

DESIGN REVIEW BOARD
Monday, November 6, 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: None

APPLICANTS:

Heather Hopkins Dudko, representing Atrius Health located at 152 Second Avenue and applying for signage.

Heather Hopkins Dudko, representing Atrius Health located at 100 Second Avenue and applying for signage.

Tim Sullivan, Goulston & Storrs, representing Bulfinch owner of 117 Kendrick Street and applying for a façade change to add a loading bay.

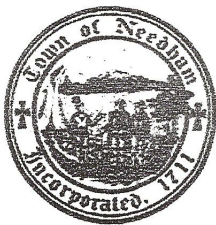
Brian Brinkers, ACME Sign Corporation representing A.J. ROSE located at 120 Highland Avenue and applying for signage.

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

REVIEW

Minutes of 10/23/2023 meeting.

Next Public Meeting – November 20, 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: 152 SECOND AVENUE Date: 10/18/2023

Owner: ATRIUS HEALTH

Address: 275 GROVE ST. NEWTON MA 02466

Telephone: 617-972-5477 (JOHN CLARK)

Applicant: HEATHER HOPKINS DUDKO

Address: 27 OLD MARTINGHOUSE RD. AUBURN, MA 01501

Telephone: 508-612-6954

hwoodhopkins@charter.net

Designer/Installer: DOBLOCKI SIGN COMPANIES.

Address: 4 INDUSTRIAL PARK ROAD MEDWAY, MA 02053

Telephone: 508-533-9000 (AMY THOMPSON)

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: FOR ATRIUS HEALTH: REPLACE EXISTING

(27A) GROUND SIGN WITH 25' AT SAME LOCATION.

NON ILLUMINATED 5'7" OVERALL HEIGHT.

Please email completed application to elitchman@needhamma.gov

SIGN SPECIFICATIONS

DESCRIPTION

Internally Illuminated Double
Post & Panel Sign

TYPEFACES

logotype -
(per client supplied vector graphic file)

Univers LT Std 47 Light Condensed

COLORS/FINISHES

Sign - BM 2064-10 (Bold Blue)

Logo - PMS 7461C

Logotype - White

INSTALLATION

Plate Mount

EXISTING



Field Elevation:

SCALE: 1/4" = 1'-0"

36" x 107 1/8" @ 27°.
NON ILLUM.
5' 7" OAH

(Permitted in 2009)

PROPOSED



36" x 99.75" @ 25°.
NON ILLUM.
5' 7" OAH

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the addressee agrees not to use the information, disclose it to any third party or reproduce the document without the prior written consent of Poblocki Sign Company, LLC. Addressee also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Atrius Health
needham, ma

152
SECOND AVE

Scale: See Individual Layouts/
Sections/Elevations

Notes

SIGN AREA: 24.83 S.F.

REVISIONS	DESIGNER	DATE
1	AD	08.07.23
2	AD	08.15.23
3	AD	10.12.23

Internal Assignment: P.ROSS

Drawn By: B.HOWELL Orig. Date: 07.10.23

A10

Non-Illuminated Horizontal
Monument ID

*

Work Order #:

A10.3

Drawing #:

SIGN SPECIFICATIONS

DESCRIPTION

Non-Illuminated Double
Post & Panel Sign

TYPEFACES

logotype -
(per client supplied vector graphic file)

Univers LT Std 47 Light Condensed

COLORS/FINISHES

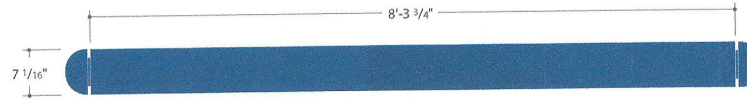
Sign - BM 2064-10 (Bold Blue)

Logo - 3M Olympic Blue Vinyl

Logotype/Border/Copy - 3M White Vinyl

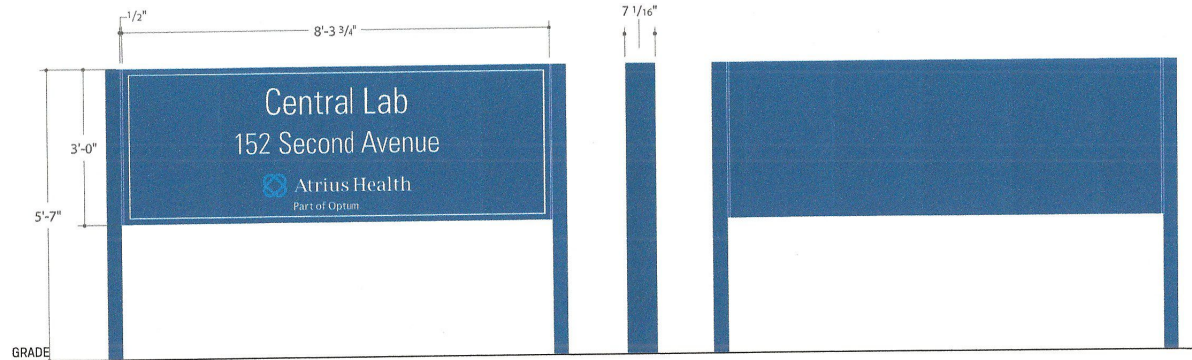
INSTALLATION

Plate Mount



Plan View: Complete Unit

SCALE: 3/4" = 1'-0"

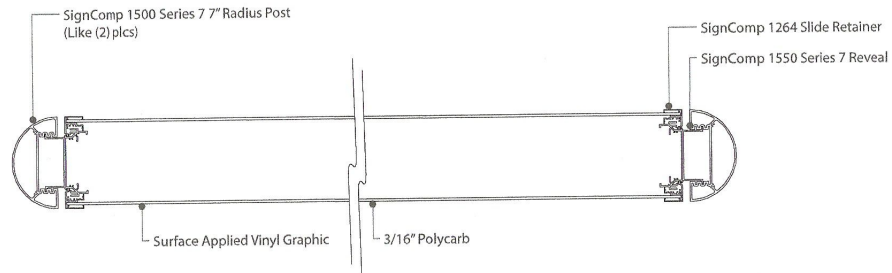


Elevation: Complete Unit (Side A)

SCALE: 1/2" = 1'-0"

Elevation: Complete Unit (Side B)

SCALE: 1/2" = 1'-0"



Plan View: Components

SCALE: 1 1/2" = 1'-0"



4 Industrial Park Road, Medway, MA 02053
508.533.9900 • www.poblocki.com

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By request hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Atrius Health
needham, ma

Scale: See Individual Layouts/
Sections/Elevations

Notes

SIGN AREA: 24.93 S.F.

