

DESIGN REVIEW BOARD

Monday, January 13, 2025

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:

Continued: 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 one at 100 square feet, one at 31 square feet and one 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:

Fong Lam, CC Sign Boston, representing Noodle Doodle located at 998 Great Plain Avenue and applying for signage.

REVIEW

Minutes of 12/16/2024 meeting.

Next Public Meeting – January 27, 2025 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

OPTION A

Proposal Page: **1**
Account: **CVS**
File: Store **#00674**
Date: **12/16/24**
Version: **7**
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

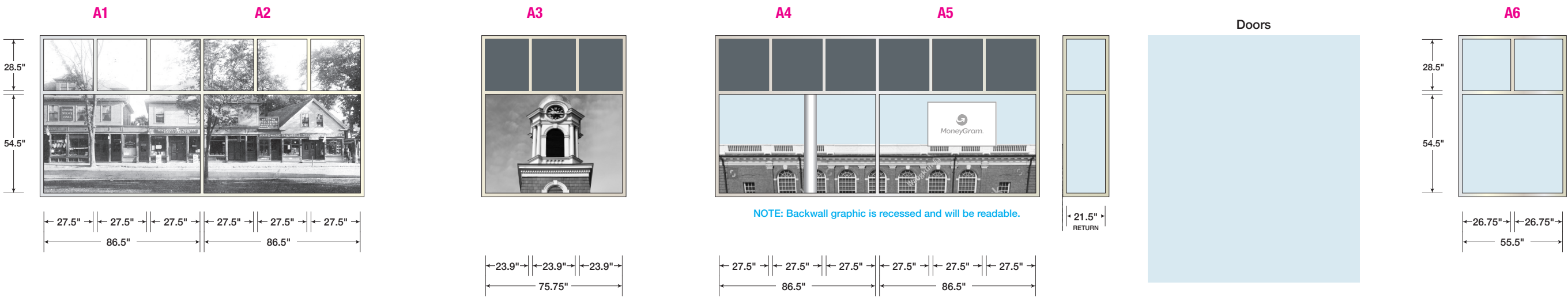
OPTION A

Proposal Page: 2
Account: CVS
File: Store #00674
Date: 12/16/24
Version: 7
Initials: SM
Store Type
☐ New ☒ Standard

Proposed Graphics



North Elevation





Store Windows Graphics Program

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

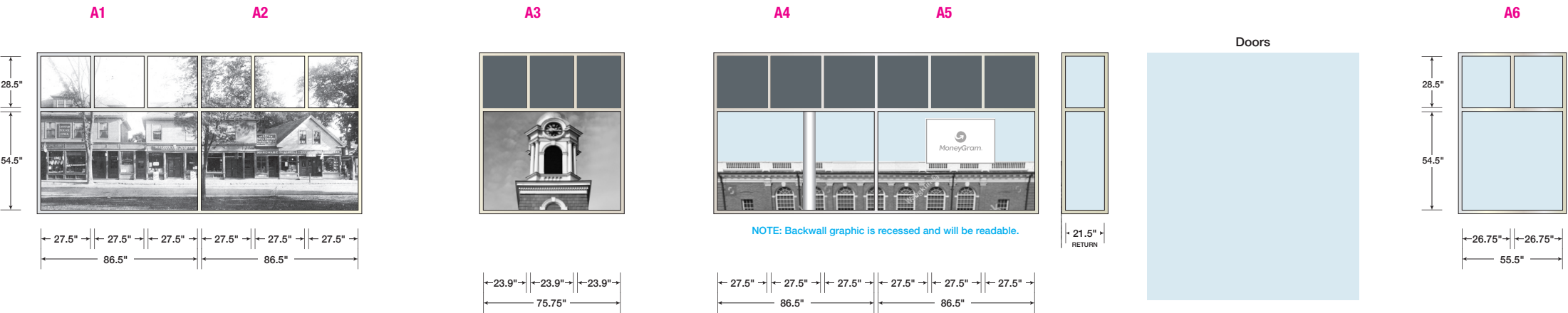
OPTION A

Proposal Page: 3
Account: CVS
File: Store #00674
Date: 12/16/24
Version: 7
Initials: SM

