

DESIGN REVIEW BOARD
Monday, November 18, 2024
7:30 p.m.

Virtual Meeting using Zoom
Meeting ID: 837 5422 1747
(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: 837 5422 1747 Link: [https://us02web.zoom.us/j/837 5422 1747](https://us02web.zoom.us/j/83754221747)

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: 837 5422 1747

HEARINGS:

Public notice is hereby given that CVS located at 980 Great Plain Ave., 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. This proposal is for 3 art style window signs 1 at 100 square feet, 1 at 31 square feet and 1 at 65 square feet, in addition to the existing CVS wall signage. The proposed art style signs window signs will exceed the allowable number of signs and allowable square footage of sections 5.5.3.1.a and 5.5.4, respectively.

APPLICANTS:

Karen Scherneck, Scherneck Property Services located at 36-52 Brook Road applying for façade and exterior alterations.

REVIEW

Minutes of 10/7/2024 meeting.

Next Public Meeting – December 16, 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: 980-986 Great Plain Ave, Needham, MA 02494 **Date:** 10/7/24

Owner: SIMON II ASSOCIATES LLC

Address: 10 Newbury st Boston MA 02116
Street City State Zip

Telephone: _____

Applicant: Ben Podlogar

Address: 210 Parkhill Drive Whitefish AZ 02494
Street City State Zip

Telephone: 406-500-9000

Designer/Installer: _____

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:

Installing graphic signs on some of the exterior windows.

Please email completed application to elitchman@needhamma.gov



Store Windows Graphics Program

STORE #00674: 980-986 Great Plain Ave, Needham, MA 02492

Proposal Page: 1
Account: **CVS**
File: Store #00674
Date: **10/07/24**
Version: **5**
Initials: **SM**

Store Type
☐ New ☒ Standard

Existing Conditions

North Elevation



Proposed

North Elevation





Store Windows Graphics Program

STORE #00674: 980-986 Great Plain Ave, Needham, MA 02492

Proposal Page: 2

Account: **CVS**

File: Store **#00674**

Date: **10/07/24**

Version: **5**

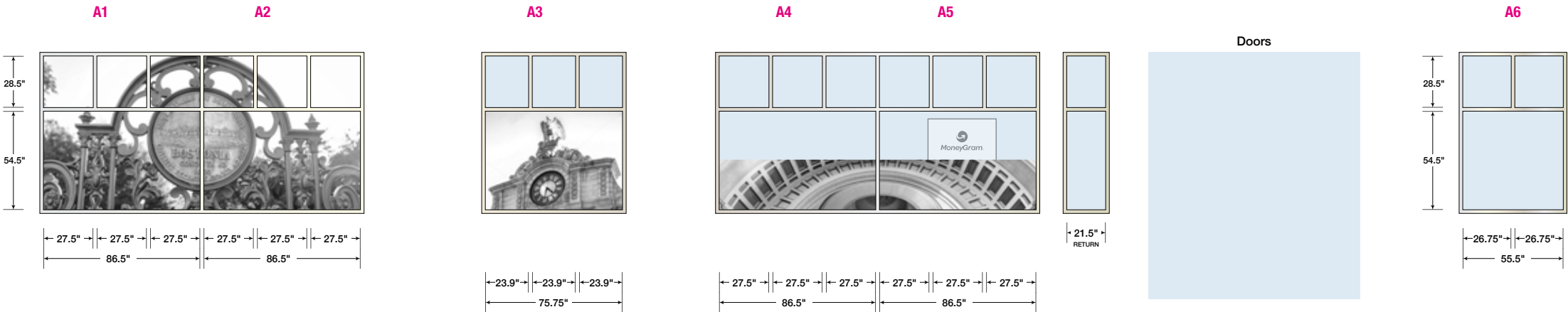
Initials: **SM**

Store Type

☐ New ☒ Standard

Proposed Graphics

North Elevation





Store Windows Graphics Program

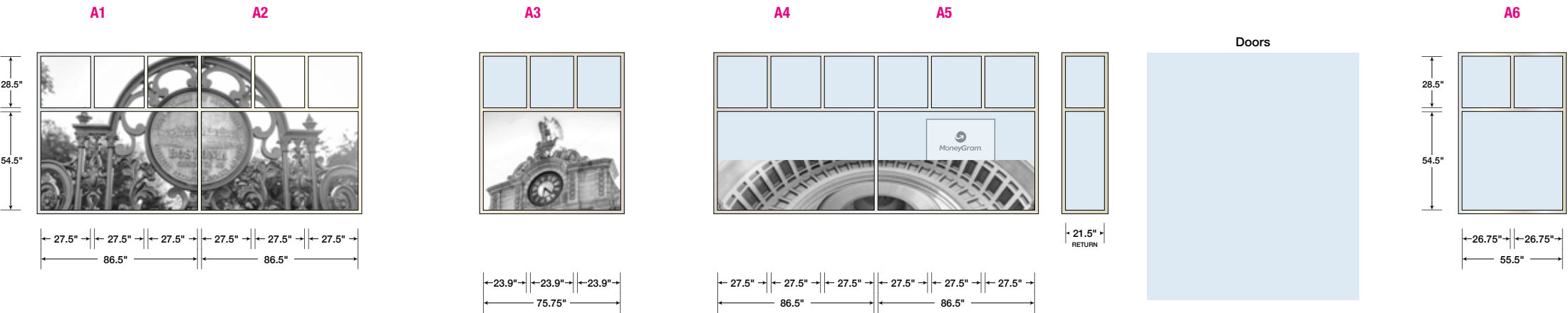
STORE #00674: 980-986 Great Plain Ave, Needham, MA 02492

