

DESIGN REVIEW BOARD

Monday, August 11, 2025

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 2027, 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: None.

APPLICANTS:

Annie So, owner of Highland Spa located at 120 Highland Avenue and applying for signage and an awning.

Tom Taricano, FastSigns representing Nightingale Wealth Solutions located at 1036 Great Plain Avenue and applying for signage.

REVIEW

Minutes of 7/14/2025 meeting.

Next Public Meeting – September 8, 2025 at 7:30pm



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 120 Highland Ave **Date:** 07/21/2025

Owner: NE RE Needham LLC

Address: 150 Wood Road, Suite 1001 Braintree MA 02148
Street City State Zip
Telephone: 781-794-9955

Applicant: Yin Sum So

Address: 120 Highland Ave Needham MA 02494
Street City State Zip
Telephone: 781-363-0838

Designer/Installer: Ricky Zeng

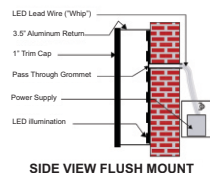
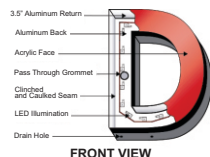
Address: 259 Quincy Ave. Quincy, MA 02169
Street City State Zip
Telephone: 617-210-7982

<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:

Install a channel letter sign to the back building wall, facing to the street.

Please email completed application to elitchman@needhamma.gov



Specifications:

- * 040 white back, gold aluminum letter boxes 3.5" return w/ 1" gold trim cap.
- * 3/16" white acrylic faces with gold vinyl
- * Internal white led lighting illumination, UL Listed.
- * Letter boxes to be mounted on the wall.

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

LED Channel letter sign:

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

Customer: **Yin Sum So**

Company: **Highland Spa**

Phone: **781-363-0838**

Original: **07/07/2025** Revision:

Estimate(\$0 Means No Price):