Store Type
☐ New ☒ Standard

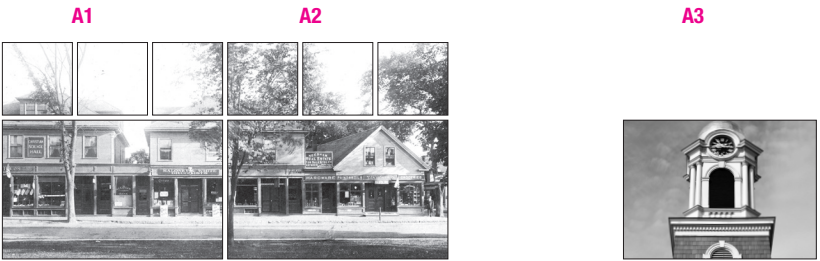
Total Material Sq. Footage
for this program:

North Elevation

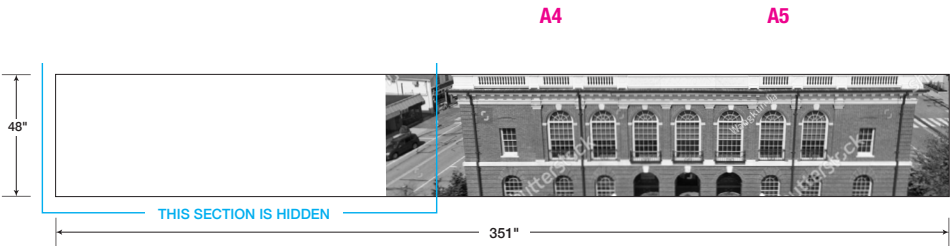


SECTION A

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

OPTION A

Photo Details

Proposal Page: 4

Account: CVS

File: Store #00674

Date: 12/16/24

Version: 7

Initials: SM

Store Type

☐ New ☒ Standard





Store Windows Graphics Program

STORE #00074: 980X86 Store Address: 6100 Main St, Needham, MA 02492

OPTION B

Proposal Page: 5

Account: CVS

File: Store #00074

Date: 02/06/28

Version: 7

Initials: SM

Store Type

☐ New ☒ Standard

Existing Conditions

North Elevation



Proposed

Proposed





Store Windows Graphics Program

STORE #00074: 980X86 Store Address: 6100 Main St, Needham, MA 02492

OPTION B

Proposal Page: 6

Account: CVS

File: Store #00074

Date: 02/06/23

Version: 7

Initials: SM

Store Type

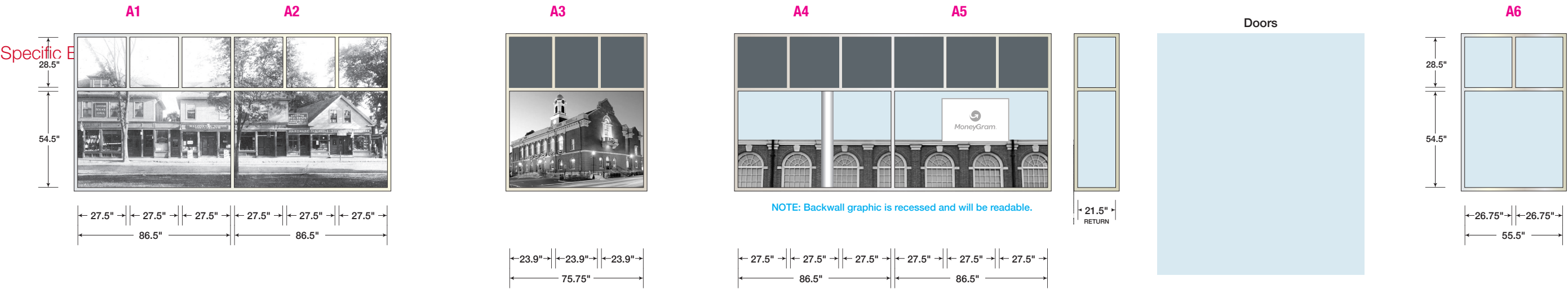
☐ New ☒ Standard

Proposed Graphics

Specific E



North Elevation