Proposal Page: 3
Account: CVS
File: Store #00674
Date: 10/07/24
Version: 5
Initials: SM

Store Type
☐ New ☒ Standard

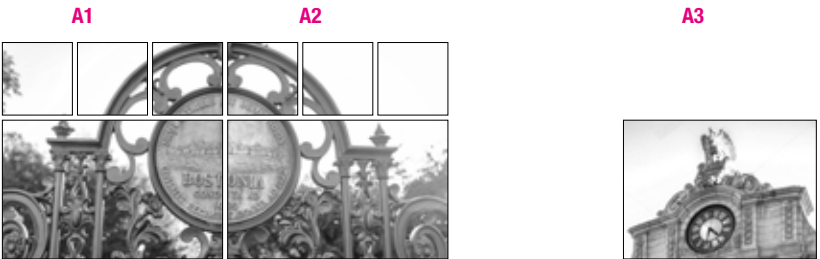
Total Material Sq. Footage
for this program:

North Elevation

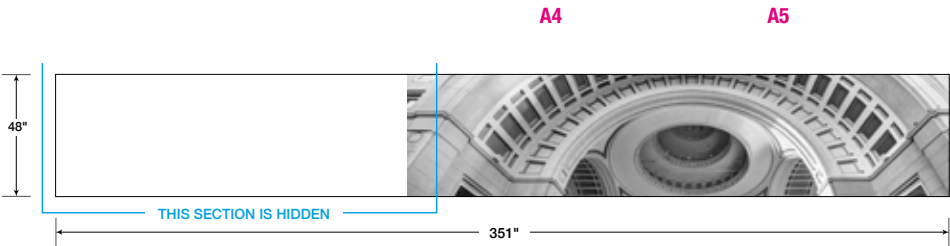


SECTION A

Second Surface Vinyl - 3M 8150 w/Backer



Backwall White Vinyl - 3M White 180C-10





Store Windows Graphics Program

STORE #00674: 980-986 Great Plain Ave, Needham, MA 02492

Photo Details

Proposal Page: 4
Account: CVS
File: Store #00674
Date: 10/07/24
Version: 5
Initials: SM

Store Type
☐ New ☒ Standard



iStock 498685361
Boston Public Garden Gate Entrance



Shutterstock 1326214898
The famous clock and facade of South Station



Getty 486984679
Historic Rowes Wharf Harbor in downtown Boston, Massachusetts

Google Calendar - September 2

980 Great Plain Ave - Google M

google.com/maps/@42.2802784,-71.2363338,3a,75y,188.75h,90t/data=!3m6!1e1!3m4!1sFJKNPsyxHdGRr0EuX3Jkwl2e0!7!16384!8!192?authuser=0&entry=ttu&g_ep=EgoyMDI0MDkxMS4wLXkxMDSoASAFQAw%3D%3D

Citrix Workspace - C...Office 365Login CivicEngageTools & ReferenceCon Com SitesVPC InboxNeedham, MANeedham Mtgs You...Design Review BoardRadio StationsGoogle CalendarZoom loginGoogle MapsFOIA for Citizens

980 Great Plain Ave

←

980 Great Plain Ave

Needham, Massachusetts

Google Street View

Aug 2023

See more dates

Google

Image capture: Aug 2023© 2024 GoogleUnited StatesTermsPrivacyReport a problem

Items: 3,208

Equipment/Sunlines

Unread: 2

Reminders: 2

Type here to search

1:33 PM9/17/2024



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 36-52 Brook Road, Needham **Date:** Oct 13, 2024

Owner: SPS Brook Needham, LLC

Address: 63 Kendrick Street, #102 Needham MA 02494
Street City State Zip
Telephone: 781-487-2510

Applicant: Fred Scherneck

Address: 63 Kendrick Street, #102 Needham MA 02494
Street City State Zip
Telephone: 781-487-2510

Designer/Installer: Karen Scherneck; Scherneck Property Services, Inc

Address: 63 Kendrick Street, #102 Needham MA 02494
Street City State Zip
Telephone: 781-292-0747

