



Design Review Board Meeting Minutes
Monday, March 22, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (P)
Len Karan, 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. Heather Dudko, National Sign Corp, representing Citizens Bank located at 968 Highland Avenue and applying for signage.
2. Jason Parillo, Poblocki Sign Company, representing IDG located at 140 Kendrick Street and applying for signage.

- Justin Caron of North Star.

3. Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP representing Needham Enterprises LLC applying for site plan review for 1688 Central Avenue.

Mr. Chair called the meeting to order on March 22, 2021 at 7:30 PM EST.

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

Agenda Item 1:

National Sign Corp representing Citizens Bank located at 968 Highland Avenue and applying for signage. - Heather Dudko

Ms. Dudko proposed 4 new signs for Citizens Bank.

The first sign EO1 (located on Highland Avenue) they would like to remove the halo lit letters which are currently 24 square feet and replace it with 15 square foot halo lit letters on an aluminum backer. The backer will match the new trim color.

The second sign EO4 is on the right elevation facing Mellen St. There is an existing set of 24 square foot letters which will be removed and replaced with 15 square foot letters.

The third sign EO6 is a hanging box sign on the left or north elevation, and that is proposed to be replaced.

On the east elevation is where the 4th sign will go, which will be 15 square foot halo lit channel letters.

Ms. Dudko also wanted to discuss sign NO1 which is the non-illuminated sign proposed to go on the front elevation facing Highland Ave. The sign is at 64 square foot which is over the allowance and she was not sure if it would be allowed. She brought it before the Board to be reviewed.

Mr. Chair said after reviewing the packet they are essentially replacing the current signs in the same location. Ms. Dudko confirmed.

Mr. Tanner said he does not have a problem with the 4 signs proposed however he feels NO1 is not necessary.

Mr. Karan said he agrees with Mr. Tanner.

Mr. Dermody asked if the hanging sign exists currently. Ms. Dudko said yes. He feels that it is not readable if you are near it due to the scale of it. He is not opposed to it.

Ms. Robinson asked Ms. Dudko to confirm if the letters are the same height and the sign is smaller because of the elimination of current wording. Ms. Dudko said that is correct.

Mr. Hammer he would like to see the daisy graphic and the Citizens a bit smaller so there is a more negative space above and below the sign

Mr. Chair asked Ms. Dudko whether the small grey band above the green is a metal canopy on the roof or a graphic element. Ms. Dudko said she is not sure, but she knows there are no changes to the bands. The Chair noted that a canopy exists on the existing condition photos.

Motion to approve the three signs on the canopy and the small projecting sign along the sidewalk as submitted by Mr. Hammer.

Motion was seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	

Deborah Robinson	Aye
Steve Tanner	Aye

Motion to deny the 64 square foot wall graphic on west elevation NO1 by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Boston Properties, representing IDG located at 140 Kendrick Street and applying for signage. - Jason Parillo, Poblocki Sign Company and Justin Caron, North Star

Mr. Parillo came before the Board applying for two wall signs, Sign A1 is on the roof of the building facing the highway. It is a 3 foot 8 inch by 14 foot 8 inch set of illuminated channel letters. It is flush mounted on a 6 foot 5 inch aluminum panel attached to the mechanical screen.

The other sign A2 is 53 inches high by 126 inches wide. It will have the IDG face-lit letters and underneath it will have the tagline which is the “International Data Group”. This sign is located on one of the buildings facing internally on the site.

The Board decided to begin by discussing sign A2. Mr. Tanner said the building sign (A2) is very tight vertically, there is no room or white space. It might be better to eliminate the tagline letters on the bottom or make it smaller.

Mr. Caron said that IDG is very particular about how their logo appears, and the tagline usually travels with the logo.

Mr. Chair asked what the overall sign area is. Mr. Parillo said A1 is 53.7 square feet and A2 is 46.42 square feet.

Mr. Dermody said he agrees with Mr. Tanner, the negative space is a little tight, and should be shrunk overall to create more clearance. If the tagline needs to be kept the whole sign should be reduced.

Mr. Hammer said he agrees with his colleagues it should be reduced. However, if reduced proportionally the letters on the bottom may be too small. Perhaps if they could rearrange the initials and the graphics but the words be kept the same size.

Mr. Karan said he agreed with Mr. Hammer and asked if there is some way to creatively reduce the initials and keep the lettering the same size.

Mr. Chair asked if they would be able to adjust the logo and the IDG, remembering that this sign is located in a courtyard. Mr. Caron said it is possible, but he would have to confer with IDG.

Mr. Parillo then described sign A1. They propose to install this sign where the PTC sign previously was located, centered on the screen that's available. Mr. Dermody commented that it's not advisable to have a tag line while viewed by cars on the highway who will be driving at 65mph. The purpose of this sign is different from the courtyard sign.

Ms. Robinson added that there needs to be more negative space around the "IDG" so removing the tagline will allow for more space.

Mr. Tanner agreed with Mr. Dermody that the tagline should be removed which is jammed in. The sizes seem to be haphazard and it detracts from the "IDG".

Mr. Hammer also agreed with removal of the tagline. He suggested that the letters IDG might look stronger in solid black and not have the grey outline. Mr. Parillo explained that it is a face lit sign appearing black in daylight and illuminates white at night.

Mr. Tanner asked if there will be a film used. Mr. Parillo confirmed that they can use the film.

Motion to approve A1 sign with the condition to remove IDG tag line and recenter IDG logo in the panel they are proposing to mount onto the mechanical screen by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Motion to approve A2 sign with the condition that they shrink IDG letters & logo as submitted, but that the upper line be reduced to 30 inches, and they have the option to reduce the whole overall sign to 47 inches by Mr. Hammer.

