

DESIGN REVIEW BOARD

Monday, October 23, 2023

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 extended several times again through 2025, meeting of public bodies could 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 A. J. ROSE to be located at 120 Highland Ave., has made application to the Design Review Board for a Special Permit pursuant to the General Bylaws, Section 5.5.3.2 (Signs, Maximum size) and any other applicable sections of the By-law. The proposal shows 2 permanent wall signs which exceed the maximum square footage of 32 square feet.

APPLICANTS:

Kevin Rosenberg, Exposé Signs & Graphics representing Congregational Church located at 1154 Great Plain Avenue and applying for monument signage.

Dr. Meola, Smile & Skin Aesthetics Meola Dental Group located at 32 Wexford Street and applying for signage.

REVIEW

Minutes of 10/2/2023 meeting.

Next Public Meeting – November 6, 2023 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: 120 HIGHLAND AVENUE SUITE B **Date:** 9-19-2023

Owner: Needham Gateway LLC

Address: Box 920757 Needham MA 02492

Street City State Zip

Telephone: 781-910-7933

Applicant: BRIAN BRINKERS - ACME SIGN CORPORATION

Address: 3 LAKELAND PARK DR. PEABODY, MA 01960

Street City State Zip

Telephone: 978 535-6600

Designer/Installer: ACME SIGN CORPORATION

Address: 3 LAKELAND PARK DR. PEABODY, MA 01960

Street City State Zip

Telephone: 978 535-6600

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 WALL SIGNS ON FRONT AND REAR ENTRY FACADE FOR AJ ROSE CARPETS

THIS APPLICATION IS FOR THE HIGHLAND AVE SIGN. SIZE 45" X 205" OR 11% OF WALL AREA.

92.25SF

Please email completed application to elitchman@needhamma.gov

Front Entrance



Frontage = 24' x 35' or 840 square feet

Sign Area = 92.25sf
or 11% of wall area.

5.5.3.2 Permanent Attached Signs.
The total area of all permanent attached signs shall be not more than fifteen percent of the projected area of the elevation to which they are attached.
Each sign shall not exceed 2 square feet for every linear foot of the projected area of the elevation to which it is attached, up to a maximum of 32 square feet.



Custom Sign
Advertising

3 Lakeland Park
Peabody, MA 01960
(978) 535-6600

acmesigncorp.com

CLIENT



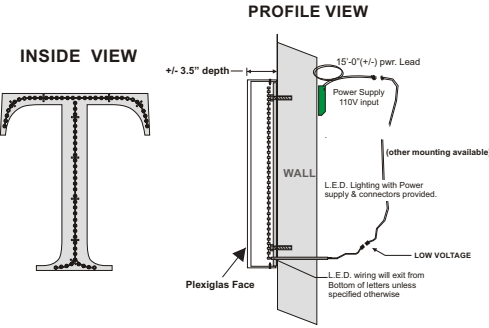
DATE: August 7, 2023

STREET: 120 Highland Ave.

TOWN: Needham, MA

REP: Brian B

SCALE: None



TYPICAL CHANNELLED LETTER SPEC.

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A) reproduce this design in copies, in graphic form or as a sign;
B) prepare derivative works based on the design;
C) distribute copies of the design by sale or other transfer and;
D) display the design publicly.

110 VOLTS
Primary Electrical To Sign
Is To Be Provided By Others.
20 Amp Dedicated Circuit With
No Shared Neutrals And A Ground
Returning To The Panel Is Required
For All Installations.



Colors Represented In This Drawing
Are For Presentation Purposes Only.
They Will Not Match Your Finished
Product Perfectly. Color Call-Outs
Are For A Match As Close As Possible.

REVISED	DATE
Color to White	8-31-23
Resize	9-1-23
Day/Night Plexi	9-1-23
Resize	9-19-23

Page 1 of 3

☒ PRELIMINARY
☐ FINAL ACCEPTANCE



PANERA BREAD

New England
Lobster Roll



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Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

INSTALL WALL SIGNS ON FRONT AND REAR ENTRY FACADE FOR AJ ROSE CARPETS

THIS APPLICATION IS FOR THE REAR PARKING LOT FRONTAGE SIGN. SIZE 55" X 251" OR 15% OF WALL AREA. 95.86SF

Please email completed application to elitchman@needhamma.gov

Rear Entrance



Frontage = 32' x 20' or 640 square feet

Sign Area = 95.86sf
or 15% of wall area.

5.5.3.2 Permanent Attached Signs.
The total area of all permanent attached signs shall be not more than fifteen percent of the projected area of the elevation to which they are attached.
Each sign shall not exceed 2 square feet for every linear foot of the projected area of the elevation to which it is attached, up to a maximum of 32 square feet.



Custom Sign
Advertising

3 Lakeland Park
Peabody, MA 01960
(978) 535-6600

acmesigncorp.com

CLIENT



DATE: August 7, 2023

STREET: 120 Highland Ave.

TOWN: Needham, MA

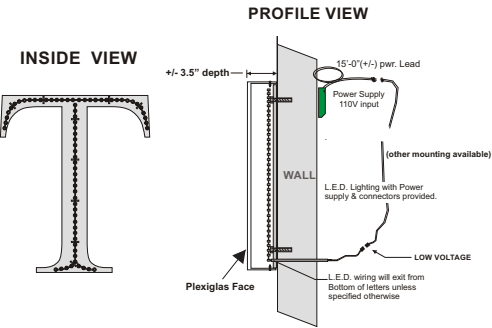
REP: Brian B

SCALE: None



55"

251"



TYPICAL CHANNELLED LETTER SPEC.