REVISIONS	DESIGNER	DATE
1	AD	08.07.23
2	AD	08.16.23
3	AD	10.12.23

Internal Assignment: P.ROSS

Drawn By: B.HOWELL

Orig. Date: 07.18.23

A10

Non-Illuminated Horizontal
Monument ID

*

Work Order #:

A10.1

Drawing #:

SIGN SPECIFICATIONS

DESCRIPTION

Internally Illuminated Double
Post & Panel Sign

TYPEFACES

logotype -
(per client supplied vector graphic file)

Univers LT Std 47 Light Condensed

COLORS/FINISHES

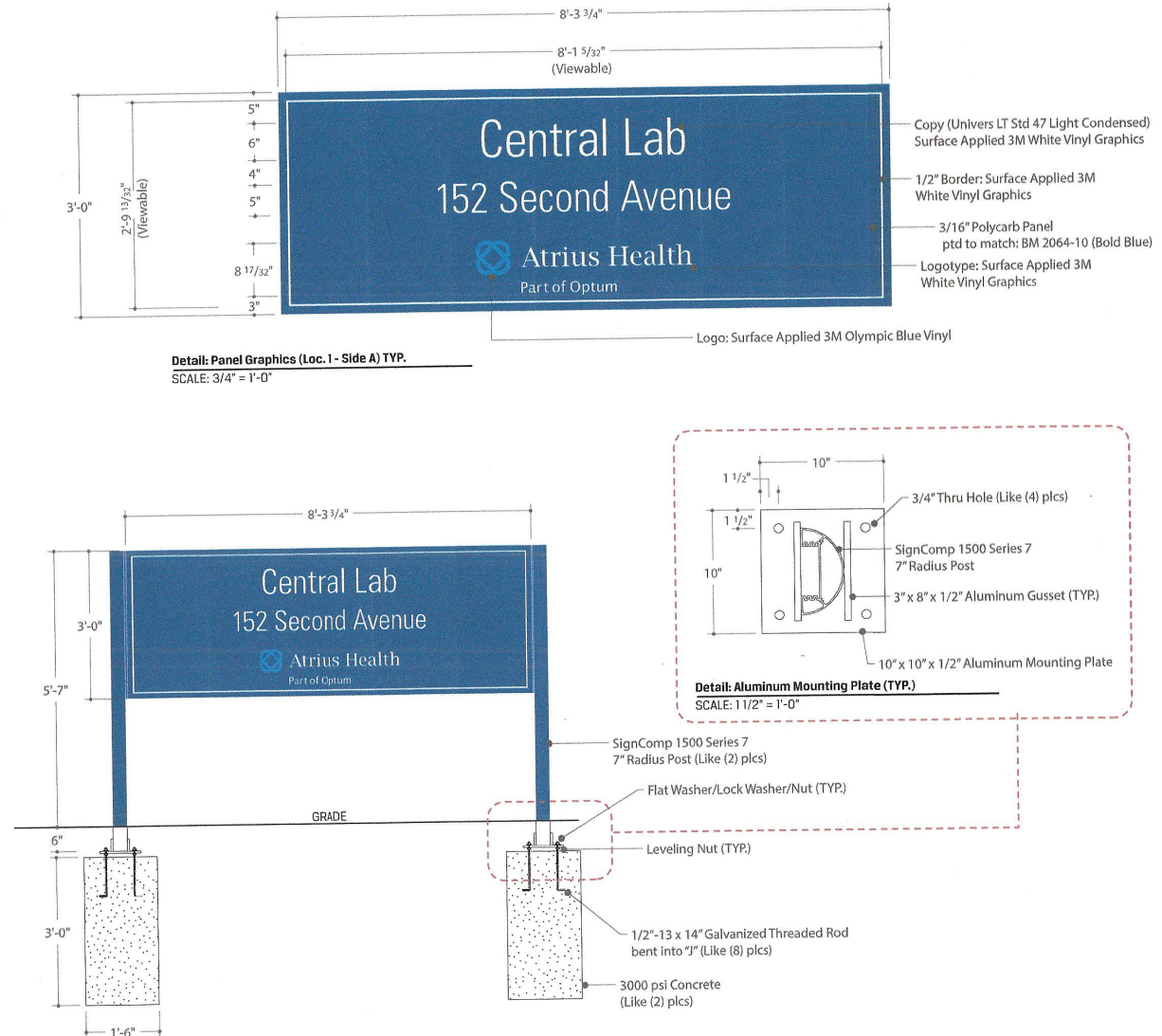
Sign - BM 2064-10 (Bold Blue)

Logo - PMS 7481C

Logotype - White

INSTALLATION

Plate Mount



This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Atrius Health
needham, ma

Scale: See Individual Layouts/
Sections/Elevations

Notes

SIGN AREA: 24.83 S.F.

REVISIONS	DESIGNER	DATE
1	AD	08.07.23
2	AD	08.16.23
3	AD	10.12.23

Internal Assignment: P,ROSS
Drawn By: B.HOWELL Orig. Date: 07.18.23

A10

Non-Illuminated Horizontal
Monument ID

*

Work Order #:

A10.2

Drawing #:



100 SECOND AVENUE

152 SECOND AVENUE

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project
Atrius Health
needham, ma

Scale: See Individual Layouts/
Sections/Elevations

Notes
SIGN AREA: *

REVISIONS	DESIGNER	DATE
1	AD	08.07.23

Internal Assignment: P.ROSS
Drawn By: B.HOWELL Orig. Date: 07.18.23

LOC
Location Plan

* **LOC.1**
Work Order #: Drawing #:



EXISTING SKIN
152 SECOND AVE.



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 100 SECOND AVENUE Date: 10/18/2023

Owner: ATRIUS HEALTH

Address: 275 GROVE ST. NEWTON MA 02466

Telephone: 617-972-5477 (JOHN CLARK)

Applicant: HEATHER HOPKINS DUDKO

Address: 27 OLD MORTINGHOUSE RD. AUBURN, MA 01501

Telephone: 508-612-6454

hwoodhopkins@charter.net

Designer/Installer: DOBLOCKI SIGN COMPANIES.

