



Design Review Board Meeting Minutes
Monday, March 8, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Chad Reilly, Board Member (P)
Deborah Robinson, 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 application for signage by CHB Properties, Inc an affiliate of Boston Children's Hospital to be located at 380 First Avenue Bob Smart, Attorney
Tim Sullivan, Goulston & Storrs
Lisa Hogarty, Boston Children's Hospital
Gerry Topping, Boston Children's Hospital
Kevin Parker, Senior Designer
2. (Continued)Tim Parker, Fast Signs representing Greater Boston Addiction Center located at 322 Reservoir Street and applying for signage.
3. Heather Dudko, Graphic Impact Signs representing Dedham Savings located at 1077 Great Plain Avenue and applying for signage.
4. Evans Huber, attorney representing Buyer located at 175 Highland Avenue and applying for signage.
 - Simon Boyd
 - Bryn Robinson, Sign Designer

Mr. Chair called the meeting to order on March 8, 2021 at 7:30 PM EST.

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

Agenda Item 1:

Public Hearing Boston Children's Hospital to be located at 380 First Avenue applying for special permits for four signs-Bob Smart

Mr. Topping presented 4 signs to the Board that they would like to install, 2 building wall signs, 1 wayfinding sign facing First Ave, and one Monument sign at the main entrance and drop off area.

Sign 1: Permanent attached building sign facing First Ave. Mr. Topping included 3 choices in his presentation but noted that BCH prefers Option 2 which will be a 3'-6" facing First Avenue. The sign is a fabricated 6" deep aluminum channel letters and icon; pin mounted to building façade, internal LED modules with acrylic-faced illumination and rear-facing halo-illumination effect.

The logo is approximately 9'3" high and 7'5" wide. The letters [Boston Children's] are 38'2" and [Needham] is 21'3".

The same is true for the permanent attached building sign facing B Street, identified as Sign 2.

For the third sign or the entry monument sign BCH would like to install a freestanding sign with fabricated aluminum channel letters and icon, with face and halo illumination; granite base structure and rear-facing applied vinyl text. At the front, the sign would have the BCH logo and the words Boston Children's Needham. At the back the sign will have an applied vinyl text that says, "Where the world comes for answers". The sign would be 24.45 sq. ft at the front and 19.3 sq. ft. at the back.

For the fourth sign or the wayfinding sign BCH would like to install a 5.34 sq. ft. sign. The cabinet will be made of fabricated aluminum with granite-clad base and push through illuminated logo and vinyl directional text. Mr. Topping presented 3 options to the Board and indicated that BCH would like option two or the 8'-10" high wayfinder sign.

Mr. Chair made some comments to clarify that in the past the Board members commented that the TripAdvisor sign given where it is and what it is mounted on might have been more appropriate if it was a little bigger. Mr. Chair told BCH this information and offered them the option if they wanted to do something a little bigger.

Mr. Reilly wanted to note that the way the signage area was calculated by the applicant is not consistent with the way the DRB regulations state. Mr. Reilly noted that 9' sign depicted on his computer screen would be multiplied by the overall length dimension.

Mr. Reilly asked what the height of the TripAdvisor lettering is. The height is about 5'4".

Mr. Reilly said he liked second option based on the building. For the monument sign the lettering looks a little crowded, he is interested to hear the other members' opinions.

For the way finder sign he would like to see more breathing room. Nothing is jumping out at him or causing him concern.

Mr. Tanner said that he noticed the 3 six-foot ladders are both front-lit and back-lit. He thinks it should be one or the other, but not both. It feels very commercial to him and befitting to the building. He has no problem with the monument sign, except he does not know how well vinyl is

going to stick to granite. He suggested perhaps changing that to quarter inch aluminum plate ladder instead.

Ms. Robinson said overall it looks good. She had similar thoughts to Mr. Reilly regarding the directional (way finder) sign that it looks crowded.

Mr. Chair said he agrees with the other members' comments that the size seems to work well. He is a little concerned about the height of the directional sign, but if it is similar within inches of the other ones in that area then it will work well, and he would approve it as proposed.

Mr. Chair asked about the vinyl applique letters on the back of the sign and whether there is any dimension to that. Mr. Parker said there is not currently, but they are looking to either do vinyl or as mentioned doing a thin gauge metal letter.

Mr. Topping said Children's would be open to metal lettering in lieu of the applied vinyl from a durability standpoint.

Mr. Topping wanted to circle back to the proposed hours of illumination, he proposed to keep the signs lit 24/7 like the TripAdvisor sign. He is aware that the bylaw requires they the light go off at 11 and on at seven. Mr. Chair said that raises the issue of front lit vs halo lit. He is not against it but would like to know what the other Board members think.

Mr. Reilly asked if they had photos of what they are proposing. Mr. Topping showed images of their Brookline branch. Mr. Reilly said based on the photos it looks like they are proposing rear illuminated letters not front illuminated. Mr. Parker said yes it would be subtly illuminated at the base. The Board agreed that the suggested style of illumination would be fine.

Mr. Sullivan asked the chair if the term on these special permits ends for any reason since they are not pulling the building permit for another year. Mr. Chair said there is no bylaw on term limits. If approved, it is good unless any major changes happen to the logo or if they do a rebranding happens then they must come back before the Board.