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A) reproduce this design in copies, in graphic form or as a sign;
B) prepare derivative works based on the design;
C) distribute copies of the design by sale or other transfer and;
D) display the design publicly.

110 VOLTS
Primary Electrical To Sign
Is To Be Provided By Others.
20 Amp Dedicated Circuit With
No Shared Neutrals And A Ground
Returning To The Panel Is Required
For All Installations.



Colors Represented In This Drawing
Are For Presentation Purposes Only.
They Will Not Match Your Finished
Product Perfectly. Color Call-Outs
Are For A Match As Close As Possible.

REVISED	DATE
Color to White	8-31-23
Resize	9-1-23
Day/Night Plexi	9-1-23
Resize	9-19-23

Page 2 of 3

☒ PRELIMINARY
☐ FINAL ACCEPTANCE



GEICO

PANERA BREAD

FOR LEASE
617.239.3636

NOW
Accepting
Founding
Members!

COMING SOON!
A.J. ROSE
CARPETS & FLOORING



PANERA BREAD

FOR LEASE
Atlantic 617.239.3636

GEICO

COMMERCIAL AUTO
ALFA ROMEO



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500 Dedham Avenue
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Address: 3 LAKELAND PARK DR. PEABODY, MA 01960

Street City State Zip

Telephone: 978 535-6600

Designer/Installer: ACME SIGN CORPORATION

Address: 3 LAKELAND PARK DR. PEABODY, MA 01960

Street City State Zip

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Brief description of sign or project:

INSTALL WALL SIGNS ON FRONT AND REAR ENTRY FACADE FOR AJ ROSE CARPETS

THIS APPLICATION IS FOR THE PYLON SIGN LETTERING

Please email completed application to elitchman@needhamma.gov



A·J·ROSE

Visual Opening 8 3/4" x 42"



Custom Sign
Advertising

3 Lakeland Park
Peabody, MA 01960
(978) 535-6600

acmesigncorp.com

CLIENT



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STREET: 120 Highland Ave.

TOWN: Needham, MA

REP: Brian B

SCALE: None



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20 Amp Dedicated Circuit With
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Returning To The Panel Is Required
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Colors Represented In This Drawing
Are For Presentation Purposes Only.
They Will Not Match Your Finished
Product Perfectly. Color Call-Outs
Are For A Match As Close As Possible.

REVISED	DATE

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☒ PRELIMINARY
☐ FINAL ACCEPTANCE

Needham Gateway Shops

100-200 Highland Ave.

LANDRY'S
BICYCLES

 **Panera**
BREAD.

GEICO

STOP



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 1154 GREAT PLAIN AVE Date: 10-11-23

Owner: CONGREGATIONAL CHURCH OF NEEDHAM

Address: 1154 GREAT PLAIN AVE NEEDHAM MA 02492
Street City State Zip

Telephone: 781-444-2510

Applicant: ANDREW CLARK EXPOSE SIGNS & GRAPHICS INC

Address: 3 LANDING LANE HOPEDALE MA 01747
Street City State Zip

Telephone: 508-381-0941

Designer/Installer: SAME AS APPLICANT

Address: _____
Street City State Zip

Telephone: _____

Type of Application
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Major Project (Site Plan Review)
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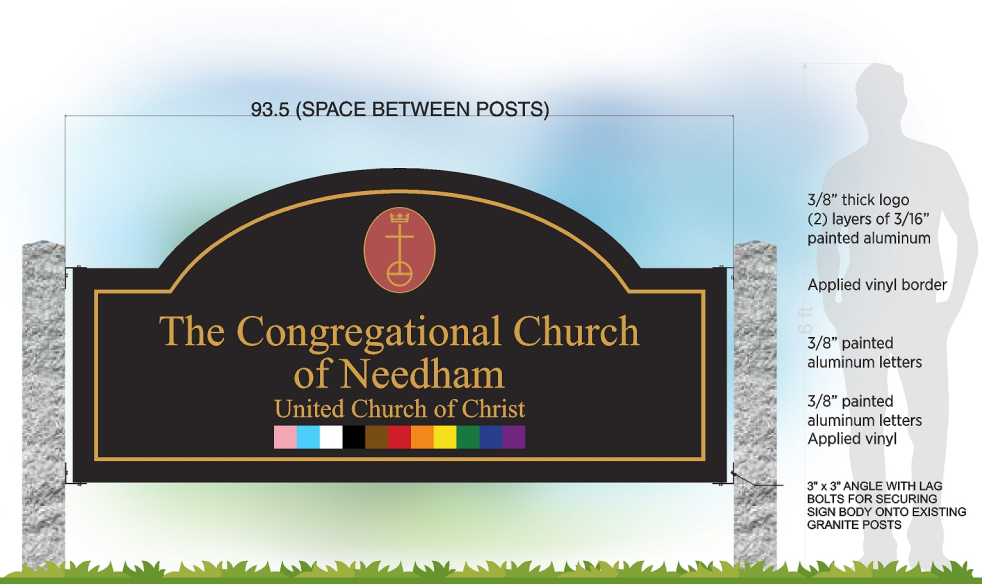
Brief description of sign or project:

REBUILD + REPLACE PRE-EXISTING DOUBLE SIDED NON-
ILLUMINATED SIGN

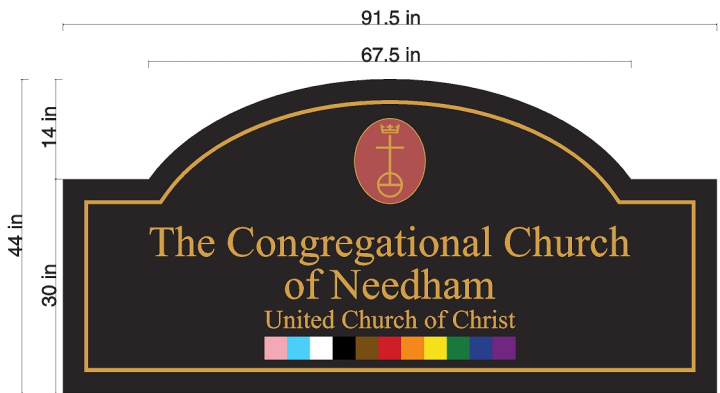
Please email completed application to elitchman@needhamma.gov



3" x 3" ALUMINUM ANGLE WITH LAG BOLTS



DOUBLE SIDED MONUMENT
EXISTING GRANITE POSTS
QTY:1

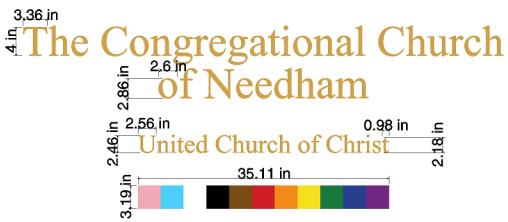


14"H x 67.5"W x 3.25"D
FABRICATED SIGN BODY
(WELDED AND SEAMS FILLED)

SERIES 3 SLIDE BODY
SIGN COMP KIT

.080"D ALUMINUM FACES

30"H x 91.5"W x 3.25"D SIGN KIT BODY
14"H x 67.5"H x 3.25"D FABRICATED "TOPPER"
WELDED TO SIGN KIT BODY AND SEAMS
FILLED WITH BODY FILLER. SANDED AND
PAINTED BLACK



LAYOUT BY:
BIG DAN

?

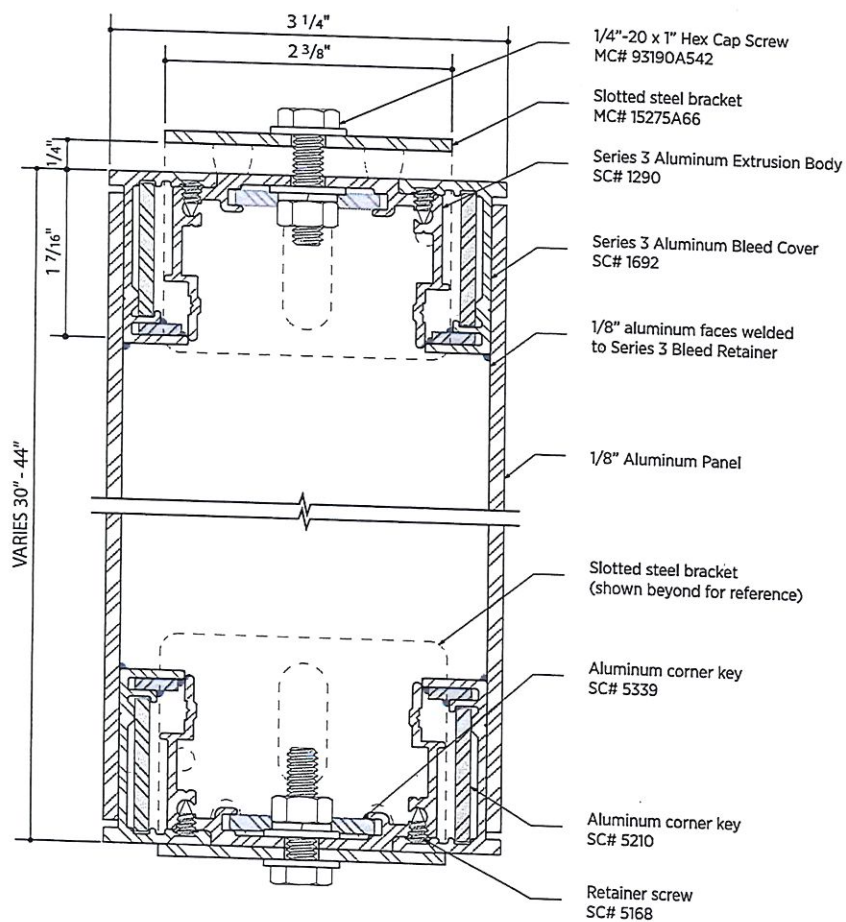
PLEASE SPECIFY
PMS COLOR

?