Address: 4 INDUSTRIAL PARK ROAD MEDWAY, MA 02053

Telephone: 508-533-9000 (AMY THOMPSON)

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: FOR ATRIUS HEALTH; REFACE

(OVERLAY PANEL) ON EXISTING GROUND SIGN

AT 13 ft. NON ILLUMINATED.

Please email completed application to elitchman@needhamma.gov

SIGN SPECIFICATIONS

DESCRIPTION
3/16" White Polycarb Panel w/
Masked & ptd graphics

TYPEFACES
(client supplied insert layout)

COLORS/FINISHES
Background: BM 2064-10 (Bold Blue)

Logo: Translucent Vinyl to match:
PMS 7461C

Copy/Logotype: White Polycarb

INSTALLATION
Mechanically Fastened

OVERLAY PANEL ONLY
2' 7 1/4" x 4' 11 7/8" @ 13 ft

EXISTING



PROPOSED



Field Elevation:

SCALE: 3/8" = 1'-0"

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.
This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Atrius Health
needham, ma

100 SECOND AVE

Scale: See Individual Layouts/
Sections/Elevations

Notes

SIGN AREA: 12.99 S.F.

REVISIONS	DESIGNER	DATE
*	*	*

Internal Assignment: P.ROSS
Drawn By: B.HOWELL Orig. Date: 07.18.23

OV
Overlay Panel

* **OV.2**
Work Order #: Drawing #:

SIGN SPECIFICATIONS

DESCRIPTION
3/16" White Polycarb Panel w/
Masked & ptd graphics

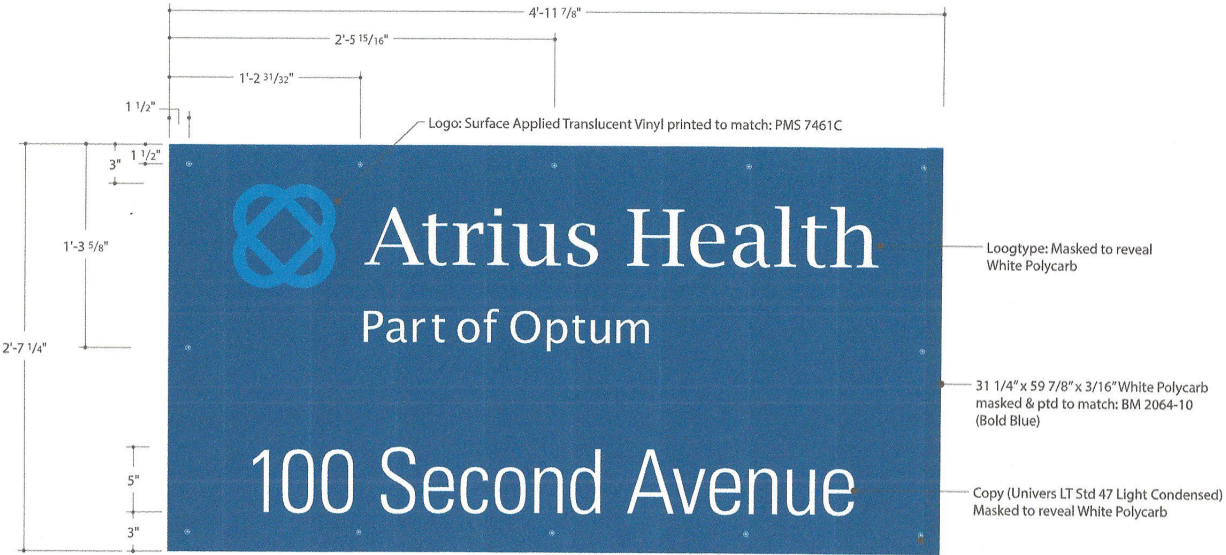
TYPEFACES
(client supplied insert layout)

COLORS/FINISHES
Background: BM 2064-10 (Bold Blue)

Logo: Translucent Vinyl to match:
PMS 7461C

Copy/Logotype: White Polycarb

INSTALLATION
Mechanically Fastened



Elevation:
SCALE: 1 1/2"=1'-0"

NOTE: QTY 2 REQUIRED
EXISTING SIGN IS
DOUBLE SIDED

No. 10 Rounded Head Drilling Screw (TYP.)

3/16" White Polycarb

Masked & Ptd Graphics

Section:
SCALE: 3"=1'-0"

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.
This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project
Atrius Health
needham, ma

Scale: See Individual Layouts/
Sections/Elevations

Notes
SIGN AREA: 12.99 S.F.

REVISIONS	DESIGNER	DATE
*	*	*

Internal Assignment: P.ROSS
Drawn By: B.HOWELL Orig. Date: 0718.23

OV
Overlay Panel

*
Work Order #: Drawing #:



TYPE OV

100 SECOND AVENUE

TYPE A10

152 SECOND AVENUE



This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt thereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from the print or digital image.

Project

Atrius Health
needham, ma

Scale: See Individual Layouts/
Sections/Elevations

Notes

SIGN AREA: *

REVISIONS	DESIGNER	DATE
1	AD	06.07.23

Internal Assignment: P.ROSS
Drawn by: B.ROWELL Orig. Date: 07.10.23

LOC
Location Plan

* Work Order #: LOC.1
Drawing #:



EXISTING SIGN
100 SECOND AVE



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 117 Kendrick Street Date: 10/31/2023

Owner: 117 Kendrick DE, LLC

Address: 116 Huntington Ave #400 Boston, MA 02116
Street City State Zip

Telephone: (781) 707-4000

Applicant: 117 Kendrick DE, LLC

Address: 116 Huntington Ave #400 Boston, MA 02114
Street City State Zip

Telephone: (781) 707-4000

Designer/Installer: Vivo Architecture Installer: The Richmond Group
123 N. Washington Street 77 Main Street

