

DESIGN REVIEW BOARD

Monday, January 8, 2024

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 Just Salad to be located at 669-673 Highland Avenue, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1 for one 32 square foot. wall sign and 1 wall mural exceeding 32 square feet when only one wall sign of 32 square feet is allowed and Section 5.5.3.3 a) for one 45 square foot free standing sign when only 32 square feet are normally allowed and any other applicable sections of the By-law.

Public notice is hereby given that Coca-Cola located at 9 B Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Sections 5.5.3.1 and 5.5.3.2 for approval of two wall signs, one of which is 204 square feet in area, the other is 372 square feet in area when only one sign is allowed and is limited to 100 square feet in area and any other applicable sections of the By-law.

REVIEW

Minutes of 12/18/2023 meeting.

Next Public Meeting – 1/29/2024 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: 669-673 Highland Avenue **Date:** Dec 11, 2023

Owner: Mercedes Realty Trust

Address: 68 Harvard Street Brookline MA 02445
Street City State Zip
Telephone: Zachary Tuck - 617-278-1551

Applicant: Just Salad 669 Highland Avenue, LLC

Address: 669 Highland Avenue Needham MA 02494
Street City State Zip
Telephone: Jennifer Richter - 314-277-3575

Designer/Installer: Stratus

Address: 8959 Tyler Boulevard Mentor OH 44060
Street City State Zip
Telephone: Alan Freeman - 440-867-6469

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:

Change / replace sign panels on both sides of existing, interior illuminated, free-standing sign.

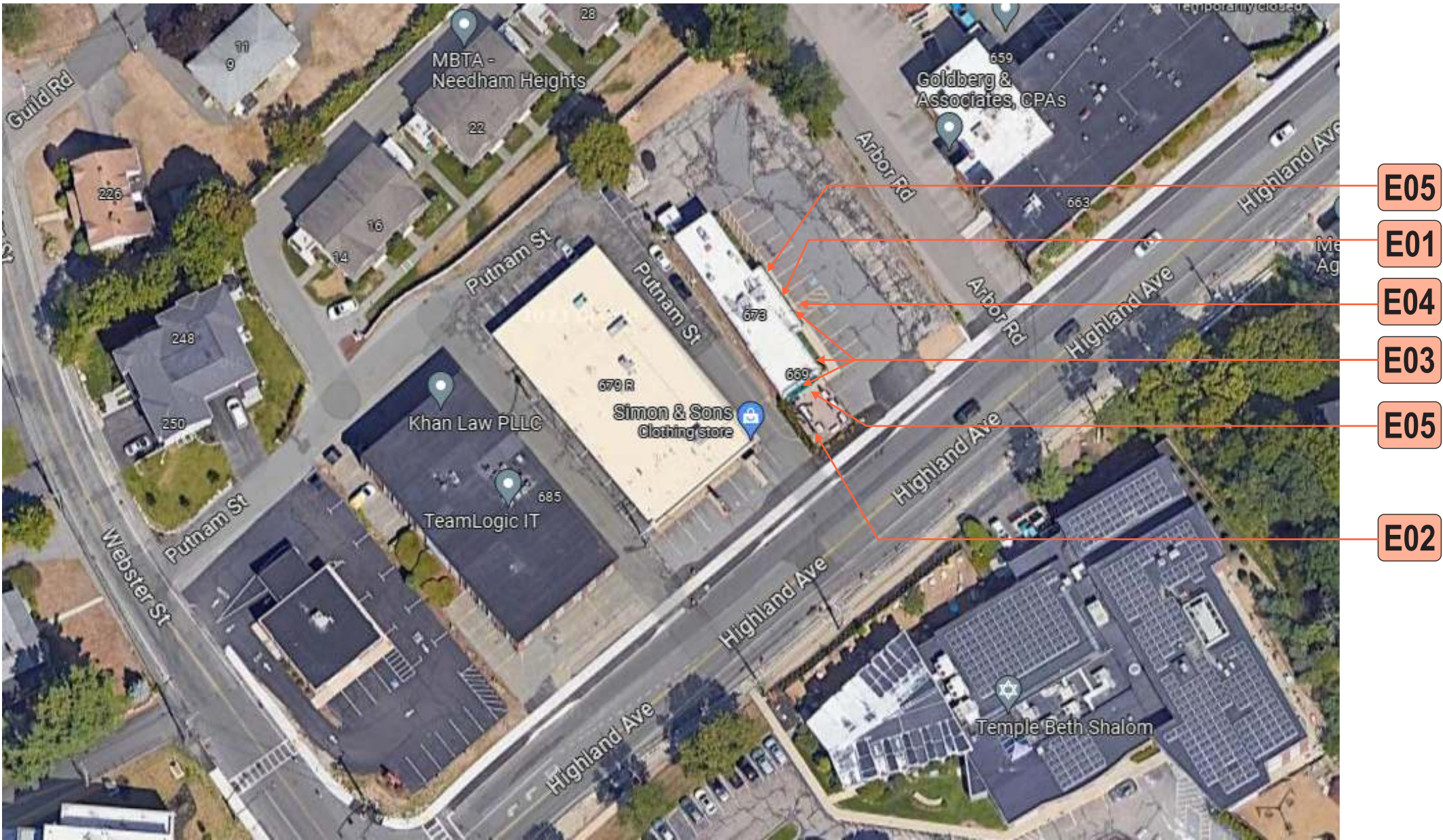
Each side consists of 46.6 square feet and sign is located less than 15' from front property line.

(Ref E02)

Please email completed application to elitchman@needhamma.gov

SITE PLAN

not to scale



Stratus™

stratusunlimited.com

8959 Tyler Boulevard
Mentor, Ohio 44060
888.503.1569

CLIENT:

JUST
SALAD

ADDRESS:

669 Highland Ave
Needham, MA 02494-2221

PAGE NO.:

2

ORDER NUMBER:

1201810

SITE NUMBER:

83

ELECTRONIC FILE NAME:

G:\ACCOUNTS\J\Just Salad\2023\MA\83_Needham\83_Needham_R4.cdr

PROJECT NUMBER:

87700

PROJECT MANAGER:

ALAN FREEMAN

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	448049	09/29/23 SV					
Rev 1	448715	10/02/23 SV	Updated Callouts				
Rev 2	451205	10/24/23 KO	Moved E04				
Rev 3	452226	10/31/23 DLD					
Rev 4	453485	11/09/23 BB					

PRINTS ARE THE EXCLUSIVE PROPERTY OF STRATUS. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF STRATUS.

