

DESIGN REVIEW BOARD

Monday, June 28, 2021

7:30 p.m.

Virtual Meeting using Zoom

Meeting ID: 845-1987-6965

(Instructions for accessing below)

Under Governor Baker's Act "Extending Certain COVID-10 Measures Adopted During the State of Emergency", extending the "Executive Order Suspending Certain Provisions of the Open Meeting Law G.L. c. 30A, S20," issued June 16, 2021, and in effect until April 1, 2022, meeting of public bodies may be conducted virtually provided that adequate access is provided to the public.

To view and participate in this virtual meeting on your phone, download the "Zoom Cloud Meetings" app in any app store or at www.zoom.us. At the above date and time, click on "Join a Meeting" and enter the following Meeting ID: 845-1987-6965

Link: <https://us02web.zoom.us/j/84519876965>

To view and participate in this virtual meeting on your computer, at the above date and time, go to www.zoom.us click "Join a Meeting" and enter the following ID: 845-1987-6965

HEARINGS:

Public notice is hereby given that Boston Properties located at 140 Kendrick Street, has made application to the Design Review Board for a Special Permits pursuant to the Sign By-Law sections **5.5.3.1 a) and 5.5.4 (More than one freestanding sign (3 proposed) and over the maximum size) section 5.5.1 b) three directional signs over the maximum size** and any other applicable sections of the By-law.

APPLICANTS: *(Items for which a specific time has not been assigned may be taken out of order.)*

(Continued) Josie Lei, AZ Signs representing Apirak Chuenprapa, owner of Little Spoon Thai Kitchen, located at 952 Great Plain Avenue and applying for signage.

Nicole Handricken, Sign Design, representing Speedway located at 207 Highland Avenue and applying for signage.

Ethan Nosel, Starboard Sales, LLC applying for a temporary banner for Sea Spray and Shorelines located at 1110 Great Plain Avenue.

Jennifer Shin, representing Goody Gifty located at 10 Oak Street and applying for signage.

Weslie Pierre, Owner of The Plant Design Studio by Wesleaf Designs & Décor located at 1020 Great Plain Avenue and applying for signage.

INFORMAL DISCUSSION: Future Design Review Board meetings in-person vs. by Zoom, Board Feedback on NUARI vision.

REVIEW Minutes of 6/7/2021 meeting.

Next Public Meeting – July 19, 2021 at 7:30pm via Zoom Webinar



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 140 Kendrick Street, Needham MA 02494 **Date:** 05/14/2021

Owner: Boston Properties

Address: 800 Boylston Street, Prudential Center Boston MA 02199
Street City State Zip
Telephone: 617.236.3300

Applicant: David Provost

Address: 800 Boylston Street, Prudential Center Boston MA 02199
Street City State Zip
Telephone: 617.236.3300

Designer/Installer: Leverage Design Group

Address: 60 Thoreau Street, Suite 306 Concord MA 01742
Street City State Zip
Telephone: 617.448.7601

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:

Directional sign for pedestrian and vehicular way finding.

Please email completed application to elitchman@needhamma.gov

BOSTON PROPERTIES

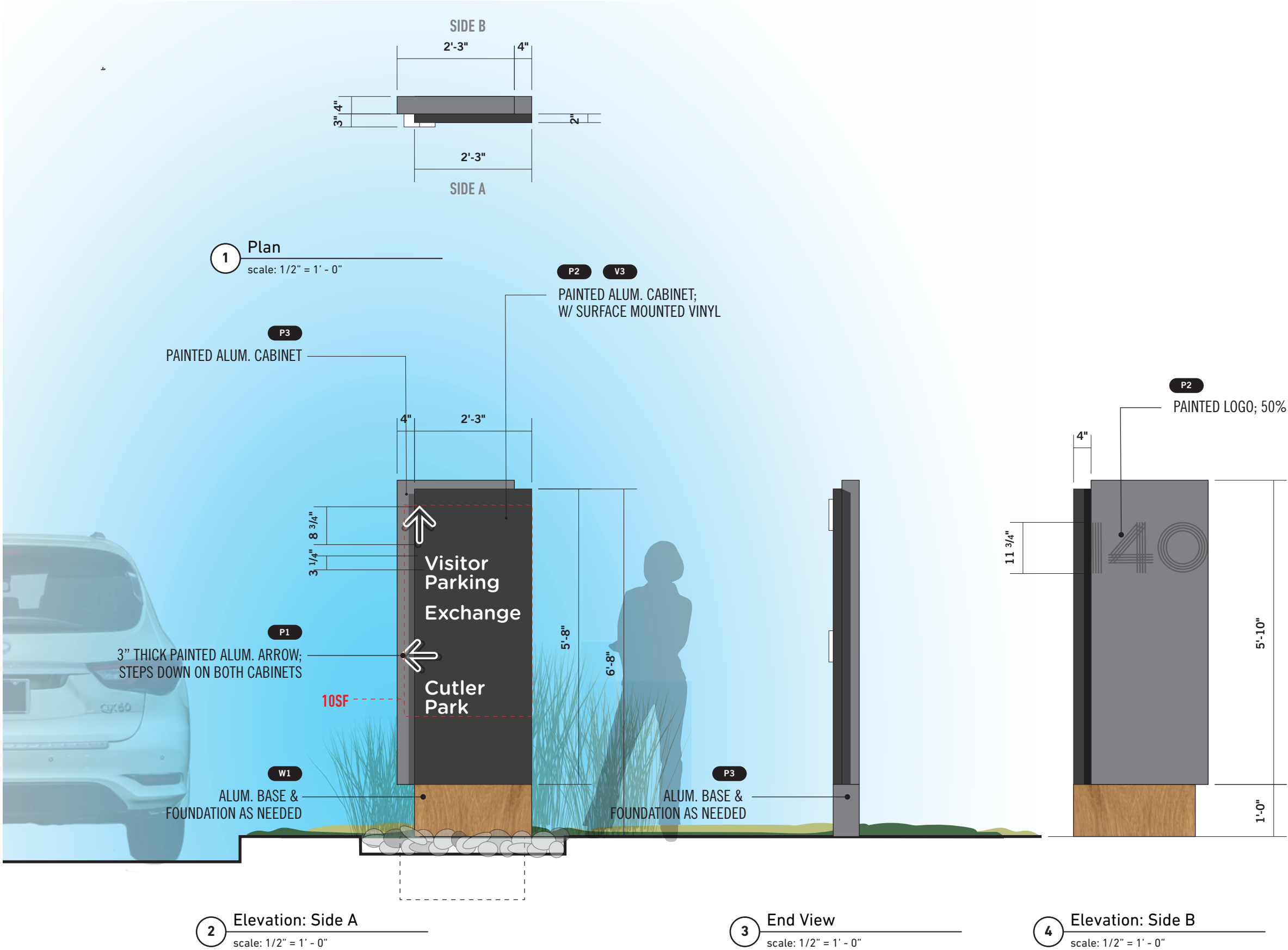
140 KENDRICK

Design Review

SIGN TYPE C1

PRIMARY

DIRECTIONAL



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REV #	DESCRIPTION	BY	DATE
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LEVERAGE

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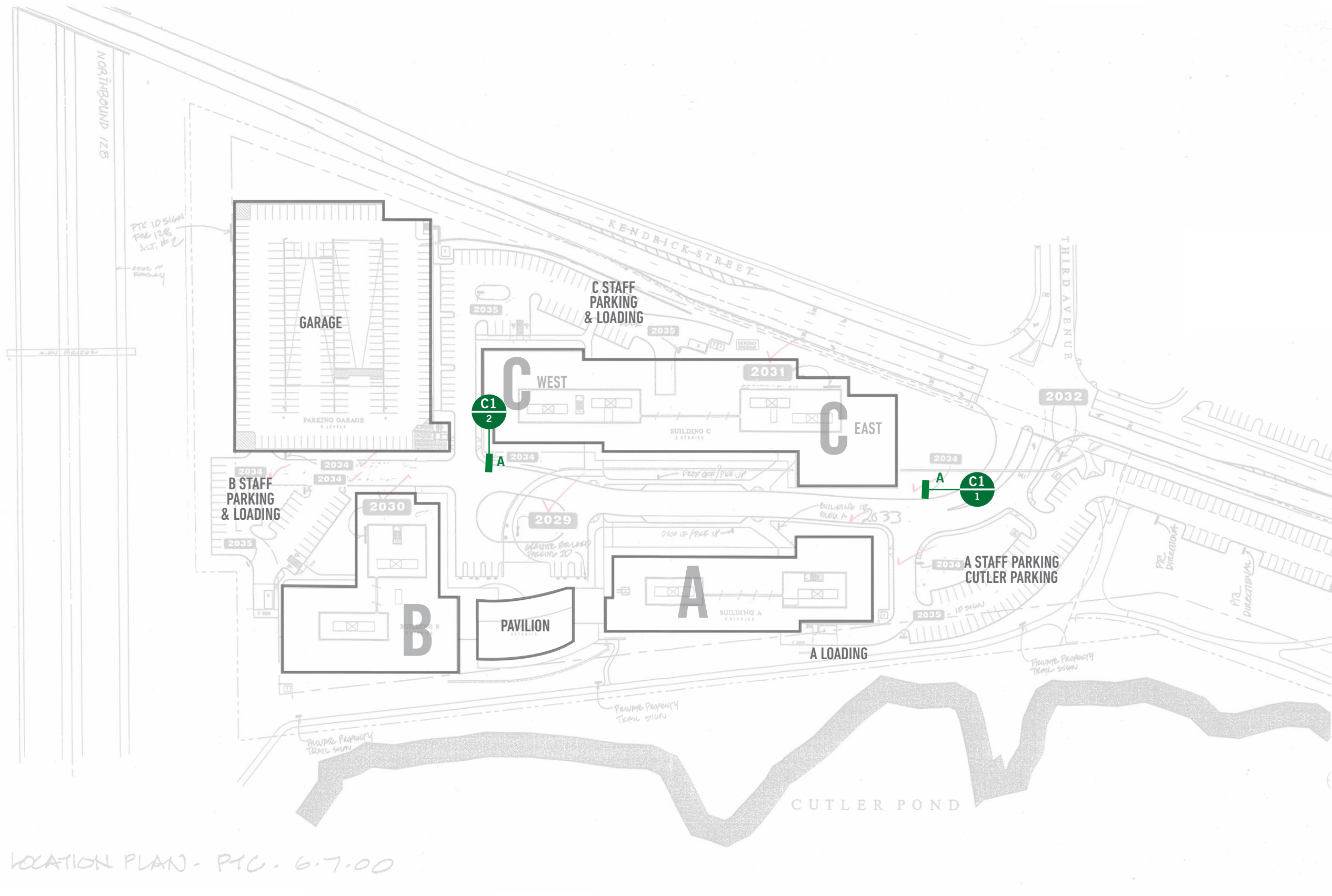
C1
Primary
Directional

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1			
2			
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4			
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7			

C1

Sign Location Plan



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

Gotham Medium Condensed

PROJECT COLORS & MATERIALS



P1
Matthews Paint
MP 31645
Designer White
Satin



P2
Matthews Paint
MP 25595
Black Mamba
Satin



P3
Matthews Paint
MP 04761
Steel Whool
Satin



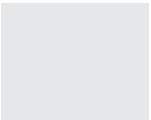
P4
Matthews Paint
MP 00140
Digger Yellow
Satin