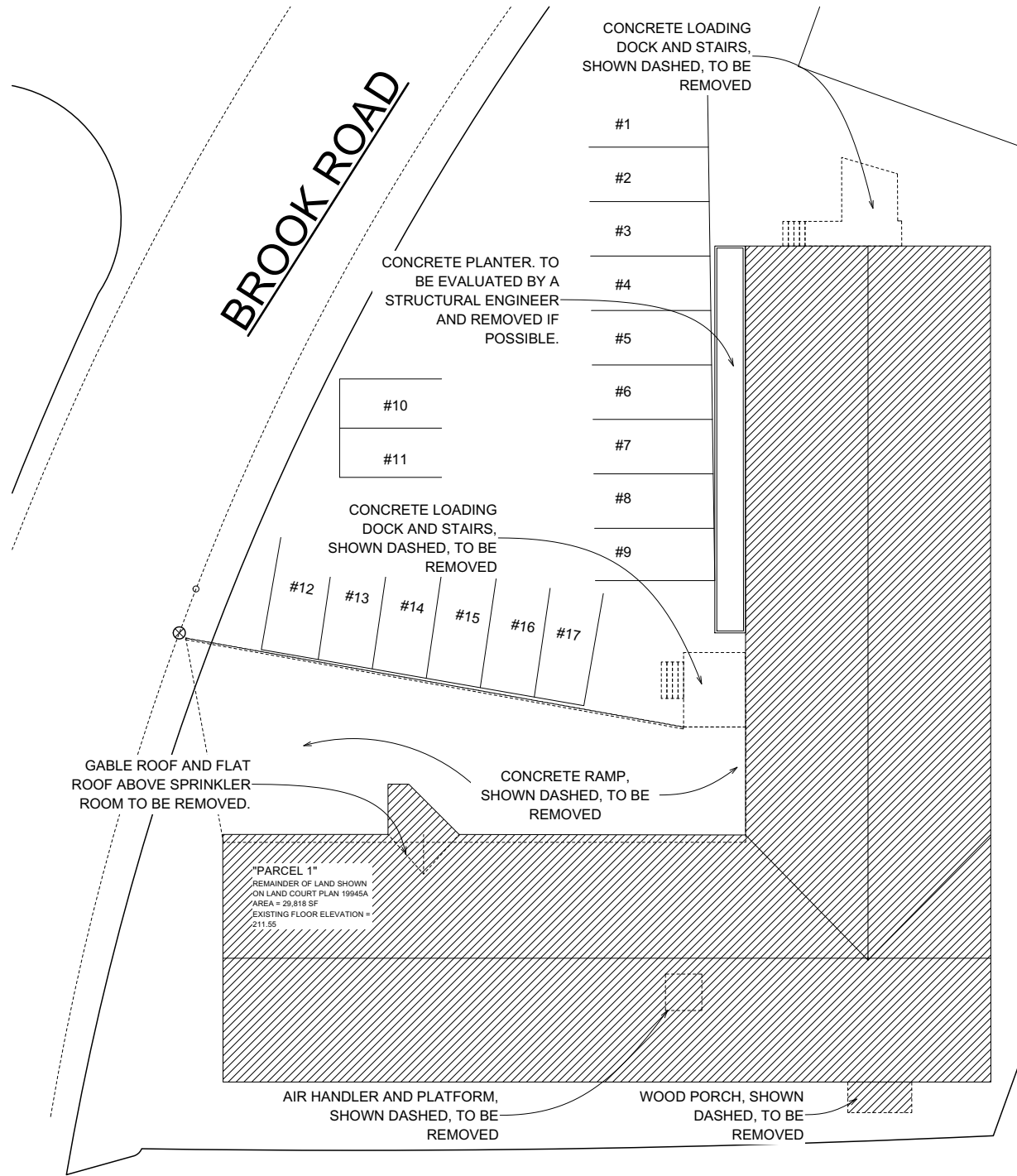
Type of Application
☐ Sign
☐ Minor Project
☒ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

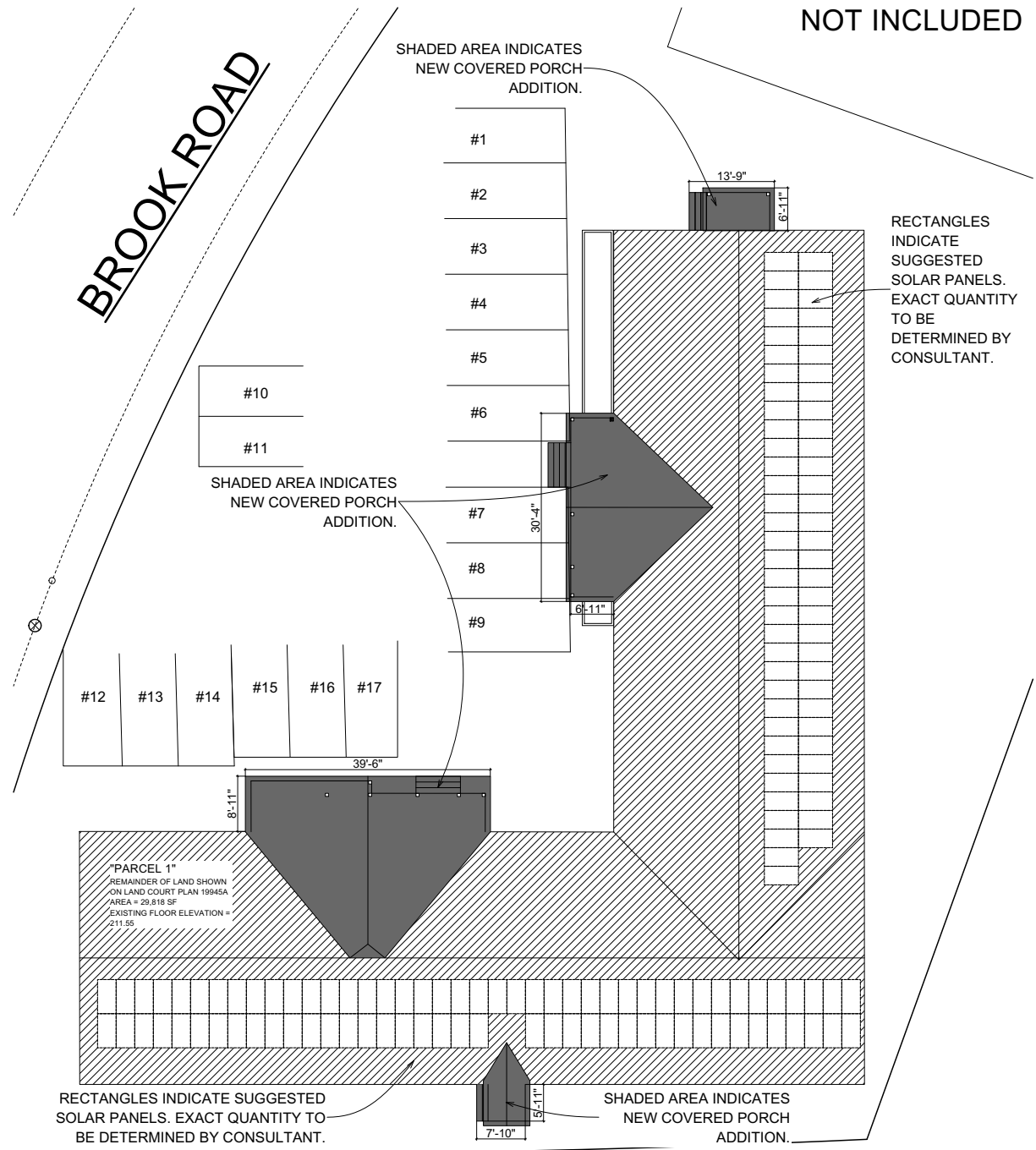
The project is the exterior renovation of 36-52 Brook Road. We plan to replace the existing roof, siding, windows, and doors. We plan to add gables/porches for visual interest and to cover entrances. This is expected to be a dramatic improvement of the exterior appearance of the property.
Please email completed application to elitchman@needhamma.gov