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

46.6 square feet



CABINET: 5'-1" x 9'-2"
VISIBLE OPENING: 4'-10" x 8'-11"

Note: Standard clear spacing shown

- CABINET:** Existing 9" deep cabinet with 1-1/2" retainers
- FACES:** .187 flat white polycarbonate faces
- GRAPHICS:** Surface applied vinyls to match colors shown
- QUANTITY:** (2) TWO FACES REQUIRED FOR EXISTING D/F ILLUMINATED PYLON

COLOR PALETTE

 3M Translucent Vinyl to Match PMS 273 BLUE

 White

All paint finishes to be Satin unless otherwise specified

EXISTING CONDITIONS



EXISTING FACES TO BE REMOVED & REPLACED

PROPOSED SIGNAGE

Scaled Proportionally



12'-4-1/2"
Grade to bottom

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Rev 1	448715	10/02/23 SV					
Rev 2	451205	10/24/23 KO	updated per survey				
Rev 3	452226	10/31/23 DLD	Updated color callout				
Rev 4	453485	11/09/23 BB	Revised to Just Salad logo				

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[illegible]



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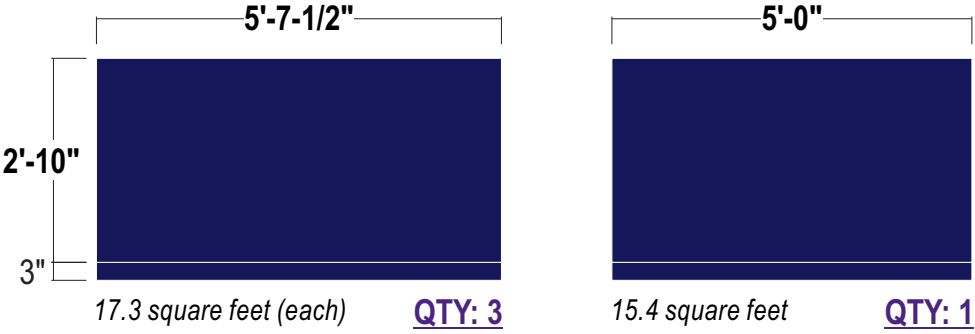
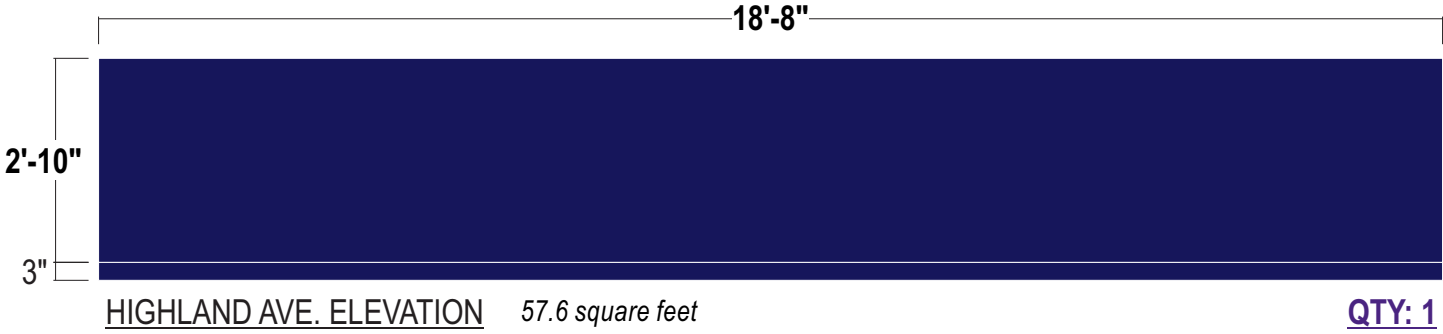
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Major Project (Site Plan Review)
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☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

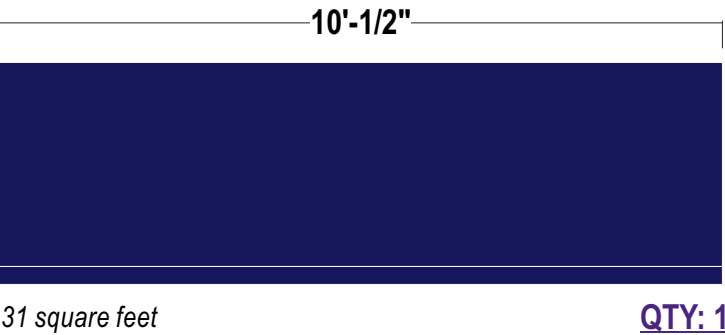
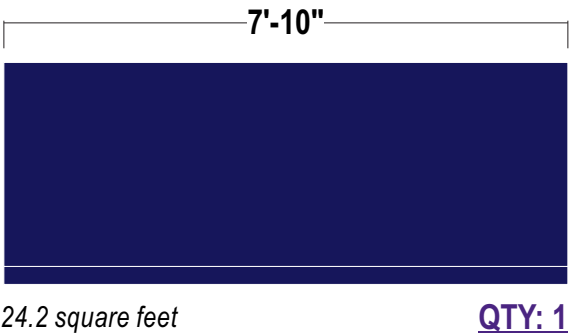
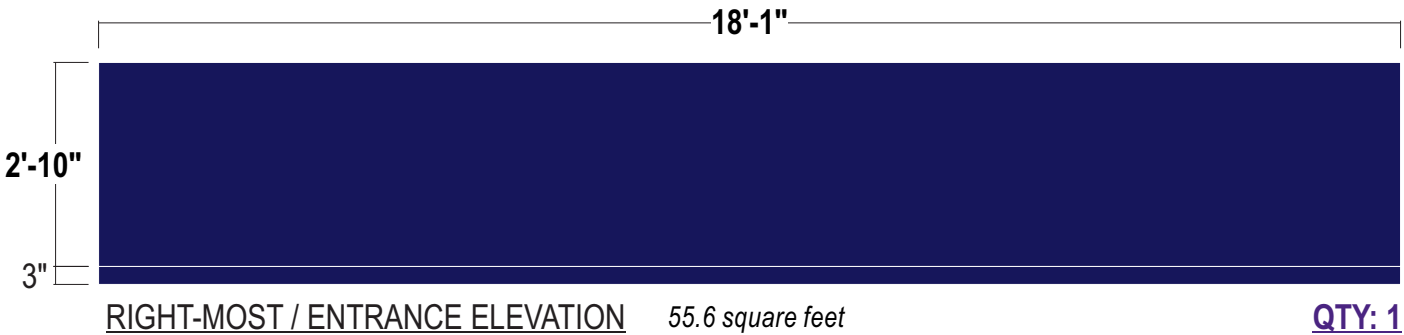
Replace / change existing awnings and color of existing exterior lights.