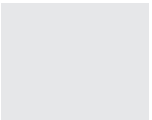
V1
3M
7725-020
Matte



V2
3M
Opaque Black
Matte



V3
3M
6800-020
White Reflective



V4
3M
Dusted Crystal
Frosted Vinyl

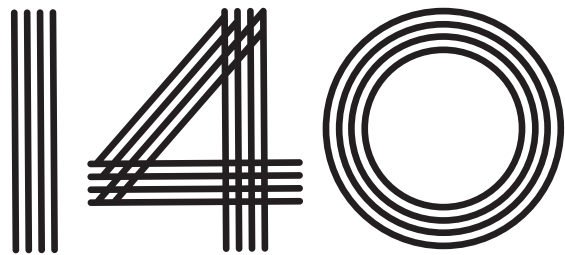


V5
TO MATCH
P2

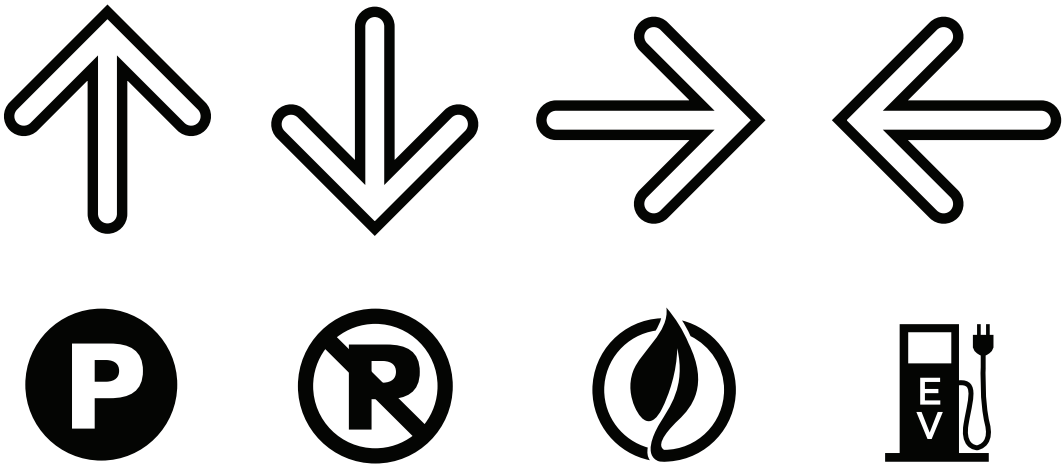


W1
Printed Metal
to match
WHITE OAK

LOGOS



ICONS



BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

Leverage Design Group, LLC. © 2021

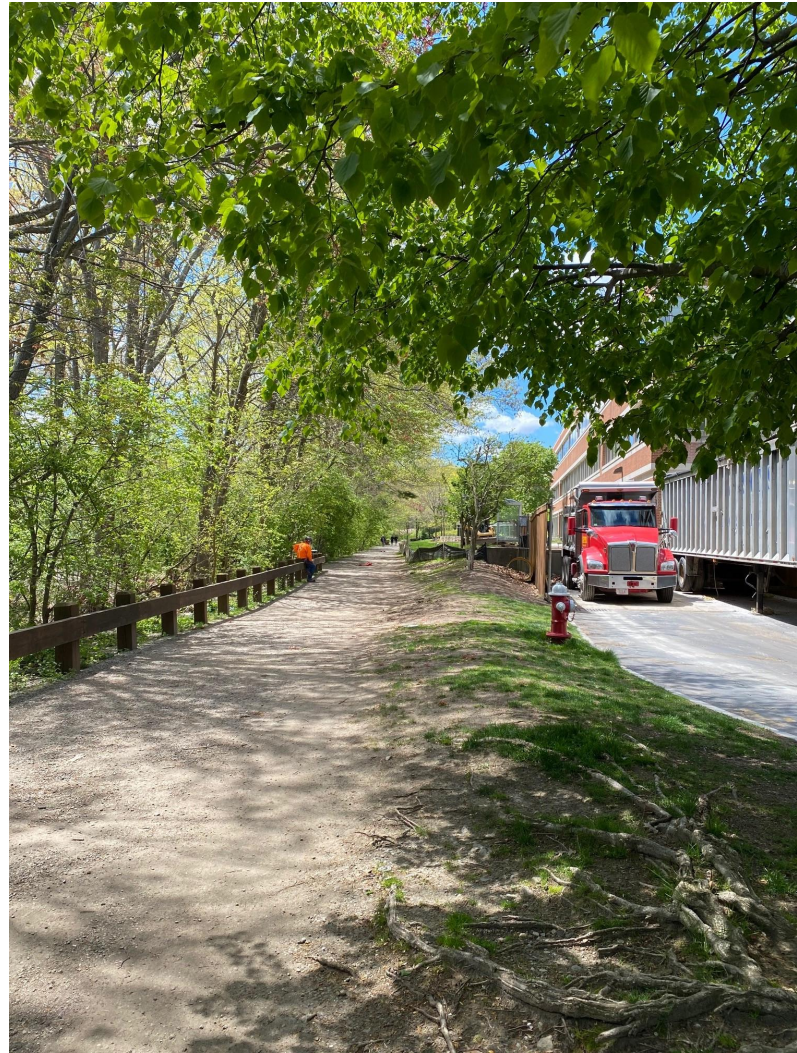
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REV #	DESCRIPTION	BY	DATE
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Project
Colors &
Materials

G.2



Surrounding
Images



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

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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:

Directional sign for pedestrian and vehicular way finding.

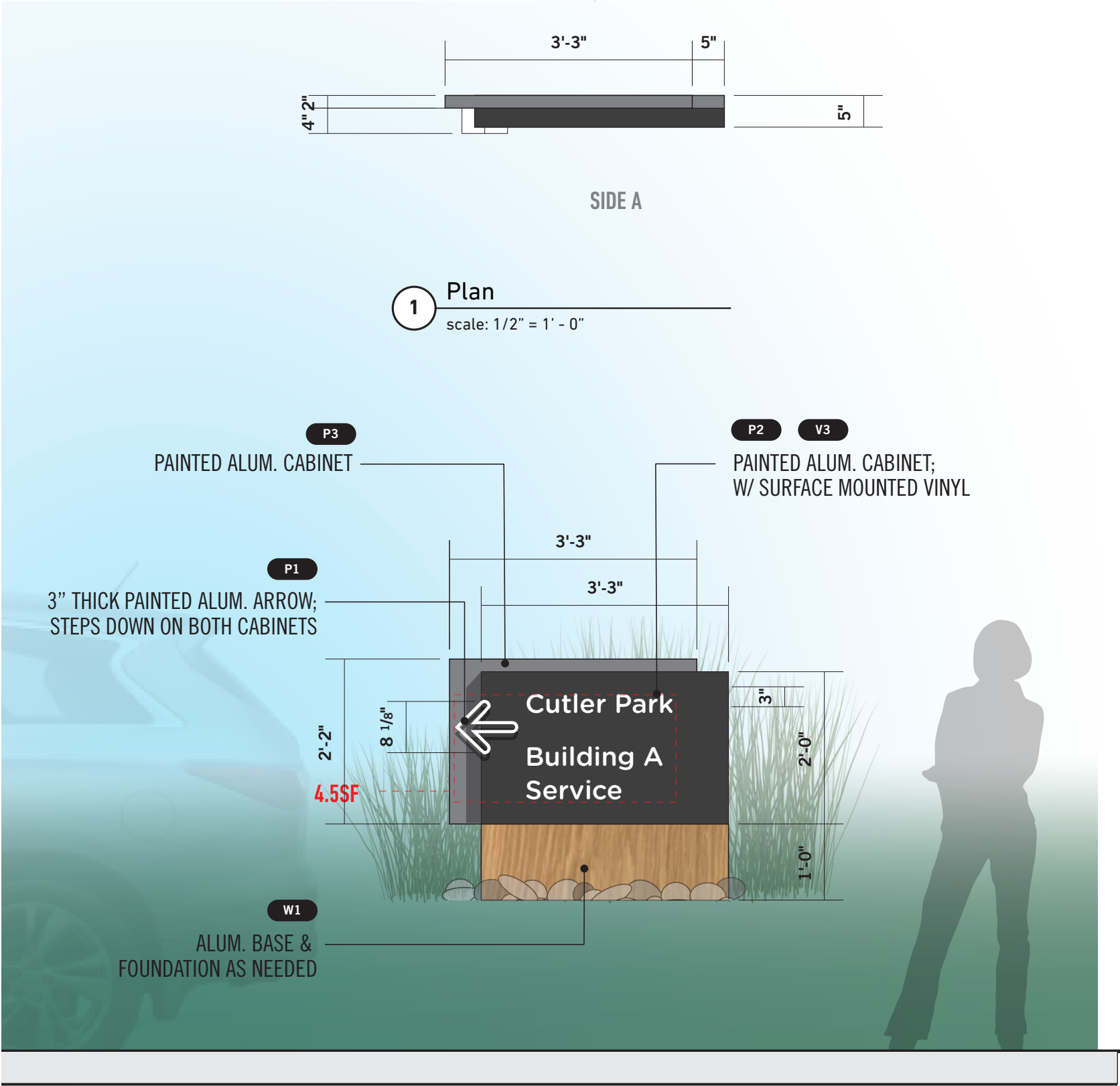
Please email completed application to elitchman@needhamma.gov

BOSTON PROPERTIES

140 KENDRICK

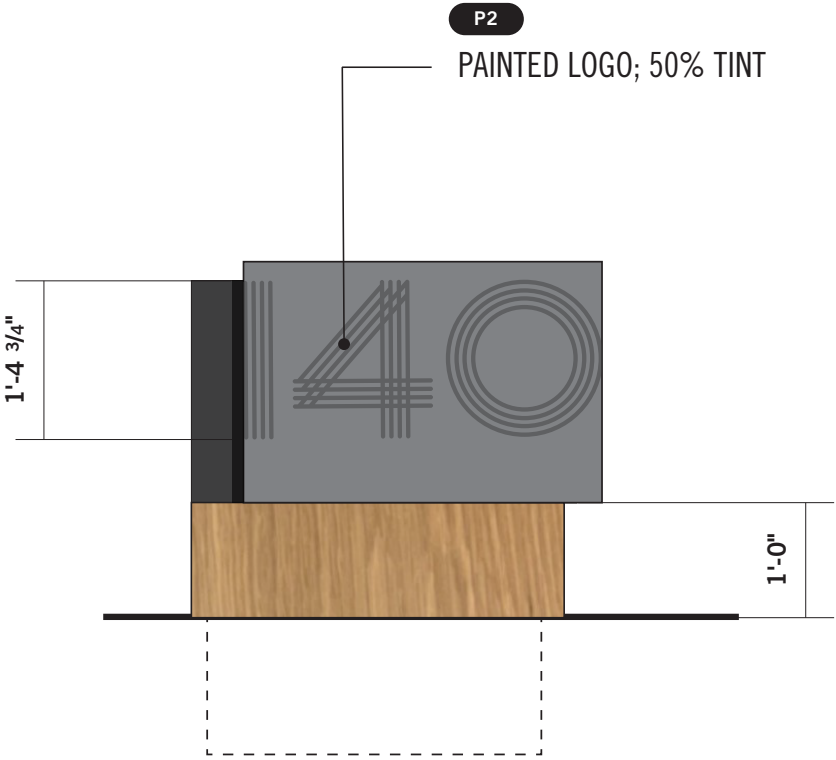
Design Review

SIGN TYPE C2
SECONDARY
DIRECTIONAL



1 Plan
scale: 1/2" = 1' - 0"

2 Elevation: Side A
scale: 1/2" = 1' - 0"



3 Elevation: Side B
scale: 1/2" = 1' - 0"

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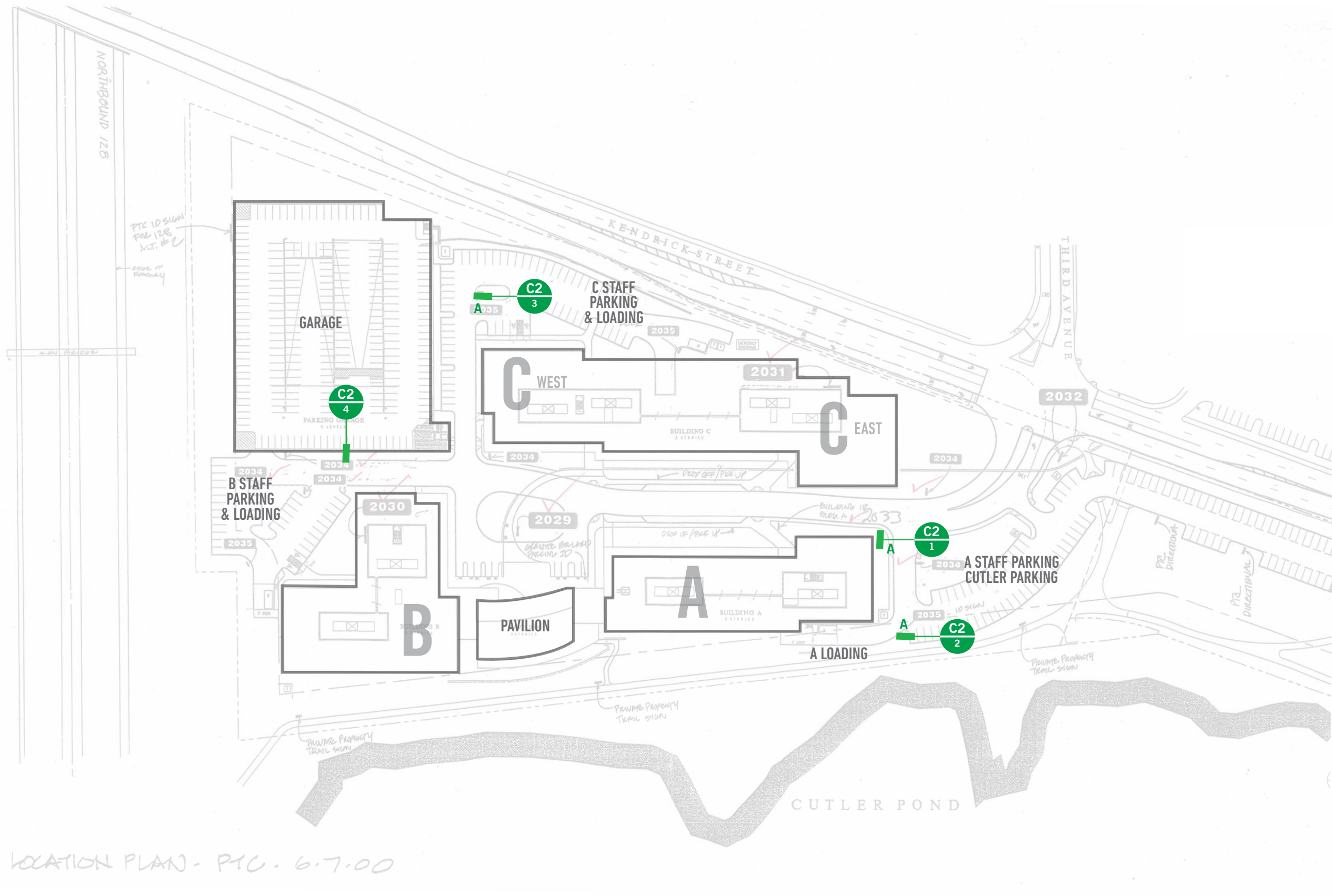
C2
Secondary
Directional