Address: **120 Highland Ave.**

City: **Needham**

State/Zip: **MA 02494**

File Name: **Highland Spa**

Job No: **04077**

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

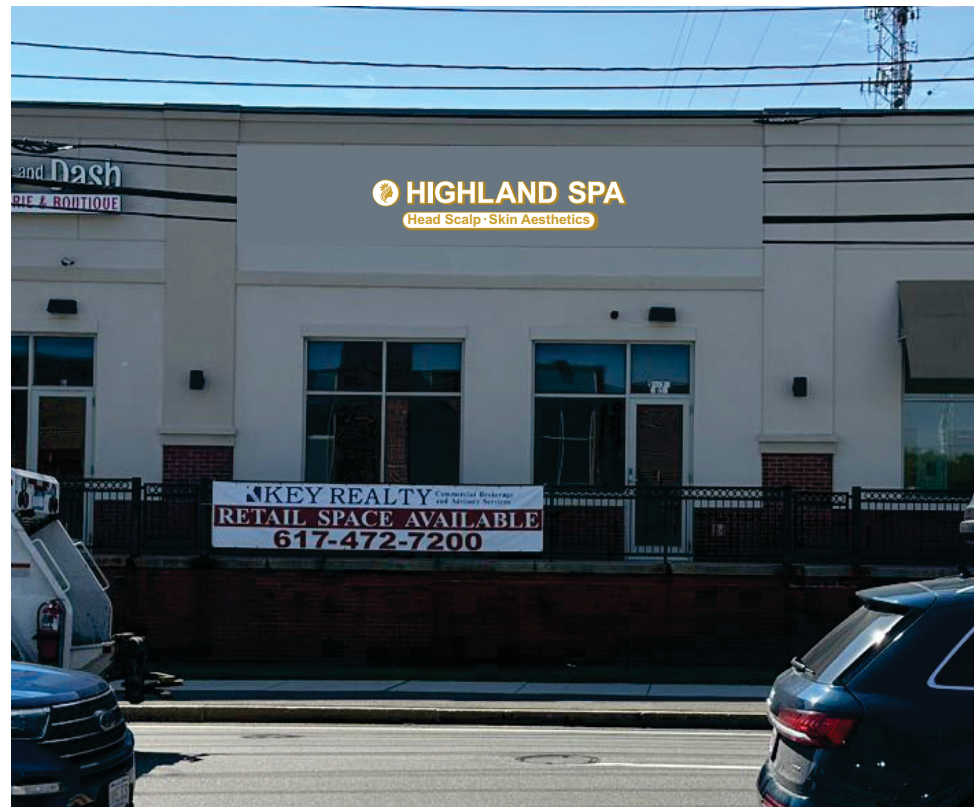
ccsignboston@gmail.com

NEW CC Sign ALL RIGHTS RESERVED

Existing



Proposed





TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 120 Highland Ave. **Date:** 07/21/2025

Owner: NE RE Needham LLC

Address: 150 Wood Road, Suite 1001 Braintree MA 02148
Street City State Zip
Telephone: 781-794-9955

Applicant: Yin Sum So

Address: 120 Highland Ave Needham MA 02494
Street City State Zip
Telephone: 781-363-0838

Designer/Installer: Ricky Zeng

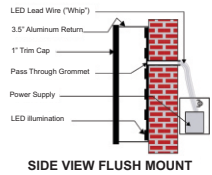
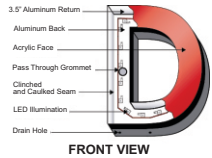
Address: 259 Quincy Ave. Quincy MA 02169
Street City State Zip
Telephone: 617-210-7982

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 and new awning to the wall, existing pylon sign refacing only.

Please email completed application to elitchman@needhamma.gov



Specifications:

- * 040 white back, gold aluminum letter boxes 3.5" return w/ 1" black trim cap.
- * 3/16" white acrylic faces with gold vinyl.
- * Internal white led lighting illumination, UL Listed.
- * Letter boxes to be mounted on the wall.

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

LED Channel letter sign:

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

Customer: **Yin Sum So**

Company: **Highland Spa**

Phone: **781-363-0838**

Original: **07/07/2025** Revision:

Estimate(\$0 Means No Price):