Store Windows Graphics Program

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

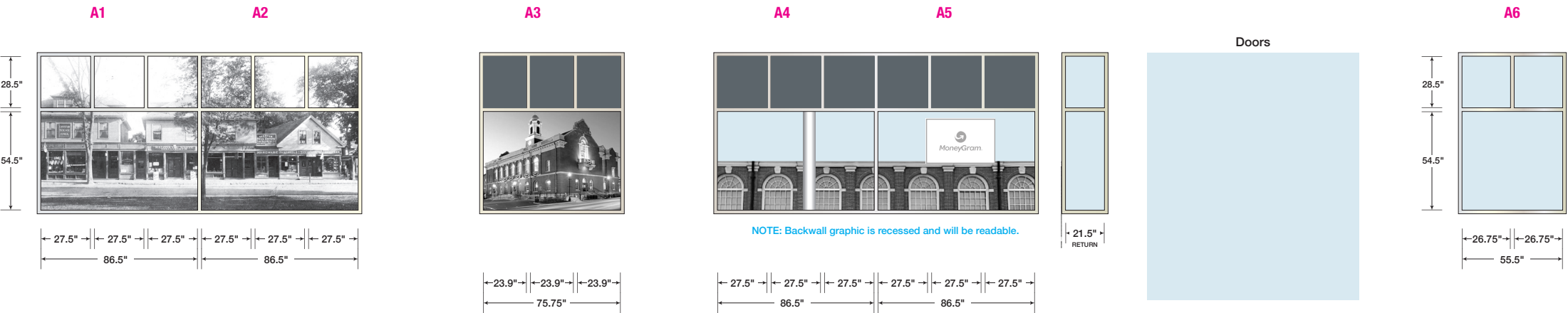
OPTION B

Proposal Page: 7
Account: CVS
File: Store #00674
Date: 12/16/24
Version: 7
Initials: SM

Store Type
☐ New ☒ Standard

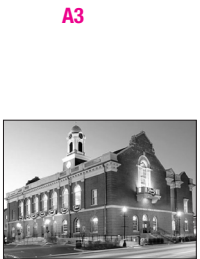
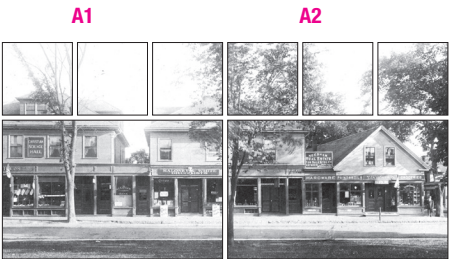
Total Material Sq. Footage
for this program:

North Elevation

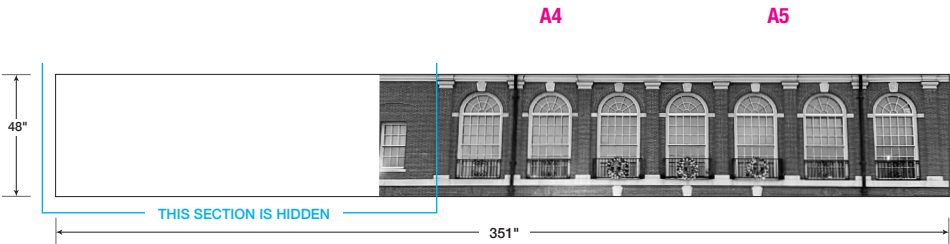


SECTION A

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

OPTION B

Photo Details

Proposal Page: 8

Account: CVS

File: Store #00674

Date: 12/16/24

Version: 7

Initials: SM

Store Type

☐ New ☒ Standard





Store Windows Graphics Program

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

OPTION C

Proposal Page: **9**
Account: **CVS**
File: Store **#00674**
Date: **12/16/24**
Version: **7**
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

OPTION C

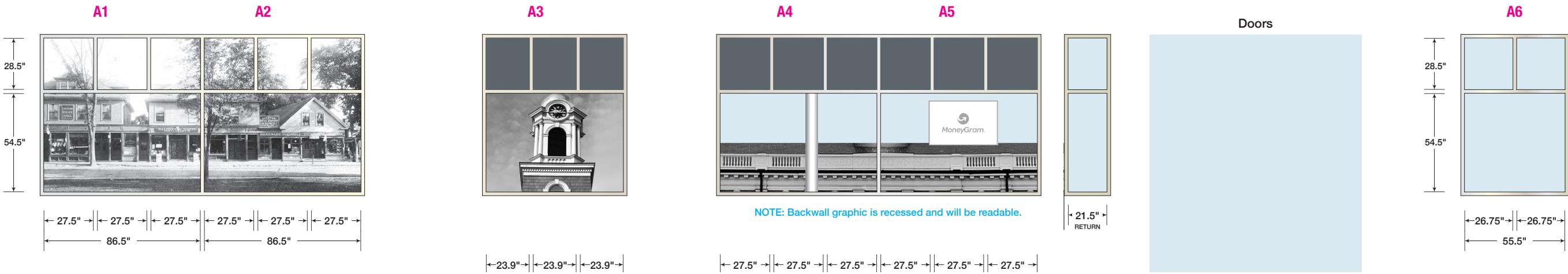
Proposal Page: 10
Account: CVS
File: Store #00674
Date: 12/16/24
Version: 7
Initials: SM