Motion to approve the Children's signage for option two for the southwest and southeast facades with the conditions noted by the Board that the ground sign be backlit only, and the rear letters are changed to dimensional metal letters, and to approve the pylon as presented by Mr. Reilly.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 2:

(Continued) Fast Signs representing Greater Boston Addiction Center located at 322 Reservoir Street and applying for signage- Tim Parker

Mr. Parker came back before the Board to present the new signage after implementing the feedback he received during the last DRB Meeting.

Mr. Parker reduced the sign from 96” by 96” to 84” by 84”. The white inset border was removed to make the sign cleaner. The sign will be centered between the top and bottom of the mullion of the top section.

The sign is a black 1.375” aluminum bar frame with Alu 040 inserts with a matte black vinyl overlay, with white vinyl lettering that says “GBAC” with an arrow through it.

Mr. Chair said he likes that there is more space now inside the sign. The original sign was too crowded.

Mr. Tanner asked if the tenant is on the first floor or the second floor of the building. Mr. Parker said the tenant occupies about 2/3 of the second floor.

Mr. Tanner said he likes to see things lined up and would not mind seeing the sign lined up with the top window mullion.

Mr. Reilly said he has no issues with it graphically. He agrees with Mr. Tanner regarding aligning the sign, but because of the brick space around the sign he does not mind having it centered as it is rendered.

Ms. Robinson said she would be inclined to not have it aligned at the top. However, raising it up to have it centered with the light fixtures might be a little better. She does not have strong feelings either way.

Mr. Chair said that given that the sign is black, and the window frames are black he likes where it is currently located on the building.

Motion to approve the sign as submitted by Ms. Robinson.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
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Mark Gluesing	Aye
Chad Reilly	Aye
Deborah Robinson	Aye
Steve Tanner	Aye

Agenda Item 3:

Graphic Impact Signs representing Dedham Savings located at 1077 Great Plain Avenue and applying for signage. - Heather Dudko

Ms. Dudko explained to the Board that Dedham Savings Bank is going through a rebranding and 1077 Great Plain Avenue is one of the locations to have new signage installed.

Ms. Dudko had 3 applications for 3 signs.

Sign #1 is a sign to be located at the corner front entry. The existing sign will be removed and replaced with non-illuminated raised dimensional letters and logo. Existing external illumination to remain.

Sign #2 is a sign to be located at the rear lot entry. The old lettering will be removed and replaced with raised dimensional letters and logo. The existing external illumination to remain.

Sign #3 is the raised channel letters facing Great Plain Avenue. It will be replaced with halo-lit channel letters. The existing sign is 13 square foot, they would like to replace it with a 31-foot sign.

Mr. Tanner said he knows the bank is on the corner of two streets and they have an entrance through a rear parking lot. He does not see any problem with the number of signs nor the proposed signs.

Mr. Reilly initially questioned the need for a third sign, but once he reviewed the photos he remembered that the Bank is on a corner and if someone is coming in from Wellesley they would not be able to see the other sign over the door. He thought the logo looked a little big over the size of the letter and suggested if the logo could be reduced it would look better. If however, they are insistent on this proposal because that's their branding, then he is fine with it. But overall, it would look better with a smaller logo and larger letters.

Motion to approve the three Dedham Savings sign as submitted by Mr. Reilly.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	

Chad Reilly	Aye
Deborah Robinson	Aye
Steve Tanner	Aye

Agenda Item 4:

Buyer located at 175 Highland Avenue and applying for signage. - Evans Huber, attorney

Mr. Huber presented to the Board proposed signage for Buyer, his client at 175 Highland Avenue.

Buyer is seeking to install a single sign to be placed on the façade of the building facing Highland Avenue. The sign is a face lit channel letter sign with white sides and face with raceway painted same color as brick. The sign will be 31.77 sq. ft.

Mr. Chair clarified that this building is next door to the Staples parking lot on Highland Avenue.

Mr. Reilly wanted to be mindful of any precedents being set if this is a multi-tenant building. Right now, there is only one tenant occupying the building, but what happens if a second tenant occupies the same floor, what will the game plan be for additional signs that might come onto the building. While the sign proposed is fine, he would like to know what else might be proposed as other tenants come in.

Mr. Boyd from Winhall Realty said that they would only allow one tenant in the building to have a sign, because they are also concerned about the aesthetic of the building. They had waited a long time to rent this building to the right tenant, so this is not something they take lightly.

Mr. Reilly said he appreciates the response, and it helps give it context. He said the sign proposed is a little enigmatic, only people who are familiar with Buyer or are looking for the business will know what they are looking for.

Mr. Reilly said he would recommend a film be added if they are sticking with the white color for the backlit letters.

Mr. Tanner clarified that they will want to add a diffuser film on top of the acrylic so it is not too bright, but they could also easily add a dimmer to the LEDs so they could be dimmed.

Motion to approve signage with the condition that the less translucent acrylic be used with a dimmer so they can adjust the LED's brightness by Mr. Reilly.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Approval of Minutes:

Motion to approve the minutes of February 22, 2021 by Mr. Tanner.

Motion seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Abstain	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Motion to Adjourn:

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

Motion was seconded by Mr. Tanner.

Meeting adjourned at 8:45 PM.

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

Future Meetings:

March 22, 2021	Via Zoom
April 12, 2021	Via Zoom
May 3, 2021	Via Zoom
May 24, 2021	Via Zoom

June 7, 2021

Via Zoom

June 28, 2021

Via Zoom