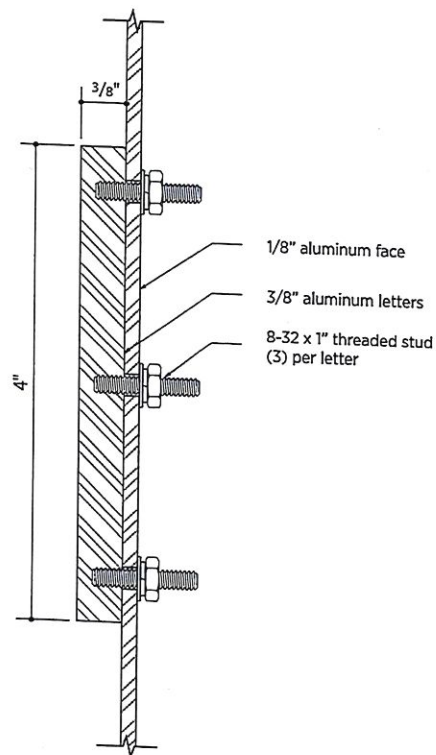
PLEASE SPECIFY
PMS COLOR

BLACK

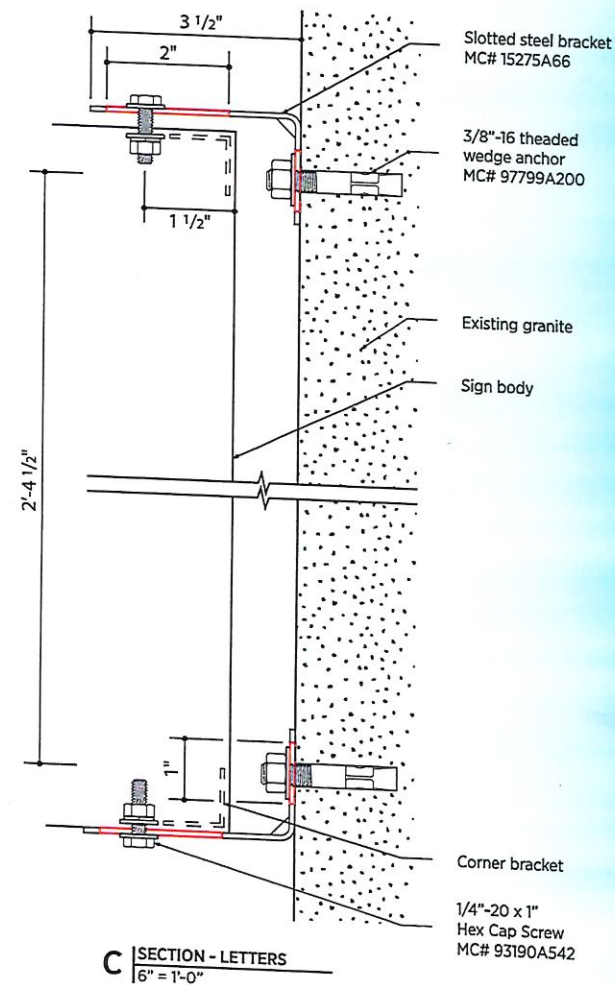
IT IS THE CUSTOMER'S RESPONSIBILITY TO CAREFULLY PROOF LAYOUT TO
ENSURE THAT ALL ARTWORK MEETS YOUR SPECIFICATIONS
SIGNATURE & DATE REQUIRED TO MOVE TO PRODUCTION
Please return approvals for this artwork to design@fhillsigns.com



A SECTION VIEW - FRAME
FULL SIZE



B SECTION - LETTERS
FULL SIZE



C SECTION - LETTERS
6" = 1'-0"



Whitney Velgas / 292 Reservoir St / Needham, MA 02494
781 449 1351 / whitneyvelgas.com

Concept Drawing

The Congregational Church of Needham
Main ID Sign
Needham, MA

rev 1 ---
rev 2 ---

date 13 May 2021

proj. no. WV----

drawn JMH

scale As Noted

1154 Great Plain Ave
Needham, MA 02492

287.25 FT OF FRONTAGE
SIGN SETBACK: 10 FT



LAYOUT BY:
BIG DAN



44"H x 91.5"W x 3.25"D
(EXISTING POSTS)
27.9 Sq. Feet

FT. HILL
SIGN PRODUCTS
3 Landing Lane • Hopedale, Ma 01747
phone: 508.381.0357 fax: 508.381.3784