1 SITE LOCATION PLAN
T1 NTS

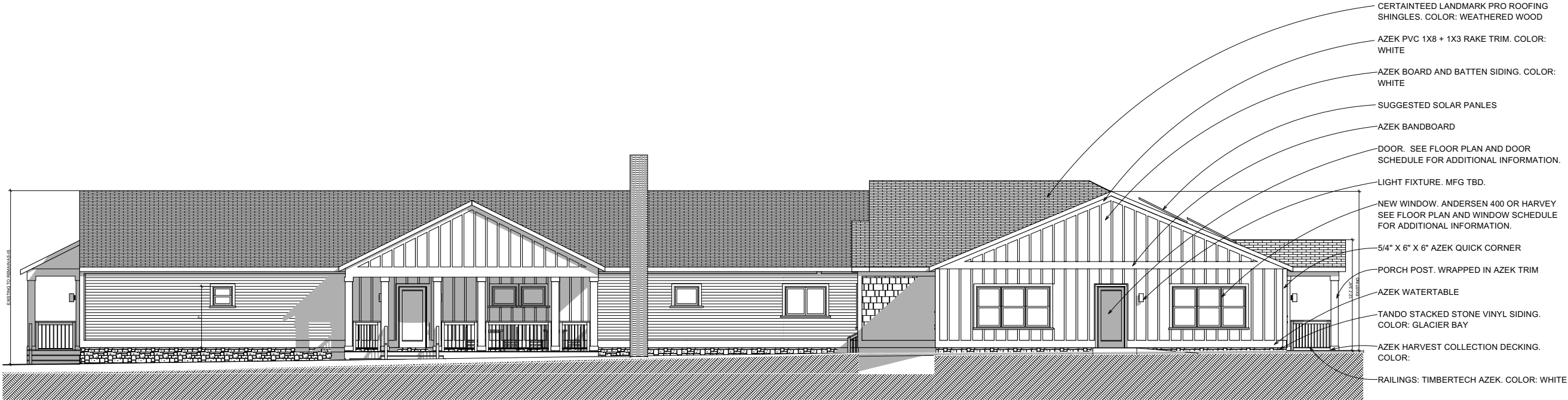


1 Existing Site Plan
SCALE: 1/4" = 1'-0"
N

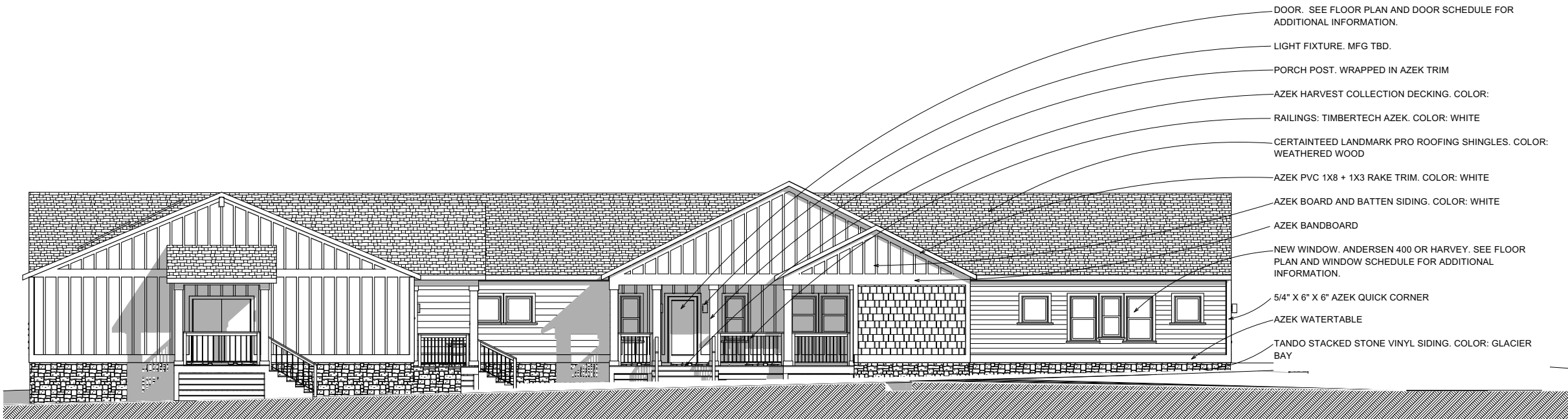


2 Proposed Site Plan
SCALE: 1/4" = 1'-0"
N

NOT FOR
CONSTRUCTION

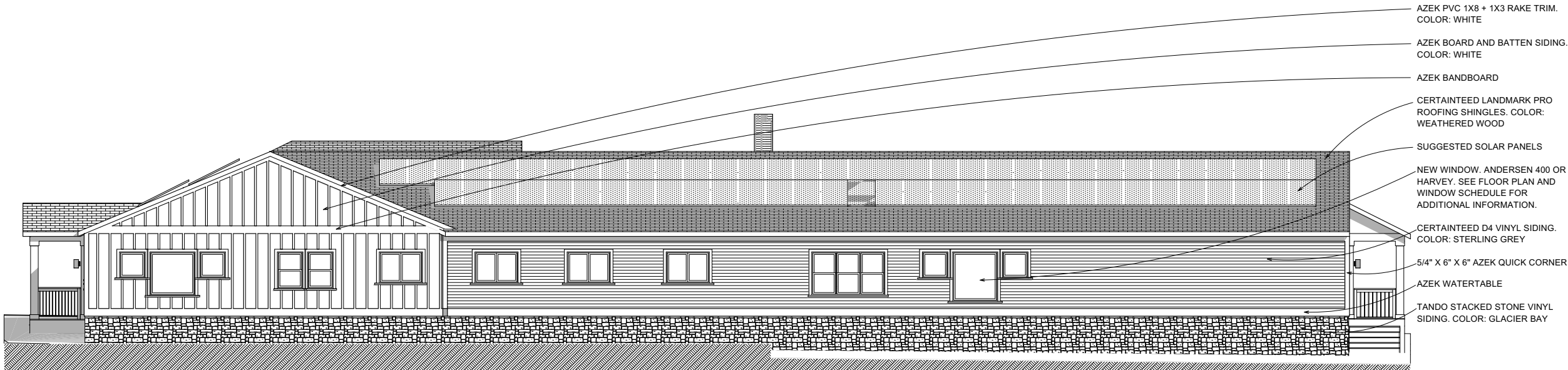


1 Front Elevation
A5.0 SCALE: 1/4" = 1'-0"

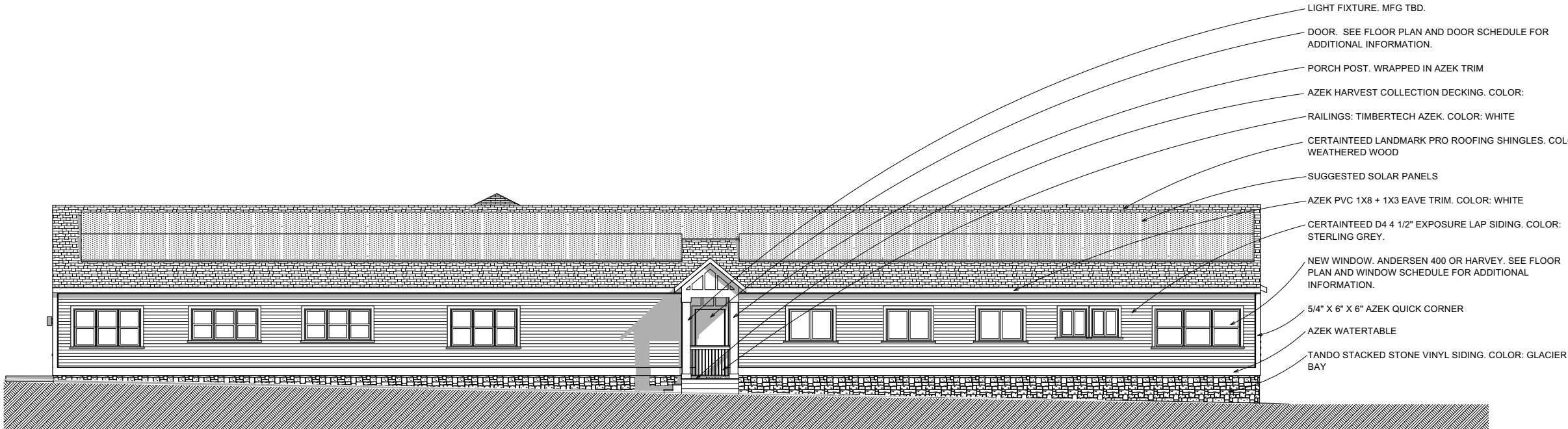


2 Left Elevation
A5.0 SCALE: 1/4" = 1'-0"

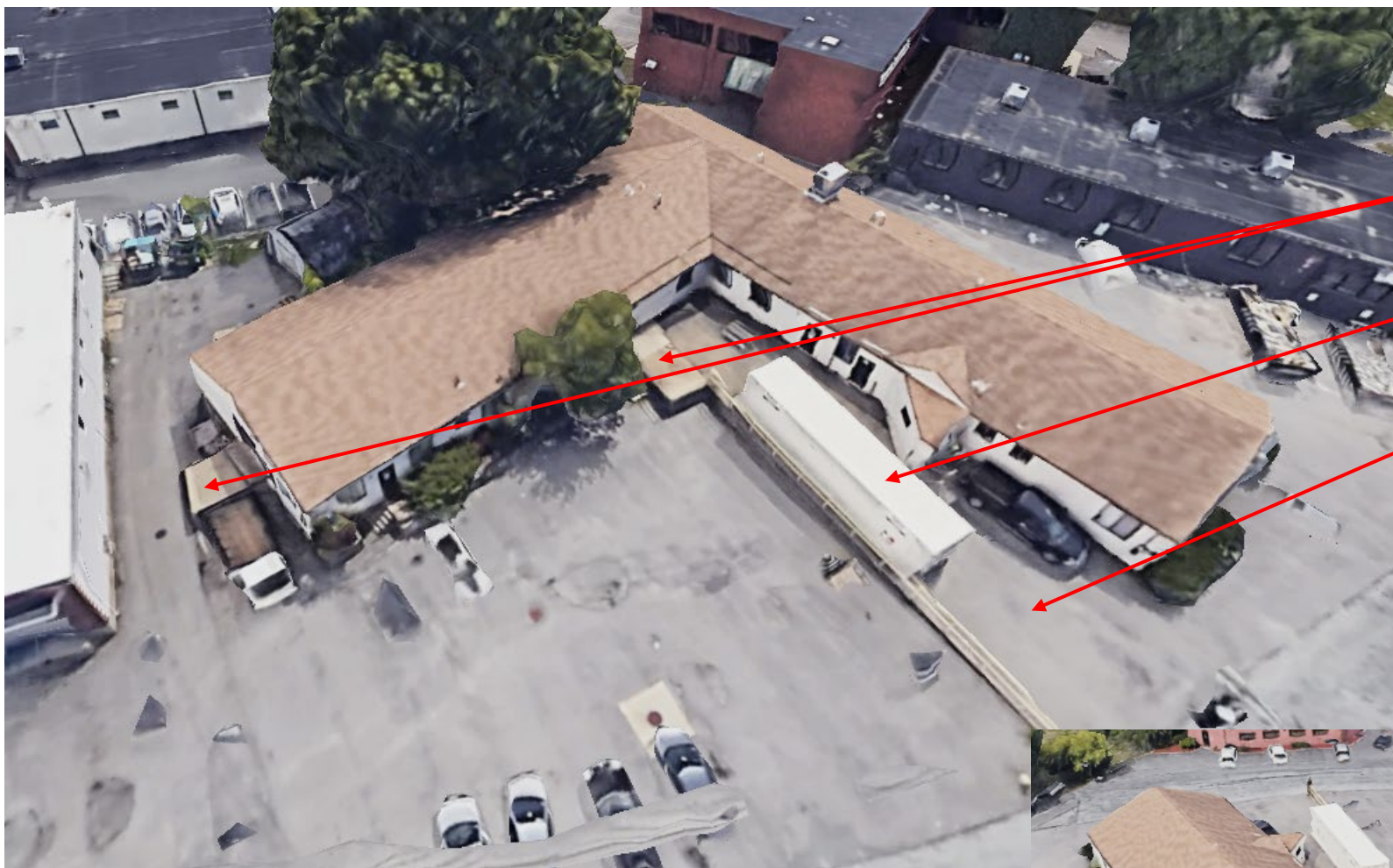
NOT FOR
CONSTRUCTION



1 Rear Elevation
A5.1 SCALE: 1/4" = 1'-0"



2 Right Elevation
A5.1 SCALE: 1/4" = 1'-0"



Loading dock

Storage container

Ramp

#1 EXISTING: Aerial of front parking lot with storage container, ramp and loading dock



#2 EXISTING: Aerial of over-grown inaccessible Southeast corner and East elevation



52 Brook Road
Needham, MA

Schernecker Property Services

Karen Scherneck: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