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1			
2			
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6			
7			

C2

Sign Location Plan



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

Gotham Medium Condensed

PROJECT COLORS & MATERIALS



P1
Matthews Paint
MP 31645
Designer White
Satin



P2
Matthews Paint
MP 25595
Black Mamba
Satin



P3
Matthews Paint
MP 04761
Steel Whool
Satin



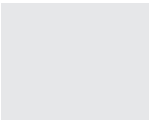
P4
Matthews Paint
MP 00140
Digger Yellow
Satin



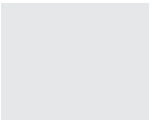
V1
3M
7725-020
Matte



V2
3M
Opaque Black
Matte



V3
3M
6800-020
White Reflective



V4
3M
Dusted Crystal
Frosted Vinyl

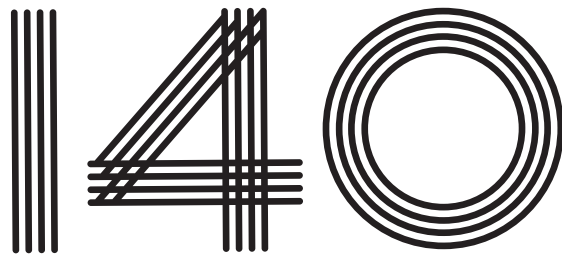


V5
TO MATCH
P2

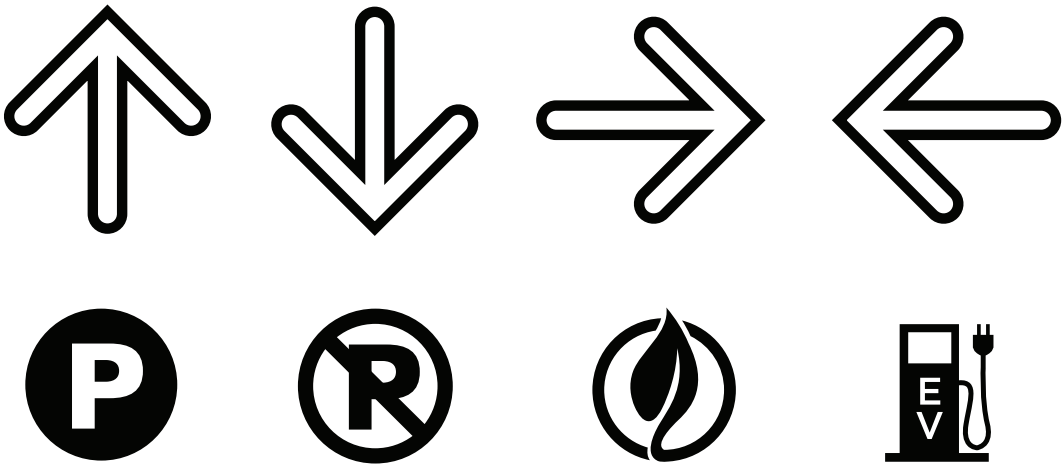


W1
Printed Metal
to match
WHITE OAK

LOGOS



ICONS



BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

Leverage Design Group, LLC. © 2021

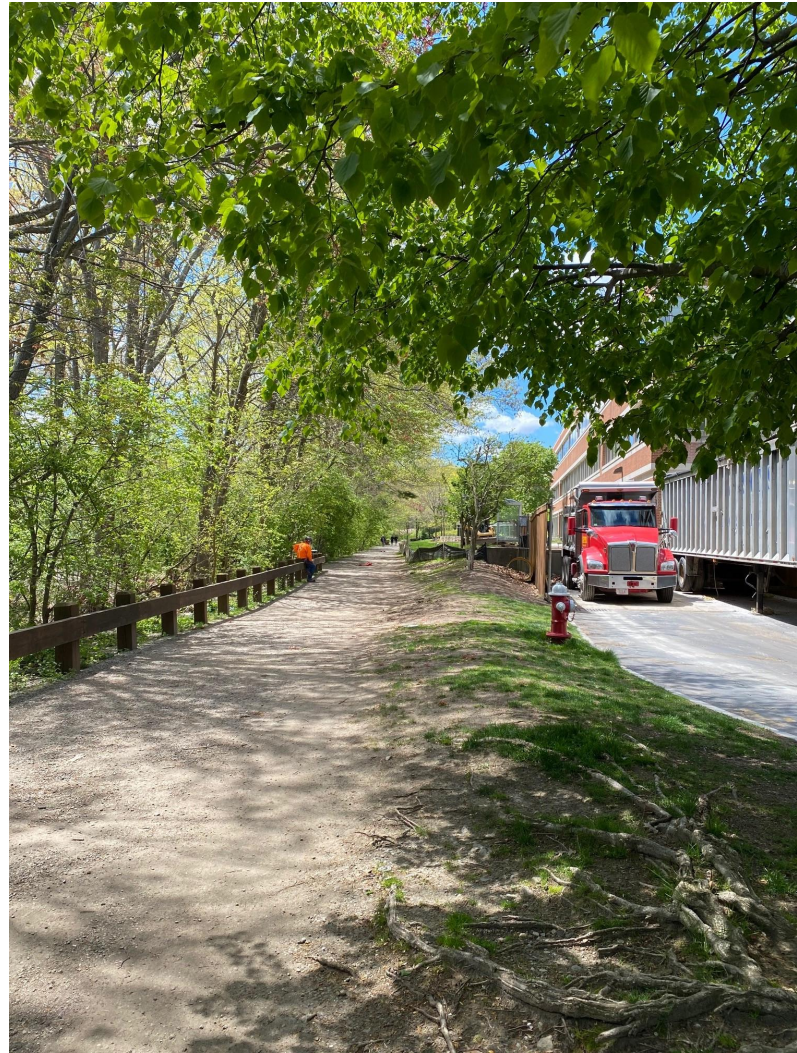
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Project
Colors &
Materials

G.2



Surrounding
Images



TOWN OF NEEDHAM

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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:

Building identification sign with main tenant directory

Please email completed application to elitchman@needhamma.gov

BOSTON PROPERTIES

140 KENDRICK

Design Review

LEVERAGE

SIGN TYPE D1

TENANT ENTRY ID

WALL-MOUNTED

LEVERAGE

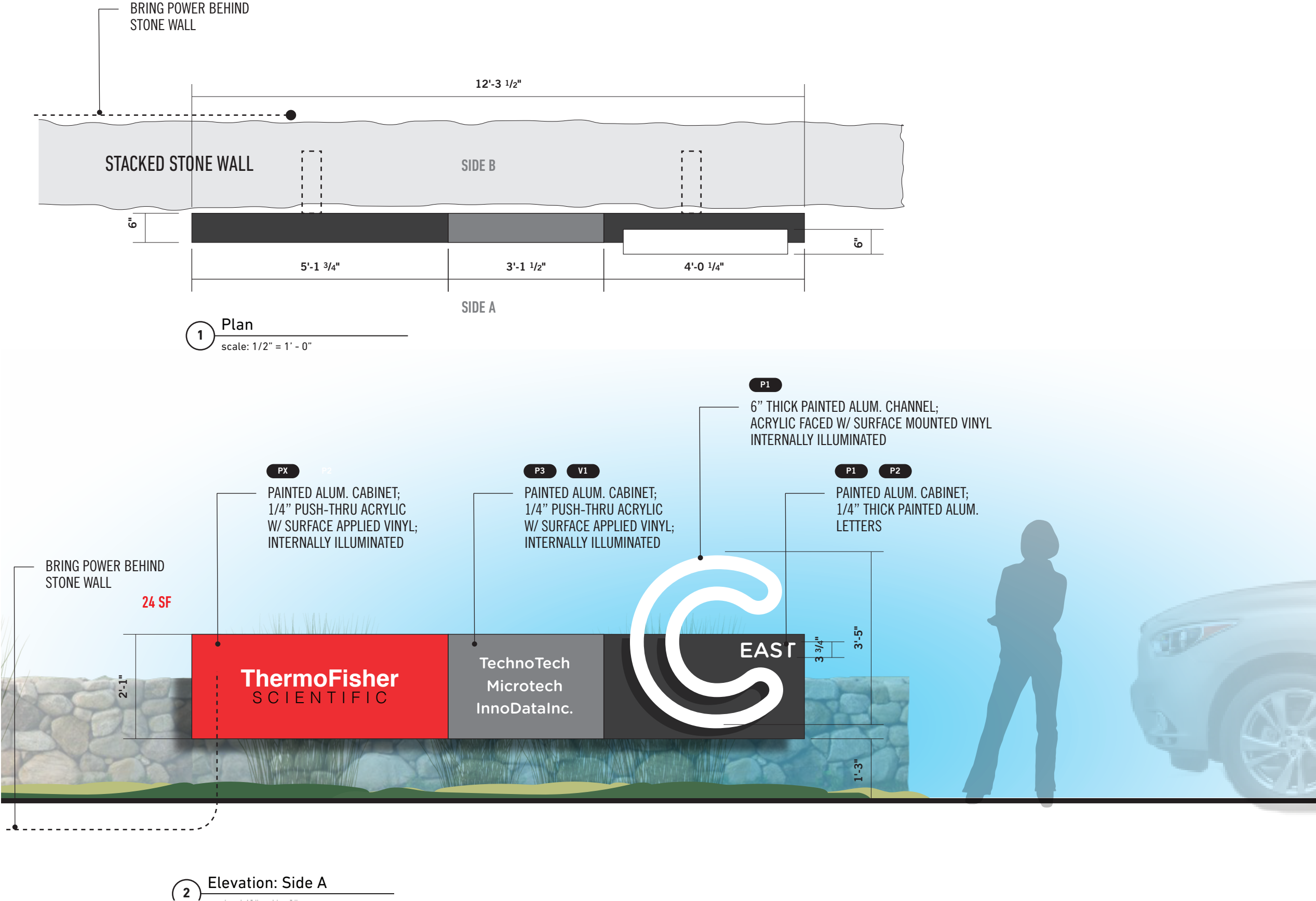
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REV #	DESCRIPTION	BY	DATE
1			
2			
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D1
Tenant
Entry ID
Wall-Mounted





BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

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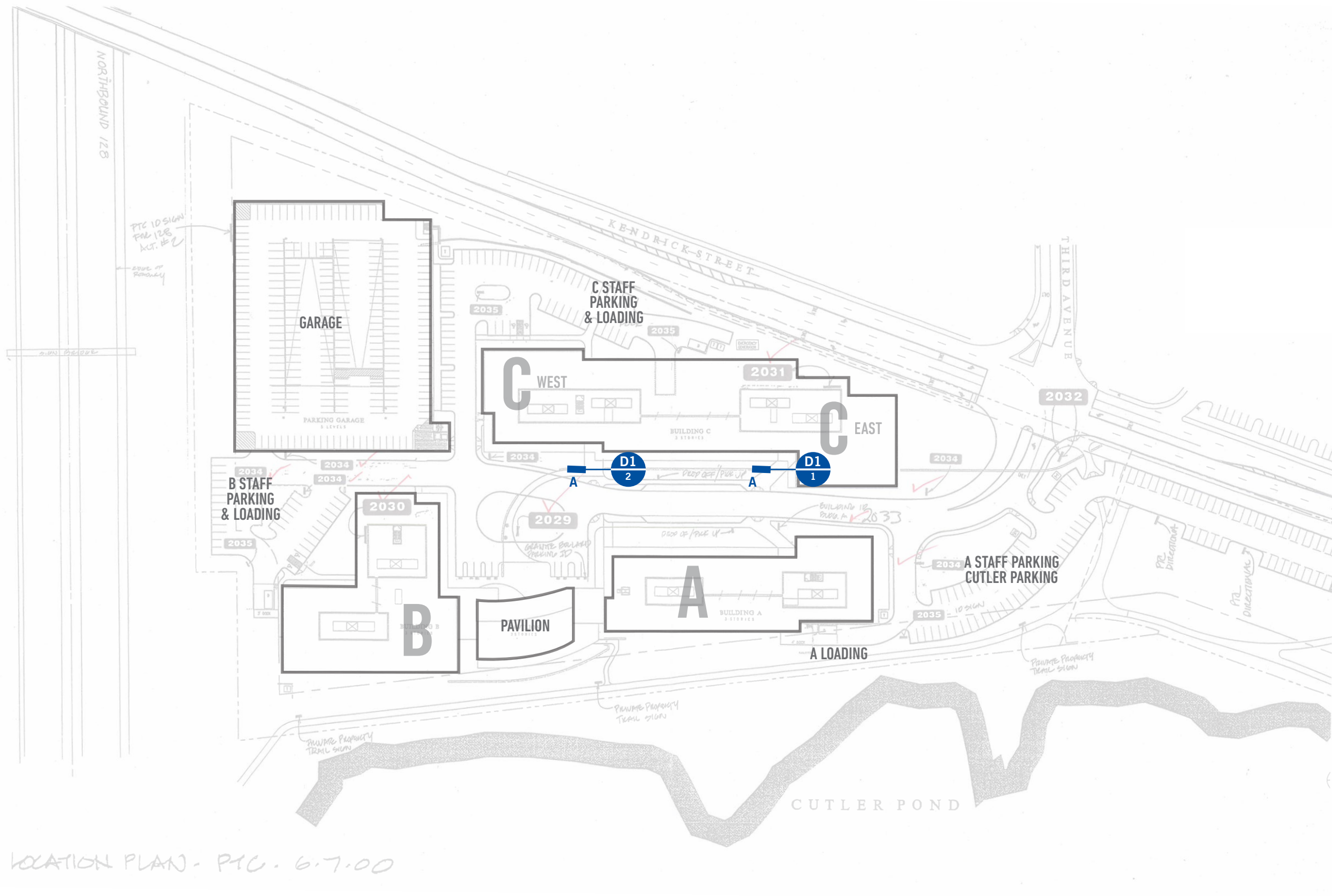
REV #	DESCRIPTION	BY	DATE
1			
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D1
Tenant
Entry ID
Wall-Mounted

