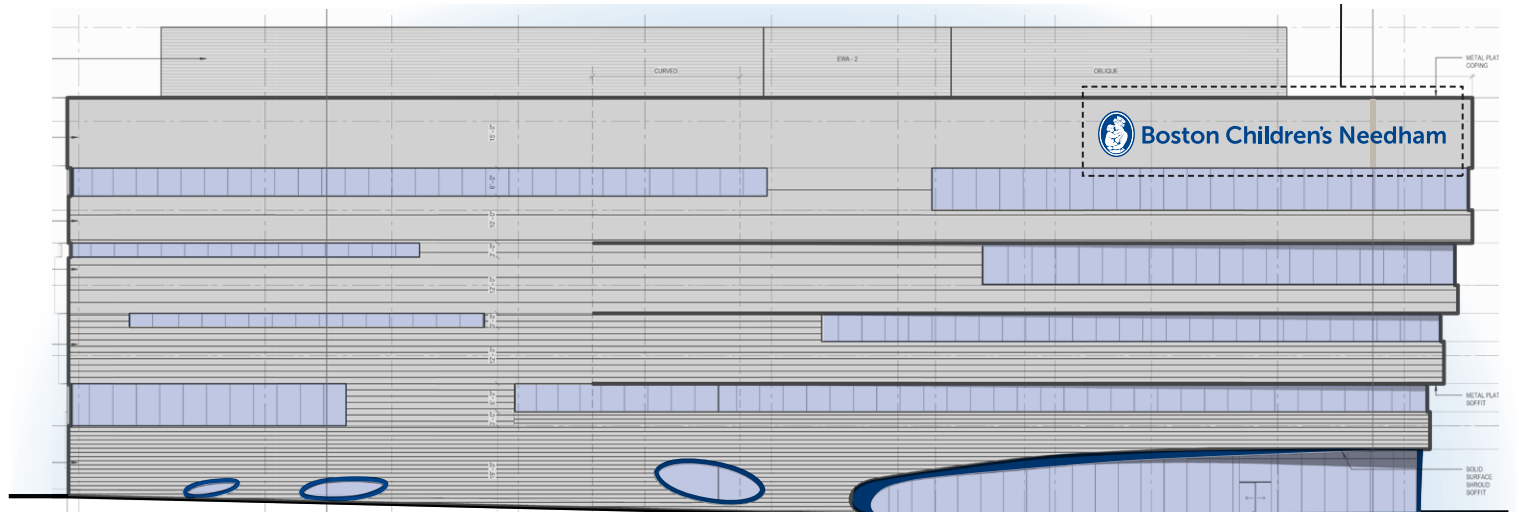


OPTION 3  
**4'-0" LOGO TEXT**  
**SOUTHWEST FACADE**  
**3'6" LOGO TEXT**  
**SOUTHEAST FACADE**



**B1**  
02

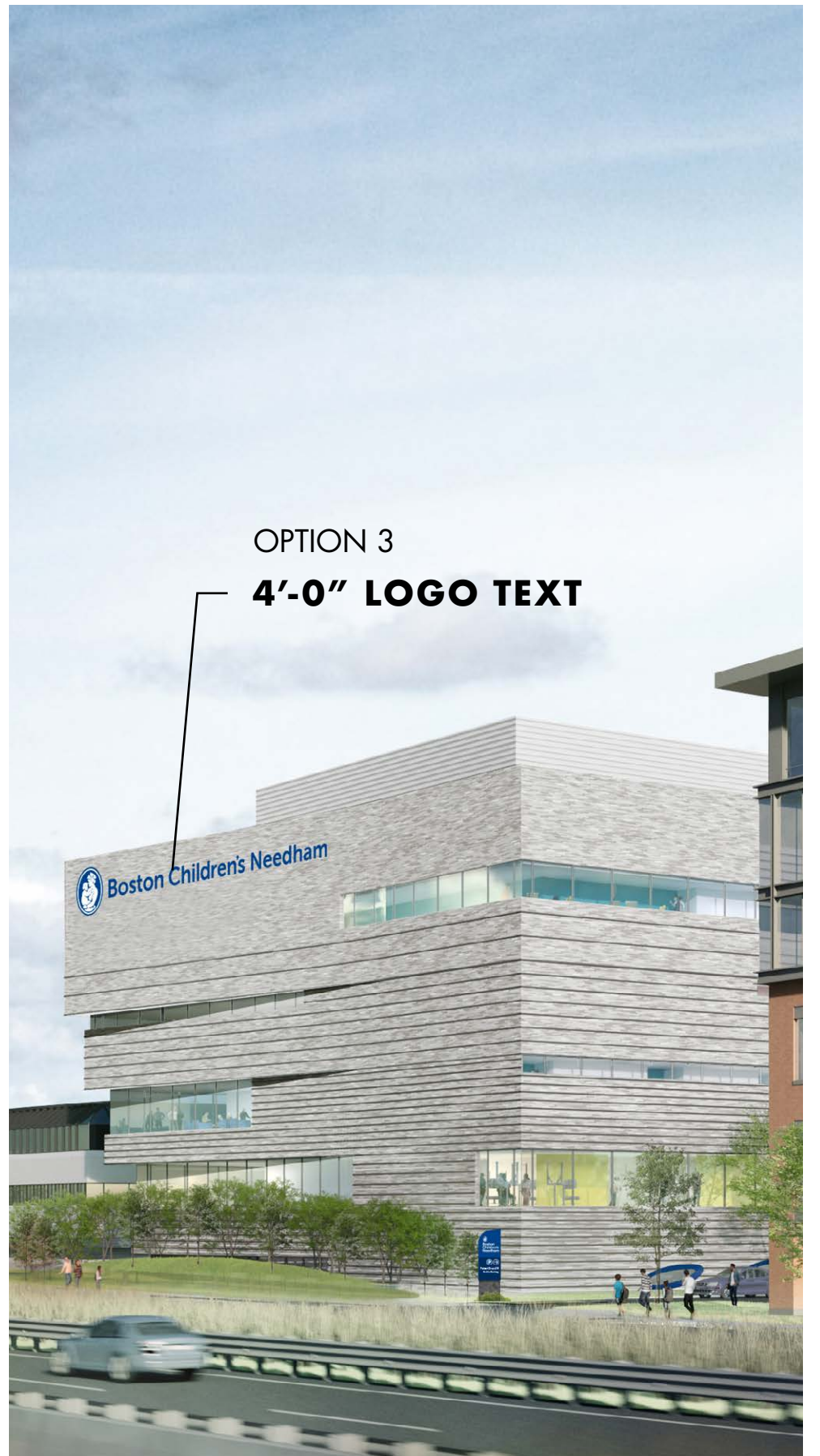
**2** Southwest Building Elevation  
scale: NTS



**B1**  
01

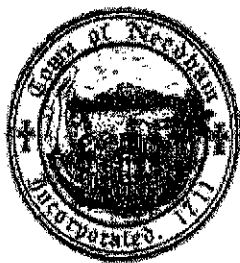
**3** Southeast Building Elevation  
scale: NTS











## TOWN OF NEEDHAM

### DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 380 First Avenue Date: \_\_\_\_\_

Owner: CHB Properties, Inc., c/o Boston Children's Hospital

Address: 300 Longwood Avenue, Boston, MA 02115

Telephone: 617-574-4179 (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

Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

Designer/Installer: Selbert Perkins Design Collaborative

Address: 5 Water Street, Arlington, MA 02476

Telephone: \_\_\_\_\_

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

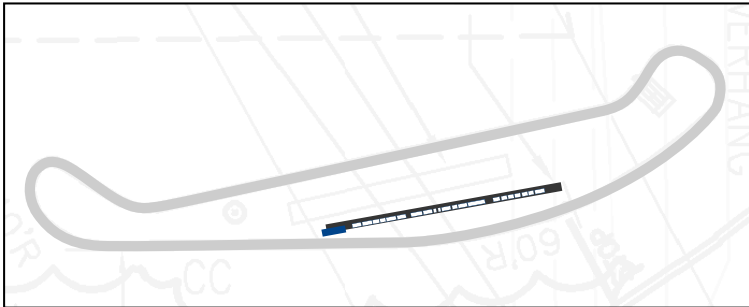
Brief description of sign or project:

Freestanding Monument Sign at main entrance and dropoff area

Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)







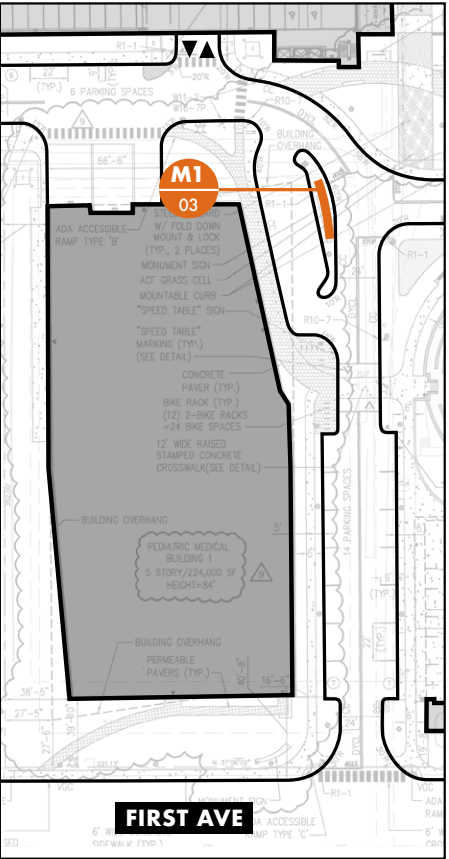
PLAN VIEW



RENDERING CONTEXT

| 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)<br>19.3 SQ. FT. (BACK SIDE) | Allowed pursuant to Section 5.5.3.3 |