Store Type
☐ New ☒ Standard

Proposed Graphics



North Elevation





Store Windows Graphics Program

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

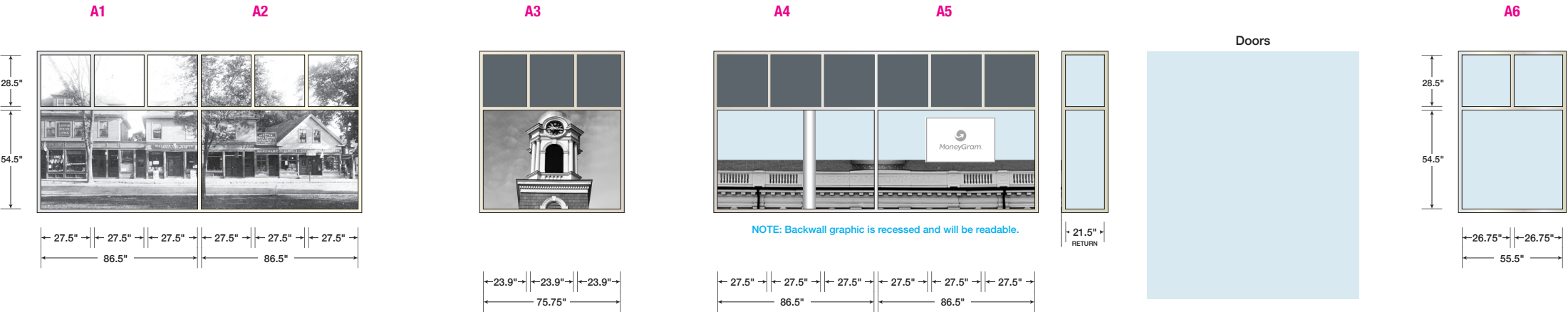
OPTION C

Proposal Page: 11
Account: CVS
File: Store #00674
Date: 12/16/24
Version: 7
Initials: SM

Store Type
☐ New ☒ Standard

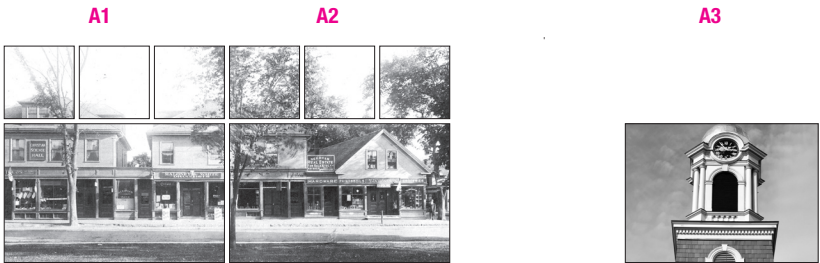
Total Material Sq. Footage
for this program:

North Elevation

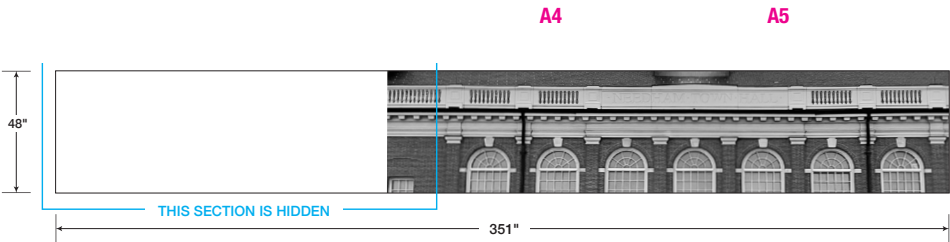


SECTION A

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

OPTION C

Photo Details

Proposal Page: **12**
Account: **CVS**
File: Store **#00674**
Date: **12/16/24**
Version: **7**
Initials: **SM**

Store Type
☐ New ☒ Standard





Store Windows Graphics Program

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

Proposal Page: 1
Account: CVS
File: Store #00674
Date: 01/07/25
Version: 7
Initials: SM
Store Type
☐ New ☒ Standard