Address: Boston, MA 02113 Hopkinton, MA 01748
Street City State Zip

Telephone: (617) 227-7727 (508) 435-9700

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

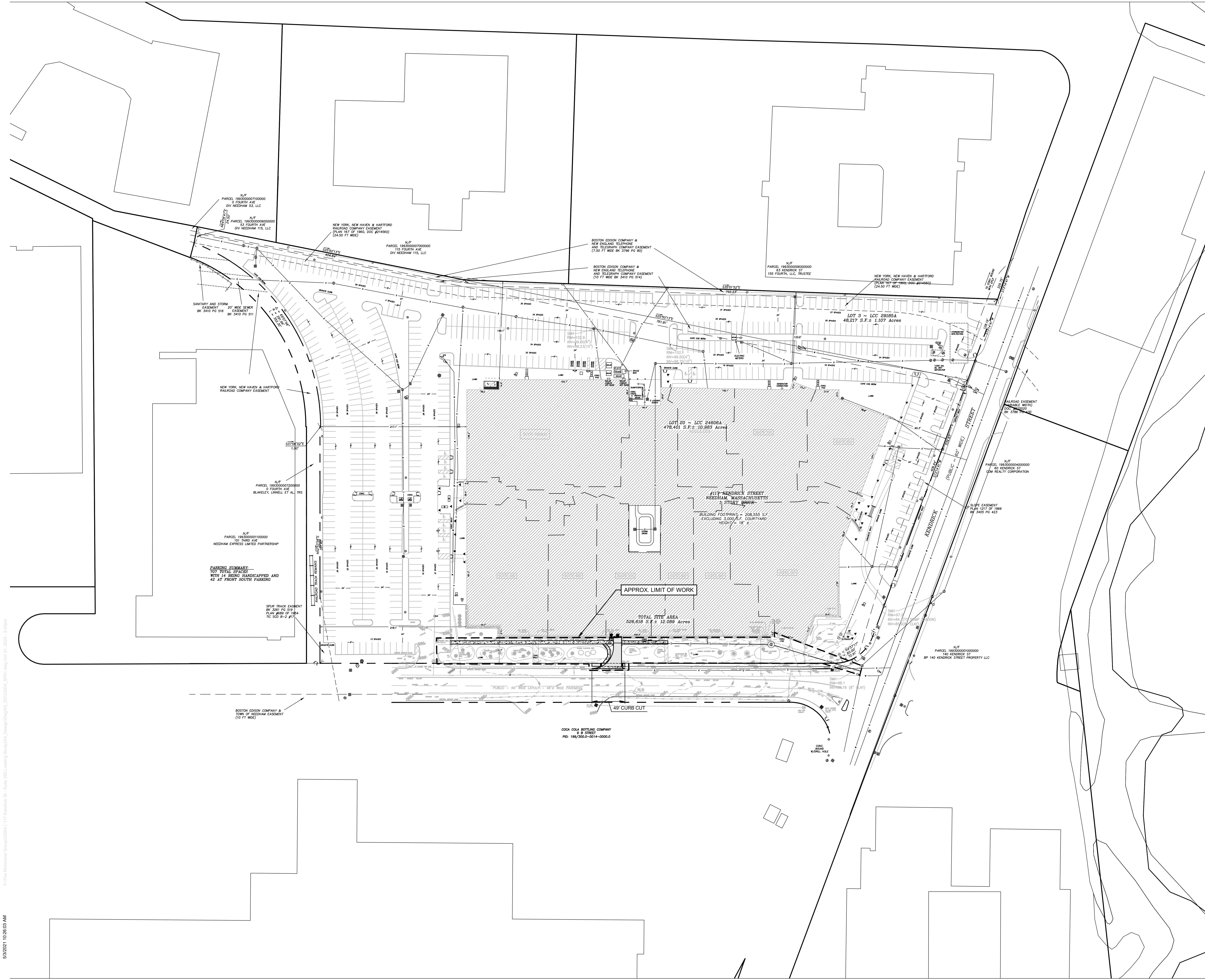
Brief description of sign or project:

Minor amendment to existing Special Permit for the office/life science building located at 117 Kendrick Street to allow for the addition of a loading dock bay to accommodate special deliveries to one of the office/life science suites from 3rd Avenue. This bay is needed because servicing this particular suite from the existing loading dock is not a workable arrangement and will render this suite difficult to market to prospective lab/R&D tenants. The property remains compliant with zoning and there is no change in gross floor area of the building.

Please email completed application to elitchman@needhamma.gov

P:\The Richmond Group\2024\117 Kendrick St - Site\353 Loading Study\04_Drawing\0403_01022024_9907.dwg, Cox 11, 2023 - 2:43pm

5/9/2021 10:26:03 AM



Issue Schedule	
Date	Description
07/24/2023	ISSUED FOR PERMIT
08/21/2023	ISSUED FOR CONSTRUCTION
10/26/2023	REVISED ISSUED FOR CONSTRUCTION

