



Design Review Board Meeting Minutes
Monday, February 28, 2022
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Chad Reilly, Board Member (P)
Steve Tanner, Board Member (P)
Deborah Robinson, Board Member (P)
Susan Opton, Board Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Hearings:

The Needham Channel located at 257 Chestnut Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1 a) Requesting a second sign which will be freestanding, and any other applicable sections of the By-law.

Applicants & Attendees:

1. Wayne Arthur, Speedpro representing The Needham Channel located at 257 Chestnut Street and applying for wall sign.
 - Marc Mandel, Executive Director, The Needham Channel
2. Steve Schwede, FastSigns representing Royal Barbershop located at 925 Great Plain Avenue and applying for signage.
3. Danny Choe, owner of Serenity Spa located at 1201 Highland Avenue and applying for window decal signage.

Mr. Chair called the meeting to order on February 28, 2022, at 7:30 PM EST.

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

Agenda Item 1 (Hearing):

Needham Channel located at 257 Chestnut Street, seeking a special permit for a second freestanding sign. – Wayne Arthur, SpeedPro and Marc Mandel, Needham Channel Executive Director

Wayne Arthur briefly described the freestanding sign, which is a permanent standing sign 48” W, 36” H for the sign panel, standing at 6 feet tall. The sign will be post mounted and set at 2 feet into the ground with cement footings. The sign will be located on the grassy part of the property. The sign will be white, and it will have the Needham Channel logo in blue and yellow on the right-hand side and “The Needham Channel” on the left-hand side, left justified. There is a blue line on the bottom of the sign that says, “Needham Community Television Development Corporation”.

Anne Hayek from 116 Maple Street had some feedback regarding the free-standing sign. She thought with the bushes removed and the sign installed it feels sterile. She is hoping from kind of native ground cover plant, or perennials, something that would make that space more welcoming.

Ms. Opton said ground cover can be hard to do in a parking lot, especially with salt, and watering it, etc. Mr. Mandel said he has been doing the landscaping himself for several years, but he wanted to take time to figure out what he wanted to do with that area, they have a landscaper now, so he is hoping he can come up with an idea of what to do with that area. The Chair noted that the landscaping is not part of the signage review, but the Board encourages the applicant to add some hardy landscaping to the area.

Mr. Reilly asked if signs like these need to be setback 15 feet from the road. Mr. Chair said that the regulation says its either 36 inches high, or seven feet to the bottom of the panel, and it needs to be 15 feet back from the road. Mr. Reilly said it appears that sign is only 9 feet back. Mr. Chair said that the Building Inspector checks and enforces this regulation.

The Board deliberated on the height and the location of the sign in terms of its setback.

Motion to reduce the logo size to align with the height of the lettering: “The Needham Channel”, reduce the height of the overall sign height be reduced to 5 feet so that the bottom is two feet above grade, and to relocate the sign to approximately where the notation B occurs in the overhead view that was included in the submission by Mr. Dermody.

Motion was seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Susan Opton	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Needham Channel located at 257 Chestnut Street and applying for wall sign. – Wayne Arthur, SpeedPro, and Marc Mandel, Needham Channel Executive Director.

This wall sign is 48” high, by 84” wide, framed in a metal, 1-3/8” brushed silver frame. The sign is white, with the Needham Channel logo in blue and yellow on the right hand-side and “The Needham Channel” on the left hand-side, below that it says their slogan “Your Town... Your Neighbors... Your Television!”

Ms. Robinson said she thinks the wall sign is busy, she thinks the slogan is too much.

Mr. Tanner questioned how the wall sign will be attached, he is worried about screws being visible or the molding not being the right type. Mr. Arthur said this is a standard sign frame, manufactured specifically for them, the sign frame will slide into a channel, the sign will be mounted onto L brackets, and they will use stainless steel screws, so as not to rust. Mr. Arthur shared his screen to answer Mr. Tanner’s questions and clarify the installation process of this sign.

Mr. Dermody agreed with Ms. Robinson that it is a busy sign. He thinks that the letters are too small, too high, and too far away. The Board typically does not encourage logos/slogan unless absolutely necessary for the business to identify what it is if their name is not clear enough.

Mr. Reilly said the logo should be smaller and the name of the business should be bigger. The sign looks more like a business card than a wall sign. The relationship of the elements of the sign should be reversed. The proposed logo is larger than the name. The slogan could be something like a decal on the door as Mr. Dermody suggested. Mr. Reilly suggested aligning the top of the logo and the top of the letter T similar to the free-standing sign, and shrinking down the logo, which will give more room for the business name and make the sign look more comfortable instead of cramped. He also suggested capitalizing the lettering on both signs.