EXISTING: 52 Brook Road, Needham, MA



PROPOSED: Front View



52 Brook Road
Needham, MA

Schernecker Property Services

Karen Scherneck: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



EXISTING: Front Entry (Left Side)



PROPOSED: Front Entry (Left Side)



52 Brook Road
Needham, MA

Schernecker Property Services
Karen Schernecker: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



EXISTING: Front Entry (Right Side)



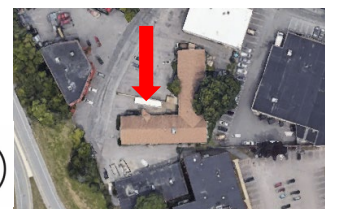
PROPOSED: Front Entry (Right Side)



52 Brook Road
Needham, MA

Schernecker Property Services

Karen Scherneck: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



EXISTING: Southwest corner



EXISTING: South deck & doors



PROPOSED: Southwest Corner



PROPOSED: Back door



52 Brook Road
Needham, MA

Scherneck Property Services
Karen Scherneck: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



EXISTING: Northeast corner



PROPOSED: Northeast Corner



52 Brook Road
Needham, MA

Schernecker Property Services
Karen Schernecker: 781-292-0747
63 Kendrick Street, Needham, MA 02494



Key to Images



View #1



View #2



View #3



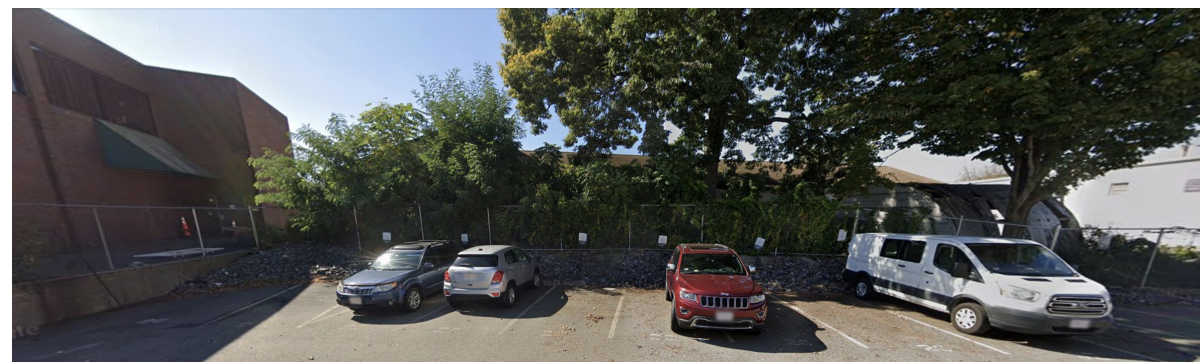
View #4



View #5



View #6



View #7



52 Brook Road
Needham, MA

Schernecker Property Services

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63 Kendrick Street, Needham, MA 02494





Roofing Shingle
CertainTeed Weathered Wood

NEW PRODUCT
NO IMAGE. SEE FINISH BOARD

Siding: 4 1/2" Lap Siding
Azek Whisper Gray



Trim
Azek White



Siding: Board & Batten
Azek White



Siding: 4 1/2" Lap Siding
CertainTeed Vinyl D4 Sterling Grey



Siding: Shingles
Tando Atlantica



Stacked Stone Foundation
Tando Glacier Bay



Decking
Azek TimberTech Driftwood



Light Fixture (1) at each door (2) at main door
11" high up/downlight, hardwired.