Existing Conditions

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: **01/07/25**

Version: **7**

Initials: **SM**

Store Type

☐ New ☒ Standard

North Elevation

PROPOSED



North Elevation

ALTERNATE A



North Elevation

ALTERNATE B





Store Windows Graphics Program

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

Proposal Page: 3

Account: CVS

File: Store #00674

Date: 01/07/25

Version: 7

Initials: SM

Store Type

☐ New ☒ Standard





Store Windows Graphics Program

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

Proposal Page: 4
Account: CVS
File: Store #00674
Date: 01/07/25
Version: 7
Initials: SM

Store Type
☐ New ☒ Standard

Photo Details



Provided by township
view from the Common c1910



Provided by township
Needham TownHall



Shutterstock 2365300771
Needham TownHall



Provided by township
view from the Common c1910



MZ photoshoot
Needam Public Library



Shutterstock
Needham TownHall



Provided by township
view from the Common c1910



ghows-WL-200708509-da550791
Needham TownHall



MZ photoshoot
Needham High School



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 998 Great Plain Ave. **Date:** 12/11/2024

Owner: Jeffrey A. Katz

Address: 105 Meetinghouse Cir. Needham MA 02492
Street City State Zip
Telephone: 781-248-8939

Applicant: Ray Zhang / Noodle Doodles

Address: 998 Great Plain Ave. Needham MA 02492
Street City State Zip
Telephone: 781-605-9889

Designer/Installer: Ricky Zeng

Address: 259 Quincy Ave. Quincy MA 02169
Street City State Zip
Telephone: 617-210-7982

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 a channel letter sign with panel to the wall.

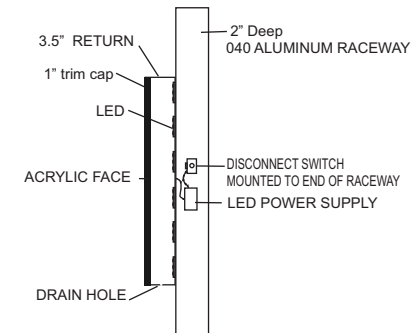
Please email completed application to elitchman@needhamma.gov



Total
SQF
25.6



side view:



Specifications:

- * 040 matt black aluminum panel w/welded 1"x1" galvanized tubing frame
- * 040 black aluminum letter boxes 3.5" return.
- * 1/8" white acrylic faces with black and red vinyl.
- * Internal white led lighting illumination, UL Listed.
- * Low voltage electronic power supply.
- * Letter boxes to be mounted to the aluminum cabinet.

Sign installed in location shown on attached photo

This sign is intended to be installed in accordance with the requirement of Article 600 of the National Electrical Code and/or other applicable local code. This includes proper grounding and bonding of the sign.

Channel Letter Sign:

This image is for general reference only, and may not accurately represent the actual product.

Customer: **Ray Zheng**

Company: **Noodle Doodles**

Phone: **781-605-9889**

Original: **12/09/2024** Revision:

Estimate(\$0 Means No Price):

Address: **998 Great Plain Ave.**

City: **Needham**

State/Zip: **MA 02492**

File Name: **Noodle Doodles**

Job No: **03845**

The undersigned, in his or her individual and official capacity, hereby certifies that the quoted prices, designs, specifications, terms, and conditions are accepted. New CC Sign is authorized to perform the work as specified.