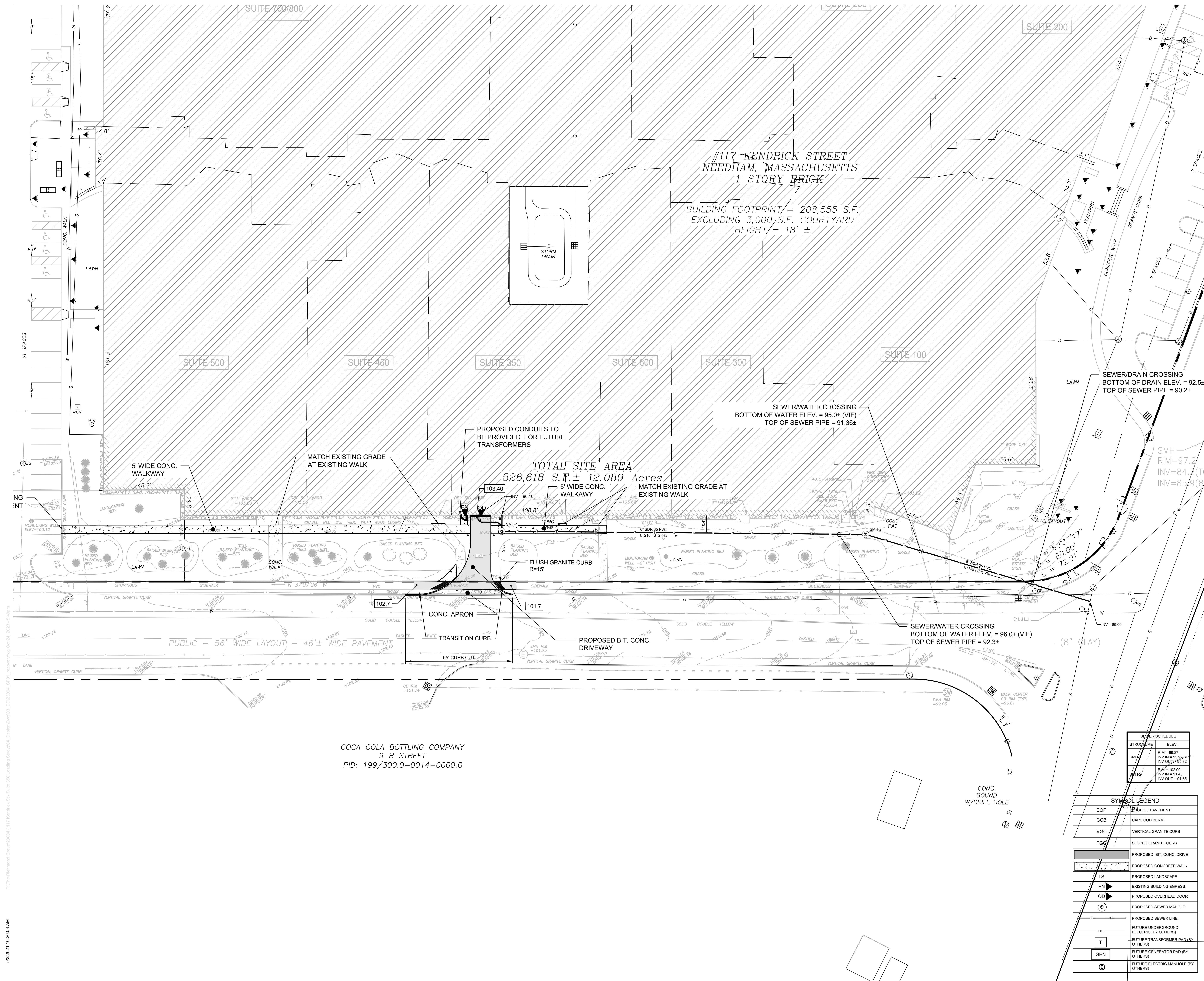
Project No.
23109.11
Project Name
**CORE & SHELL
IMPROVEMENTS -
PHASE 2**
Project Address
**117 KENDRICK STREET
NEEDHAM,
MASSACHUSETTS**
Stamp

Stamp
SEAL OF THE COMMONWEALTH OF MASSACHUSETTS
JOSEPH A. PICCIRILLI
CIVIL
No. 55050
REGISTERED
PROFESSIONAL ENGINEER
Sheet Title

CONTEXT PLAN

Approved By: JJP
Checked By: JJP
Drawn By: WH
Scale: 1" = 50'
Sheet Number

C002





Exterior - Existing Condition (from Third Ave)



Exterior - Proposed Condition (from Third Ave)



Exterior - Existing Condition (from Third Ave)



Exterior - Proposed Condition (from Third Ave)





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:** OCT 31, 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 ONE 32SF SET OF CHANNEL LED LETTERS/LOGO ONTO FRONT (HIGHLAND AVE)

STOREFRONT PER SKETCH ATTACHED.

Please email completed application to elitchman@needhamma.gov

Front Entrance



Frontage = 24' x 35' or 840 square feet

Sign Area = 32sf
or 3% of wall area.



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

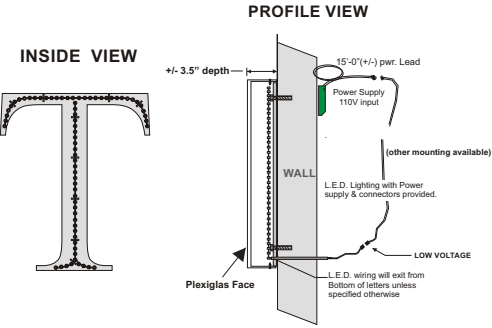
REP: Brian B

SCALE: None



31.75"

145"



TYPICAL CHANNELLED LETTER SPEC.

This design is an original work of authorship by ACME Sign Corp. ("ACME") which owns the copywrite protection to this design as provided by the copywrite laws of the United States (title 17 U.S. Code) All rights are reserved by ACME and, until the use of this design is authorized by ACME in writing, ACME owns the exclusive rights to:

- 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
Resize	

Page 1 of 2

☒ PRELIMINARY
☐ FINAL ACCEPTANCE



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:** OCT 31, 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 ONE 32SF SET OF CHANNEL LED LETTERS/LOGO ONTO REAR FACADE (PARKING LOT)

PER SKETCH ATTACHED

Please email completed application to elitchman@needhamma.gov

Rear Entrance



Frontage = 32' x 20' or 640 square feet

Sign Area = 32sf
or 5% of wall area.



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



31.75"

145"

This design is an original work of authorship by ACME Sign Corp. ("ACME") which owns the copyright protection to this design as provided by the copyright laws of the United States (title 17 U.S. Code). All rights are reserved by ACME and, until the use of this design is authorized by ACME in writing, ACME owns the exclusive rights to:
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	Page 2 of 2
Resize		
		☒ PRELIMINARY ☐ FINAL ACCEPTANCE