The Board discussed a variety of details regarding both the wall sign and the free-standing sign.

Motion to reduce the sign panel to 36 inches in height, and that uppercase lettering be used for the wall sign, similar style to the proposed free-standing sign, and that the NTC logo be reduced proportionally so that it fits within the height of ‘The Needham Channel’ lettering, with the option to make the background light blue, and the tagline (slogan) be removed by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Susan Opton	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 3:

Royal Barbershop located at 925 Great Plain Avenue and applying for signage. - Steve Schwede, FastSigns

Mr. Schwede came before the Board and presented the sign for Royal Barbershop. The sign is made of composite material called Max Metal, it is 34” high, 96” wide, total square footage of 22.7’. It is covered with black vinyl and overlaid with gold vinyl cut letters. The sign has a black glossy background, with the crown logo to the left hand-side, and Royal Barbershop to the right in metallic gold. The sign is to be mounted in the middle above the entrance, and it will be mounted with galvanized hardware.

Mr. Tanner thought the lettering has very wide spaces between it, and thinks the panel is crowded, and should be centered.

Mr. Reilly concurred with Mr. Tanner, he thinks the logo should be smaller, that the kerning could be adjusted so the sign can have some breathing room on the left and right.

Ms. Robinson concurred with her colleagues; she also doesn’t think the sign doesn’t fill the height of the panel that the sign will be mounted on. Mr. Schwede said he can make it bigger.

Mr. Dermody asked Mr. Schwede if he knows what the owner thinks of filling that entire sign box, so it is a clean black background, so that we can cover the corrugation. Mr. Schwede said he agrees as a sign maker, but the owner of this business is just starting out so this may not be in their budget.

Ms. Opton said if the choice is driven by economics, then making the corrugation more prominent to make things more uniform would be better.

Motion to approve the sign be approved with the conditions that the spacing on the word “Royal” be adjusted so that the kerning is closer, and that the sign be reduced to 30 inches in height, and the lettering be centered in the sign panel, and the kerning each side of the Y be adjusted, and that the crown be reduced as needed proportionately to fit the reduced height of the panel, and the lettering be centered in the panel by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Susan Opton	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 4:

Serenity Spa located at 1201 Highland Avenue and applying for window decal signage. - Danny Choe, owner

Mr. Choe came back before the Board to apply for a heavy-duty vinyl decal to put in the front windows. The decal is 47 x 47, it is to be installed indoors, the decal is UV and weather resistant.

Mr. Chair asked if he knows the height of the lettering on the word serenity. Mr. Choe said he does not know.

Mr. Dermody referred to a photo submitted with the application with dimensions on it that says 66 by 62, which doesn't match what Mr. Choe mentioned earlier. Mr. Choe said that dimension is for that specific part of the window partition.

Mr. Reilly said he would prefer to see the website and phone number removed from the logo, and maybe installed on the door. Otherwise, he doesn't have a problem with it.

Mr. Chair said historically they have been reserved about websites and websites being part of a logo, he is curious to see what the other Board members think, since in this instance he doesn't have a problem with it.

Ms. Robinson said normally she does object to websites and phone numbers being in the logo, but in this case, it does not bother her. She asked Mr. Choe if he plans to keep the awning empty. Mr. Choe hopes in the spring to install an awning, so he will be back before the Board.

Mr. Tanner said he agrees with Mr. Reilly about having the flower, the text and the nail spa on the window, and moving the number and website text to the door.

Ms. Opton agreed with her colleagues.

Board members deliberated regarding the location of the website and phone number.

Motion to approve the decal with the conditions that the website and phone be removed from the window, with the option to reduce that information in size and put it on the door. The applicant may install a second decal on the window to the right of the door if they choose by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Susan Opton	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Minutes:

Motion to approve the minutes of February 7th, 2022 by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
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Mark Gluesing	Aye
Bob Dermody	Aye
Susan Opton	Abs.
Chad Reilly	Aye
Deborah Robinson	Abs.
Steve Tanner	Aye

Motion to Adjourn:

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

Motion was seconded by Mr. Tanner.

Meeting adjourned at 8:53 PM.

Future Meetings:

March 28, 2022	Via Zoom
April 25, 2022	Via Zoom
May 16, 2022	Via Zoom
June 6, 2022	Via Zoom
June 27, 2022	Via Zoom
July 11, 2022	Via Zoom
July 25, 2022	Via Zoom
Aug. 8, 2022	Via Zoom
Aug. 22, 2022	Via Zoom