Motion was seconded by Mr. Karan.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 3:

Needham Enterprises LLC owner of property at 1688 Central Avenue and applying for site plan review - Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP

Mr. Gluesing recused himself from the meeting at this time due to a conflict of interest. Ms. Robinson assumed Chair position for the remaining portion of the meeting.

Mr. Huber came before the Board for site plan review of the proposed project at 1688 Central Avenue.

The existing building is to be demolished and the existing barn is to be kept. A new structure is proposed to be constructed in place of the razed building. Mr. Huber went over the driveway's location as it will open on Central Avenue. There will be a turnaround area further into the property to avoid activity along Central Avenue.

On the north side of the property white pines will be planted to provide screening between the parking area and the Temple next door, there will also be decorative flowering crab apple trees, and some azaleas planted at the internal parking area. The installation of four light poles as required by the Town for the minimum amount of lighting are also proposed. There will be no accent lights, there will be a light at the entrance of building itself. The structure will have a residential look with a low roof. The tallest element of the structure is to the rear of building away from Central Avenue. The siding material will be a mixture of different textures including Hardie board, a manufacturer of cladding, and board and batten siding.

Ms. Robinson asked Mr. Huber to go over the barn building. Mr. Huber said the barn building will remain, next to it will be the parking area, and there will also be a lawn and playground area.

Mr. Dermody asked if they could use a different color than white for the six-foot white vinyl fence. There is no other white in this project, and he is worried it will be stick out. Mr. Nelson said they do make fences in tan, white and gray. Mr. Dermody said he would prefer a tan color to be used.

Mr. Dermody asked how will the new building relate to the existing building, will it be renovated or rehabbed in any way? Mr. Huber said the barn is not going to be in use as part of this project. It might be used for storage but will not be used for a childcare function.

Mr. Hammer wanted to clarify the purpose of the screen on the north side of the white pines is to screen the building from the temple. Mr. Huber said that was the purpose. Mr. Hammer said that the white pines they want to plant will be put in at a height of about 10 to 12 feet and a 6 foot width. Though they are fast-growing trees they are not going to form a screen for at least 5 or 6 years or more. Mr. Hammer suggested using several different species to create a more interesting line of trees and for them to be staggered to provide some interest since there is room for that. The same comment goes for the white pines on the south side of the building. Two, three or even more species should be used to create texture, add color and height to the property. The arborvitae trees are well used. The front (west elevation) would benefit from foundation planting.

Mr. Hammer pointed out the legacy maples to be planted along the sidewalk east of the new building have crowns that are 4' or 5' off the ground and will interfere with walking along the

sidewalk. Mr. Hammer suggested using a three- or four-inch caliper tree so that people can walk under them, or plant them 10 feet further south which will be better for that location.

Mr. Hammer asked about the light poles and how far apart they are. Mr. Huber stated that they are 20 feet high and approximately 130' apart. Mr. Hammer stated they are too far apart to cover such a large area. The fixtures would have to be 24' tall. He recommended four lights and that they be lower in height not to adversely affect the temple. Mr. Huber said the lights will only be in use during weekdays and not on the weekends. The lights will be off on the weekends and after the facility closes for the day. Mr. Hammer asked if the lights would be on for security after hours. He is concerned about there not being any lighting at the entrance, buildings by code have to have lighting. Mr. Huber stated that there is recessed lighting at the entrance.

Ms. Robinson asked why the building is so much closer to the street than the other buildings in the area. Mr. Huber said the placement of the building was due to the need to have adequate space for a turnaround driveway for pick up and drop-off activities.

Ms. Robinson and Mr. Dermody discussed the elevation of the building, as well as the tall peak on the Central Avenue side. Ms. Robinson said the elevation on Central Avenue is important because it is visible to the public. She suggested that it could use more development, so it is not such a flat façade. Mr. Huber said because of the truss roof there are limitations on the structure, but they can install bay windows which will add more interest to the building. Ms. Robinson said that the building needs more residential scale pieces like an overhang, change in the massing, projecting windows, or adjusting the roofline to make it look more residential.

Mr. Dermody asked how far is the building set back. Mr. Huber said 40 feet. Mr. Dermody asked if there were any consideration to set it further back and use some of the lawn space. Mr. Huber said he does not know if that was ever considered.

Mr. Dermody also mentioned that the area for the dumpster enclosure on the parking plan and site plan show a discrepancy. They both need to include the "key" so that the adjacent parked car can pull in and out.

While typically the Design Review Board does not allow public comments on the Site Plan Reviews there were attendees on the zoom meeting who had their hands up. Ms. Robinson allowed them to speak as she was Chairing this portion of the meeting.

Three attendees spoke who all shared similar concerns regarding this project and its impact on the neighborhood traffic, as well as the overall look of the building and how it impacts neighboring properties. Matthew and Nicole Heideman of 1708 Central Ave (direct abutters) and Ms. Holly Clark.

Mr. Huber said these concerns are like ones raised at a neighborhood meeting held by his client. They are aware of these concerns and will do what is feasible to address them. Mr. Huber said these concerns should be brought forth at the Planning Board meeting for the site plan review, as it is their right to bring these issues up.

Ms. Robinson informed Mr. Huber she will write a report and submit the DRB comments to the Planning Board. No vote is required on comments to Planning Board Site Plan Review.

Name	Aye	Nay
Mark Gluesing	Left meeting	

Bob Dermody	
Nelson Hammer	
Len Karan	
Deborah Robinson	
Steve Tanner	

Motion to Adjourn:

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

Motion was seconded by Mr. Hammer.

Meeting adjourned at 8:59

Name	Aye	Nay
Mark Gluesing	Not present	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Future Meetings:

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