Congretional Church of Needham
ATTN: Mary Sue Cotton
mscott59@gmail.com

INSTALL

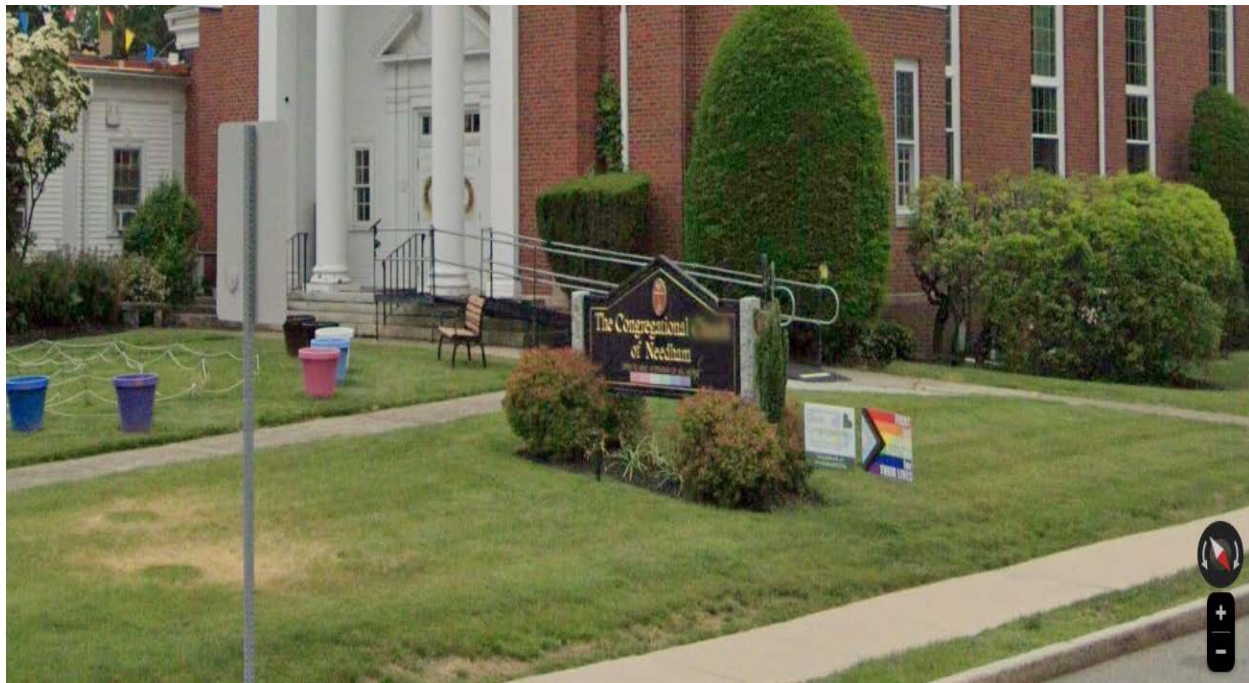
(1) 30"H x 91.5"W x 3.25"D SIGN COMP LOWER SECTION, 14"H x 67.5"W x 3.25" FABRICATED CABINET UPPER SECTION. SECTIONS WELDED AND SEAMS FILLED. CABINET PAINTED BLACK. 3/8"D ALUMINUM LETTERS, STUD MOUNTED TO CAB. VINYL SUB TEXT & BORDER. 3" x 3" ANGLE TO EXISTING GRANITE

APPROVAL
SIGNATURE & DATE REQUIRED FOR PRODUCTION
SIGNATURE _____
DATE _____

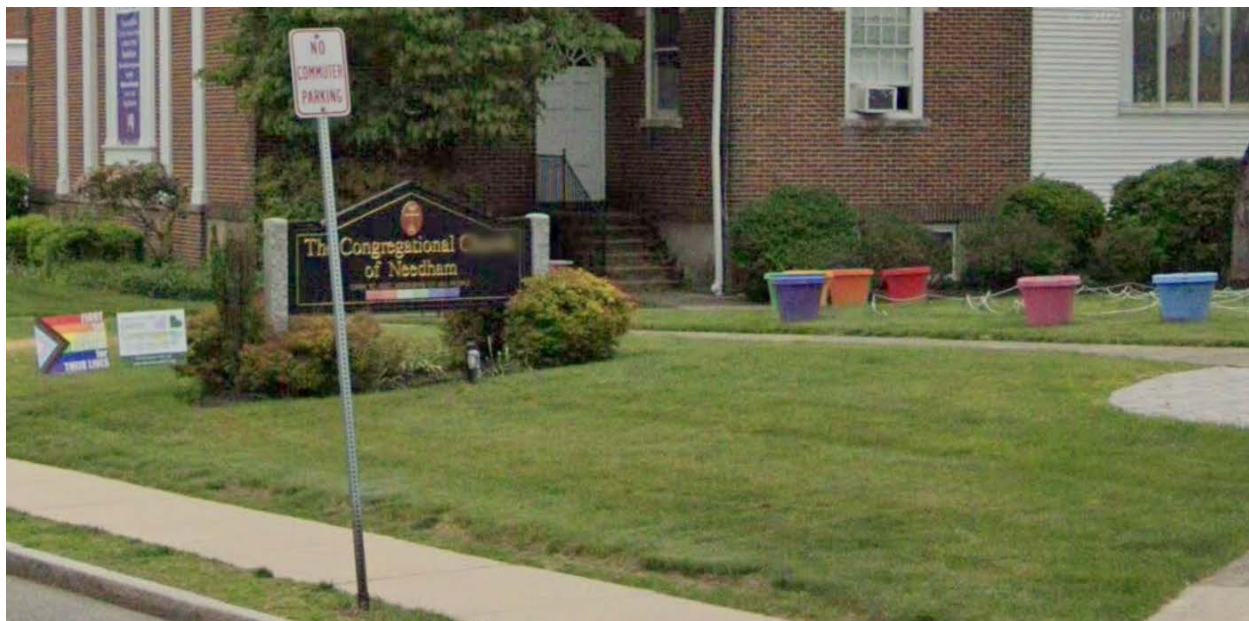
Congregational Church of Needham

1154 Great Plain Avenue

From West to East



From East to West









TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 32 Wexford Street **Date:** 10/4/23