X

Date

Print Name

NEW CC SIGN

259 Quincy Ave. Quincy, MA 02169

TEL: 617.479.8552 / 617-210-7982

Fax: 617.479.4852

ccsignboston@gmail.com

NEW CC Sign ALL RIGHTS RESERVED

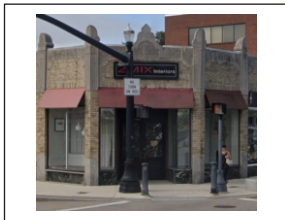
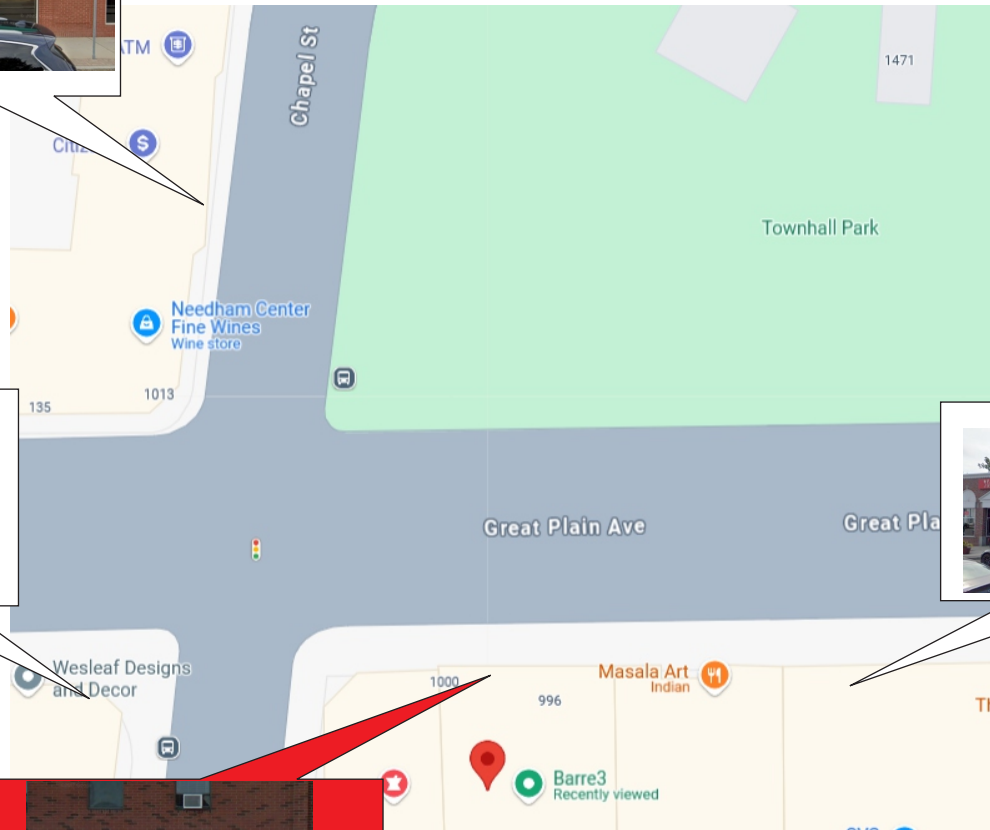
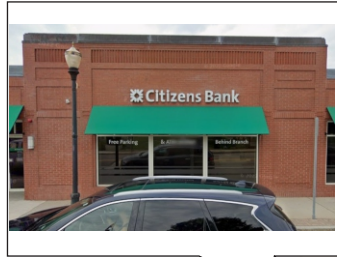
Existing



Proposed



Photograph of Neighboring signage

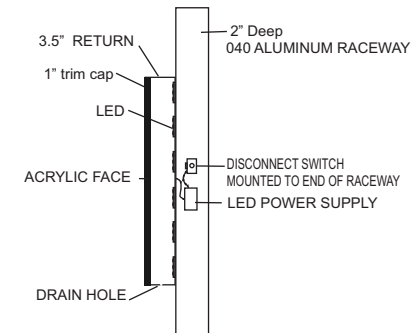




Total
SQF
25.6



side view:



Specifications:

- * 040 matt black aluminum panel w/welded 1"x1" galvanized tubing frame
- * 040 black aluminum letter boxes 3.5" return.
- * 1/8" white acrylic faces with black and red vinyl.
- * Internal white led lighting illumination, UL Listed.
- * Low voltage electronic power supply.
- * Letter boxes to be mounted to the aluminum cabinet.

Sign installed in location shown on attached photo

This sign is intended to be installed in accordance with the requirement of Article 600 of the National Electrical Code and/or other applicable local code. This includes proper grounding and bonding of the sign.

Channel Letter Sign:

This image is for general reference only, and may not accurately represent the actual product.

Customer: **Ray Zheng**

Company: **Noodle Doodles**

Phone: **781-605-9889**

Original: **12/09/2024** Revision:

Estimate(\$0 Means No Price):

Address: **998 Great Plain Ave.**

City: **Needham**

State/Zip: **MA 02492**

File Name: **Noodle Doodles**

Job No: **03845**

The undersigned, in his or her individual and official capacity, hereby certifies that the quoted prices, designs, specifications, terms, and conditions are accepted. New CC Sign is authorized to perform the work as specified.

