



Design Review Board Meeting Minutes

Monday, July 13, 2020

7:30 PM

Board Members and Staff:

Mark Gluesing, Chair (P)

Chad Reilly, Board Member (P)

Deborah Robinson, Board Member (P)

Bob Dermody, Board of Member (P)

Nelson Hammer, Board of Member (P)

Rana Mana-Doerfer, DRB Recording Secretary (P)

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

Applicants and Attendees:

Anna Haluch, ProSign Graphics representing U.S. Storage Centers Self-Storage and attending the meeting for an informal review of a signage proposal to be located at 540 Hillside Avenue.

Thomas Acosta, Visual Graphic Systems applying for signage representing Coldwell Banker Realty located at 1498 Highland Avenue.

Scott Clement, Sign Design representing Coldwell Banker Realty located at 1498 Highland Avenue.

Bhuren Patel (Owner), Home Kitchen Inc. Bryn Robinson, Boston Sign Company, applying for signage at 324 Chestnut Street.

Mr. Chair called the meeting to order on July 13th, 2020 at 7:30 PM EST

Mr. Chair notified attendees of new public meeting orders issued by the governor of Massachusetts.

Agenda Item 1:

Coldwell Banker Realty, 1498 Highland Avenue.

Mr. Thomas Acosta deferred his time to Mr. Scott Clement. They are looking to install Coldwell Banker branding at 1498 Highland Ave. It is a non-lit aluminum frame, a 26 ½ square foot sign, same height as the adjacent tenants to left and right.

Mr. Reilly: what is the height of the letters?

Mr. Acosta: The letter is 5 ½ to 6 inches on the Coldwell Banker Realty letters.

The Chair asked if the lettering is too small. Mr. Nelson indicated that he finds the sign legible.

Motion to approve signage at 1498 Highland Ave was made by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	AYE/NAY	
Mark Gluesing, _Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

Agenda Item 2:

Home Kitchen Inc, 324 Chestnut Street.

Bhuren Patel wishes to install a sign using the existing aluminum frame structure on the building. Instead of white letters they would like to install a cloud backer behind the lettering. The sign would have a white contour cut shape that goes around the perimeter of the lettering, and then black ½ inch thick dimensional lettering would be applied to the cloud backer.

Mr. Reilly: The text is unusual, how legible is the text going to be? He wonders how easy it will be to read the “Home Kitchen” lettering? He also asked about the light background visibility compared to other signs on the building with the building color background.

Ms. Robinson does not believe the black lettering on a light background will be an issue.

Mr. Dermody noted that he finds the font extremely difficult to read. He is also concerned the sign will be much higher than others as it is currently proposed.

Ms. Robinson: will look into lowering the sign to match others of neighboring businesses.

Mr. Reilly asked why the tag line on the compound sign panel “From our kitchen to yours” is necessary?

The Board generally allows a few words to help businesses identify themselves properly.

Mr. Reilly and the Board would like a shorter phrase, 3 words or less.

Mr. Patel explained to Mr. Reilly that the tagline serves the purpose of identifying the business in more detail, which aims to be the Blue Apron version of Indian cooking.

Mr. Patel’s wife suggested off screen the tagline of “Home Cooked Meals”. The Board agreed that this tagline is much better.

Motion to approve the application of 324 Chestnut street, for two signs given the following conditions was made by Mr. Hammer:

1. Applicant has the option to change the coloring to light letter on a dark background.
2. Applicant is to lower sign to closer alignment with the bottom of the other signs on the building
3. For the second sign on the compound sign the applicant is to change the tagline to “Home Cooked Meals”

Motion was seconded by Mr. Reilly.

Name	AYE/NAY	
Mark Gluesing, Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

Agenda Item 3:

An informal review for informational purposes of signage proposal for U.S. Storage located at 540 Hillside Ave.

Anna Haluch of ProSign Graphics came before the Board to discuss installation two channel letter set signs on the new building located at 540 Hillside Ave. One would face Hillside Ave, the

other would face the parking lot where the main entrance will be located. They also propose to install a monument sign adjacent to Hillside Avenue.

The applicant stated that while the square footage is a bit large, this is partly due to the shape of the logo. However, the building is large, and if the Board is to look at the whole picture the footage the applicant believes the size is more appropriate.

The Chair indicated it was a good idea that Ms. Haluch to come before the Board informally. They have the right to apply for one sign and are applying for three, which would trigger the special permit requirements.

Mr. Reilly feels that for that part of town it is not a major through-way, and the people frequenting this location are there purposefully. He is not clear as to why so much signage would be required. The location is not near a highway, and the normal allowable 32 square feet for a sign is appropriate for most locations, including this one.

Ms. Robinson indicated that she also feels the amount of signage requested is too much.

Mr. Dermody: He does not expect a lot of drive-by business. He also feels the amount of signage would be too much. Persons generally in this area are there on purpose and such large signage would be superfluous. He also questioned the location of the monument sign on Hillside Ave, believing it is too close to the neighboring property driveway. The Chair agreed.

The Board gave Ms. Haluch directions on what they would like to see in her official application. The review concluded that Ms. Haluch will speak with her client, and she will submit the necessary application and information to the Board. The Board suggested that the monument sign be located closer to driveway entrance of the property. The size of the building signs should be compliant with the by-law. The second sign facing the parking lot is required to be smaller than the main building sign, and to be located near the entrance. The request for three signs is not likely to be granted a special permit. The Board recommends the monument sign be the primary sign application and the other building signage be part of the special permit review.

Review of Minutes

**Motion to approve meeting minutes of 6/15/2020 was made by Mr. Dermody
Motion was seconded by Mr. Hammer.

Name	AYE/NAY	
Mark Gluesing, _Chair	yes	
Bob Dermody	yes	
Nelson Hammer	yes	
Chad Reilly	yes	
Deborah Robinson	yes	

The Design Review Board meeting was adjourned at 8:30pm.