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

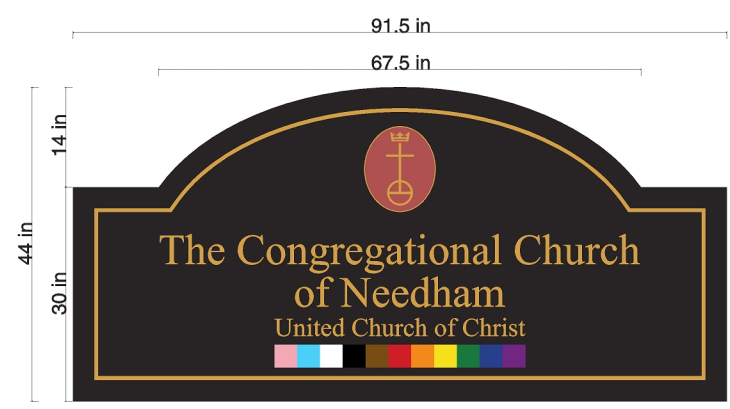
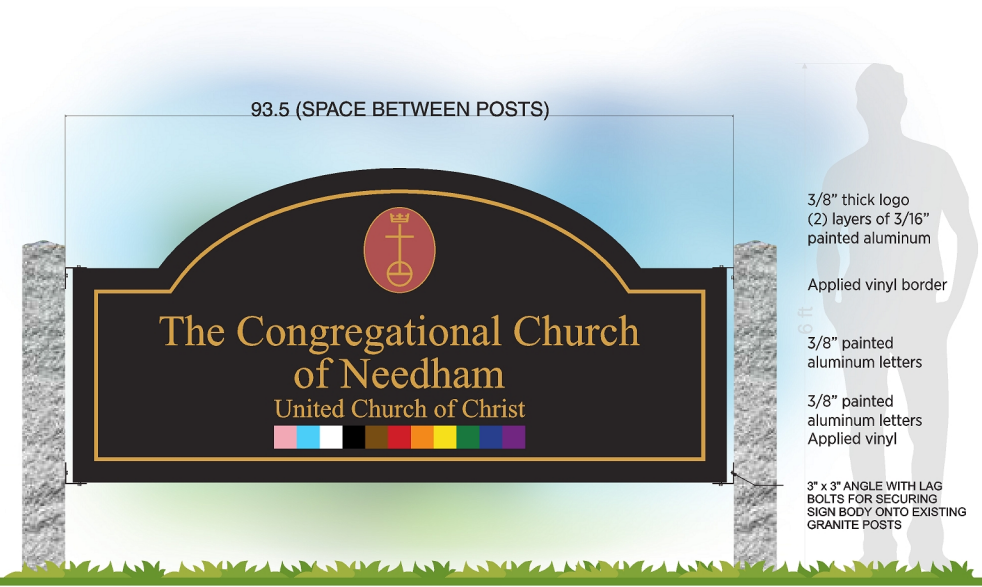
Brief description of sign or project:

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



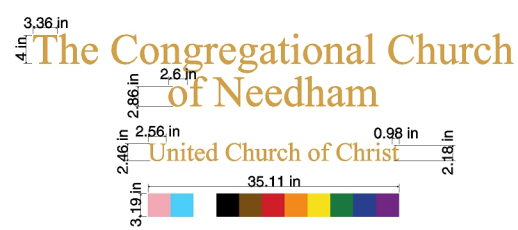
14"H x 67.5"W x 3.25"D
FABRICATED SIGN BODY
(WELDED AND SEAMS FILLED)

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

DOUBLE SIDED MONUMENT
EXISTING GRANITE POSTS
QTY:1



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

FH

FT. HILL
SIGN PRODUCTS

3 Landing Lane • Hopedale, Ma 01747
phone: 508.381.0357 fax: 508.381.3784

Congregational Church of Needham
ATTN: Mary Sue Cotton
mccotton59@gmail.com

INSTALL

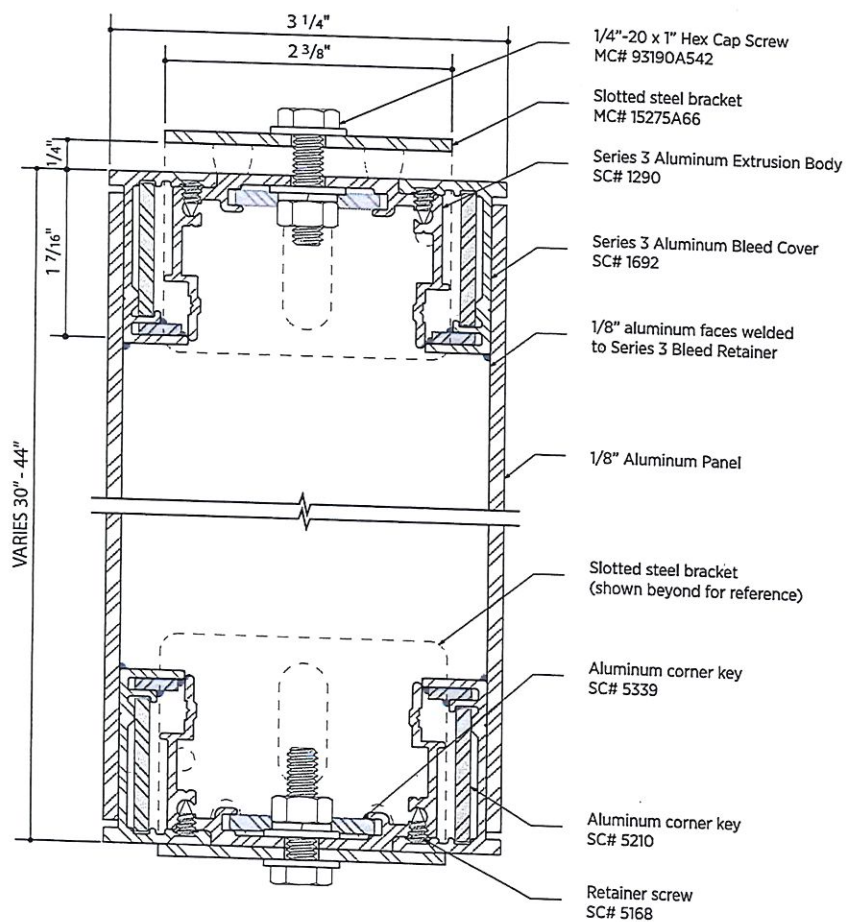
(1) 30"H x 91.5"W x 3.25"D SIGN COMP LOWER
SECTION, 14"H x 67.5"W x 3.25" FABRICATED
CABINET UPPER SECTION. SECTIONS WELDED
AND SEAMS FILLED. CABINET PAINTED BLACK.
3/8"D ALUMINUM LETTERS, STUD MOUNTED TO
CAB. VINYL FLAG & BORDER. 3" x 3" ANGLE TO
EXISTING GRANITE

