



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