Owner: Chiappisi 1999 Realty Trust

Address: P.O. Box 133 Needham MA 02494
Street City State Zip

Telephone: 617-755-2959

Applicant: Damian Meola DMD

Address: 131 Main Street Waltham MA 02453
Street City State Zip

Telephone: 617-930-2221

Designer/Installer: Signs.com

Address: 1550 South Gladiola St. Salt Lake City, UT 84104
Street City State Zip

Telephone: 888-222-4929

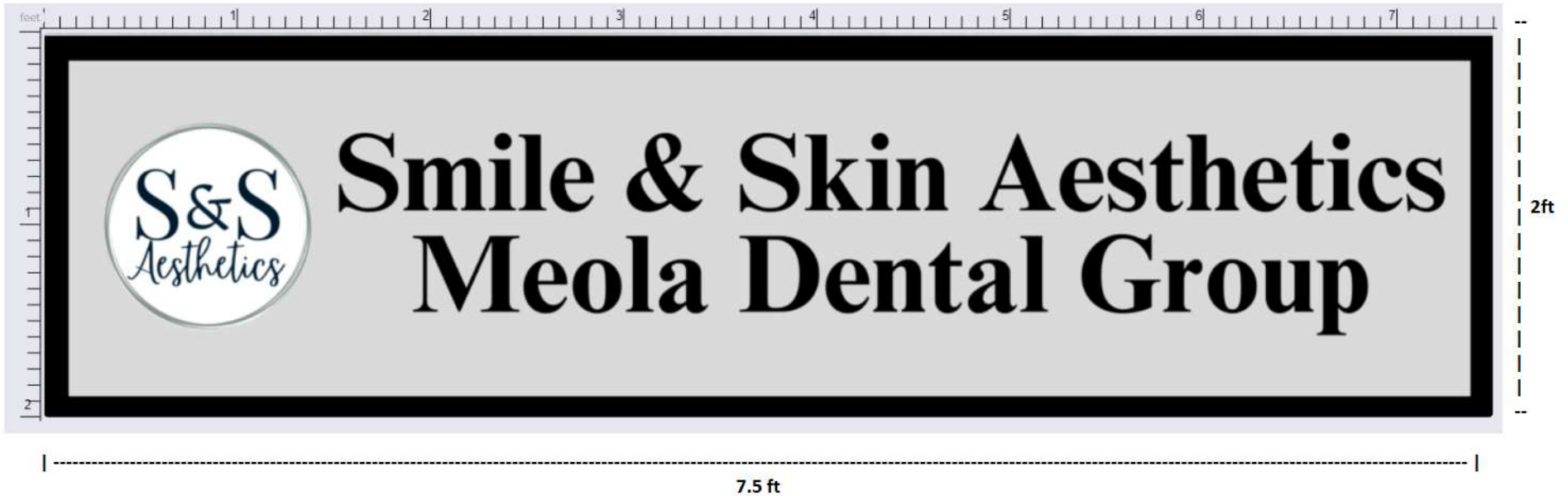
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☐ Residential Compound

Installer
Kyle Owens
508-404-7787

Brief description of sign or project:

90w x 24H Aluminum Design, will be installed with
- Mortar screws into brick Facade.

Replacing sign due to name change of dental practice
Please email completed application to elitchman@needhamma.gov



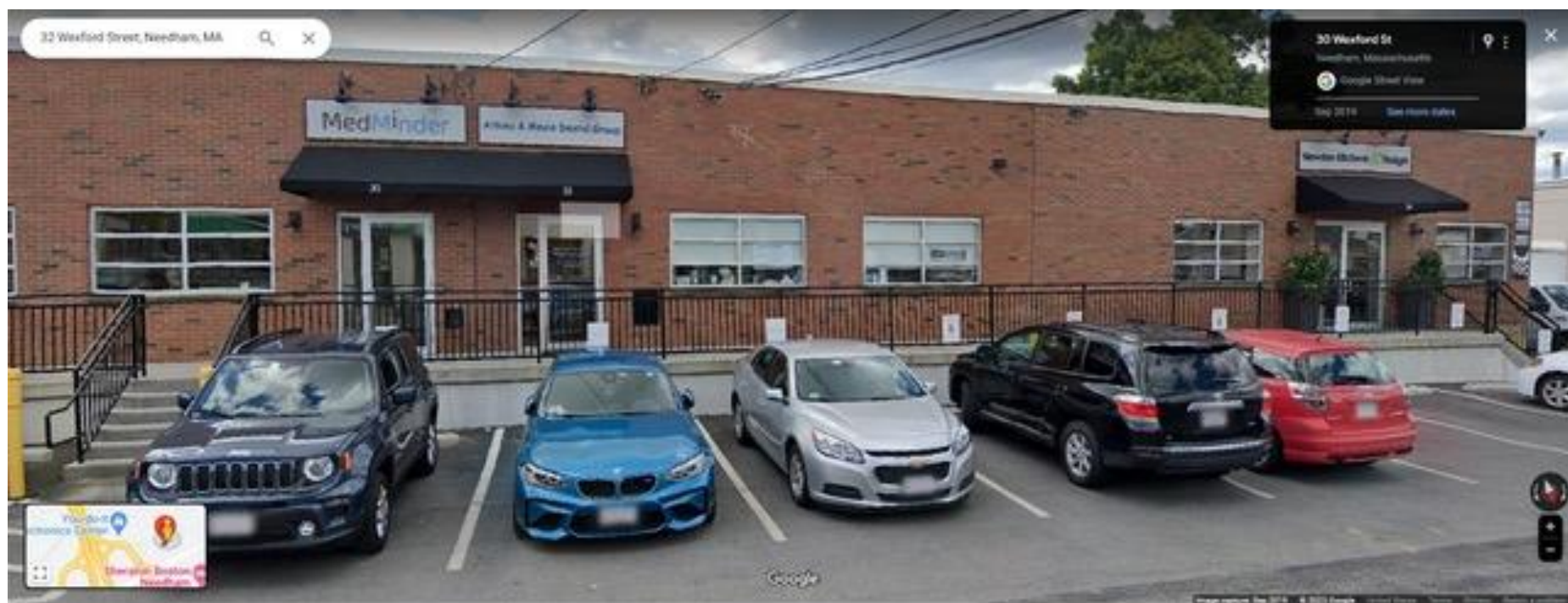
Capital Letters and Symbol (S, &, S, A, M, D, G): 5"

Lower Case Letters (mile kin esthetics eola ental roup): 3"

Both rows of wording including the spaces inbetween the lines: About 1 ft

S&S logo: About 1 ft

Black boarder: 2"





Design Review Board Meeting Minutes
Monday, October 2, 2023
7:30 p.m.