X

Date

Print Name

NEW CC SIGN

259 Quincy Ave. Quincy, MA 02169

TEL: 617.479.8552 / 617-210-7982

Fax: 617.479.4852

ccsignboston@gmail.com

NEW CC Sign ALL RIGHTS RESERVED

Existing



Proposed



Photograph of Neighboring signage





Design Review Board Meeting Minutes
Monday, December 16, 2024
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Susan Opton, Board Member (P)
Steve Dornbusch, Board Member (P)
Milee Pradhan, Board Member (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Mark Gluesing, Chair, called the meeting to order on December 16, 2024, at 7:30 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Maria Iriti, owner of building located at 18 Highland Circle
2. Mike Crivello, Crivello Signs, and Bob Conrad, owner of Conrad's Restaurant
3. Scott Drago, Blue on Highland
4. Tom Taricano, FastSigns representing Kimba Fit
5. George Giunta, attorney, representing EP 63 Kendrick Realty; David Silverman, STA Design, Inc.

Hearings:

Continued: 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.

It was noted that this hearing would be continued to January 13, 2025.

Agenda Item 1:

Maria Iriti, owner of building located at 18 Highland Circle applying for exterior façade changes.

Maria Iriti, owner, explained that the front of the building has rotted wood on it and the proposal is to replace this with vinyl siding. The color will be kept the same. The overhang and trim are proposed to remain the same.

Chair Gluesing asked if the lower windows would have trim added to them. Ms. Iriti stated that she believes the shutters will be removed from these windows but there is no trim proposed to be added. Chair Gluesing noted that the windows will need to be flashed properly in order to better mitigate for water exposure.

46
47 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve
48 the façade changes for 18 Highland Circle, as submitted. Steve Dornbusch – aye; Chair Gluesing
49 – aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

50
51 **Agenda Item 2:**

52 *Bob Conrad, owner of Conrad's Restaurant located at 1257 Highland Avenue applying for*
53 *signage.*

54
55 Mike Crivello, Crivello Signs, explained that the owner is requesting a new signage for the
56 business. The existing channel letters on the race way are proposed to be changed to flush-
57 mounted, reverse channel letters, externally lit with low voltage gooseneck lights.

58
59 Chair Gluesing stated that the proposed lettering does not stay within the painted sign band. Mr.
60 Crivello stated that the intention was to maximize the sign size. Mr. Dornbusch stated that the
61 script font proposed seems okay to break the sign band.

62
63 Chair Gluesing noted that a submitted picture of the fixture would have been useful, but the
64 Board can likely move forward with the application without it.

65
66 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve
67 the signage for 1257 Highland Avenue, as presented. Steve Dornbusch – aye; Chair Gluesing –
68 aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

69
70 **Agenda Item 3:**

71 *Scott Drago, Blue on Highland located at 880 Highland Avenue and applying for revised façade*
72 *change.*

73
74 Scott Drago, applicant, explained that the elevations and materials being used are the same as
75 previously proposed. The change requested is to keep the existing door in place. This will not be
76 used as the main entrance but could be used as an ADA compliant entrance, if needed. There will
77 be an ADA compliant access from the parking spaces, along with three egress points. The same
78 window as previously proposed in the elevation is included on the plan. The windowpanes will
79 open accordion-style inside the building.

80
81 Chair Gluesing explained that, instead of having a continuous wall of windows, as previously
82 proposed, the plan now shows that the doorway has been recessed back. Mr. Drago explained
83 that the door can still open out but is proposed to be recessed.

84
85 Chair Gluesing suggested that the applicant make sure the clearance for the “pull” side of the
86 door is ADA compliant with the Building Inspector.

87
88 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve
89 the revised façade changes proposed for 880 Highland Avenue, as presented. Steve Dornbusch –
90 aye; Chair Gluesing – aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

92 **Agenda Item 4:**

93 *Tom Taricano, FastSigns representing Kimba Fit located at 1502 Highland Avenue and applying*
94 *for signage.*

95
96 Tom Taricano, FastSigns, explained that the proposal is for an aluminum bar frame sign, with
97 printed vinyl graphics, held on with L brackets and galvanized hardware, that matches others
98 along the same building and on buildings across the Green on Chapel Street. The sign is
99 proposed to be located in the same location as the existing sign.

100
101 Ms. Opton asked about the background color. Mr. Taricano stated that he believes this to be an
102 off-white color.

103
104 Ms. Pradhan asked how the sign is proposed to be centered. Mr. Taricano stated that this is to be
105 centered over the awning for the tenant.

106
107 Mr. Dornbusch noted that the height of the signs on the building are different. Mr. Taricano
108 stated that the proposed sign will be horizontally centered with the signs next to it.