52 Brook Road
Needham, MA

Schernecker Property Services

Karen Scherneck: 781-292-0747
63 Kendrick Street, Needham, MA 02494





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

Board Members:

Mark Gluesing, Board Chair (P)
Susan Opton, Board Member (P)
Felix Zemel, Board Member (P)
Steve Dornbusch, Board Member (P) [8:13pm]
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Mark Gluesing, Chair, called the meeting to order on October 7, 2024, at 7:48 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Holly Pettey, Sign Design representing Staples
2. Paul Dawson, Architect, the Grossman Companies Inc., representing Conrad's
3. Ae Cahill, owner of Ae Game Golf
4. Needham Council for Arts & Culture
5. Tyler Winder, Winder Realty

Agenda Item 4: - The Board addressed this item at this time

Needham Council for Arts & Culture applying for exterior wall mural located between Chapel Street and the Chapel Street municipal parking lot.

Joni Schockett, Needham Council for Arts & Culture (NCAC), explained that this proposal is for a mural to be placed at the walkway at 91 Chapel Street. The mural, entitled "Tight Knit," pays homage to the women of the 1800s who worked in the knitting mills. The women contributed to the growing economy and identity of Needham as a textile mill town. In addition, the mural introduces Timothy Otis Fuller, who lived his entire life in Needham studying, documenting, and illustrating wildlife, botany, plants, and herbs.

Ms. Opton stated that she loves the idea of bringing Needham's history into the center of Town. She supports the proposal.

Mr. Zemel stated that he supports the proposal and believes this is a great addition to the mural trend around Town.

Chair Gluesing stated that the Board previously expressed concern regarding durability and longevity of murals. He asked about the paint to be used. Heather Simmons, NCAC, stated that there would be some spray, and some roller paints used for this mural. Any outdoor artwork will not be permanent, but the surface will be prepped as much as possible, and exterior grade paint will be used. Chair Gluesing stated that prepping the surface well will be critical. The plaster needs to be stable and patched, if needed.

46
47 Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the
48 Chapel Street alley mural, as submitted. Chair Gluesing – aye; Felix Zemel – aye; Susan Opton –
49 aye; Motion passed 3-0-0.

50
51 **Agenda Item 1:**

52 *Holly Pettey, Sign Design representing Staples located at 163 Highland Avenue and applying for*
53 *signage.*

54
55 Holly Pettey, Sign Design, explained that the proposal is to remove the existing letters on one of
56 the corner panels and install a new “L” shaped flanged, aluminum panel with FCOs but different
57 wording. The wording is proposed to be changed from “Studio” to “Coworking.”

58
59 Mr. Zemel stated that this proposal seems to be the same scale and concept of the existing
60 signage. The word “Coworking” will likely be scaled down and of a different font than “Studio,”
61 but the concept is the same and the sizing will be kept under the threshold.

62
63 Chair Gluesing stated that he appreciates that the proposal is not only to strip the lettering but
64 replace the whole panel. This will make the change higher quality.

65
66 Ms. Opton asked if the new panel will look newer than the other panels that will remain. Ms.
67 Pettey explained that the panel will be painted to match the existing. Chair Gluesing stated that
68 this type of panel is usually fairly color fast.

69
70 Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the
71 163 Highland Avenue Staples signage change, as submitted. Chair Gluesing – aye; Felix Zemel –
72 aye; Susan Opton – aye; Motion passed 3-0-0.

73
74 **Agenda Item 2:**

75 *Paul Dawson, Architect, the Grossman Companies Inc. representing Conrad's to be located at*
76 *1257 Highland Avenue and applying for façade changes.*

77
78 Paul Dawson, Architect, the Grossman Companies Inc., explained that an affiliate of Grossman
79 Companies, Inc., South Street 4414 Holdings, owns the plaza at 1257 Highland Avenue. A
80 restaurant, Conrad's, is proposed to go into the old Bertucci's space. Conrad's has 3-4 other
81 locations in the general area. As part of refreshing the plaza, the proposal is to paint the façade at
82 1257 Highland Avenue. There will likely be a separate approval sought to do the same at 1299
83 Highland Avenue (across the parking lot) later this year. The proposal is to paint the façade,
84 replace the existing sconces on the columns with new contemporary scone lighting, and remove
85 the awning over the windows at Cookie Monstah to replace it with scone lighting to light the
86 sidewalk. This winter the applicant will seek approval for a change in signage throughout the
87 plaza and to paint the façade at 1299 Highland Ave. The intention will be to move from backlit
88 signage to fixture lit signage. He requested approval for the spotlights proposed to be used for
89 this lighting, as Conrad's would like to use this as well.

90
91 *Mr. Dornbusch joined the meeting at 8:13pm.*

92
93 Ms. Opton asked about the reflective white paint color proposed on the plan. This particular
94 white does not appear to do well in sunlight and could be very white. Mr. Dawson stated that
95 HFA Architects was hired to do the design for the site. That group was responsible for the
96 Linden Square shops in Wellesley which was one of the better refresh projects in the area. The
97 dominant façade of SuperCuts faces north, which is a driver as to why it is proposed to be white.
98 The façade of Conrad's and Cookie Monstah is proposed to have darker, richer colors, as it faces
99 south. This project does not have as much money to put toward it but is trying to recreate the feel
100 of the Linden Square project.