(Ref E03)

Please email completed application to elitchman@needhamma.gov



LEFT-MOST ELEVATION



- FRAME:

Existing 1" x 1" steel frames To Remain
- FABRIC:

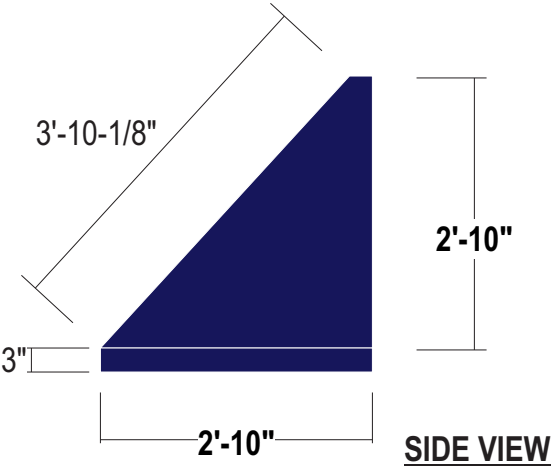
Captain Navy Sunbrella fabric material with open bottom
- ATTACH:

Fabric attached to frames via screws
- QUANTITY:

(8) EIGHT TOTAL REQUIRED, Details as shown above

COLOR PALETTE

 Sunbrella Awning
Captain Navy



SIGN RENDERING

not to scale



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Rev 4	453485	11/09/23 BB	Revised E02				

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Brief description of sign or project:

Install new white vinyl lettering on two ingress / egress doors, 7" x 1' 7 1/2", .94 square feet.

(Ref E05)

Please email completed application to elitchman@needhamma.gov



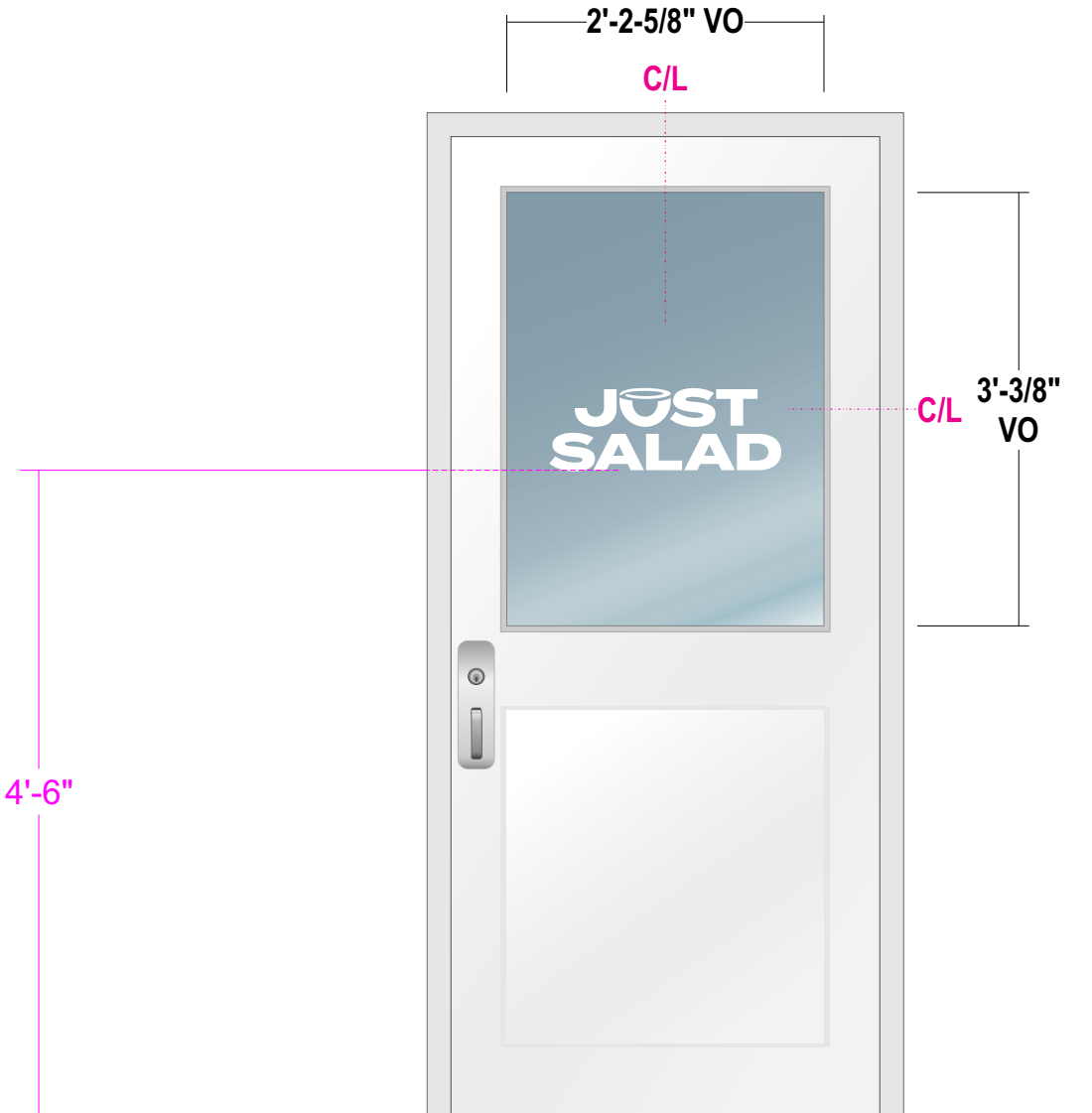
APPLICATION: Second surface applied die cut White vinyl

QUANTITY: (2) TWO REQUIRED

COLOR PALETTE



3M 7725-10 White



Typ. Elevation

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

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Rev 2	451205	10/24/23 KO	updated per survey				
Rev 3	452226	10/31/23 DLD	Added measurement				
Rev 4	453485	11/09/23 BB					



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Brief description of sign or project:

Install new, 2' x 16', 32 square foot, wall mounted sign with interior illuminated channel letters,
above main entrance door.