109
110 Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve
111 the signage for 1502 Highland Avenue, with the conditions that the center line align horizontally
112 with the adjacent sign to the left, and that the background color be an off-white. Steve Dornbusch
113 – aye; Chair Gluesing – aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

114
115 **Agenda Item 5:**

116 *George Giunta, attorney, representing EP 63 Kendrick Realty located at 63 Kendrick Street*
117 *(formerly known as 155 Fourth Avenue) and applying for site plan review.*

118
119 George Giunta, attorney representing EP 63 Kendrick Realty, explained that the property was
120 previously known as 155 Fourth Avenue, but upon redevelopment in 1997, the address was
121 changed to 63 Kendrick Street. There were two minor amendments to the original site plan
122 approval from 1997, but the building has otherwise remained as is since that time. The property
123 consists of a large building with a small parking area in the front and a large parking area in the
124 rear. The new owners would like to renovate and reposition the building for the current market.
125 This will include adding two small additions to the front and back, including a reconfiguration of
126 the front to create a new entry courtyard area and a vestibule off the back. An existing interior
127 courtyard will be closed in and made interior floor space. An existing loading area in the rear
128 will be reconfigured to make a new loading dock area, and another loading dock will be added to
129 the northwest corner of the building. Part of the building currently consists of two floors, and a
130 portion of that floor space is proposed to be removed to allow for an open space from floor to
131 ceiling. This will allow for a decrease in square footage of the building from 106,000 s.f. to
132 97,886 s.f. Also, the exterior of the building will be refreshed and updated, along with the
133 landscaping. The parking lots will be resurfaced and updated.

134
135 David Silverman, STA Design, Inc., stated that there are currently two entrances off the
136 Kendrick Street side. Both of these are proposed to be removed in order to make one entrance
137 from this side. The parking lot at the rear has one main entrance which will be modernized. The

side entrance from Fourth Avenue is proposed to be removed to further develop a loading dock. Two loading bays are proposed. The existing interior layout of the building is proposed to be gutted and renovated. Many of the joints in the building wall finish are proposed to be removed, along with replacing all of the existing windows. There are cornices along the top that will be removed in order to make a more modern façade. Existing steel material within the entrance will be reused. The front entrance will become a curtain wall with metal paneling wrapping. The corner building that is lower than the rest of the building will break the rhythm with the introduction of a lighter grey color.

The applicant team reviewed the landscape plan. Some of the existing trees in severe decline will be removed and replaced with canopy trees and columnar trees in the parking lot. Existing pine trees along one property line will be preserved. The entrance is composed of hexagonal pavers. A list of the proposed plantings was reviewed.

Chair Gluesing asked about signage for the property. Attorney Giunta stated that signage applications will be submitted at a later date.

Chair Gluesing stated that he believes the proposed plan will improve access to the loading dock. He asked about lighting in the rear parking lot. The applicant team stated that there are five poles proposed in that lot.

Ms. Pradhan stated that the proposal will make a large improvement to the site. She explained that the change in color along the building façade may end up feeling too busy, though she understands the reasoning for trying to break up the building. She suggested including something other than lawn in the planting plan near the Kendrick Street entry area. She also encouraged more variety in the plantings, especially near the courtyard area.

Ms. Opton suggested more diversity in the canopy trees proposed, along with lawn replacement options. Additional native plantings would also be preferred.

Mr. Dornbusch suggested adding benches to the outdoor space.

Chair Gluesing asked if the lawn area will be irrigated. The applicant team stated that it would be. Chair Gluesing stated that the proposed updates will be simplified and volumetric. The Fourth Street section of the building seems to have a flat façade with no articulation. He asked about suggested line work in the wall finish for the design. The applicant team explained that this is not the focal point of the building, and the intention is to simplify the building overall to create a clean surface. Chair Gluesing asked if there will be coping at the top of the wall. The applicant team explained that there will be a roof coping at the top, of a typical roof line to blend in with the proposed color palette.

Chair Gluesing stated that the Board's comments and recommendations will be sent along to the Planning Board for the applicant's upcoming hearing on January 21st.

REVIEW

Minutes of 11/18/2024 meetings.

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189
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191
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Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the meeting minutes of November 18, 2024, as amended. Steve Dornbusch – aye; Chair Gluesing – aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

Upon motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 8:50 p.m. Steve Dornbusch – aye; Chair Gluesing – aye; Milee Pradhan – aye; Susan Opton – aye; Motion passed 4-0-0.

Next Public Meeting – January 13, 2025, at 7:30pm via Zoom Webinar

DRAFT