Board Members:

Bob Dermody, Board Member (P)
Steve Dornbusch, Board Member (P)
Susan Opton, Board Member (P)
Felix Zemel, Board Member (P)
Clay Hutchinson, Conservation Specialist (P)

Bob Dermody called the meeting to order on October 2, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Tom Ryder, Needham Town Engineer, applying for message board signage to be located at 500 Dedham Avenue, Public Services Administration Building.
2. Jeff Sarra, Batten Brothers representing Anton's Cleaners located at 1433 Highland Avenue and applying for signage.
3. Christine Bergeron, owner Anton's Cleaners located at 1433 Highland Avenue and applying for façade changes.
4. Gary Katz and Jeff Katz applying for plaque honoring Harvey's Hardware located at 1004 Great Plain Avenue.
5. Diane Hughes, owner Hughes Valente Real Estate located at 20 Chestnut Street and applying for signage.
6. Robert Laurencelle, Signage US representing Splash & Dash located at 120 Highland Avenue and applying for signage.

Agenda Item 1:

Tom Ryder, Needham Town Engineer, applying for message board signage to be located at 500 Dedham Avenue, Public Services Administration Building.

Tom Ryder explained that the applicant has changed the static header on the variable message board to simply read 500 Dedham Avenue. The sign will have a blue background with either white or yellow lettering. There is approximately 18" in separation from edge to edge for the sign. The sign will have a 10mm display.

Mr. Dornbusch asked why the address was chosen for the stationary area of the sign. Mr. Ryder explained that there is not another sign on the property that displays the address.

In response to a comment from Ms. Opton regarding the blue color, it was noted that the blue color is meant to mirror that on the lacrosse wall located at DeFazio Field and the letters should be yellow

46 In response to a question from Mr. Dermody, Mr. Ryder explained that the static area is not
47 digital, and the message can be swapped out if needed. The electronics for the sign will be
48 underground and the frame will be black.

49
50 Mr. Dermody stated that some other Daktronics signs appear to have Daktronics information on
51 them. He requested that this not be visible on the proposed sign. The Board agreed.

52
53
54
55 **Agenda Item 3: - The Board took up this item at this time.**

56 *Christine Bergeron, owner Anton's Cleaners located at 1433 Highland Avenue and applying for*
57 *façade changes.*

58
59 Jeff Sarra, Batten Brothers Signs explained that two years ago the left-hand end of the façade of
60 this building underwent changes to a bank. Anton's Cleaners would like to make changes to their
61 outdated façade as well. The intention is to paint the existing brick a warm white color, paint the
62 mullions and the panels below the windows a black color, and modify the existing mansard roof
63 to raise the fascia band approximately 1' to align with the bank's façade. The existing shingle roof
64 will be covered a standing metal seam roof, in a charcoal gray color.

65
66 Mr. Dornbusch asked if the entrance and windows will change. Mr. Sarra stated that the
67 windows are not proposed to change, aside from the panels beneath them. Mr. Dornbusch stated
68 that he believes the proposed changes will be an improvement.

69
70 In response to a question from Ms. Opton, Mr. Sarra stated that both sides of the building will
71 receive the same treatment. The existing wooden storefront and doors will be painted black. Ms.
72 Opton asked about a green vinyl material noted on the plan. Mr. Sarra explained that this should
73 have been removed from the plan.

74
75 Mr. Zemel asked about existing glass? blocks on the west elevation. Mr. Sarra stated that this
76 area will be painted warm white as well.

77
78 Mr. Dermody noted that the new roof will shed water faster than the existing roof. Mr. Sarra
79 stated that this has not yet been addressed. There is a substantial overhang, and this may not be a
80 concern.

81
82 Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to
83 approve the project as presented for the façade change, and to omit the new green vinyl notation
84 on the drawing set presented. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; and
85 Steve Dornbusch - aye. Motion passed 4-0.

86
87 **Agenda Item 2:**

88 *Jeff Sarra, Batten Brothers representing Anton's Cleaners located at 1433 Highland Avenue and*
89 *applying for signage.*
90

Mr. Sarra explained that the existing fascia has a set of illuminated white channel letter on it. As part of the renovation, the applicant is proposing to fabricate a new set of channel letters, internally LED illuminated. These will be runway mounted on the leading edge of the roof. The runway will be painted the same color as the standing metal seam. The sign will be in the branded colors of the blue Anton's and the green Cleaners. It will be placed in the center of the brick area and not in the center of the entire roof, given the existing overhang on the right-hand end there.

Mr. Dermody asked how the raceway will interact with the angle of the standing seam metal roof. Mr. Sarra stated that the raceway will be parallel with the sidewalk below. There will be a gap with the roof and the raceway. From underneath, the bottom of the raceway and the channel letters will be seen.