101
102 Ms. Opton stated that she believes the Linden Square project is successful in part due to its
103 vertical elements, including the landscaping. These buildings are mostly flat and there is no
104 landscaping. This project looks to remove the awnings, which adds a bit of interest. She likes the
105 modern look proposed, but asked about a similar project look on Gould Street instead. She
106 questioned removing the awnings with the flat lot and flat buildings. Mr. Dawson agreed that it is
107 a delicate balance.

108
109 Mr. Zemel stated that he believes the building is more aesthetically pleasing without the
110 awnings. The scale of the proposal seems good. There is a small, landscaped strip along
111 Highland Avenue and some additional plantings might be beneficial. This refresh will do
112 wonders for the pocket strip.

113
114 Chair Gluesing agreed that this is a nice upgrade with limited means. The upper parapet section
115 will include a two tone approach, similar to a sign band.

116
117 Mr. Zemel asked about a folding window and door system shown on the plan. Mr. Dawson
118 stated that Conrad's asked to replace their windows, and the replacement windows were
119 approved by the Building Department. These were replaced without knowing that Design
120 Review Board approval was needed.

121
122 Mr. Dornbusch agreed with Ms. Opton that he does not like the white color proposed as it looks
123 like a stark contrast. He asked why the darker color is not continued along the building. Mr.
124 Dawson stated that the color choices are to create some visual interest. The existing brick shows
125 a monotonous façade, and the proposal is to bring some interest.

126
127 Chair Gluesing stated that he does not mind the color contrast between the light and dark. He
128 suggested toning down the high-reflective glossy white to create not as much of a stark contrast
129 between that and the taupe white. Mr. Dawson showed an example of the actual paint samples.

130
131 Ms. Opton suggested three other Sherwin Williams warm white tones: Alabaster White,
132 Snowbound White, and Greek Villa. The other band of white shown on the plans, Taupe, is a
133 good match for these.

134
135 Chair Gluesing stated that the proposed light fixture and sconces are appropriate. He asked if the
136 parking lot will be reorganized and restriped. Mr. Dawson stated that the parking lot is
137 approximately 95% the same, with the addition of two handicap parking spaces and

reconfiguration of a couple of spots that were dangerous. Chair Gluesing stated that any additional landscaping on the site near the right of way and road would be helpful.

Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the façade changes with the condition that the reflective white be replaced with a color similar to either Sherwin-Williams Alabaster, Snowbound, or Greek Villa. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – aye; Susan Opton – aye; Motion passed 4-0-0.

Agenda Item 3:

Ae Cahill, owner of Ae Game Golf located at 322 Reservoir Street and applying for signage.

Ae Cahill, owner of Ae Game Golf, explained that he recently opened an indoor golf facility, and he would like to place a sign high on the side of the building so that the business can be seen from the highway. This sign will not be illuminated. The sign is preferred to have a black background. There are no other signs on this side of the building.

Ms. Opton asked why both a purple background and black background sign are being proposed. Cory Ravelson, landlord of the property, explained that the black background would be best for the overall aesthetic of the building. Ms. Opton suggested a green background, as this is a golf facility. Mr. Cahill stated that purple is the color for his brand.

Mr. Zemel stated that a black sign with the purple outline is a good choice. He suggested a condition that the sign be at the same top elevation as the dance studio sign that is within the same building. Chair Gluesing suggested that the center lines should align, as the dance company sign is larger.

Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the sign, with the conditions that the sign have a black background and that the sign be centered on the same center line as the dance studio sign. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – aye; Susan Opton – aye; Motion passed 4-0-0.

Agenda Item 5:

Tyler Winder, Winder Realty, applying for real estate advertising signage at 58 Woodbine Circle, Needham.

Tyler Winder, Winder Realty, explained that the sign proposal is to highlight everyone in the development space including the architect, building, and marketing firm. The house will be finished in approximately two months and then sold.

Chair Gluesing noted that the applicant has reduced the proposed sign to 12 s.f. as allowable for this type of real estate/construction sign.

There was agreement on the Board that this sign looks appropriate. Chair Gluesing stated that the sign contains a lot of information, but it is temporary and has a mission. Thus, he has no objections to it. He asked that, if the sign is up for more than 90 days, the applicant inform the Board. Mr. Winder stated that the sign will likely be up for at least 105 days. Chair Gluesing

suggested changing the requirement to if the sign is up for more than three months after the house goes up for sale.

Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the sign as presented, with the condition that if it is installed for more than three months after the house is completed, the applicant alert the Board and request additional time. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – aye; Susan Opton – aye; Motion passed 4-0-0.

REVIEW

Minutes of 8/19/2024 and 9/9/2024 meetings.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the meeting minutes of August 19, 2024. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – abstain; Susan Opton – aye; Motion passed 3-0-1.

Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the meeting minutes of September 9, 2024. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – aye; Susan Opton – aye; Motion passed 4-0-0.

Chair Gluesing stated that he attended the Committee meeting regarding conflicts of interest, and similar items. There will be another meeting on October 30th. He recommends members attend if they can.

Upon motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to adjourn at 8:49 p.m. Steve Dornbusch – aye; Chair Gluesing – aye; Felix Zemel – aye; Susan Opton – aye; Motion passed 4-0-0.

Next Public Meeting – November 18, 2024, at 7:30pm via Zoom Webinar