Address: **120 Highland Ave.**

City: **Needham**

State/Zip: **MA 02494**

File Name: **Highland Spa**

Job No: **04077**

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

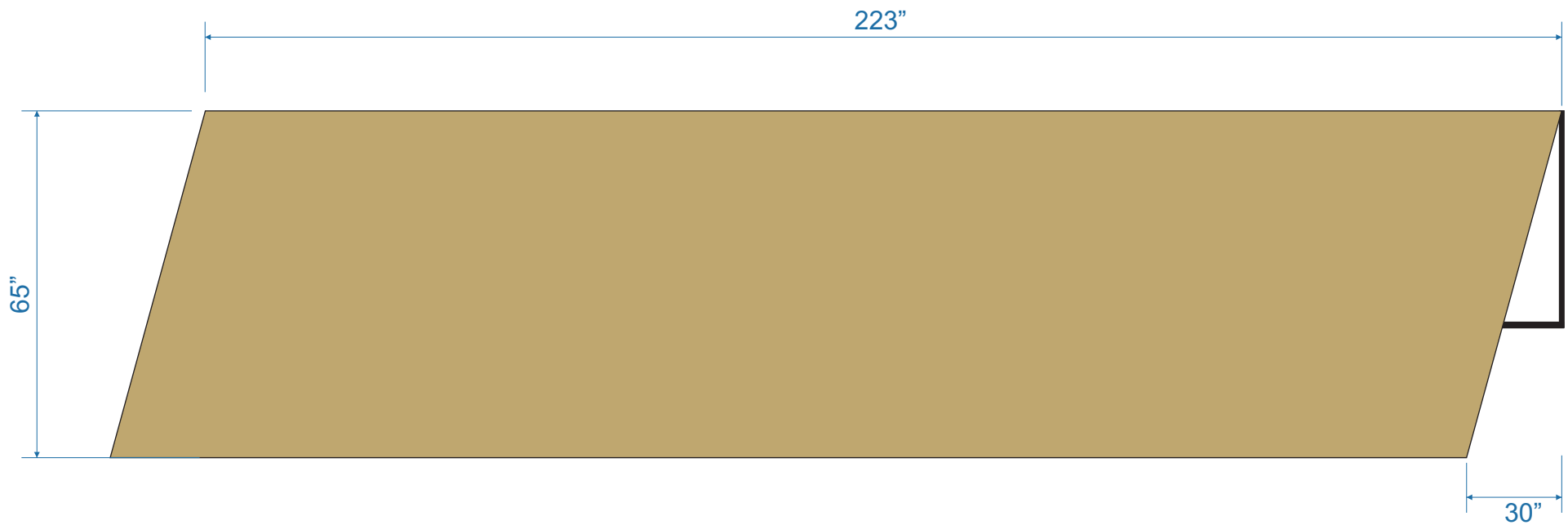
TEL: 617.479.8552 / 617-210-7982

Fax: 617.479.4852

ccsignboston@gmail.com

• **NEW CC Sign** ALL RIGHTS RESERVED

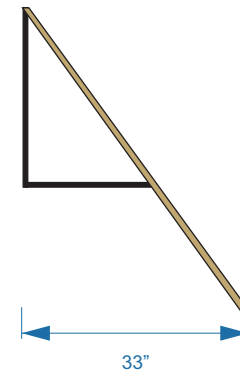
Open End Awning:



Specifications:

- *Welded 1"x1" galvanized tubing frame
- *Toast Sunbrella fabric
- *Photo install as shown.

side view:



Existing



Proposed



Existing pylon sign refacing only



Specifications:

- * Existing pylon sign refacing
- * 3/16" white acrylic sheet with ivory, gold and black vinyl.
- * Photo install as shown.

Existing



Proposed





TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 1036 Great Plain Ave Date: 7/21/25

Owner: Greene Rubin Miller & Pacino

Address: 1340 Soldiers Field Rd. Brighton MA 02135
Street City State Zip

Telephone: 617-254-4422

Applicant: Nightingale Wealth Solutions

Address: 1036 Great Plain Ave Needham MA 02492
Street City State Zip

Telephone: 617-340-3322

Designer/Installer: FASTSIGNS of Needham, MA

Address: 15 Kearney Rd. Needham MA 02492
Street City State Zip

Telephone: 781-444-4889

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

Brief description of sign or project:

Fabricated aluminum cabinet / pan face, with acrylic 3D text/logo

Tel 781-444-4889 Fax 781-444-8577 • 310@fastsigns.com

125"



BACKGROUND: 125"x36"x3" fabricated aluminum pan face/cabinet sign, painted black, to be mounted on brick building facade with galvanized brackets & hardware

NIGHTINGALE: 90.14"x8.5" FCO 0.5" acrylic, painted white, stud mounted to cabinet front

WEALTH SOLUTIONS: 90.12"x4.12" FCO 0.25" acrylic, painted gold, stud mounted to cabinet front

ICON: 21.23"x31.38" FCO 0.5" acrylic, printed vinyl/laminated face, stud mounted to cabinet front

Sign width: 125"

Sign height: 36"

Sign square footage: 31.25"

Nightingale "N" height: 8.11"

Wealth "W" height: 4"