| SQUARE FOOTAGE CALCULATION                                                              |        |
|-----------------------------------------------------------------------------------------|--------|
|  9.6 | ren 2  |
| B 1                                                                                     | s 1    |
| os 1.5                                                                                  | N 1    |
| t .75                                                                                   | ee 1.5 |
| on 1.5                                                                                  | dh 2.1 |
| Child 4.5                                                                               | am 2   |
| TOTAL: 28.45 SQ. FT.                                                                    |        |



SIGN LOCATION







**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 380 First Avenue Date: \_\_\_\_\_

Owner: CHB Properties, Inc., c/o Boston Children's Hospital

Address: 300 Longwood Avenue, Boston, MA 02115

Telephone: 617-574-4179 (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

Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

Designer/Installer: Selbert Perkins Design Collaborative

Address: 5 Water Street, Arlington, MA 02476

Telephone: \_\_\_\_\_

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

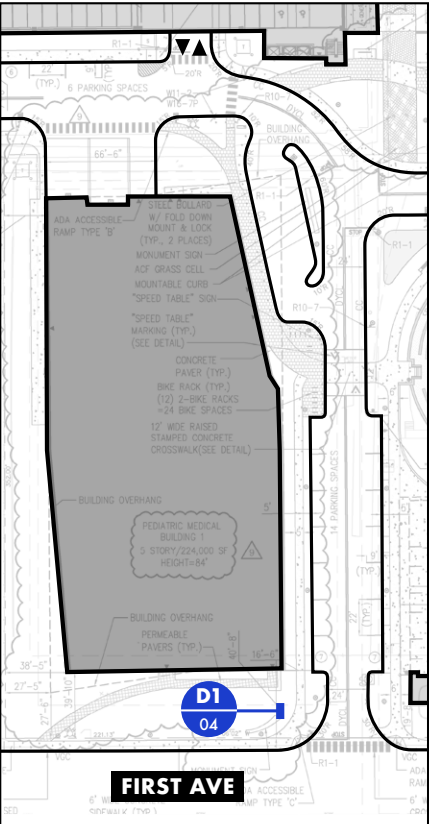
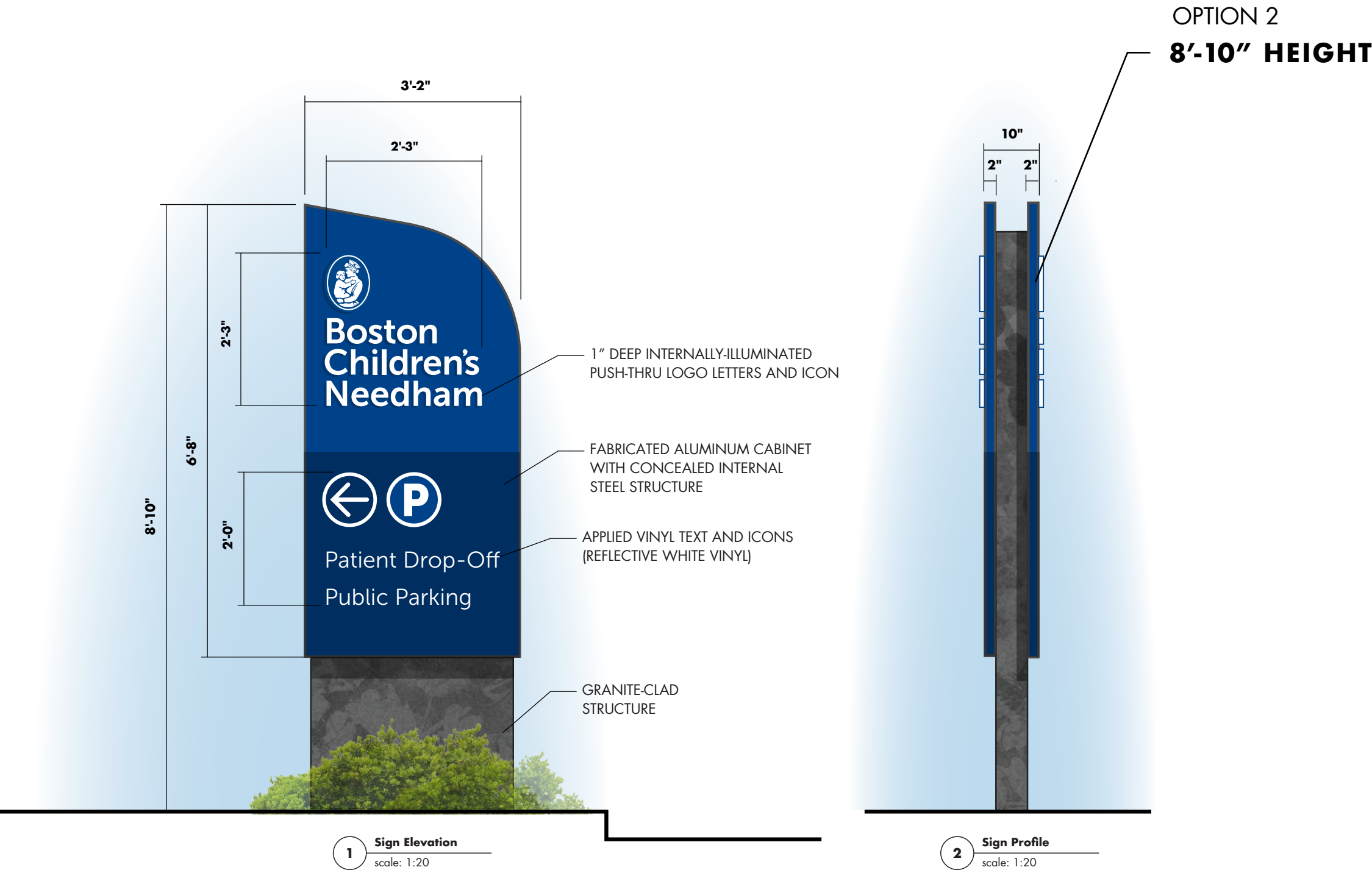
Brief description of sign or project:

On-Premises Wayfinding Sign facing First Avenue (Option 2)

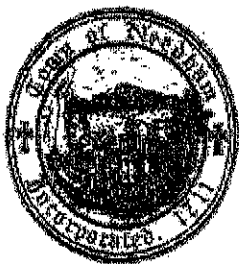
Please email completed application to [elitchman@needhamma.gov](mailto:elitchman@needhamma.gov)

| 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 |

| SQUARE FOOTAGE CALCULATION                                                          |      |
|-------------------------------------------------------------------------------------|------|
|  | 0.62 |
| Boston                                                                              | 0.61 |
| Children's                                                                          | .85  |
| Needham                                                                             | .85  |
|  | 0.62 |
|  | 0.62 |
| Patient Drop-Off                                                                    | 0.53 |
| Public Parking                                                                      | 0.64 |
| TOTAL: 5.34 SQ. FT.                                                                 |      |







**TOWN OF NEEDHAM**

**DESIGN REVIEW BOARD**

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 380 First Avenue Date: \_\_\_\_\_

Owner: CHB Properties, Inc., c/o Boston Children's Hospital

Address: 300 Longwood Avenue, Boston, MA 02115

Telephone: 617-574-4179 (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

Telephone: 617-574-4179 (Tim Sullivan, counsel for Boston Children's Hospital)

Designer/Installer: Selbert Perkins Design Collaborative

Address: 5 Water Street, Arlington, MA 02476

Telephone: 781-574-6605

| Type of Application                                      |
|----------------------------------------------------------|
| <input checked="" type="checkbox"/> Sign                 |
| <input type="checkbox"/> Minor Project                   |
| <input type="checkbox"/> Exterior Alterations            |
| Major Project (Site Plan Review)                         |
| <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:

On-Premises Wayfinding Sign facing First Avenue (Option 1)

Please email completed application to [elitchman@needhamma.gov](mailto: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.         | 6.7 SQ. FT. (EACH SIDE) | Special permit requested for sign area |

| SQUARE FOOTAGE CALCULATION                                                          |     |
|-------------------------------------------------------------------------------------|-----|
|  | 0.7 |
| Boston                                                                              | 0.7 |
| Children's                                                                          | 1   |
| Needham                                                                             | 1   |
|  | 0.8 |
|  | 0.8 |
| Patient Drop-Off                                                                    | 0.9 |
| Public Parking                                                                      | 0.8 |
| TOTAL: 6.7 SQ. FT.                                                                  |     |