(Ref E01)

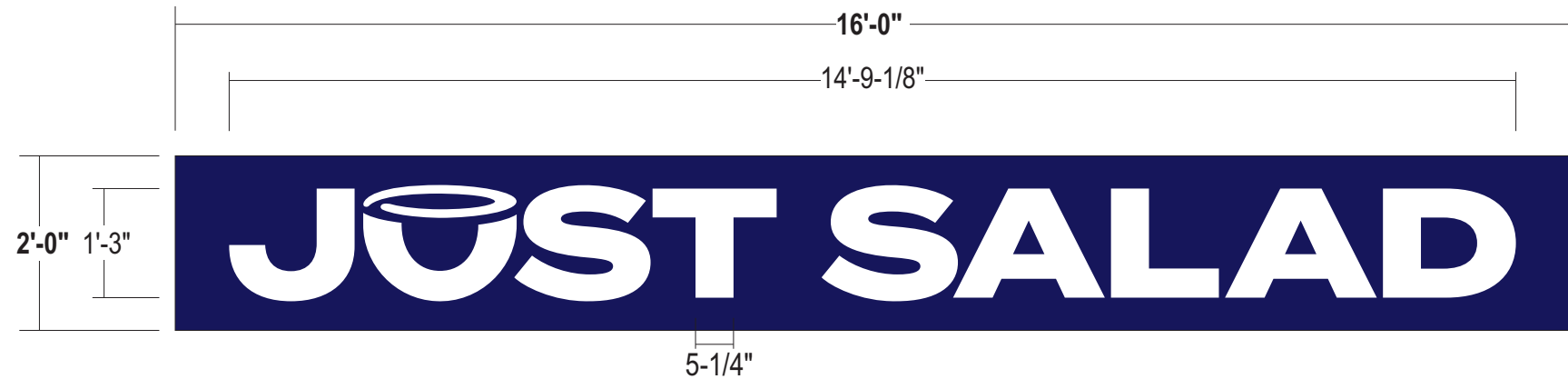
Please email completed application to elitchman@needhamma.gov

E01

FACE LIT CHANNELS - Trimless on Fab'd Backer

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

32.0 square feet



Any permanent seams will be filled & ground smooth for a seamless appearance & may not be shown

- FACES: 1/2" #7328 white acrylic; Faces to have routed back flange & will drop into returns & secure with c/s fasteners painted to match returns
- RETURNS: 3" deep .063 aluminum returns – exposed surfaces painted white, Interior painted White
- BACKS: .063 alum. insides painted white
- ILLUM.: White LED's as required by manufacturer;
Power Supplies housed in backer
- BACKER: Fabricated 4" deep .090 aluminum backer cabinet w/ internal alum. frame as required; Seams will be required in all panels over 10' lengths - Grind and smooth face
Seams to create seamless appearance when required - Painted to match color shown
- WALL MAT.: EFIS
- INSTALL: Channel letters thru bolted flush to backer, Compression sleeves required to avoid crushing wall & achieve max tensioning
Backer thru bolted to wall surface using all thread into blocking as required; 12" standard length of threaded rod will be supplied unless otherwise noted; 3/8" threaded rod into blocking or Stratus approved equivalent
- QUANTITY: (1) ONE LETTERSET REQUIRED FOR EAST ELEVATION

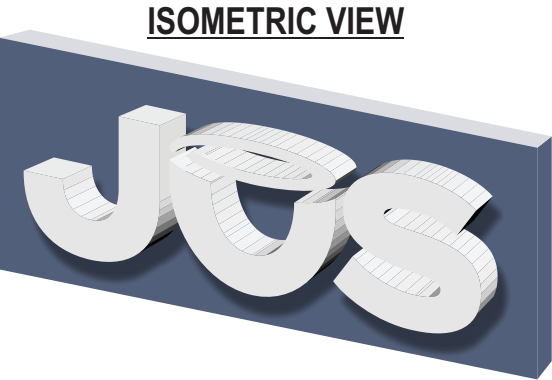
COLOR PALETTE

 Matthews Paint to Match PMS 273 BLUE

 #7328 White Acrylic

 Matthews Paint Standard White

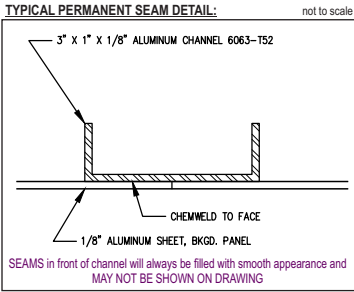
All paint finishes to be Satin unless otherwise specified



ISOMETRIC VIEW

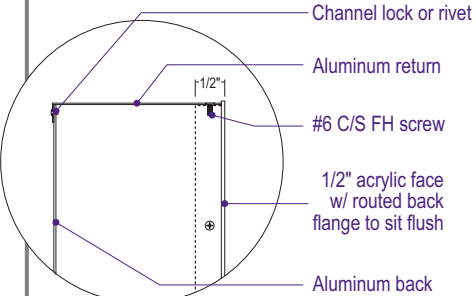
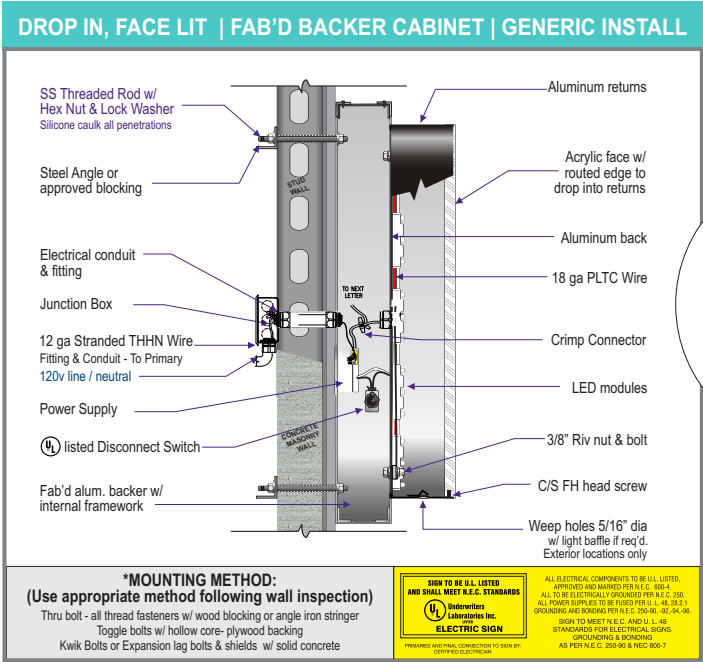