Ms. Opton stated that the scale of the proposed sign is okay. She has some concerns about the raceway position.

Mr. Zemel stated that he has no issues with this proposal.

Mr. Dermody noted that the proposed sign exceeds the maximum size in the bylaws. The maximum is 32 s.f., and this is 51 s.f. He suggested reducing the size of the sign. Mr. Sarra explained that there is a lot of negative space around it and the sign balances well with the façade. Mr. Dermody suggested reducing the letter size to 13". Mr. Sarra stated that the applicant will take this into consideration.

In response to a question from Mr. Dermody regarding how the raceway will be attached, Mr. Sarra stated that brackets to match the angle of the roof would support the raceway. The size of the raceway could be reduced, and it could be angled to match the roof.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for Anton's Cleaners with a reduced letter height to 13" for the green letters of "Cleaners" and that the raceway be minimized as appropriate for the requirement and fastened securely. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; and Steve Dornbusch – aye. Motion passed 4-0.

Agenda Item 4:

Gary Katz and Jeff Katz applying for plaque honoring Harvey's Hardware located at 1004 Great Plain Avenue.

Gary and Jeff Katz explained that the proposal is to mount a plaque in honor of their father. This will be placed on the front of the building between the front windows and the corner entrance of the store, at eye level. The sign is proposed to be 18" left to right, and 10" top to bottom. This will be a cast bronze sign with raised satin letters.

Mr. Dornbusch stated that he is concerned this could set a precedent for dedication plaques that could be a problem in the future.

Ms. Opton stated that she believes this is a lovely idea. This building and the owners have been part of the history of Needham for 70 years.

Mr. Zemel asked if the Select Board has been approached regarding this idea. There have been a lot of comments on social media regarding this proposal. The Select Board may be an appropriate first stop.

Gary and Jeff Katz noted that the proposal is not to name the street or corner, but the building itself, which their family has been involved with for over 70 years. They believed this would be a nice thing for the Town and their family as many people use “Harvey’s Corner” as a locating spot in Town.

Mr. Zemel stated that, as long as there will not be a deed restriction from removing the sign in the future, then the Board can likely approve it. However, if this is going to be restricted, the proposal should be reviewed at Town Meeting. Gary and Jeff Katz agreed with it not being deed restricted.

Mr. Dermody stated that, if this is more about the building itself than the corner or street area, he would find the proposal acceptable. The only thing in the Sign Bylaw close to this is a monumental sign, which speaks to identifying a building by name and/or date. He suggested that the sign be higher on the building, as other monumental signs are. Gary and Jeff Katz agreed.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign as proposed, with the condition that it be raised a bit higher on the wall, and that it is understood that this is not in perpetuity, it is for this building under the current owners. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; and Steve Dornbusch – aye. Motion passed 4-0.

Agenda Item 5:

Diane Hughes, owner Hughes Valente Real Estate located at 20 Chestnut Street and applying for signage.

Diane Hughes explained that there is an existing three-piece sign. She would like to change the letters to say “Hughes Valente.” Scott Morris, Keller Williams Realty, explained that certain agents are allowed to open satellite spaces and Ms. Hughes meets the criteria. The proposed sign will replace an existing sign in the same colors. It needs to be clearly denoted that Hughes Valente is affiliated with Keller Williams Realty on the sign.

Mr. Dermody suggested fewer words under “Hughes Valente.” Mr. Morris explained that the State requires it be clear who the real estate agent works for, but fewer words could be considered.

Mr. Dermody suggested making the sign three lines long. There was discussion on the Board regarding this suggestion. Mr. Dermody suggested removing the words “Affiliated with.” Mr. Morris agreed that this was possible.

183 Ms. Hughes stated that she believes the proposed design is clean, bright, and to the point. Three
184 lines will be more cluttered.

185
186 Ms. Opton stated that, as long as the sign is remaining two lines long, it does not matter whether
187 “Affiliated with” remains or not. Ms. Hughes stated that she believes the wording, as presented,
188 matters.

189
190 Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to
191 approve the sign as submitted. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; and
192 Steve Dornbusch - aye. Motion passed 4-0.

193
194 **Agenda Item 6:**

195 *Robert Laurencelle, Signage US representing Splash & Dash located at 120 Highland Avenue*
196 *and applying for signage.*

197
198 Robert Laurencelle, Signage US, explained that the sign facing Highland Avenue was previously
199 approved. The owner believes that the rear sign (facing Highland Avenue) as approved, will have
200 too small letters and too large of a logo. The owner is now proposing to remove the logo from
201 this sign.

202
203 Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to
204 approve the Splash & Dash sign, without the logo, as submitted. Susan Opton – aye; Bob
205 Dermody – aye; Felix Zemel – aye; and Steve Dornbusch - aye. Motion passed 4-0.

206
207 **Minutes:**

208 Minutes from the 09/11/2023 meeting

209
210 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve
211 the meeting minutes of August 21, 2023, as presented. Susan Opton – aye; Bob Dermody – aye;
212 Felix Zemel – aye; and Steve Dornbusch - aye. Motion passed 4-0.

213
214 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn
215 at 8:47 p.m. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; and Steve Dornbusch
216 - aye. Motion passed 4-0.

217
218 ***Next Public Meeting – October 23, 2023 at 7:30pm via Zoom Webinar***