Sign to grade: approx 24ft

Nightingale Wealth Solutions

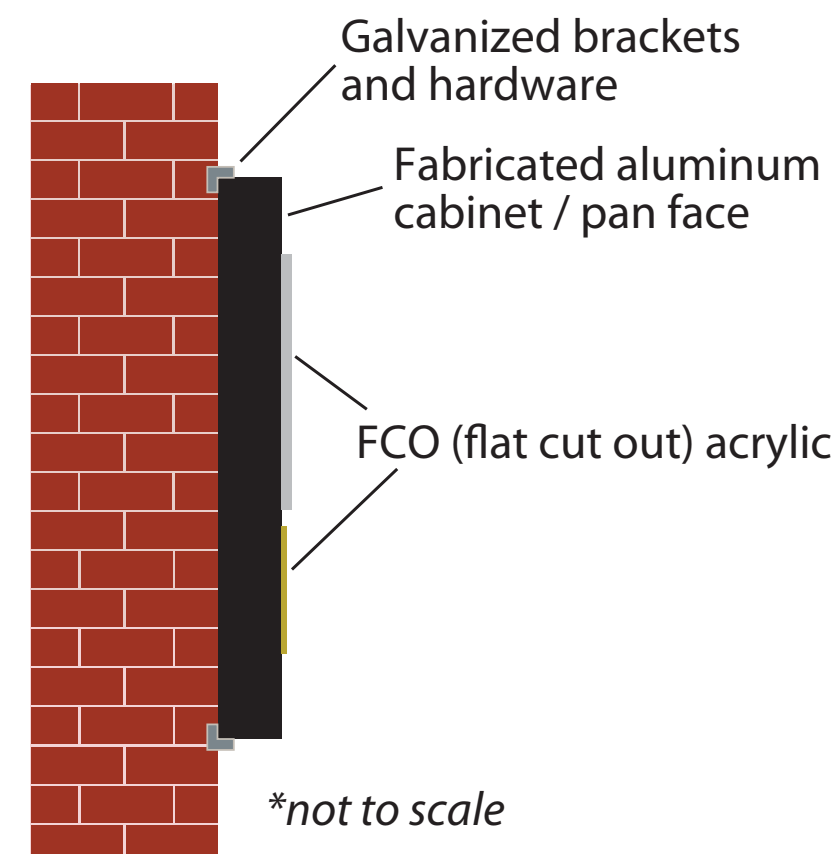
Aluminum cabinet w/ acrylic 3D

1036 Great Plain Ave

Needham, MA

02492

Mounting Detail:



Building View

Full Building



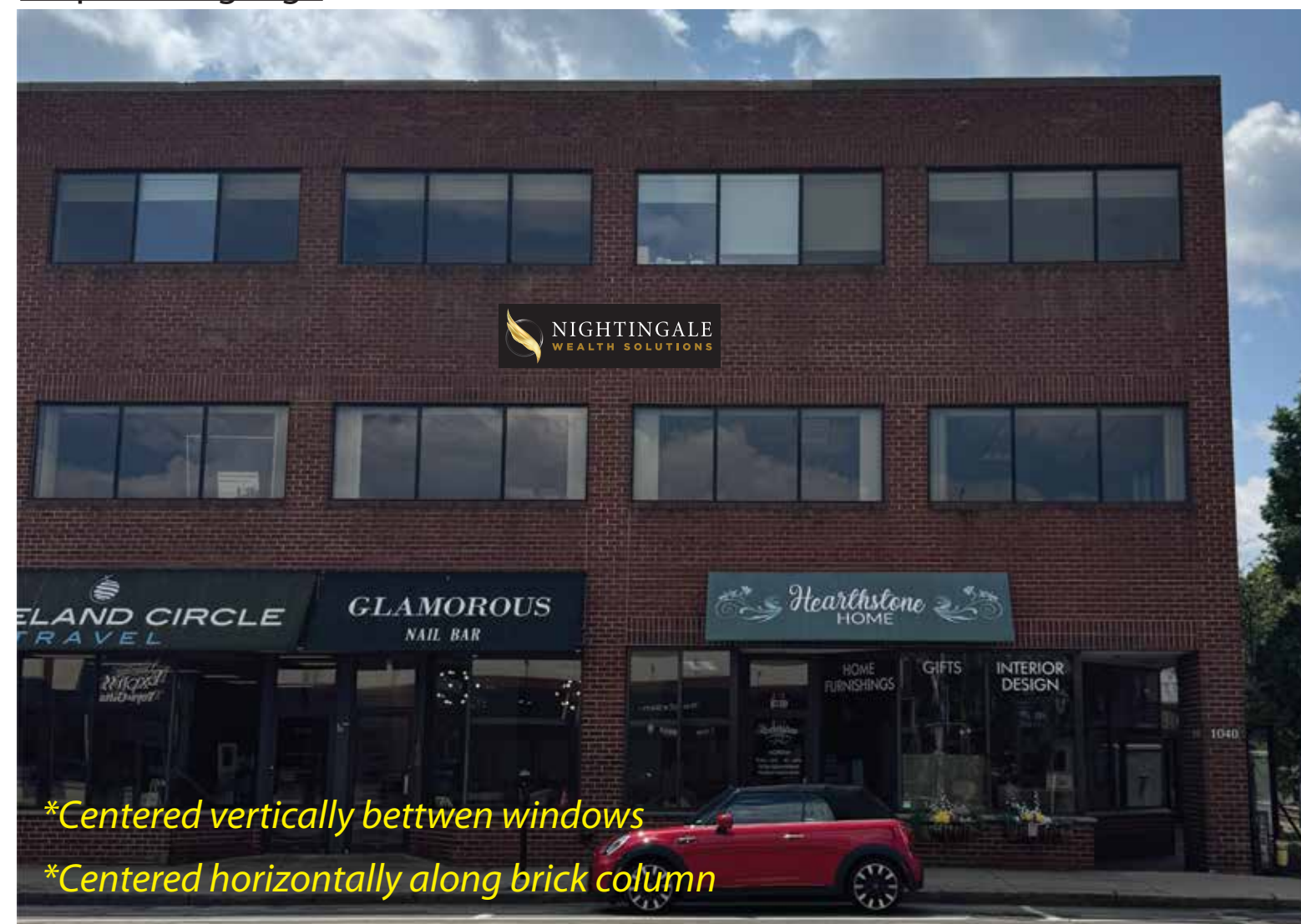
Existing Signage



Nightingale Wealth Solutions

Aluminum cabinet w/ acrylic 3D
 1036 Great Plain Ave
 Needham, MA
 02492

Proposed Signage



