Design Review Board Meeting Minutes
Monday, June 2, 2025
7:30 p.m.

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

Mark Gluesing, Chair, called the meeting to order on June 2, 2025, at 7:30 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:
1. Tom Taricano, FastSigns representing Central Auto Solution
2. Bryan Bonina, Signarama – Walpole representing PEX

Agenda Item 1:
Tom Taricano, FastSigns representing Central Auto Solution located at 33 Central Avenue, Needham, MA, and applying for signage.

Tom Taricano, FastSigns, stated that the proposal is for an aluminum bar frame sign to sit within a brick framed area on the façade. The area currently contains a speaker leftover from a fire system which will be removed.

Mr. Dornbusch asked if there is any lighting proposed for the sign. Mr. Taricano stated that there will be no lighting.

Chair Gluesing asked about the mounting for the sign. Mr. Taricano stated that this would be done using hidden brackets.

Chair Gluesing noted that some of the application requirements were not completed for the initial submittal and that this should be considered for future applications.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the application for 33 Central Ave., as submitted. Felix Zemel – aye; Susan Opton – aye; Milee Pradhan – aye; Mark Gluesing – aye; Steve Dornbusch – aye; Motion passed 5-0-0.

Agenda Item 2:
Bryan Bonina, Signarama – Walpole representing PEX located at 1450 Highland Avenue and applying for signage.

Bryan Bonina, Signarama – Walpole representing PEX, explained that the proposal is for a ½" thick PVC sign panel with ½" thick laser cut, acrylic dimensional letters mounted to it. The sign will be bolted to the building face.

In response to a question from Mr. Zemel, Mr. Bonina stated that the sign will not be illuminated.

Mr. Zemel asked if the existing window signs reading "Coming Soon", and other messages will be removed with installation of the proposed sign. Mr. Bonina stated that he would assume so, though he has nothing to do with those signs. Mr. Zemel stated that he would like to see the window signs removed.

Mr. Dornbusch stated that he has no issues with the proposed sign but would like all the window signs removed.

Chair Gluesing noted that there is a fair amount of verbiage proposed on the 'Boxing' lettering portion of the sign. This is the identifying sign for the business and its location. 'Boxing' may be enough to delineate information about the business. The additional language is more promotional than identifying. Mr. Zemel stated that, as long as the window signs are removed, he does not have an issue with the semi-promotional language proposed. Ms. Pradhan stated that she would prefer the sign without the lettering above 'Boxing.' Mr. Dornbusch stated that he does not mind the additional language, due to its small size.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to approve the sign for 1450 Highland Ave., with the condition that the unpermitted temporary signage be removed. Felix Zemel – aye; Susan Opton – aye; Milee Pradhan – aye; Mark Gluesing – aye; Steve Dornbusch – aye; Motion passed 5-0-0.

Envision Needham Update

Mr. Zemel explained that it appears that the Envision Needham Plan, which was originally planned to launch this July, is being pushed back at least six months, if not indefinitely. The consultants have been asked for additional alternative design options. The Envision Committee has had difficulty obtaining a quorum for its meetings. Many of the items the Committee would like to see changed are tied to the funding.

REVIEW

Minutes of 04/28/2025 and 5/19/2025 minutes

Upon a motion duly made by Mr. Zemel and seconded by Ms. Opton, it was voted to approve the meeting minutes of April 28, 2025. Felix Zemel – aye; Susan Opton – aye; Mark Gluesing – aye; Motion passed 3-0-0.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Pradhan, it was voted to approve the meeting minutes of May 19, 2025. Milee Pradhan – aye; Mark Gluesing – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 7:58 p.m. Felix Zemel – aye; Susan Opton – aye; Milee Pradhan – aye; Mark Gluesing – aye; Steve Dornbusch – aye; Motion passed 5-0-0.

Next Public Meeting – June 23, 2025, at 7:30pm via Zoom Webinar