APPROVAL

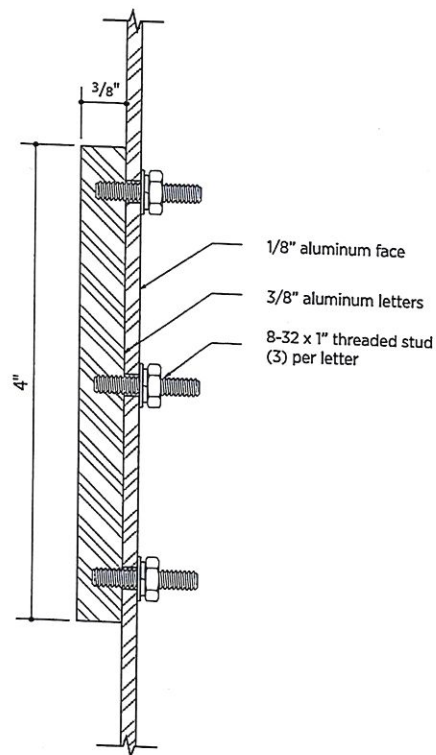
SIGNATURE & DATE REQUIRED FOR PRODUCTION

SIGNATURE _____

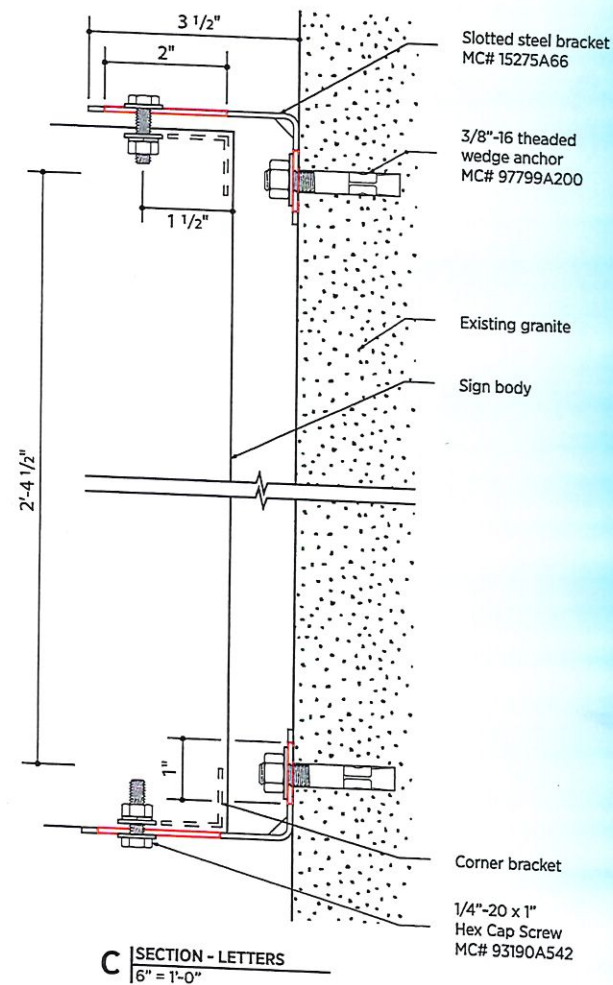
DATE _____



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

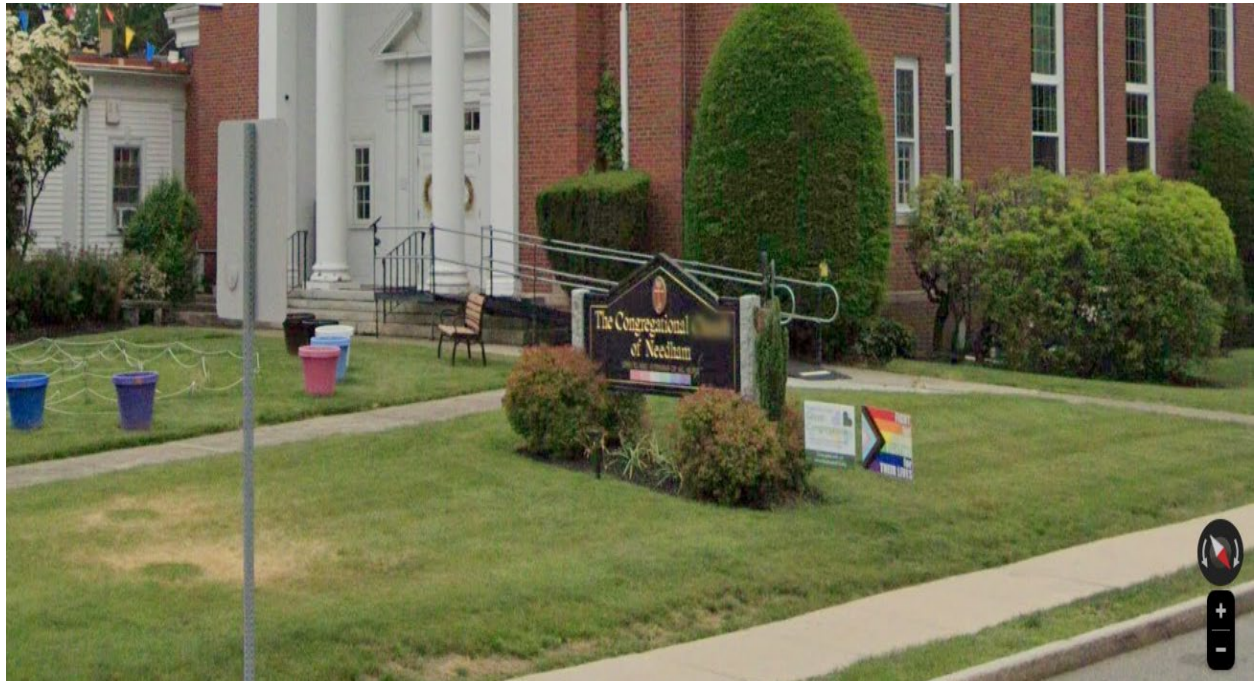


44"H x 91.5"W x 3.25"D
(EXISTING POSTS)
27.9 Sq. Feet

Congregational Church of Needham

1154 Great Plain Avenue

From West to East



From East to West





← 1154 Great plain avenue 🔍 ✕



1159 MA-135

Needham, Massachusetts

 Google Street View

Jun 2023

[See more dates](#)

LESCO Dental
Gage St



Design Review Board Meeting Minutes
Monday, October 23, 2023
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
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)

Chair Gluesing called the meeting to order on October 23, 2023, at 7:32 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Brian Brinkers, ACME Sign Co., representing A.J. ROSE located at 120 Highland Avenue and applying for signage.
2. Kevin Rosenberg, Exposé Signs & Graphics representing Congregational Church located at 1154 Great Plain Avenue and applying for monument signage.
3. Dr. Meola, Smile & Skin Aesthetics Meola Dental Group located at 32 Wexford Street and applying for signage.

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.