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Neighborhood View

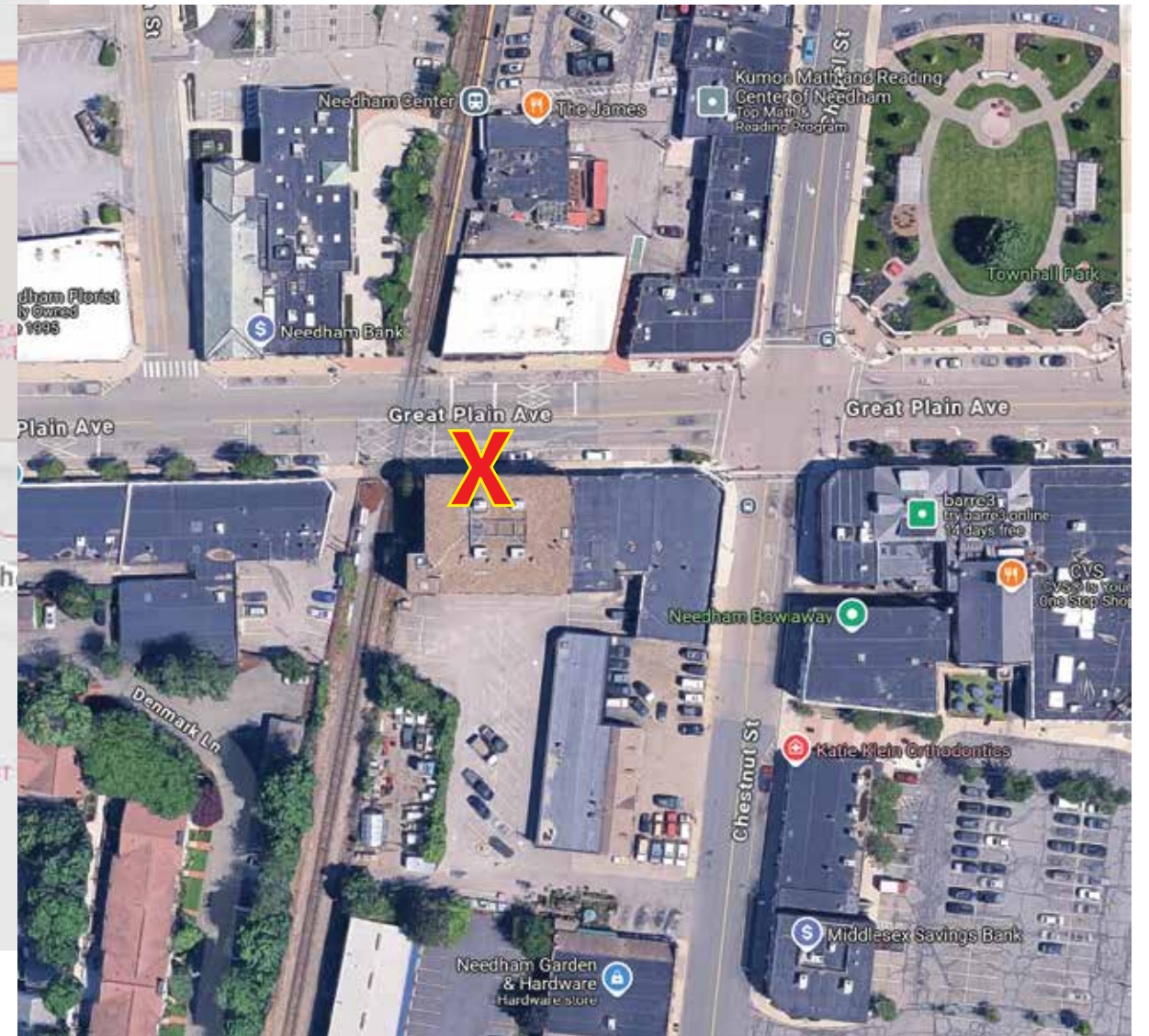
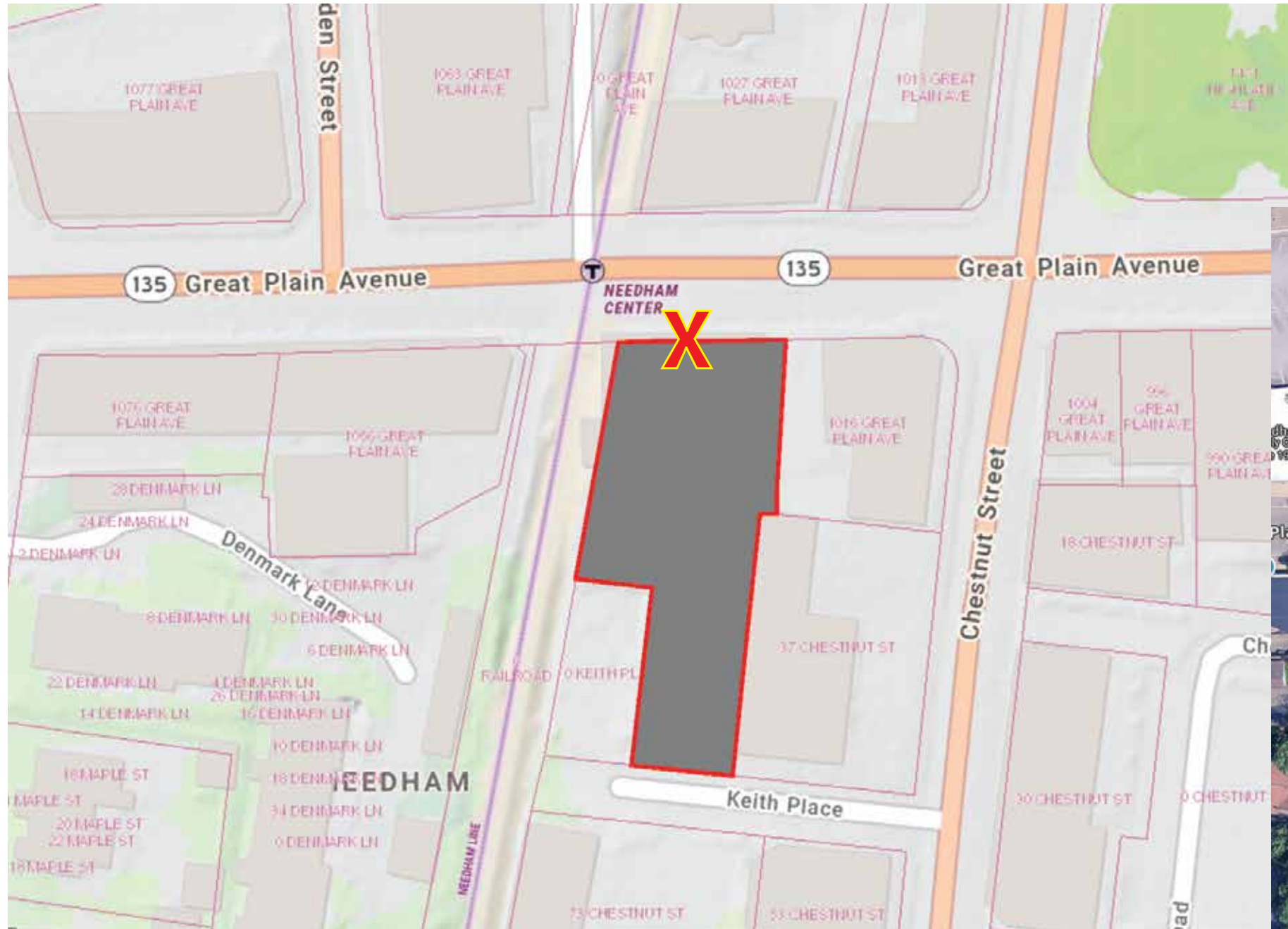
Nightingale Wealth Solutions
Aluminum cabinet w/ acrylic 3D
 1036 Great Plain Ave
 Needham, MA
 02492