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REV #	DESCRIPTION	BY	DATE
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G.26



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

Gotham Medium Condensed

PROJECT COLORS & MATERIALS



P1
Matthews Paint
MP 31645
Designer White
Satin



P2
Matthews Paint
MP 25595
Black Mamba
Satin



P3
Matthews Paint
MP 04761
Steel Whool
Satin



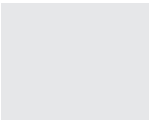
P4
Matthews Paint
MP 00140
Digger Yellow
Satin



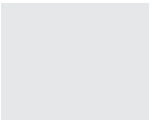
V1
3M
7725-020
Matte



V2
3M
Opaque Black
Matte



V3
3M
6800-020
White Reflective



V4
3M
Dusted Crystal
Frosted Vinyl

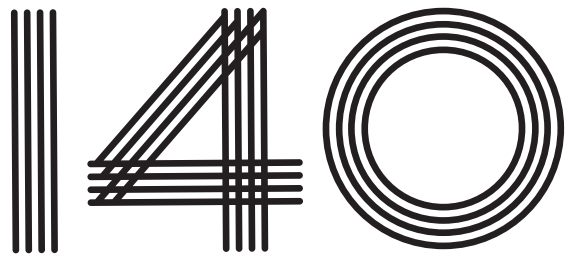


V5
TO MATCH
P2

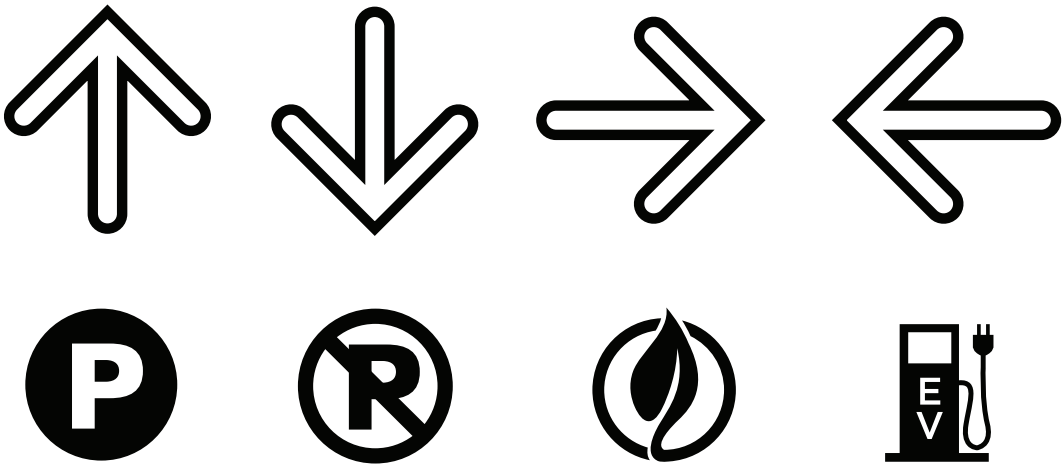


W1
Printed Metal
to match
WHITE OAK

LOGOS



ICONS



BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

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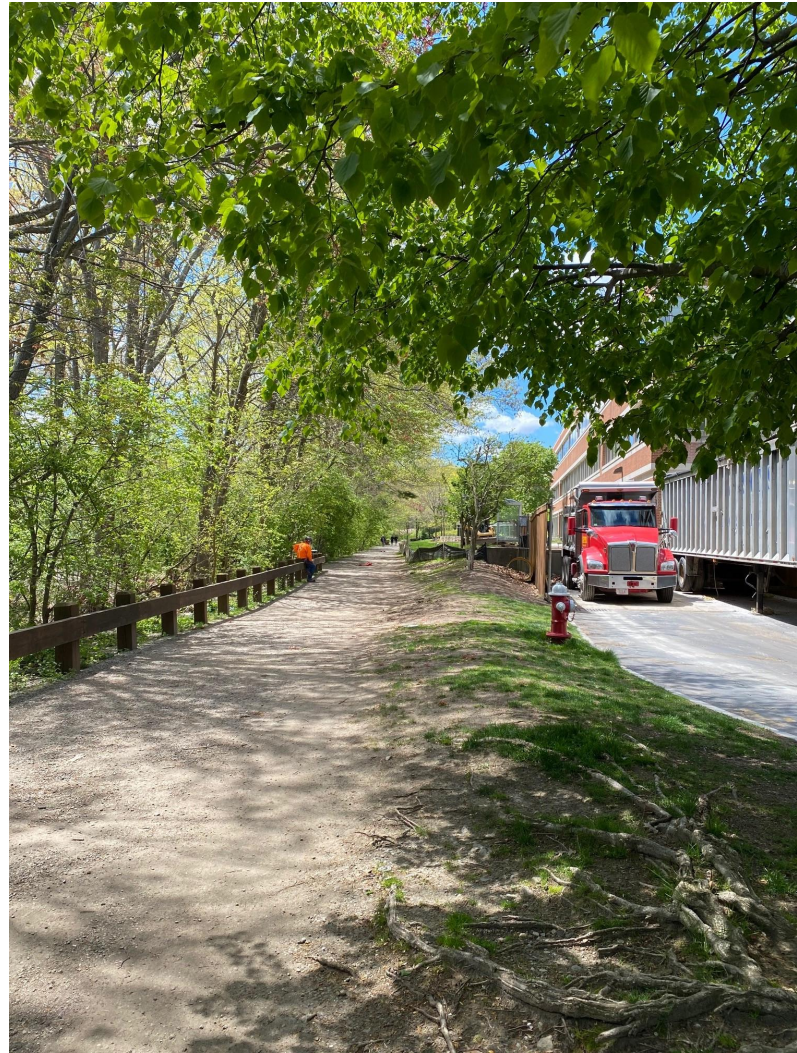
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3			
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6			
7			

Project
Colors &
Materials

G.2



Surrounding
Images



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☐ Residential Compound

Brief description of sign or project:

Building identification sign with main tenant directory

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BOSTON PROPERTIES

140 KENDRICK

Design Review

SIGN TYPE D2
TENANT ENTRY ID
FREE-STANDING

LEVERAGE

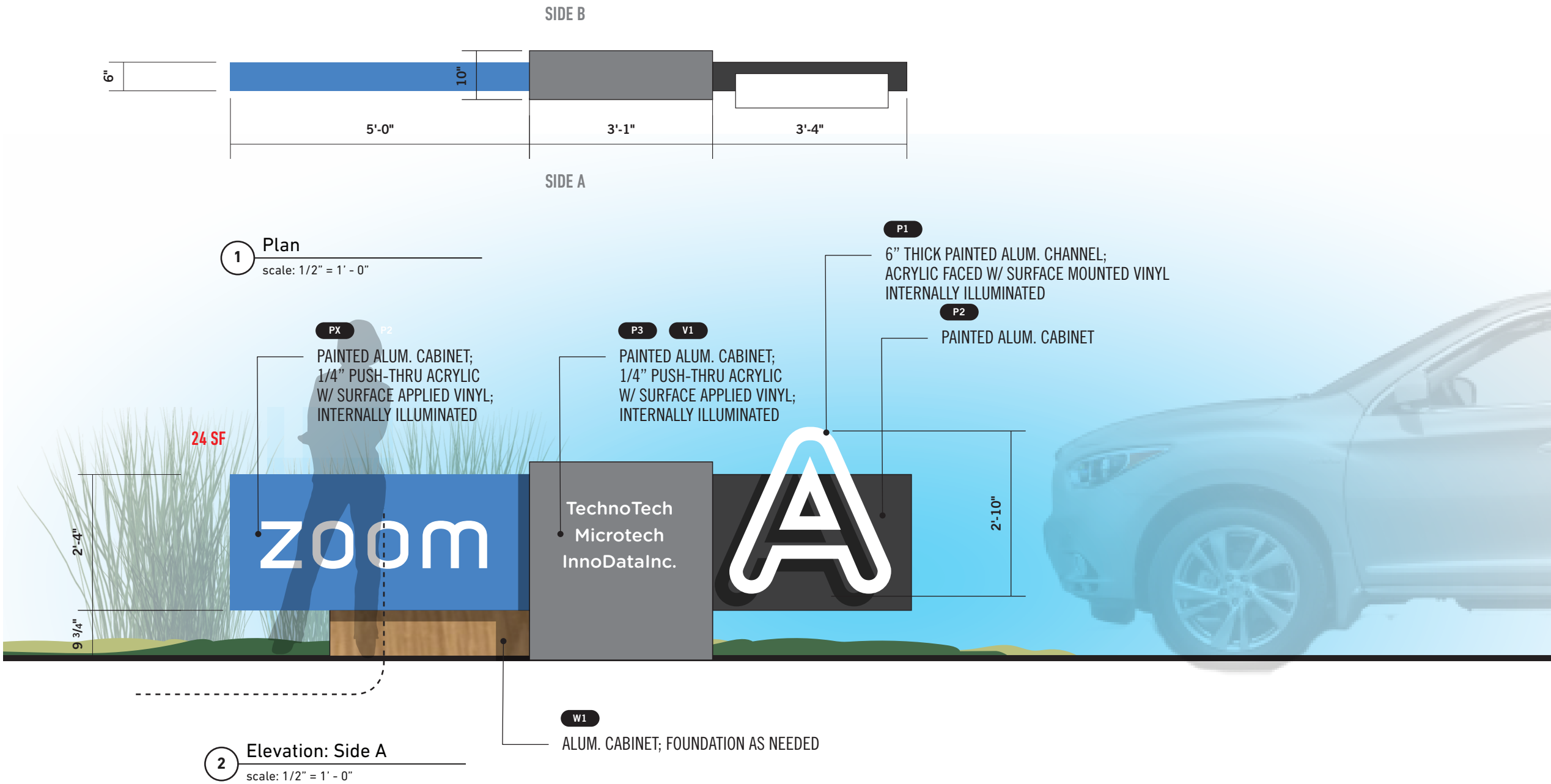
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REV #	DESCRIPTION	BY	DATE
1			
2			
3			
4			
5			
6			
7			

D2
Tenant
Entry ID
Free-Standing





BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

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D2
Tenant
Entry ID
Free-Standing