SIMULATED NIGHT VIEW



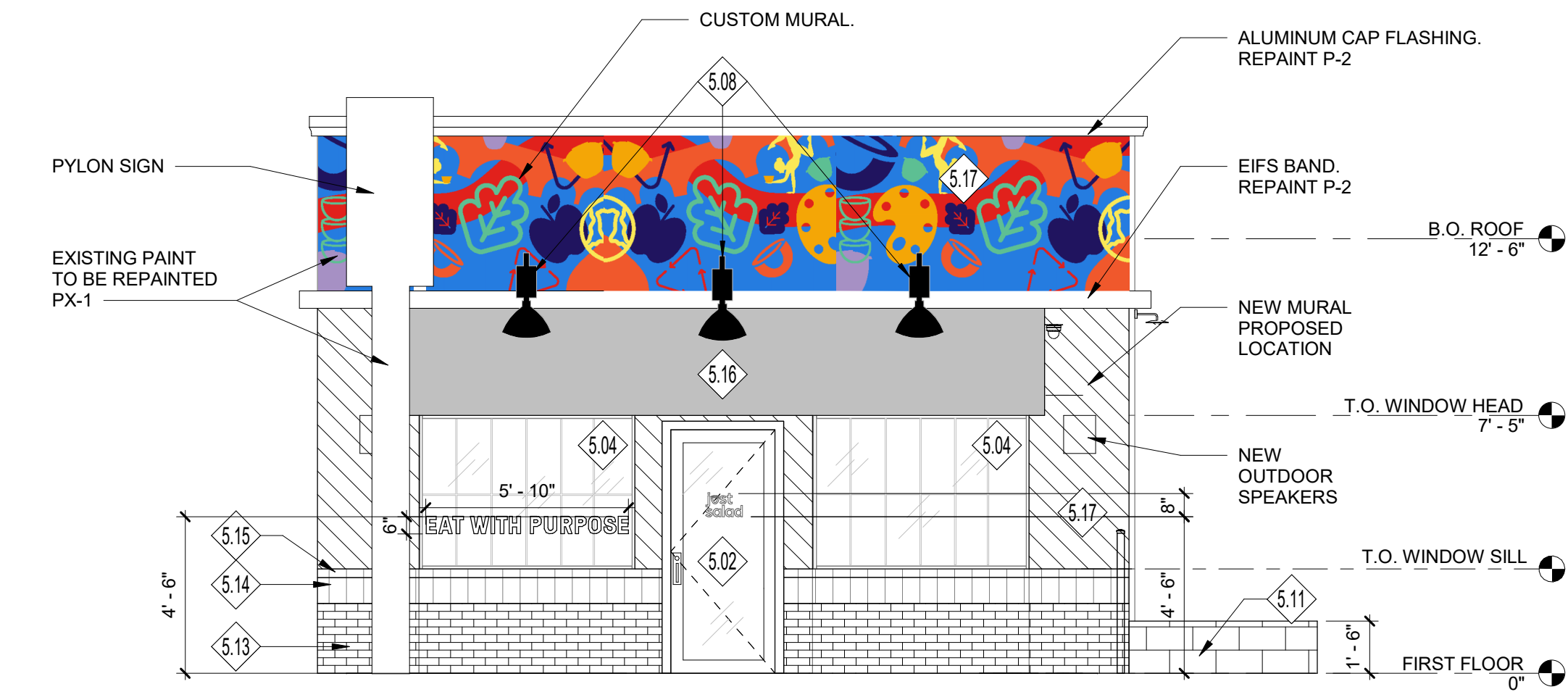
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

THE LOCATION OF THE DISCONNECT SWITCH AFTER INSTALLATION SHALL COMPLY WITH ARTICLE 600.6(A) (1) OF THE NATIONAL ELECTRIC CODE.