Chair Gluesing read and opened the hearing.

Brian Brinkers, ACME Sign, Co., explained that the applicant, A.J. Rose, is leasing a space at 120 Highland Avenue. The building is sectioned into four retail spaces and the interior has high ceilings. This makes the outside of the building large enough for substantial signage. He reviewed the Highland Avenue/front entrance, and the rear/parking entrance. Most people will enter the building from the rear. The sign proposed for the rear entrance had an area of 95 sf, the front sign on Highland Ave had an area of 64 sf. After discussions with Staff, a portion of the sign was changed to a "pill" capsule sign with lettering on it and reduced the sign to 15% or less of the wall area in each location. During the day, the 'A.J. Rose' lettering will appear black when non-illuminated using a specialty plastic that allows light to pass through. These will appear white at night. This allows for good contrast against the background. The Needham Gateway Shops have an existing, freestanding compound sign on the entryway from Highland Ave to the

back parking lot. There is one space meant to be used by the occupant of this building. There is a proposed vinyl graphic with the company name for this panel.

Chair Gluesing noted that the compound sign is an allowed use. At the last meeting, the applicant reviewed a sign adjacent to the existing Geico sign. All of the other signs in this area comply with the size requirement of 32 s.f. While the percentage listed is part of the bylaw, the last section of the bylaw has a maximum of up-to 32 s.f., which is why this is before the Board this evening. The Chair had previously asked the applicant to submit a version that meets the requirements but was told the client was interested in applying for a special permit.

Bob Dermody stated that the sign, apart from the size, seems okay. He asked about how “carpets and flooring” will be illuminated. Mr. Brinkers stated that these letters will also be illuminated using white LED modules. Mr. Dermody stated that the Board typically is concerned that the bright white may wash out and suggested a tinted white color instead. He stated that he does not see a compelling reason for the overall size proposed.

Steve Dornbusch stated that he is also concerned that the proposed sign size will be out of scale with the other surrounding signs.

Susan Opton agreed that the sign, as proposed, seems large.

Felix Zemel echoed the other Board member concerns and explained that he is trying to determine where the 92.25 s.f. sign size came from. He explained that a 45”x 205” sign calculates to a 64 s.f. sign. This is still double the maximum size allowed. Mr. Brinkers explained that this may be a mistake that came from the number of revisions made to the plans.

In response to a question from Mr. Zemel, Mr. Brinkers explained that it is the image of the rose that increases the square footage of the sign. The height of the cap letters of the sign may be similar to the nearby Geico sign. Chair Gluesing stated that he believes the area of the rose is approximately 12 s.f. All of the other adjacent signage were held to a 32 s.f. limit. He stated that he is not inclined to approve a sign over 32 s.f.

There was agreement among the Board members.

Regarding the pylon sign, Mr. Brinkers stated that this will have a beige background. There is an existing acrylic piece in this area and the intention is to place the vinyl letters on it.

Mr. Brinkers asked if the Board would consider the two building signs separately, due to the space on the building. Chair Gluesing stated that the Board would like to be consistent for both signs, as they are each over the allowable size. Per the bylaw, the second sign over the parking lot should be smaller. But historically the Board has been flexible on this issue due to this building and parking lot design.

Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to approve the compound sign, as submitted. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 5-0.

90
91 Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to deny the
92 special permit application for the Highland Avenue building sign. Susan Opton – aye; Bob
93 Dermody – aye; Felix Zemel – aye; Steve Dornbusch – aye; Chair Gluesing – aye. Motion
94 passed 5-0.

95
96 Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to deny the
97 special permit application for the building sign that faces the parking lot for the building. Susan
98 Opton – aye; Bob Dermody – aye; Felix Zemel – aye; Steve Dornbusch – aye; Chair Gluesing –
99 aye. Motion passed 5-0.

100
101 Mr. Brinkers asked if the Board would approve a 32 s.f. sign this evening. Chair Gluesing stated
102 that this is not the sign application before the Board this evening and so it cannot be voted on at
103 this time. The applicant can submit a new application for properly sized signage.

104
105 **Agenda Item 1:**

106 *Kevin Rosenberg, Exposé Signs & Graphics representing Congregational Church located at*
107 *1154 Great Plain Avenue and applying for monument signage.*

108
109 It was noted that the applicant was not available at this time.

110
111 **Agenda Item 2: -**

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

114
115 Dr. Meola explained that the intention is to remove Dr. Atkins' name from the sign, as he has
116 retired from the practice, and change the wording to reflect signage as at his other business
117 locations . Everything else about the sign will remain the same, size, colors, etc, except it will
118 change to an aluminum material.

119
120 In response to a question from Mr. Dornbusch, Dr. Meola explained that there are two lights
121 above the sign. It is externally illuminated.

122
123 Mr. Dornbusch stated that he believes the proposed logo may be hard to read in the space.

124
125 Mr. Zemel asked about the Skin Aesthetics part of the sign name. Dr. Meola stated that he has
126 three offices, and the intention is to keep the name uniform. There is not a skin aesthetics
127 practice in this office.

128
129 Chair Gluesing noted that this is a 14 s.f. sign. There does seem to be a lot of verbiage in this
130 sign. Dr. Meola stated that there are other existing signs on the building that also have a lot of
131 verbiage.

132
133 Mr. Dermody asked about the name of the business. Dr. Meola stated that the intention is to keep
134 the name uniform throughout the practices. This practice only deals with dental work. Mr.

Dermody agreed that there appear to be a lot of verbiage in this proposal. He expressed concern with the logo proposed. Dr. Meola stated that he is fine removing the logo from the sign.

In response to a question from Ms. Opton, Chair Gluesing explained that the upper-case letters on the sign are 5” and the lower-case letters are 3”.

The Board discussed removing the logo from the sign and re-centering the letters.

Upon a motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to approve the sign with the conditions that the logo be removed, and the other lettering be recentered left-to-right. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 5-0.

Minutes:

Minutes from the 10/02/2023 meeting

Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to approve the meeting minutes of October 2, 2023, as presented. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; Steve Dornbusch - aye; Chair Gluesing – abstain. Motion passed 4-0-1.

Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to adjourn at 8:15 p.m. Susan Opton – aye; Bob Dermody – aye; Felix Zemel – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 5-0.

Next Public Meeting – November 6, 2023 at 7:30pm via Zoom Webinar