LEVERAGE

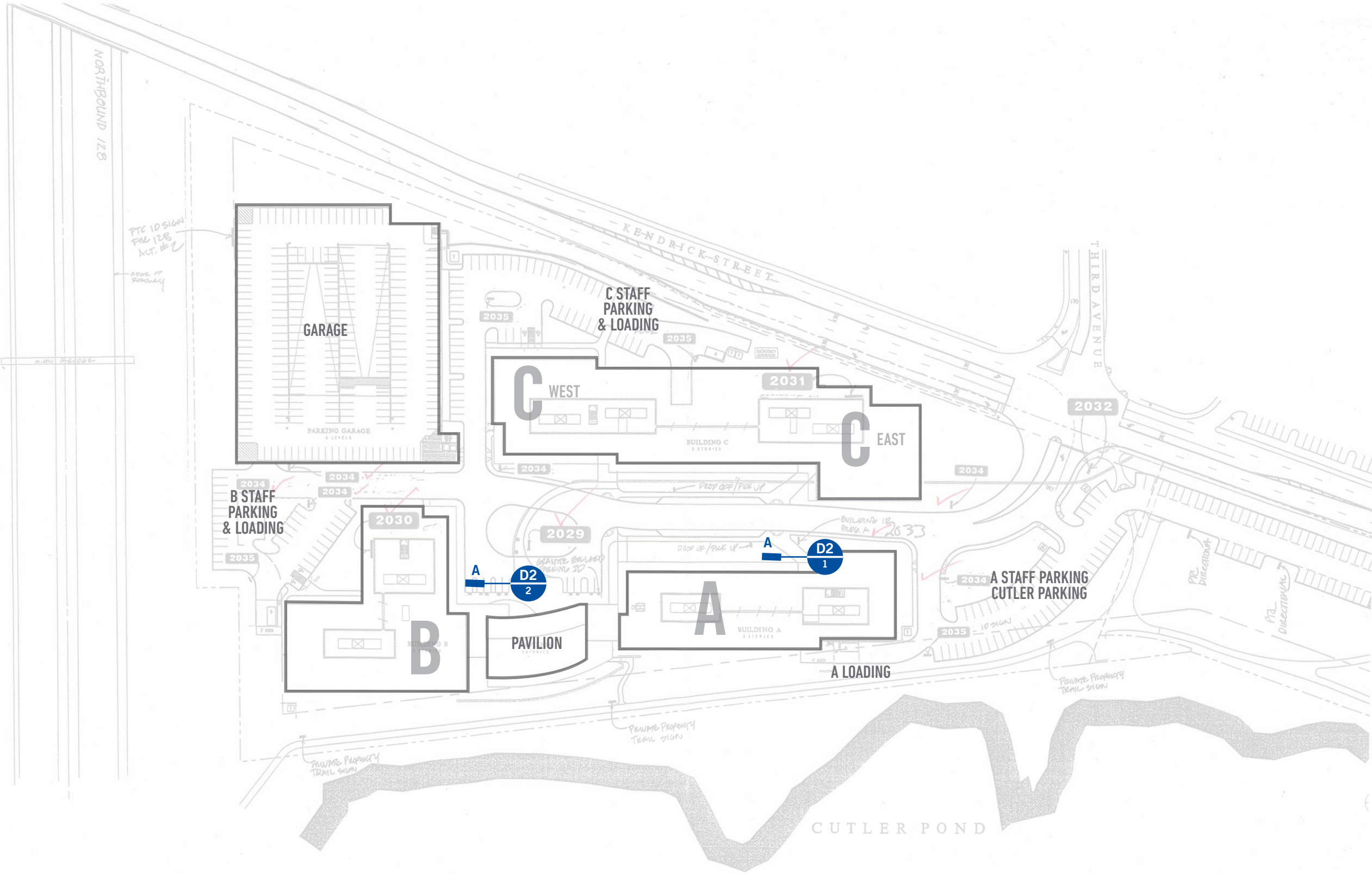
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1			
2			
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D2
Sign Location
Plan



LOCATION PLAN - PTC - 6.7.00

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

Gotham Medium Condensed

PROJECT COLORS & MATERIALS



P1
Matthews Paint
MP 31645
Designer White
Satin



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Matthews Paint
MP 25595
Black Mamba
Satin



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Matthews Paint
MP 04761
Steel Whool
Satin



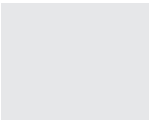
P4
Matthews Paint
MP 00140
Digger Yellow
Satin



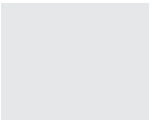
V1
3M
7725-020
Matte



V2
3M
Opaque Black
Matte



V3
3M
6800-020
White Reflective



V4
3M
Dusted Crystal
Frosted Vinyl

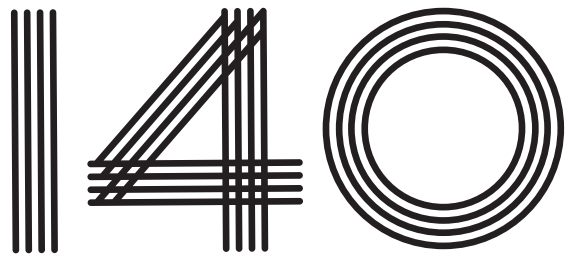


V5
TO MATCH
P2

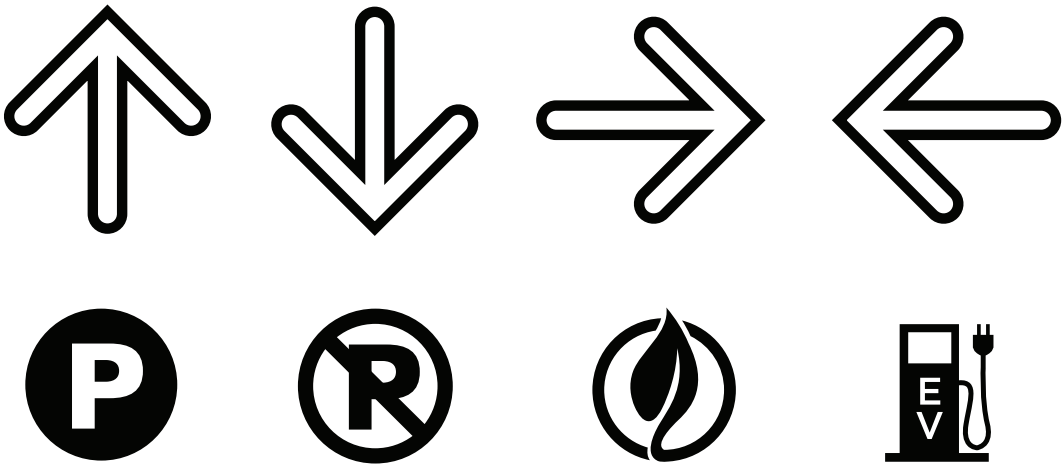


W1
Printed Metal
to match
WHITE OAK

LOGOS



ICONS



BOSTON
PROPERTIES
140
KENDRICK

LEVERAGE

Leverage Design Group, LLC. © 2021

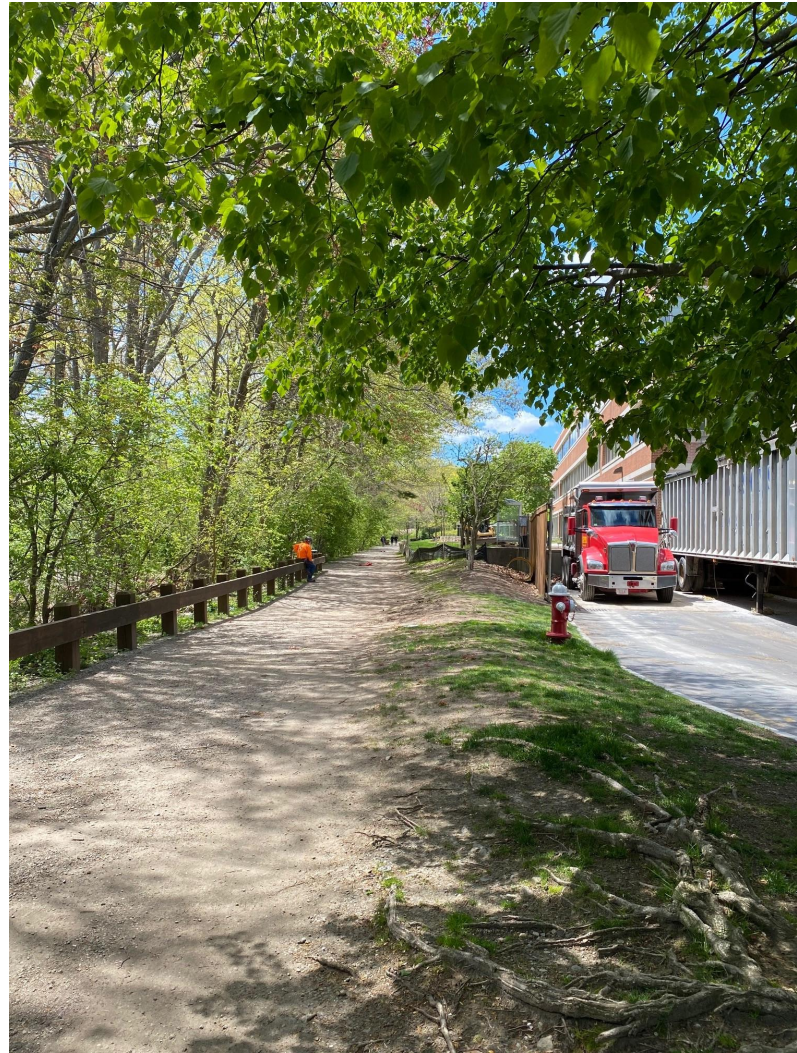
No portion of this drawing may be reproduced without written consent of Leverage Design Group, Inc. The design elements represented on this sheet and related sheets are for design intent only.

Leverage Design Group, LLC. does not represent that the design of the elements on the sheets are able to be fabricated entirely as shown. Fabricator to review all existing as-built conditions for each sign type location and all design documents for contractibility, performance and structural soundness and to notify Leverage Design Group, Inc. in the event of concern or disagreement with the location, contractibility and design intent of the elements as depicted on the sheets.

REV #	DESCRIPTION	BY	DATE
1			
2			
3			
4			
5			
6			
7			

Project
Colors &
Materials

G.2



Surrounding
Images



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 952 Great Plain Ave, Needham, MA 02492 **Date:** 06-18-2021

Owner: Apirak Chuenprapa

Address: 21 Peabody St Newton MA 02458
Street City State Zip
Telephone: 617-893-3516

Applicant: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

Designer/Installer: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

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:

Install a 27" x 126" Front Lit Channel Letter (Total 24 SF)

Please email completed application to elitchman@needhamma.gov



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 952 Great Plain Ave, Needham, MA 02492 **Date:** 06-18-2021

Owner: Apirak Chuenprapa

Address: 21 Peabody St Newton MA 02458
Street City State Zip
Telephone: 617-893-3516

Applicant: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

Designer/Installer: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

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:

Install a 20" x 20" non-illuminated Blade Sign

Please email completed application to elitchman@needhamma.gov



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 952 Great Plain Ave, Needham, MA 02492 **Date:** 06-21-2021

Owner: Apirak Chuenprapa

Address: 21 Peabody St Newton MA 02458
Street City State Zip
Telephone: 617-893-3516

Applicant: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

Designer/Installer: AZ Signs

Address: 33 Newport Ave, Suite C MA Quincy 02171
Street City State Zip
Telephone: 781-363-4359

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:

3. Graphic Print in the front windows with the height of 22"

Please email completed application to elitchman@needhamma.gov



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 952 Great Plain Ave, Needham, MA 02492 **Date:** 06-21-2021

Owner: Apirak Chuenprapa

Address: 21 Peabody St Newton MA 02458
Street City State Zip
Telephone: 617-893-3516

Applicant: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

Designer/Installer: AZ Signs

Address: 33 Newport Ave, Suite C Quincy MA 02171
Street City State Zip
Telephone: 781-363-4359

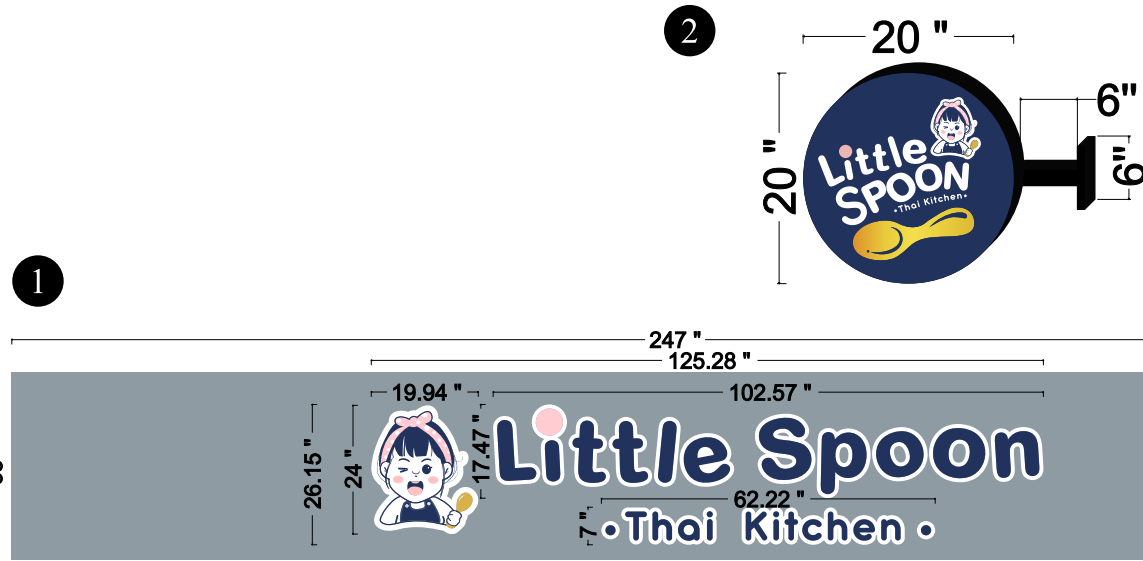
Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

4. Graphic print in the left side windows with 22" Height

Please email completed application to elitchman@needhamma.gov

952 Great Plain St, Needham, MA 02492



Specification:

Front Lit Channel Letter Sign(Total 24 SF)

- Face: 3/16" acrylic with vinyl overlay
- Return: .040" white alum. with 4" Deep
- Trim Cap: 1" white jewelite
- Color: Midnight Blue#591(8800) ■

Magenta#044(8800) ■

Logo: graphic print

- Backing: Painted Alum. with 1" Deep
- Illumination: Internal LED
- UL lable listed

Proposed



Double-side Blade Sign: (Total 2.8 SF)

- Face: MDO board with vinyl overlay
- Return: 2" Deep

Existing



Customer: Apirak Chuenprapa

Company: Little Spoon

Phone: 617-893-3516

Estimate:

Address: 952 Great Plain Ave

City: Needham

State/ZIP: MA 02492

Job No.: 987

Date: 06-18-2021

The undersigned, in his or her individual and official capacity, hereby certifies the quoted prices, designs, terms, and conditions are accepted. AZ SIGNS is authorized to perform the work as specified.

x

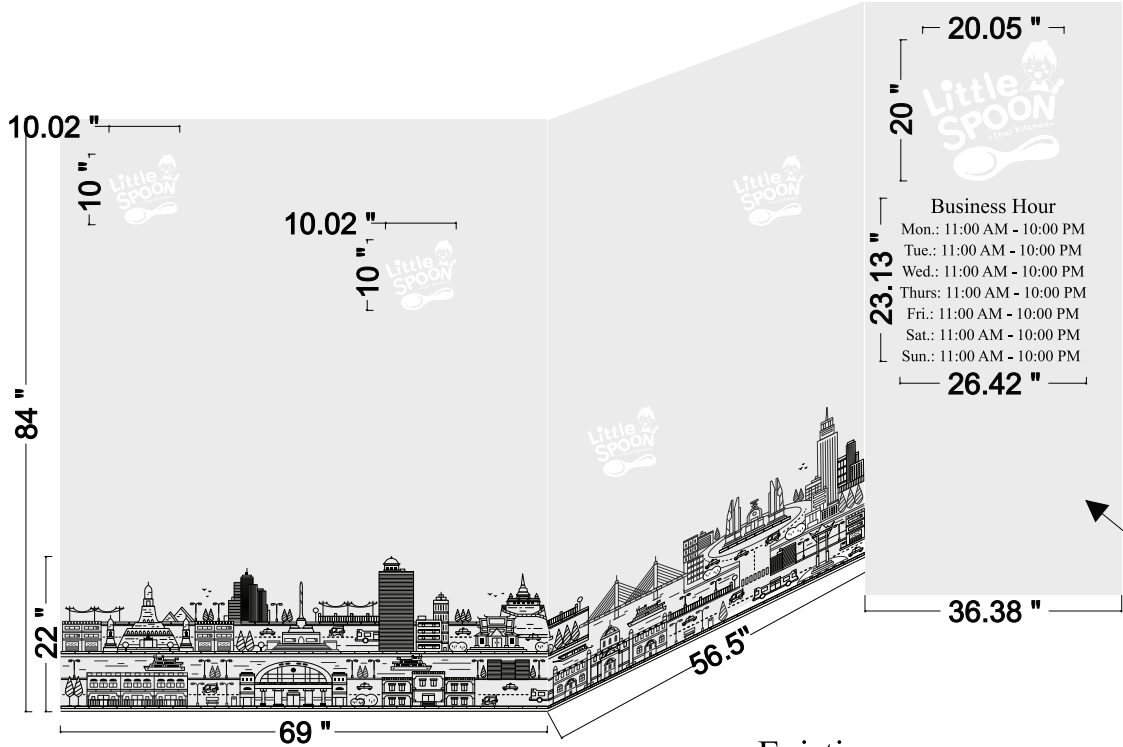
Date

Print Name

AZ SIGNS & STOREFRONTS
安興 招牌·玻璃·鋁門面 | 781-363-4359
33 NEWPORT AVENUE, SUITE C, QUINCY, MA 02171

952 Great Plain St, Needham, MA 02492

3



Windows Specification:
Graphic print by others
Install by others

Main Entrance

Proposed



Existing



Customer:Apirak Chuenprapa
Company:Little Spoon Thai Kitchen
Phone:617-893-3516
Estimate:

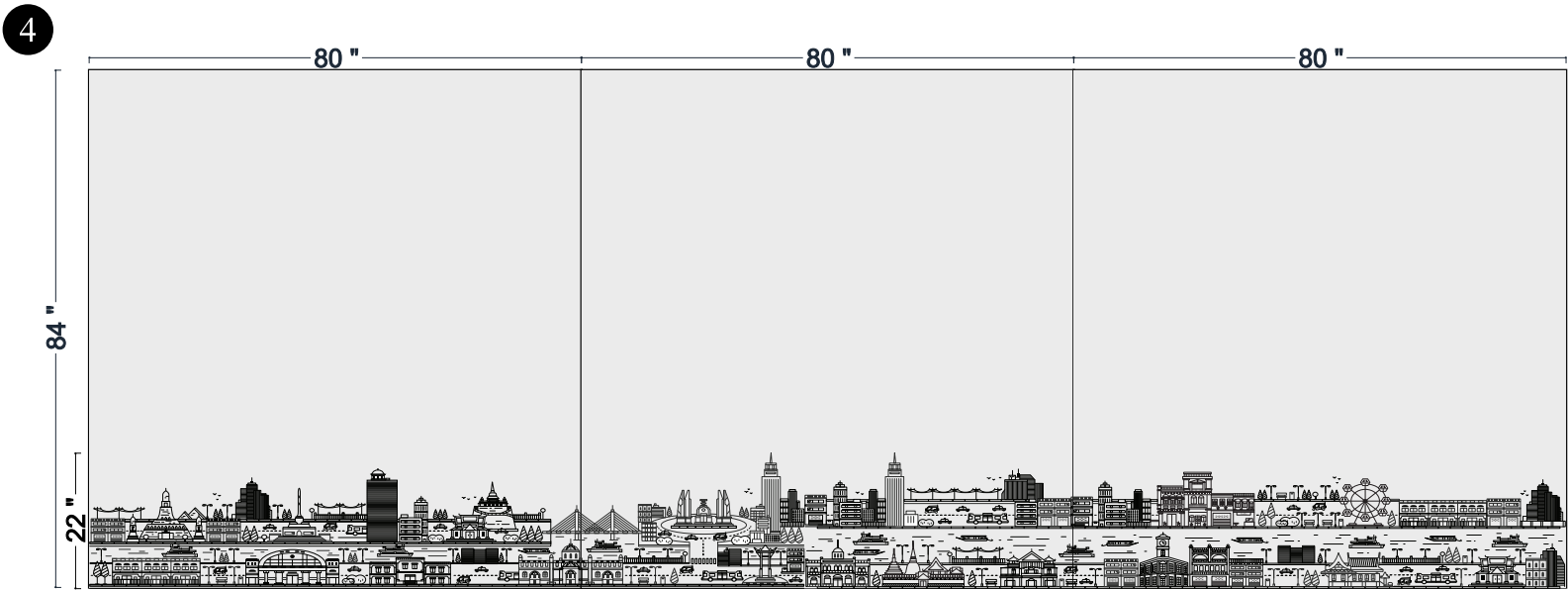
Address:952 Great Plain Ave
City:Needham
State/ZIP:MA 02492
Job No.:987
Date:06-18-2021

The undersigned, in his or her individual and official capacity, hereby certifies the quoted prices, designs, terms, and conditions are accepted. AZ SIGNS is authorized to perform the work as specified.

x _____ Date _____
Print Name _____

AZ SIGNS & STOREFRONTS
安興 招牌·玻璃·鋁門面 | 781-363-4359
33 NEWPORT AVENUE, SUITE C, QUINCY, MA 02171

952 Great Plain St, Needham, MA 02492



Windows Specification:
Graphic Print by others
Install by others

Proposed

Existing



Customer:Apirak Chuenprapa
Company:Little Spoon Thai Kitchen
Phone:617-893-3516
Estimate:

Address:952 Great Plain Ave
City:Needham
State/ZIP:MA 02492
Job No.:987
Date:06-11-2021

The undersigned, in his or her individual and official capacity, hereby certifies the quoted prices, designs, terms, and conditions are accepted. AZ SIGNS is authorized to perform the work as specified.

x _____ Date _____
Print Name _____



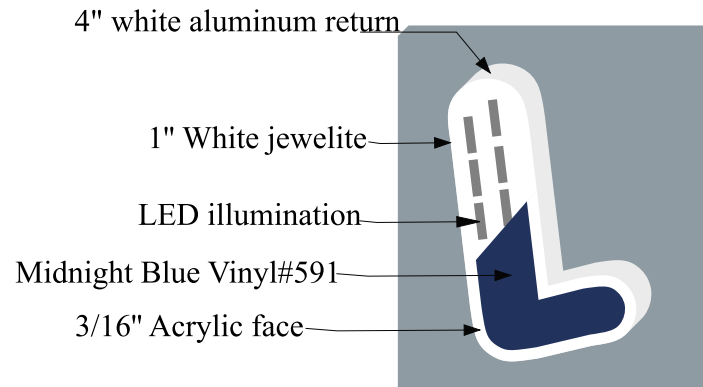
AZ SIGNS & STOREFRONTS

安興 招牌·玻璃·鋁門面 | 781-363-4359

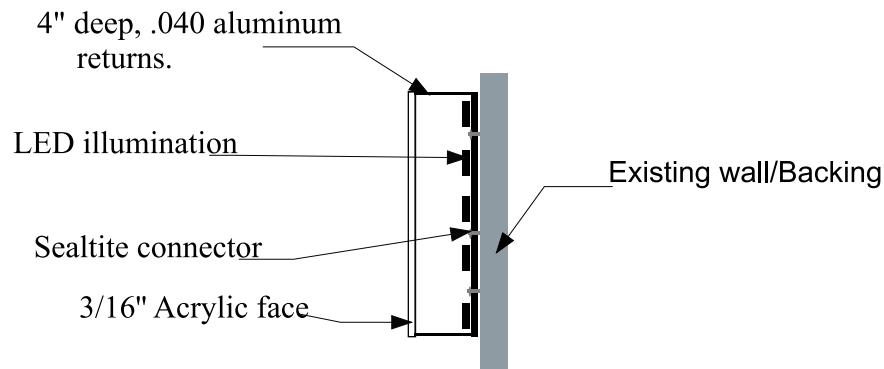
33 NEWPORT AVENUE, SUITE C, QUINCY, MA 02171

Front Lit Channel Letter Signs

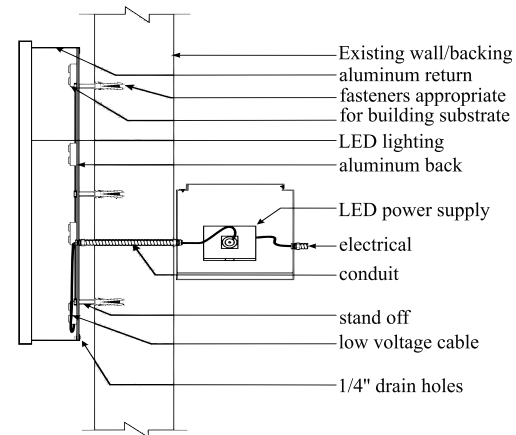
Front View



Side View



Fastener Type:
#10-#12 x 1-1/4" Plastic Ribbed Anchors
#2 1-1/2" Phillips Exterior Screws



Customer: Apirak Chuenprapa
Company: PM Store Corporation
Phone: 617-893-3516
Estimate:

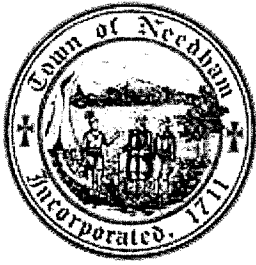
Address: 952 Great Plain Ave
City: Needham
State/ZIP: MA 02492
Job No.: 987
Date: 05-29-2021

The undersigned, in his or her individual and official capacity, hereby certifies the quoted prices, designs, terms, and conditions are accepted. AZ SIGNS is authorized to perform the work as specified.

Date

Print Name

AZ SIGNS & STOREFRONTS
安興 招牌·玻璃·鋁門面 | 781-363-4359
33 NEWPORT AVENUE, SUITE C, QUINCY, MA 02171



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 207 Highland Ave Date: 6-9-2021

Owner: Speedway LLC

Address: PO Box 1580 Springfield OH 45501
Street City State Zip

Telephone: 937-863-7132

Applicant: Sign Design Inc. - Nicole Handricken

Address: 170 Liberty St. Brockton MA 02301
Street City State Zip

Telephone: 508-245-7781 cell

Designer/Installer: same as applicant

Address: _____
Street City State Zip

Telephone: _____

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:

- Install new polycarb faces on existing 6'x6' sign cabinet
- Install 6 new LED ^{pump} price toppers.