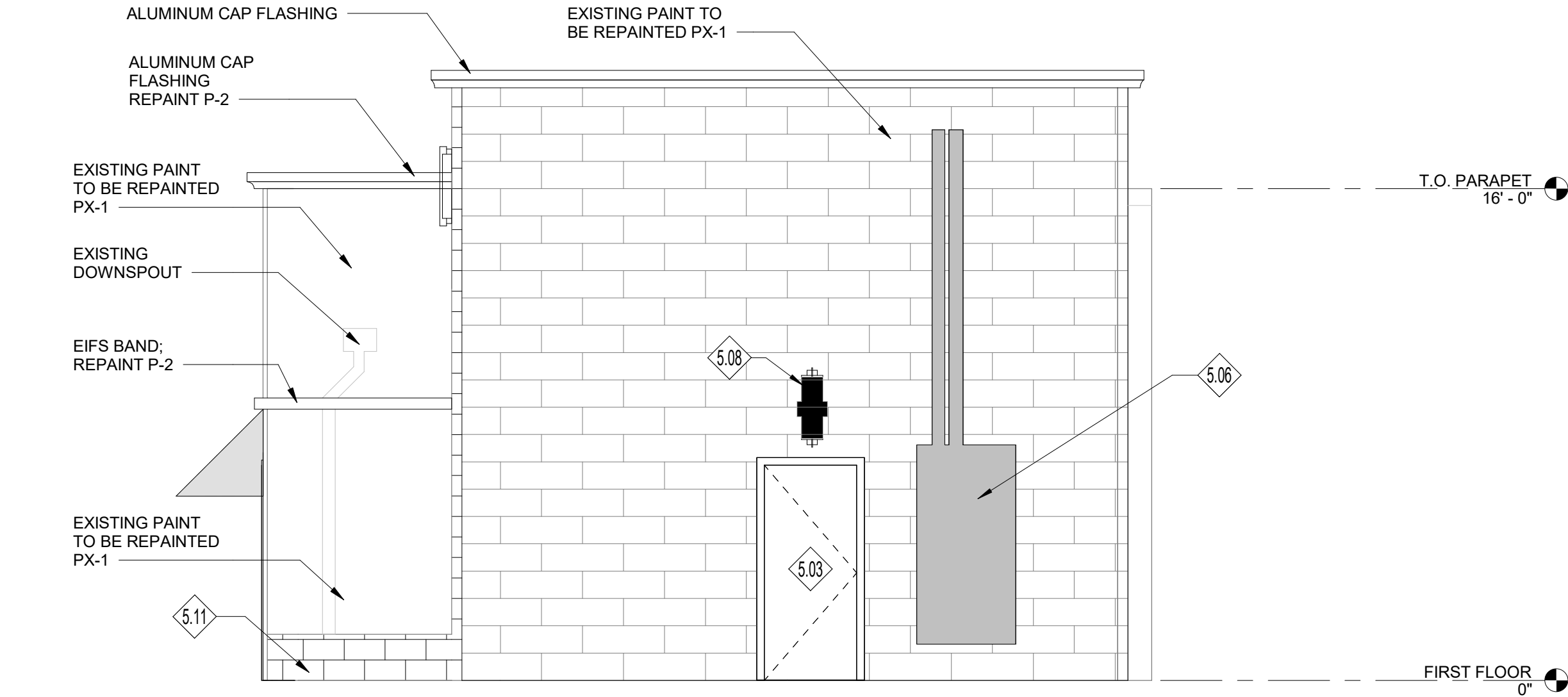


DROP IN FACE DETAIL

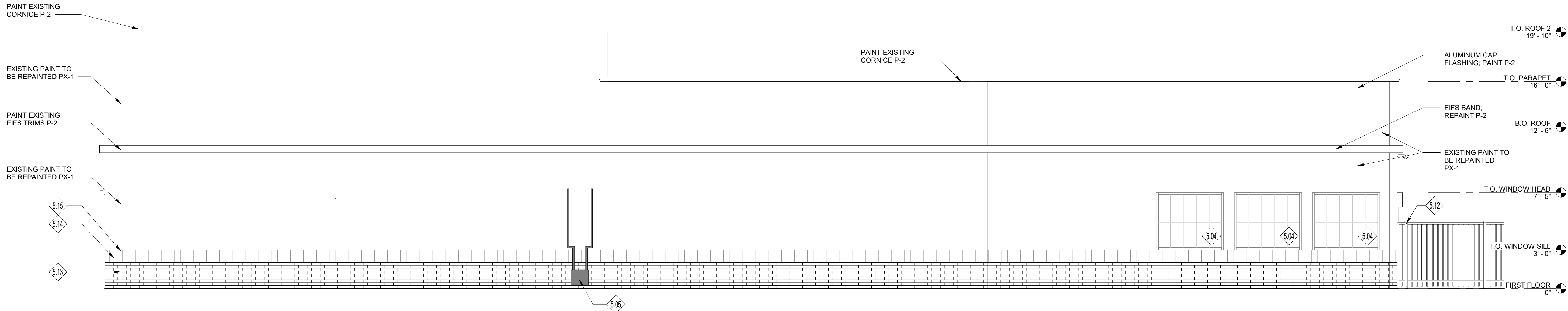
12/18/2023 5:02:28 PM



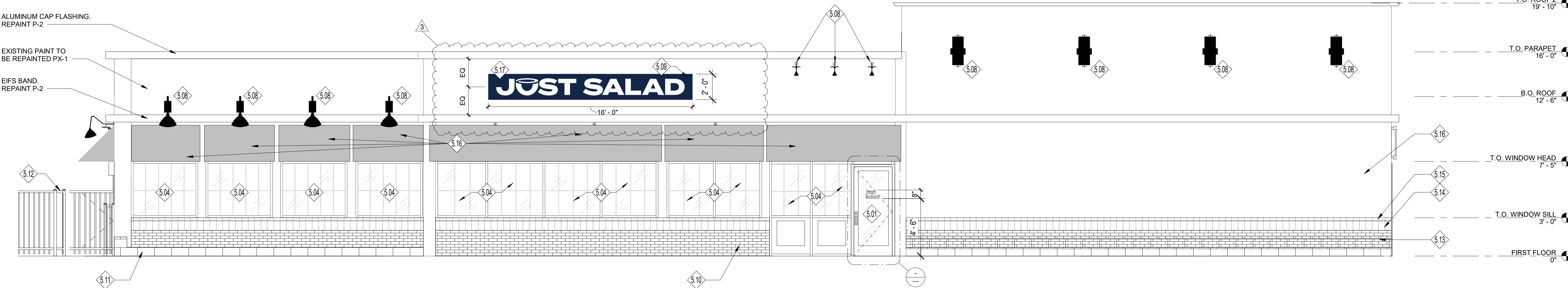
3 WEST ELEVATION
1/4" = 1'-0"



4 EAST ELEVATION
1/4" = 1'-0"



2 NORTH ELEVATION
1/4" = 1'-0"



1 SOUTH ELEVATION
1/4" = 1'-0"

KEYED NOTES:

- 5.01 MAIN ENTRANCE. EXISTING DOOR TO BE REPLACED AND TO MATCH STOREFRONT COLOR. REFER TO DOOR SCHEDULE SHEET FOR MORE INFORMATION.
- 5.02 EXISTING SECONDARY ENTRANCE (PATIO) DOOR TO BE REPLACED. REFER TO DOOR SCHEDULE SHEET FOR MORE INFORMATION.
- 5.03 EXISTING SERVICE DOOR AND FRAME, TO BE PAINTED P3. REFER TO DOOR SCHEDULE SHEET FOR MORE INFORMATION.
- 5.04 ALUMINUM STOREFRONT SYSTEM WITH 1" INSULATED GLAZING TO REMAIN. REFER TO SHEET A602 FOR MORE INFORMATION.
- 5.05 EXISTING GAS METER AND PIPING TO REMAIN. SEE PLUMBING DRAWINGS FOR MORE INFORMATION.
- 5.06 EXISTING ELECTRIC METER AND DISCONNECT TO REMAIN. SEE ELECTRICAL DRAWINGS FOR MORE INFORMATION.
- 5.08 WALL MOUNTED EXTERIOR LIGHT FIXTURE TO REMAIN. REFER TO REFLECTED CEILING PLAN FOR MORE INFORMATION. (PAINT JET BLACK (RAL 9005, GLOSS FINISH))
- 5.09 SIGNAGE, FURNISHED AND INSTALLED BY SIGN VENDOR UNDER SEPARATE PERMIT. GC SHALL PROVIDE BLOCKING FOR SIGN AND ACCESS ON BACKSIDE OF PARAPET FOR ACCESS AS REQUIRED.
- 5.10 PORTIONS OF DAMAGED BRICK TO BE REPAIRED
- 5.11 EXTERIOR PLANTER. GC TO RESTORE TO LIKE-NEW CONDITION
- 5.12 EXISTING FENCE
- 5.13 BRICK VENEER, TO BE REPAIRED
- 5.14 BRICK SOLDIER COURSE, TO BE REPAIRED
- 5.15 BRICK SILL
- 5.16 NEW AWNING FABRIC WITH PAINTED JS BOWL LOGO. AWNING FABRIC TO BE SUNBRELLA "CAPTAIN NAVY".
- 5.17 GC IS RESPONSIBLE FOR PATCHING AND REPAIRING EXISTING FACADE AS NEEDED PRIOR TO NEW SIGN INSTALL

Project Team:

NORR

An Ingenium International Company

325 N. La Salle Street, Suite 500
Chicago, IL 60654 U.S.A.
nor.com

Professional Seal:

Project Title:

Just Salad STORE# 83
669 Highland Ave
Needham, MA 02494

just salad
WRAPS, BOWLS + MORE

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No.	Description	Date
DD SET		06.05.2023
FULL DD SET		06.28.2023
PERMIT ISSUE		09.11.2023
1 BID ISSUE		09.28.2023
2 RTU UPDATE		10.13.2023
3 PERMIT RESUBMITTAL		10.18.2023
4 FINAL CONSTRUCTION SET		11.10.2023
5 EXTERIOR UPDATE		12.18.2023

EXTERIOR ELEVATIONS

Project Number:

NICH22-0470

Drawn By:

HK

Issue Date:

Sheet Number:

PM:

PM

DPM:

DPM

DM:

DM

CPM:

CPM

A200

Just Salad
669-673 Highland Avenue
Google Street Images
June, 2009 – October, 2023

October, 2023



July, 2022





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Brief description of sign or project:

Paint abstract mural on front exterior wall.

