



Design Review Board Meeting Minutes
Monday, July 8, 2024
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Susan Opton, Board Member (P)
Steve Dornbusch, Board Member (P)
Clay Hutchinson Conservation Specialist (P)

Mark Gluesing, Chair, called the meeting to order on July 8, 2024, at 7:33 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Scott Melching, representing Needham Garden & Hardware; and David Graham, owner of Needham Garden & Hardware
2. Scoreboard Enterprises, representing St. Sebastian's School
3. Mehmet Sahin, representing Union Pharmacy

HEARINGS:

Public notice is hereby given that Needham Garden Center renamed Needham Garden & Hardware located at 53 Chestnut St, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1, seeking 3 additional permanent signs in addition to 3 which are normally allowed and Section 5.4.2.2, seeking one additional projecting sign in addition to one which is normally allowed for a total of 8 signs, and any other applicable sections of the By-law.

Chair Gluesing read and opened the hearing.

Scott Melching, representing the applicant, explained that, at the last Board meeting, the proposed awnings were well received. There was a request to put more of the signage emphasis on the Chestnut Street side of the building, as opposed to the left and right sides where there is currently signage. The sign proposed on the right side of the building is similar to the initial application. This sign is proposed next to the parking lot, which has a secondary entry to the business on the right-hand side of the building. The only existing entrance to Needham Garden Center will remain as a second entrance. Four signs are proposed on the front of the building. Sign #1 is proposed over the main entry to the garden and hardware area and will have the Needham Garden & Hardware logo. Sign #2 is the True Value logo. Signs #3 & 4 are graphics on the two awnings to the right and left of the main entry. These graphics are meant to reinforce the brand, with one being a potted plant and the other a lawnmower. These graphics are line work only. The awnings, as previously approved, only extend approximately 14" off the building. Large, simple graphics are proposed on the awnings to potentially be seen by cars traveling perpendicular to the façade down Chestnut Street. The only sign that will be seen by cars leaving Town Center will be the original sign on the right side of the building. The applicant

is also proposing two projecting signs. Projecting sign #1, located on the right side, is the Needham Garden Hardware logo. This will be an all-white sign with black lettering. Projecting sign #2, proposed on the left-hand side, is the True Value logo. This would be a red sign with white lettering. There is no illumination for these projecting signs.

Chair Gluesing asked about the proposed window graphics. Mr. Melching stated that the Building Commissioner believed these would be by-right, as they are all less than 2 s.f. Chair Gluesing stated that this is correct and noted that the Board simply likes to review the look of the graphic.

Mr. Dornbusch stated that he would like the proposed signs stating, "Needham Garden & Hardware" to match, instead of one also containing the wording "True Value." Mr. Melching stated that, though the logos are not exactly matching on these, the font is the same to bring some consistency.

Ms. Opton stated that the proposed signage makes it feel like two businesses, Needham Garden Center versus True Value hardware. She suggested connecting all of the awnings at the top with a blank line for visual continuity. This proposal feels too busy.

Chair Gluesing stated that the scale of the proposed sign lettering is a bit large. The lettering on the signs across the street is 12"-14" high. He suggested that the proposed projecting signs be double-sided, with one side showing the True Value logo and the other side showing the Needham Garden Hardware logo.

Mr. Melching stated that the visual and brand identity from Downtown is important. The sign while coming down Chestnut Street is proposed to remain at this time, as it is perpendicular to traffic, historically has been there, and is likely to be seen.

Chair Gluesing suggested reducing the True Value awning sign lettering from 2'4" to 20" and the Needham Garden Hardware (NGH) awning sign lettering to 20". The rest of the lettering is fine. The two logo signs are proposed to be reduced 20%. This will allow for a 3" white band to be run across all of the awnings, to tie them together. Mr. Melching asked if the NGH lettering could be made 20" with the flower logo located above it. Chair Gluesing agreed.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve sign #1, with the conditions that the "H" and associated letters be reduced to 20", and that a 3" white band be added across the bottom of the awning. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve sign #2, with the condition that the upper-case lettering be reduced to 20", and that a 3" white band be added across the bottom of the awning. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve signs #3 and #4, with the condition that the graphic image be reduced 20% in size and that a 3"

white band be added across the bottom of the awning. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign on the right side of the building as submitted. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

The Board discussed the proposed window graphics, regarding if a small scrim across the bottom of the window would be allowed, or if all of the glass should be left intact with the proposed decal.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the window graphics as submitted. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the projecting signs, with the condition that the NGH logo is on the outside face of each sign facing up and down Chestnut Steet and that the True Value logo is on the inside face nearest the doors. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

In response to a question from Mr. Melching regarding potential window boxes during certain times of the year, Chair Gluesing stated that this would need to be reviewed by the Select Board and Town Manager's Office.

Public notice is hereby given that St. Sebastian's School located at 1191 Greendale Ave., has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1 and 5.5.4 for a permanent sign attached to a new scoreboard exceeding the maximum number of signs on the premises (one), exceeds the maximum square footage of 32 Sq. feet and the maximum height of 20', and any other applicable sections of the By-law.

Chair Gluesing read and opened the hearing.

The applicant explained that the existing scoreboard is 22 years old. The proposal is to replace and upgrade the scoreboard. The upgrade would include a panel with a graphic panel, shot clock for lacrosse, and school logo. The proposed scoreboard will shift only slightly to the left but not significantly so.

Chair Gluesing asked about the back side of the scoreboard. It was noted that the scoreboard will be single sided and blank on the other side.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the Special Permit for the St. Sebastian's School scoreboard as presented. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Public notice is hereby given that Union Pharmacy located at 1004 Great Plain Ave., has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law

Section 5.5.3.1 for a third permanent wall sign when only 2 are allowed and any other applicable sections of the By-law.

Chair Gluesing read and opened the hearing.

Mehmet Sahin, representing the applicant, reviewed the proposal with the Board. He explained that this sign will not be stud mounted, but flush to the wall with “L” brackets. The height of the blue area is the same as the other signs. As for the lettering, the “g” is 6” high in the sign. This sign is only proposed for the address.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the Special Permit for the third sign, address only, for Union Pharmacy. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Minutes:

Minutes from the 06/24/2024 meeting

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the meeting minutes of June 24, 2024, as presented. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 8:32 p.m. Steve Dornbusch – aye; Chair Gluesing – aye; Susan Opton – aye; Motion passed 3-0-0.

Next Public Meeting – July 29, 2024 at 7:30pm via Zoom Webinar