Please email completed application to elitchman@needhamma.gov



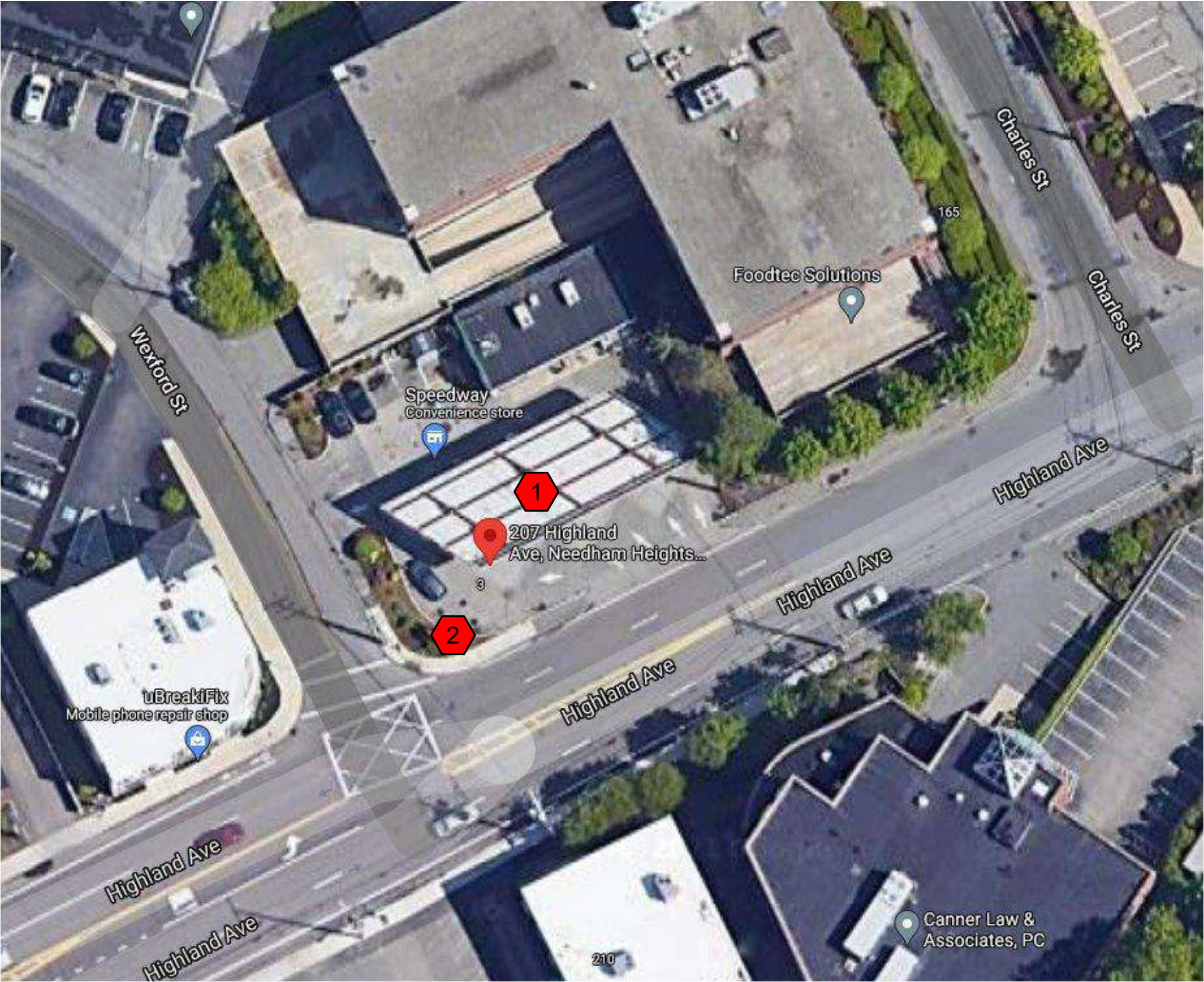
Speedway #2472

207 Highland Ave,
Needham, MA 02494-3007

May 18, 2021

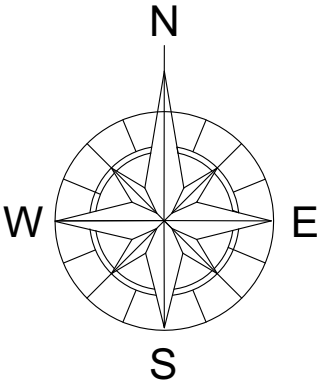
Allen Industries

YOUR BRAND AT ITS BEST™



SITE PLAN LEGEND

- 1 PUMP TOPPERS
- 2 MID - REPLACEMENT FACES



SITE PLAN
SCALE: NTS

Client Review Status		Declaration	Date / Description	Project Information
Allen Industries, Inc. requires that an " ☒ Approved" drawing be obtained from the client prior to any production release or production release revision.		Copyright © 2021 Allen Industries, Inc. This is an original, unpublished drawing, created by Allen Industries, Inc. This drawing is submitted to you in confidence for your use solely in connection with the project being planned for you by Allen Industries, Inc. and is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. The designs shown on the drawing (except for any registered trademarks that may belong to a client of Allen Industries, Inc.) remain the property of Allen Industries, Inc.	05/17/21 Issue Date 05/18/21 1 Several Updates per Req. MJ - 2 - - 3 - - 4 -	Client Speedway #2472 207 Highland Ave, Needham, MA 02494-3007 File SW.2472 Needham, MA 301 Sales House Design M.Jones PM S.S.
☐ Approved	☐ Approved as Noted	☐ Revise & Resubmit		
Name	Date			
Title				



YOUR BRAND AT ITS BEST™

1-800-967-2553

www.allenindustries.com

EXISTING GASOLINE PUMP

Remove Existing Price Topper



PROPOSED



SCOPE:
Install (6) new (3) product (REGULAR/PLUS/PREMIUM) LED pricer pump toppers

NOTE
Old magnetic pump toppers are to be left at the store with management.

PHOTO ELEVATION DEPICTION INTENDED FOR GENERAL CONCEPT ILLUSTRATION. ACTUAL SIZING, COLORS & PERSPECTIVE WILL VARY FROM IMAGE.

Client Review Status		Declaration	Date / Description		Project Information
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☐ Approved	☐ Approved as Noted		05/18/21	1 Several Updates per Req. MJ	207 Highland Ave,
	☐ Revise & Resubmit		-	2 -	Needham, MA 02494-3007
Name			-	3 -	File SW.2472 Needham, MA 301
Title	Date		-	4 -	Sales House Design M.Jones PM S.S.

EXISTING MID



PROPOSED MID

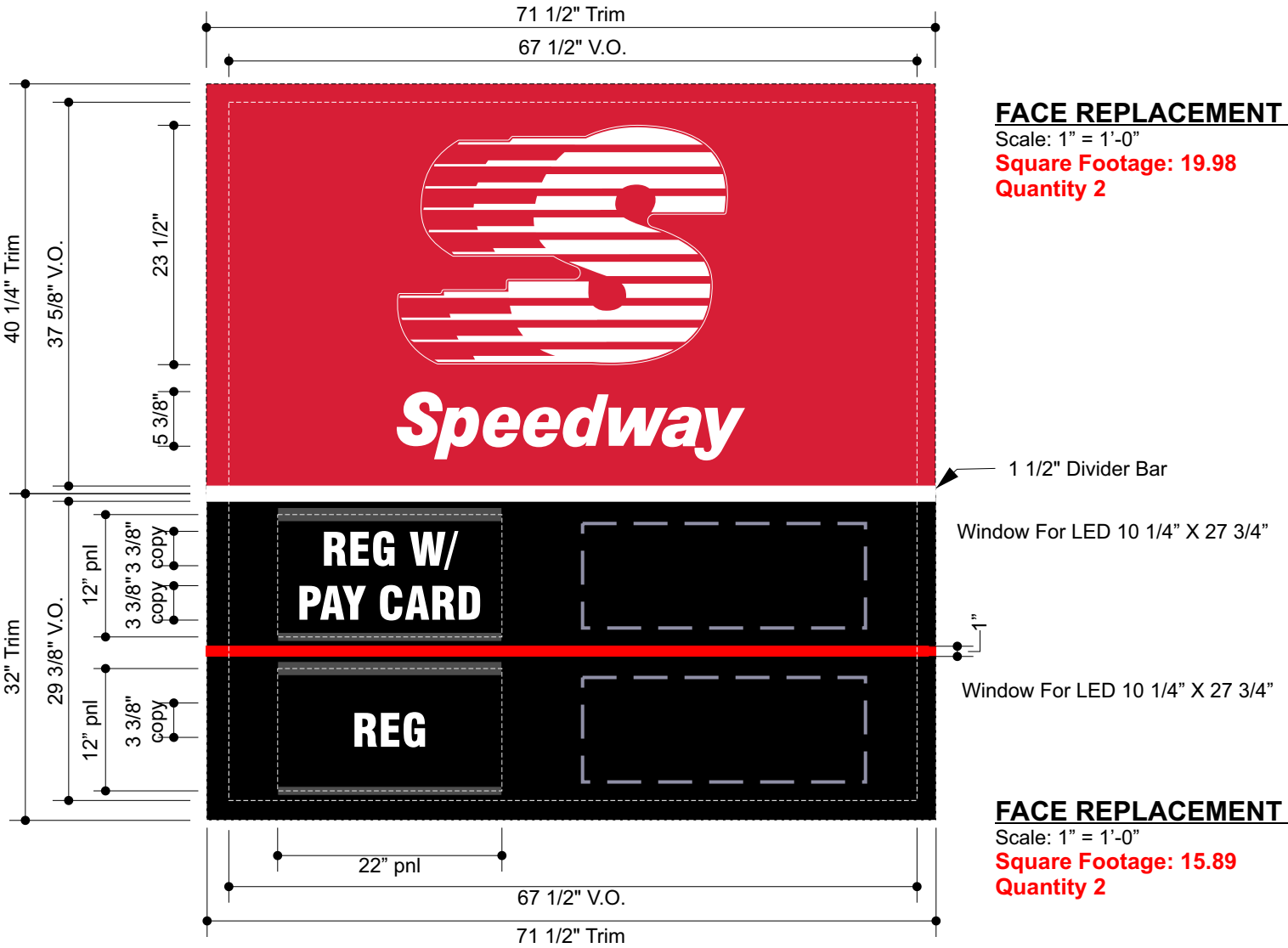


- SCOPE:**
- REMOVE & DISCARD EXISTING SPEEDWAY/ LED PRICER FACES
 - CABINET: 6' 1" X 6' 0"
 - OA TRIM SIZE:6'- 0 1/2" X 5'- 11 1/2"
 - RETAINER: 1-1/4"
 - INSTALL NEW FLAT SPEEDWAY FACES
 - TRIM SIZE:3'- 4 1/4" X 5'- 11 1/2"
 - INSTALL NEW 1-1/2" DIVIDER BAR HORIZONTALLY
 - INSTALL NEW SPEEDWAY LED PRICER FACES REG W/ PAY CARD & REG (RE-INSTALL EXISTING LED'S)
 - TRIM SIZE:2'- 8" X 5'- 11 1/2"

Total Existing Square Footage: 35.87

PHOTO ELEVATION DEPICTION INTENDED FOR GENERAL CONCEPT ILLUSTRATION. ACTUAL SIZING, COLORS & PERSPECTIVE WILL VARY FROM IMAGE.

Client Review Status		Declaration	Date / Description		Project Information	
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☐ Approved	☐ Approved as Noted		05/18/21	1 Several Updates per Req.		207 Highland Ave,
	☐ Revise & Resubmit		-	2 -		Needham, MA 02494-3007
Name			-	3 -	File	SW.2472 Needham, MA 301
Title	Date		-	4 -	Sales	House Design M.Jones PM S.S.



SCOPE:

REMOVE & DISCARD EXISTING SPEEDWAY/ LED PRICER FACES
CABINET: 6' 1" X 6' 0"
OA TRIM SIZE:6'- 0 1/2" X 5'- 11 1/2"
RETAINER: 1-1/4"

INSTALL NEW FLAT SPEEDWAY FACES
TRIM SIZE:3'- 4 1/4" X 5'- 11 1/2"

INSTALL NEW 1-1/2" DIVIDER BAR HORIZONTALLY

INSTALL NEW SPEEDWAY LED PRICER FACES REG W/ PAY CARD & REG
(RE-INSTALL EXISTING LED'S)
TRIM SIZE:2'- 8" X 5'- 11 1/2"

MAIN ID SPECIFICATIONS:

.187" CLEAR FLAT POLYCARBONATE FACE.
ALL DECORATION ON 2nd SURFACE.
LOGO AND COPY TO BE WHITE.
BACKGROUND TO BE RED TRANSLUCENT PAINT,
COPY AND LOGO WEEDED OUT & BACK SPRAYED WHITE.

PRICER FACE W/ PLACARD SPECIFICATIONS:

.187" CLEAR POLYCARBONATE FACE.
ZIP-TRACKS CHEMICALLY BONDED TO 1ST SURFACE
PRODUCT PANELS TO BE REMOVABLE
FACE WILL BE BLACK (OPAQUE).
FONT STYLE IS SWISS BLACK CONDENSED.
COPY TO BE WHITE.

COLOR GUIDE	
	WHITE
	BLACK
	RED 3M 3630-83



Client Review Status

Allen Industries, Inc. requires that an " ☒ Approved" drawing be obtained from the client prior to any production release or production release revision.

☐ Approved ☐ Approved as Noted ☐ Revise & Resubmit

Name _____
Title _____ Date _____

Declaration

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This is an original, unpublished drawing, created by Allen Industries, Inc. This drawing is submitted to you in confidence for your use solely in connection with the project being planned for you by Allen Industries, Inc. and is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. The designs shown on the drawing (except for any registered trademarks that may belong to a client of Allen Industries, Inc.) remain the property of Allen Industries, Inc.

Date / Description

05/17/21	Issue Date
05/18/21	1 Several Updates per Req. MJ
-	2 -
-	3 -
-	4 -

Project Information

Client	Speedway #2472
	207 Highland Ave,
	Needham, MA 02494-3007
File	SW.2472 Needham, MA 301
Sales	House Design M.Jones PM S.S.