Please email completed application to elitchman@needhamma.gov

CONCEPT 1:
Abstractions



CONTENT INSPIRATION



ARTWORK STYLE INSPIRATION



Color Palette





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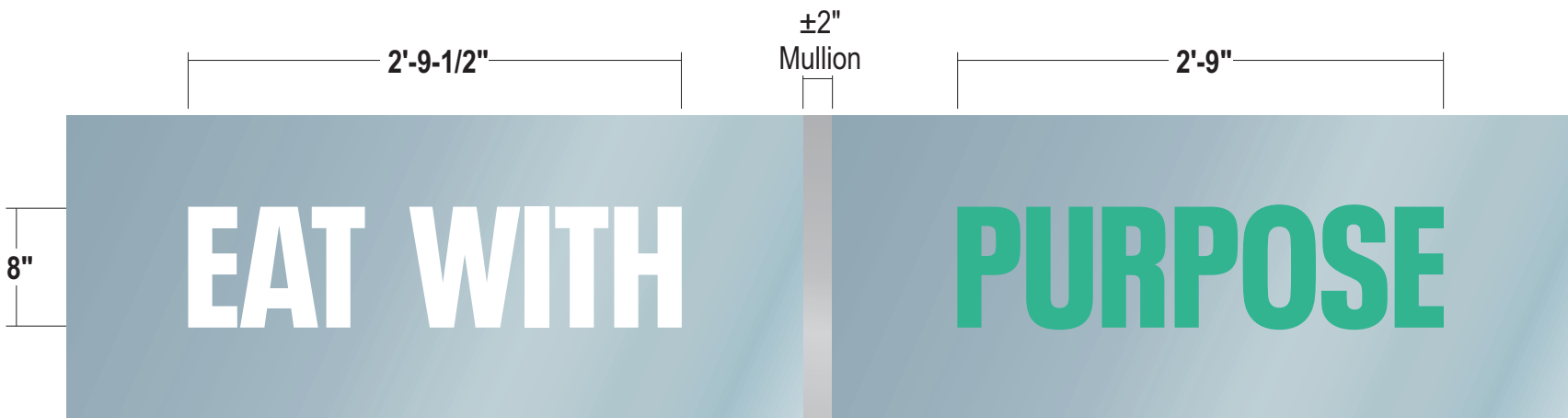
Brief description of sign or project:

Install new vinyl window lettering: "Eat With" in white, 8" x 2' 9 1/2" (1.87 square feet) and "Purpose"
in green, 8" x 2' 9" (1.84 square feet).

(Ref E04)

Please email completed application to elitchman@needhamma.gov

Scale: 1"=1'-0"



APPLICATION: Second surface applied die cut White & Green vinyl
QUANTITY: (1) ONE SET REQUIRED
FONT: Neue Plak Condensed Bold

COLOR PALETTE

3M 7725-10 White

Pantone 2413C Green
print to match

PROPOSED
Scale: 3/16"=1'-0"



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Owner: Coca Cola Beverages Northeast, Inc.

Address: 1 Executive Park Drive Bedford, NH 03110
Street City State Zip

Telephone: (603) 413-7623

Applicant: Same as above

Address: _____
Street City State Zip

Telephone: _____

Designer/Installer: Design-Group Facility Solutions, Inc.

Address: 5 Chenell Drive, Box 3 Concord, NH 03301
Street City State Zip

Telephone: (603) 225-0010

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Brief description of sign or project:

Applicant wishes to place an exterior sign on the facade of its newly renovated facility. The proposed sign is 204 square feet consisting of the traditional Coca Cola name. This sign is appropriately sized for the size of the facade and is smaller than the primary existing sign, which will be removed, along with the existing secondary sign.

Please email completed application to elitchman@needhamma.gov

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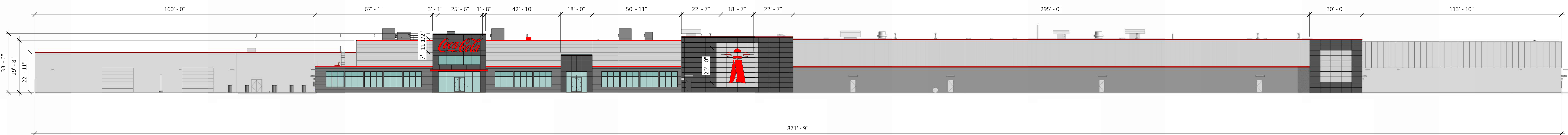
+ Approximately 5' High x 10' Wide = 50 SF



DATE: 11/11/2011



Coca-Cola Beverages Northeast
9 B Street



OVERALL ELEVATION - WEST



Trip Advisor
401 1st Ave



Marriott Residence Inn
80 B Street



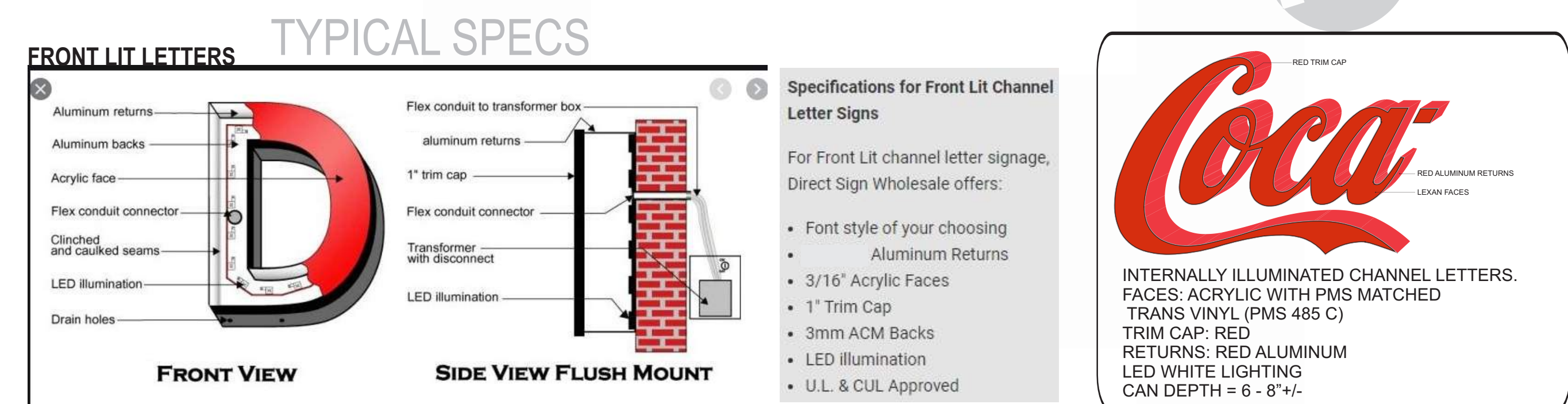
NBCU Boston Media Center
189 B Street



Fed Ex Ship Center
151 3rd Ave



INTERNALLY ILLUMINATED CHANNEL LETTERS



Design Group
DESIGN GROUP FACILITY SOLUTIONS,
5 CHENELL DRIVE, BOX 3, CONCORD, NEW HAMPSHIRE
PHONE: (603) 225-0010 FAX: (603) 225-0761