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Aerial View

Nightingale Wealth Solutions
 Aluminum cabinet w/ acrylic 3D
 1036 Great Plain Ave
 Needham, MA
 02492



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Design Review Board Meeting Minutes
Monday, July 14, 2025
7:30 p.m.

Board Members:

Steve Dornbusch, Board Member (P)

Milee Pradhan, Board Member (P)

Felix Zemel, Board Member (P)

Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Felix Zemel, Acting Chair, called the meeting to order on July 14, 2025, at 7:30 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Scott Spaulding, Viewpoint Sign & Awning representing Horner
2. Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center
3. Gary McCoy, Poyant Signs, representing Advisor 360

Agenda Item 1:

Scott Spaulding, Viewpoint Sign & Awning representing Horner located at 65 Crawford Street and applying for signage.

Scott Spaulding, Viewpoint Sign & Awning representing Horner, explained that the applicant is changing the name and the logo on the existing sign. The proposal is to replace the existing sign in a different footprint, but the same square footage and type, halo-lit letters on a backer panel that is painted to match the façade.

Mr. Zemel stated that the sign will be visible from Route 95 which allows a sign of 100 s.f. and the proposal is for a sign of 44 s.f.

Ms. Pradhan stated that the typeface seems much thicker than what is on the original sign, but this may be due to branding.