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 110 Great Plains Ave Unit A Date: 6/14/21
Owner: Chris Lynch / Great Plain Ventures, LLC
Address: 110 Great Plains Ave Needham
Telephone: 02492
Applicant: Sea Spray + Shorelines / Ethan R. Nowl
Address: 110 Great Plains Ave Needham, MA
Telephone: (413) 244 7971 02492
Designer/Installer: Sunraice Printing / Robert (owner)
Address: 322 Russell St Hadley MA 01035
Telephone: (413) 586 7133

Type of Application
☐ Sign
☒ Minor Project <u>temp Banner for retail</u>
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

18" x 72"
navy ground / white store name text
part ocean image in color

Please email completed application to elitchman@needhamma.gov

EST. 2021

SEA SPRAY & SHORELINES

By Starboard



RETAIL SPACE FOR LEASE
781-899-7744



1110



main entrance

sign
Banner
position

EST. 2021

SEA SPRAY & SHORELINES



By Starboard

EST. 2021

SEA SPRAY & SHORELINES

By Starboard





TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 10 Oak St. Suite 8, Needham, MA 02492 **Date:** 06/15/2021

Owner: E.V. Elmview Realty (John T. Washek)

Address: 935 Great Plain Ave. Needham, MA 02492-3030
Street City State Zip

Telephone: 781-820-7151

Applicant: Goody Gifty (Seokjun Shin)

Address: 178 Linden St. Wellesley, MA 02482
Street City State Zip

Telephone: 857-636-3258

Designer/Installer: SpeedPro Boston Metrowest

Address: 629 Highland Ave. Suite A101, Needham, MA 02494
Street City State Zip

Telephone: 781-400-5631

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:

A redesign of the existing sign with a new store name.

Material and dimensions remain the same.

Please email completed application to elitchman@needhamma.gov

Leverage existing sign, same dimensions



Leverage existing mounted frame and faceplate

- Frame is approximately 1" depth; aluminum
- Faceplate is sheet aluminum





Sign will be “re-skinned” for the Goody Gifty brand, using 3M vinyl and Laminate. See design below:



Top Line

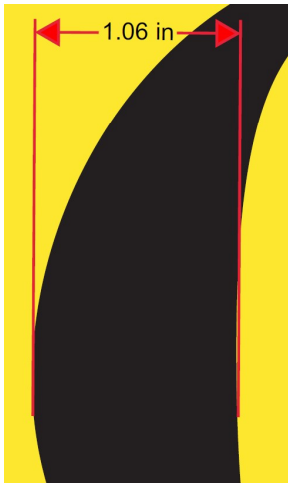
- Overall width Goody Gifty = 43"

Bottom Line

- Overall width Custom to Toys= 71.2"

Font Details

- Measured on
“o” on Goody



Additional Information

- Sign will not be illuminated



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

1020 Great plain Ave

Property Location: _____ **Date:** 6/21/2021

Owner: Sullivan & CO

Address: 1020 Great plain Ave
Street City State Zip

Telephone: _____

Applicant: Weslie Pierre

Address: 5 Sherman st Peabody Ma 01960
Street City State Zip

Telephone: 857327700

Designer/Installer: _____

Address: _____
Street City State Zip

Telephone: _____

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:

Vinyl sign on glass

Please email completed application to elitchman@needhamma.gov

Cut white vinyl, adhesive back

61.09 in

7.4 in *the* Plant Design Studio

3.25 in

4.19 in *by*

30 in

15.22 in

wesleaf
designs & decor™

Print on UV with WHITE, transparent vinyl, adhesive back

the Plant Design Studio

by

wesleaf

designs & decor





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

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Chad Reilly, Board Member (P)
Deborah Robinson, 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 F. W. Webb to be located at 68 Highland Avenue. Jamie Anderson, Project Manager, Green Leaf Construction.
 - Ed Spinney, Sign Art Inc.
2. Jason Parillo, Poblocki Sign Company, representing IDG located at 140 Kendrick Street and applying for signage.
3. Ellesse Lunde, Construction Manager, Boston Properties attended for David Provost, Boston Properties who did not attend, applying for campus wayfinding signage at 140 Kendrick Street.
4. Josie Lei, AZ Signs representing Apirak Chuenprapa, owner of Little Spoon Thai Kitchen, located at 952 Great Plain Avenue and applying for signage.
5. Charly Nanda, Needham Cultural Council applying for art design wrap for utility box located at 1458 Great Plain Avenue at Central Avenue.

Mr. Chair called the meeting to order on June 7, 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 F. W. Webb to be located at 68 Highland Avenue applying for special permit for one sign.

Mr. Anderson presented the Board with 3 sign options for F. W. Webb of which he would like to install one as they are looking for a sign larger than the allowable 32 sq. ft.

They are asking approval for the 49 sq. ft sign which would increase the letter height on the sign to 4.8” which would give them the visibility they desire.

Ms. Robinson said their neighbors are complying with the 32 sq. ft sign by-law, and just because a space allows for a bigger sign does not mean they need a big sign there. Out of the three options she is more comfortable 42 sq. ft.

Mr. Reilly agrees with Ms. Robinson that the 42 sq. ft sign seems sufficient.

Mr. Chair said he agrees with the other Board members that the 42 sq. ft sign seems best at this location. He understands that the area can support a bigger sign, but he does not feel inclined to approve such a big sign based on the information provided to him.

Mr. Spinney of Sign Art Inc. asked the Chair if there was anyway to increase the visibility of the bottom line [Bath, Kitchen, Lighting] if it could be increased to over 4 inches on the 42 sq. ft. sign then it would be easily readable from a distance.

The Board deliberated upon the sizing of the letters, and the overall look of the sign and reached some conditions for the approved sign. The Board declined to approve a sign larger than the allowable square footage.

Motion to approve the special permit for F. W. Webb on the submission of the 32 square foot example, and that [Bath, Kitchen & Lighting] be enlarged so that the B of Bath and the g at the end of the word Lighting align with the ends of the graphic line of that 32 square foot example, and that the entire sign be lowered so that the top of the lettering be aligned with the bottom of the soffit on the gable by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Had not joined the meeting yet	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Agenda Item 2:

Needham Cultural Council applying for art design wrap for utility box located at 1458 Great Plain Avenue at Central Avenue. - Charly Nanda

Ms. Nanda presented the Board with the NCC's third installation "Save the Bees", designed by Emma Curry. It is a 3M vinyl wrap. The other two installations have held up well against the elements, so they are pleased with the material thus far.

The Board was in favor of this new art design wrap and are excited to see it installed.

Motion to approve the art design wrap as submitted by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Agenda Item 3:

Poblocki Sign Company, representing IDG located at 140 Kendrick Street and applying for signage. - Jason Parillo, Poblocki Sign Company

Mr. Parillo returned to meet with the Board to revisit the highway facing sign referenced as A1 in the packet. At the March 22, 2021 Design Review Board meeting, the Board approved the A1 sign with the condition to remove IDG tag line and recenter IDG logo in the panel that was to be mounted onto a mechanical screen. Mr. Parillo would like to amend the sign due to visibility issues. They would like to install a larger set of channel letters and logo reading IDG at 55 inches.

The A1 sign previously presented was going to be mounted on a panel and that brought up some concerns. This revised sign will be mounted directly on the mechanical screen.

Mr. Dermody asked what the total square footage would and what is the difference from the first proposal. The previous sign was 55 inches tall, with an area of 131 inches overall. The new sign would be 69.56 inches, the overall area would be the same.

Both Mr. Chair and Mr. Reilly agreed that mounting the individual mounted letters on the screen is an improvement.

Mr. Reilly had no issues with the sign, and Mr. Chair said it does not look out of proportion.

Motion to approve sign A1 as submitted by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Agenda Item 4:

Boston Properties, applying for campus wayfinding signage at 140 Kendrick Street. - David Provost did not attend. Instead Ellesse Lunde presented for Boston Properties.

Mr. Chair explained that Boston Properties are applying for a new monument sign to be installed at the entry of the property, one sign above the garage stating height limit, exit and entrance points, as well as parking spot signs for reserved parking, electric vehicle parking and accessible parking. Mr. Chair asked the Board if they would be okay not discussing the parking lot signs as they are small enough that they do not require permitting.

The Board discussed the garage entry height warning sign. It is typical of signs installed for that situation.

Motion to accept the garage entry signage as submitted by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Ms. Ellesse Lunde, Construction Manager for Boston Properties came before the Board seeking approval for a new monument sign that would replace the existing IDG temporary sign. It is the sign at the entrance to parking for Cutler Park. The new monument sign will take into account showcasing the different anchor tenants within the development as Boston Properties has modified the campus from a single tenant to a multi-tenant property.

Currently the sign has the words IDG and their logo on it, they wish to replace it with a monument sign that says 140 Kendrick with a simple panel displaying the current anchor tenants. The numbers are internally illuminated, and the words Kendrick are ½” thick push thru letter with surface mounted vinyl.

Mr. Chair asked Ms. Lunde to elaborate on the illuminated numbers. Ms. Lunde said the numbers are part of the rebranding so instead of having the building tied to one tenant, it is its own identity. Ms. Lunde was not sure on the technical aspect of the numbers’ signage.

Mr. Reilly asked Ms. Lunde how big the monument sign proposed as compared to the temporary one. Ms. Lunde said it is roughly the same size and not much bigger. Mr. Reilly said the white channel lit LED lettering might be too bright, and he would like it dimmed. Ms. Lunde said she can work with the vendor to install a dimmer.

Ms. Robinson said it is nice graphically but is worried about brightness.

Mr. Chair said the bylaws state that a monument sign can have a height limit of 3 feet, because the Board recognizes this does not work at every location and for that reason, they have been flexible, however, this sign is 6 feet tall. The sign proposed is a lot bigger than what has been there in the past, the scale is large, could potentially cause a visibility concern for vehicles and pedestrians. The Chair also echoed his colleagues' concerns regarding brightness.

Mr. Dermody said he finds the sign busy due to the height of the numbers and the Boston Properties name and the tenants' names. He suggested a more limited palate of colors, materials, letters be used. He asked if this is a total rebuild and Ms. Lunde confirmed that it is.

Mr. Chair suggested that the approval could include conditions that would specify property owners' name be either full name or bxp, not both, and that the tenants' signs would be consistent and uniform in color.

The Board deliberated and agreed upon conditions for the sign to be approved. Mr. Reilly noted some inconsistencies in the detailed documentation regarding the back side of the sign's lettering and logo. Ms. Lunde confirmed that they would be vinyl applied, not painted.

Motion to approve the monument sign with the following conditions: that the LED lighting for the '140' would have a dimmer and that the Board is to review this after installation, that the tenant signs all be white letters with a black background and internally illuminated. The back of the sign, numbers will be vinyl. The color shaded to 50% of the value of the color of the sign box. The Boston Properties logo on the front will be dark grey or black and not two colors, moved by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Agenda Item 5:

AZ Signs representing Apirak Chuenprapa, owner of Little Spoon Thai Kitchen, located at 952 Great Plain Avenue and applying for signage. - Josie Lei, AZ Signs

Mr. Chair prefaced this item by letting Ms. Lei know that he investigated this address and found that the previous tenant had illegally installed the two signs on the building, and they were not approved by the Board. Mr. Chair told the applicant the Board will only allow one sign.

Ms. Lei shared her screen and presented to the Board her proposed signage. The sign is a front lit channel letter sign with the words [Little Spoon] in big letters and [Thai Kitchen] underneath spoon in smaller letters, as well as the logo of a smiling infant. Ms. Lei noted that the owner

changed his mind and decided to move the image of the infant to the left side of the sign from the right side; this proposal differs from that which she submitted to the Board for their packet.

The area of the sign is just under 32 sq. ft. the graphic of the child is sitting at 24 inches high.

The sign is mounted on a proposed aluminum panel on a tube frame that is installed in the building sign panel area. It is shown as 2 inches thick.

Ms. Robinson said she is concerned about the panel and its depth and how far it would project out.

Mr. Chair said he is also concerned regarding the proposed 2-inch frame which would make the sign stick out beyond the architectural detailing.

The Chair noted the height of the window graphic at the bottom of the windows needs to be no taller than 25% of the height of the window itself.

Mr. Reilly suggested they consider a different location, and smaller graphic for the services “Catering, Delivery, Takeout”. Phone numbers are not typically displayed as signage.

Mr. Chair stated that because the signage proposed at the meeting is different from what was submitted Ms. Lei needs to come back before the Board and her application will be continued. The Board cannot approve her application due to this fact.

This item will be continued at the June 28th meeting unless Ms. Lei applies for a special permit then the item will be moved to a later meeting as to comply with public notice requirements.

Minutes:

Motion to approve the minutes of May 10, 2021 by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Meeting adjourned at 9:10 PM.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Future Meetings:

June 28, 2021	Via Zoom
July 19, 2021	Via Zoom
August 9, 2021	Via Zoom
August 30, 2021	Via Zoom
September 13, 2021	Via Zoom
October 4, 2021	Via Zoom
October 25, 2021	Via Zoom
November 15, 2021	Via Zoom
December 6, 2021	Via Zoom
December 20, 2021	Via Zoom