[illegible]

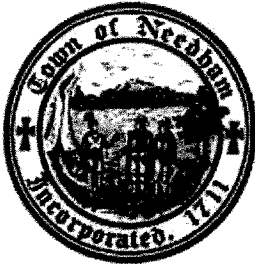
CLIENT	Coca-Cola Beverages Northeast, Inc. One Executive Park Dr., Suite 330 Bedford, NH
PROJECT	Sales Center Renovations Needham Heights, MA
DRAWING TITLE	Overall Elevation - West

PROGRESS
NOT FOR
CONSTRUCTION
12/11/23

PROJECT NO.	2103141
ISSUED	12/11/23
SCALE	AS NOTED
DRAWN BY	CN
DRAWING NO.	

SKO-A1

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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 9B Street, Needham **Date:** 12/20/23

Owner: Coca Cola Beverages Northeast, Inc.

Address: 1 Executive Park Drive Bedford, NH 03110
Street City State Zip
Telephone: (603) 413-7623

Applicant: Same as above

Address: _____
Street City State Zip
Telephone: _____

Designer/Installer: Design-Group Facility Solutions, Inc.

Address: 5 Chenell Drive, Box 3 Concord, NH 03301
Street City State Zip
Telephone: (603) 225-0010

<i>Type of Application</i>	
☒	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:

Applicant wishes to place an exterior sign on the facade of its newly renovated facility.
The proposed sign is 372 square feet consisting of a lighthouse incorporating the Coca Cola "swoosh." The sign is appropriately sized for the size of the facade and
is smaller than the primary existing sign, which will be removed, along with the existing secondary sign.

Please email completed application to elitchman@needhamma.gov



Design Review Board Meeting Minutes
Monday, December 18, 2023
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Bob Dermody, Board Member (P)
Steve Dornbusch, Board Member (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Chair Gluesing called the meeting to order on December 18, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

HEARINGS:

Continued: Public notice is hereby given that Wingate Way East located at 589 Highland Ave. and Wingate located at 235 Gould Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.3.4 and any other applicable sections of the By-law.

Sandy Kurson stated that, per previous Board comments, the plan has been amended to include an aluminum composite sign material. The proposal includes 4'x4' pressure treated white posts with caps, as requested by the Board. The print will not fade. She asked that there be a bit of latitude with the 3'x 12' sign placement on the corner, as previously discussed by the Board. The plan then shows two smaller signs, each 12 s.f., at the entrances to the site. None of the signs are proposed to be illuminated.

In response to a question from Chair Gluesing, Ms. Kurson stated that there are some independent living units currently at the site. The building that is being renovated has nothing in it at this time.

Mr. Dornbusch stated that he believes the advertisement of independent living is the insignificant portion of the sign. Ms. Kurson agreed but noted that the sign choice was made by a marketing person at Wingate.

Mr. Dermody noted that the plans show two different placements for the corner sign. Ms. Kurson stated that the sign will be placed in front at the corner but is asking for some leeway as to its exact placement.

Chair Gluesing echoed concerns regarding the independent living portion of the sign and that it will not attract the wanted attention. Ms. Kurson asked if the Board would conditionally approve the sign, with the potential for changing the graphic. Chair Gluesing stated that he would like the Board to review and approve a new graphic. The applicant could consider placing the currently proposed signs at this time, as the applicant will need to come back in the future for a time extension. He agreed that he would review a change in the graphic with Staff. If it is determined

to be de minimis, the applicant could carry forward. If the new graphic is determined to be significant, the applicant will need to come before the Board during a public meeting.

There was discussion regarding timeframe of construction on the site and advertising for the business. There was consensus that the applicant should come back for a secondary review to update the Board within the next four months. The applicant also needs to mail notifications to abutters when this meeting is set.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the Special Permit with the conditions that the applicant come back within four months for a secondary review and that the applicant mail notifications to abutters with that secondary meeting date. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Applicants & Attendees:

1. Nicole Handricken, SignDesign, representing Coin & Jewelry Buyers to be located at 317 Chestnut Street and applying for signage.

Agenda Item 1:

Nicole Handricken, SignDesign, representing Coin & Jewelry Buyers to be located at 317 Chestnut Street and applying for signage.

Nicole Handricken, SignDesign, explained that the building currently has a “Fresh & Clean,” sign, which the applicant would like to replace with a “Coin & Jewelry Buyers” sign. This is proposed to be a non-illuminated, aluminum sign. The applicant would also like to add vinyl wording, 8” tall, at the bottom of each window stating the business.

Chair Gluesing noted that there is an existing light fixture for the sign and asked if it would be used. He explained that the sign bylaw does not usually allow building signage for promotional purposes. It is intended that the signage identify a business in its location.

Mr. Dermody suggested centering the new sign above the door. He also noted that there are a lot of words proposed on the sign. He suggested using the window signs to display the items listed at the bottom of the currently proposed building sign. Ms. Handricken stated that the applicant may want the other lettering on the sign to be enlarged if the information at the bottom is moved to the window signs. Mr. Dermody suggested making the ampersand on the main sign smaller.

Mr. Dornbusch agreed that he would like to see the building sign simplified. He agreed that the sign would look better more centered, but only if the company next door also centers its sign. The Board agreed that the centering on the building would likely not be possible at this time, but the sign could be centered under the existing light fixture.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the signage for 317 Chestnut Street, with the conditions that the ampersand be shrunk to a smaller size than the smaller letters, that the “gold, silver, coins, currency, watches,” lettering be removed from the main sign, that the sign height be changed from 22” to 20”, that the gold

band continue around the bottom of the sign, that the sign be centered under the light fixture or the light fixture be removed, and that the window graphics can be increased to 10” high. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Minutes:

Minutes from the 12/04/2023 meeting

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to approve the meeting minutes of December 4, 2023, as presented. Steve Dornbusch - aye; Bob Dermody – aye; Chair Gluesing – aye. Motion passed 3-0-0.

Upon motion duly made by Mr. Dermody and seconded by Mr. Dornbusch, it was voted to adjourn at 8:03 p.m. Bob Dermody – aye; Steve Dornbusch - aye; Chair Gluesing – aye. Motion passed 3-0.

Next Public Meeting – January 8, 2024 at 7:30pm via Zoom Webinar