Mr. Zemel stated that the Board does not usually like white signs, but, in this case, the building is already white. The sign will be halo-lit so there should not be much glare associated. He requested that the white background be matte/flat. Mr. Spaulding stated that the façade has a matte stucco finish that the sign will be painted to match. Mr. Zemel noted that the sign is being attached to a platform which will be attached to the building, instead of directly to the building. Mr. Spaulding explained that the existing color of the building will be matched with a satin/matte finish of the backer.

Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to approve the sign for Horner, as submitted. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

46
47 **Agenda Item 2:**

48 *Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center located at 1401-*
49 *1417 Highland Avenue and applying for exterior façade changes.*

50
51 Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center, explained that
52 this has been a gas station for over 30 years and the intention is to update its façade. The existing
53 storefront had cages on the windows which have been removed. He plans to install energy
54 efficient glass on the storefront. The proposal includes refacing the gables in a Hardie plank light
55 mist color, with new AZEK trim. He would like to paint the brick part of the building the grey
56 gable color with white trim and grey on the bottom. The existing sign is not proposed to change.
57 The existing canopy will remain, though the columns will be painted to match the grey of the
58 façade.

59
60 Mr. Dornbusch asked if the brick in front of the building which holds a flower garden will also
61 be painted. Mr. Derenzo stated that he is not proposing to paint it at this time, as he intends to
62 remove it and replace it with a precast structure at some point in the future. Mr. Dornbusch stated
63 that he would like to see it painted the same color as the new façade, if it remains. Mr. Derenzo
64 stated that he would plan to change this to a precast grey block.

65
66 Ms. Pradhan asked if the painting would include paint on the windows and doors. Mr. Derenzo
67 stated that the doors have already been replaced with bronze aluminum and the window trims
68 were replaced with AZEK.

69
70 Mr. Zemel stated that he would like to include a condition for the applicant to be able to replace
71 the brick planter with a grey precast structure or repaint it, but it is unclear what the material will
72 be. Mr. Derenzo stated that his intention would be to replace with a grey precast block. He may
73 also come back before the Board in the future, when he needs replacement signage for the
74 property. Mr. Zemel suggested that the planter be painted to match the façade color at this time,
75 until it is later replaced.

76
77 Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to
78 approve the exterior façade changes for the Needham Service Center, with the conditions that the
79 planter in the front of the triangle be painted to match the color of the building and also to paint
80 the columns of the canopy to match the either the trim or the grey color of the building. Felix
81 Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

82
83 **Agenda Item 3:**

84 *Gary McCoy, Poyant Signs, representing Advisor360 located at 400 First Avenue and applying*
85 *for signage.*

86
87 Mr. Zemel noted that the applicant is seeking signage that will be 99.2 s.f. This is part of the
88 TripAdvisor building. In 2023 the Board gave preliminary approval for additional tenant signage
89 up to 100 s.f., as the building is viewable from Route 128 and halo lit. The Board did not
90 preapprove all signage; tenants would apply and present proposed signage to the Design Review
91 Board

Gary McCoy, Poyant Signs, representing Advisor360, explained that the proposed sign is halo lit channel letters on the exact application that is used for the TripAdvisor sign. The methodology to determine the square footage is the same as that which was used for the TripAdvisor sign. The proposed sign faces will be painted two shades of blue.

Mr. Zemel stated that logos count toward the square footage of a sign, and the proposed sign seems closer to 140 s.f. Mr. McCoy explained the calculation that was used, as it was the same one used for the TripAdvisor sign. Mr. Zemel agreed that it does appear to be closer to 99 s.f. due to the “Advisor360” lettering being short enough to allow for the additional 40 s.f.

Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to approve the signage for Advisor360, as submitted. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

REVIEW

Minutes of 6/23/2025 minutes

Upon a motion duly made by Mr. Dornbusch and seconded by Mr. Zemel, it was voted to approve the meeting minutes of June 23, 2025. Felix Zemel – aye; Milee Pradhan – abstain; Steve Dornbusch – aye; Motion passed 2-0-1.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 8:03 p.m. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

Next Public Meeting – July 28, 2025, at 7:30pm via Zoom Webinar