



Design Review Board Meeting Minutes
Monday, July 27, 2020
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Len Karan, Board Member (P)
Chad Reilly, Board Member (P)
Steve Tanner, Board of Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (NP)
Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

Applicants & Attendees:

1. Susan Canning applying for signage at the Walker School located at 1968 Central Avenue.
2. Chrissy Ripley of Sign Design on behalf of the Walker School.
3. George Needs, Boston Properties representing IDG applying for signage at 140 Kendrick Street.

Mr. Chair called meeting to order on July 27th, 2020 at 7:30 PM EST

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

Agenda Item 1:

Walker School, 1968 Central Ave

Chrissy Ripley of Sign Design presented the proposal to replace the two existing panels of the monument sign at the entrance of the property. The Walker School intends to leave the posts as is and change out the panel with new one-inch thick panel. The main change is the logo. The existing signs are single sided, and the proposed signs will be the same.

Mr. Chair asked Ms. Ripley the size of the panel. She answered 34 inches by 67 inches, but she believed the existing sign is closer to 36 inches high due to the lettering size.

Mr. Chair also asked what the proposed height of the lettering will be. Ms. Ripley estimates the lettering to be 12 inches high.

Mr. Reilly asked in terms of the existing sign what kind of construction it is. Ms. Ripley indicated it is a flat vinyl graphic. Mr. Reilly also wondered if stating the word “Needham” on the address portion is necessary.

Ms. Canning of the Walker School said she is open to suggestions from the Board. However other campuses they operate have the location of the school on the signs, so they would like it to be consistent with other signage.

Mr. Karan said he believes the sign looks a little busy, and he would worry if the sign were to have 3 lines instead of 2. He wonders if the word Needham can go below the address if it is necessary to identify the location of the school.

Mr. Tanner asked if the sign is double sided what would be on the back of the sign. Ms. Ripley indicated that the sign is single sided with a white finished look in the back.

Motion to approve with conditions that the word Needham be placed under the address and be separated by a single line by Mr. Reilly.

Motion was seconded by Mr. Karan.

Name	Aye	Nay
Mark Gluesing	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Please send approved application back to Sign Design at 170 Liberty St. Brockton 02301

Agenda Item 2:

IDG, 140 Kendrick St.

Mr. George Needs, Property Manager for Boston Properties presented the proposal for IDG..

The Chair asked Mr. Needs if he spoke with the Building Department. Mr. Needs said no, but that the property already has a special permit in place from their former occupants. Mr. Chair explained that special permits do not roll over.

Mr. Needs will have to begin a special permit process. His time in front of the Board will be used for informational purposes so he understands the recommendations regarding the four signs he wishes to install.

Mr. George Needs, Property Manager presented his application to install 4 new signs. (**Please note the signs will be referenced as A1,A2,A3,& A4)

Mr. Needs informed the Board that a new tenant, IDG will be leasing an entire building at 140 Kendrick St, with a planned move in date of January 2021. The former tenant of this location was PTC who moved to the seaport district.

Sign A1:

A1 will be located on a mechanical screen, replacing the existing PTC sign facing highway I95. The existing sign is 15 ½ feet in length and 6 feet in height. The new sign will be 14 ft 8 inches in length and 3 feet in height.

The letters will be individually mounted acrylic, with a perforated black vinyl covering.

Sign A2:

A2 is a new sign that will be installed, similar to the mechanical sign referenced in A1. It will be affixed to the building facing the interior courtyard and will serve as a way finder for guests visiting the campus. It cannot be seen from outside the campus. The new sign will be 10 ft 9 inches in length and 2 ft 8 inches in height.

Sign A3:

Sign A3 will replace the existing PTC logo on the monument sign at the entrance with the IDG logo. The existing sign is 4 ft 7 inches in length and 1 ft 9 inches in height, total of 8 square feet in area. The proposed logo will be 3 ft 10 inches in length, 1 ft 10 inches in height, total of 7 square feet in area. A panel will be placed over the existing sign and vinyl film will be applied to the panel.

Sign A4:

Sign A4 will be a new sign installed at the building entrance for IDG. The entrance will serve as the primary entrance at the interior plaza. Proposed dimensions are 24 inches wide & 16 inches in height.

Questions from the Board regarding sign A1:

The Chair wanted clarification on what exactly is illuminated. Mr. Needs noted that the dark letters will be lit. During the day the logo will be read black, but at night the light will shine through the perforations in the vinyl.

Mr. Tanner asked what color are the returns? Mr. Needs indicated the returns are made of fabricated metal and will be a stainless color. Mr. Tanner also asked if the grey lines in the logo will be lit. Mr. Needs indicated that it will also be lit.

Mr. Reilly wanted to confirm that all letters are mounted. Mr. Needs indicated that the letters are individually mounted.

Questions from the Board regarding sign A2:

Mr. Reilly expressed concern regarding approving signs like these because it sets a precedence where other businesses might demand their own sign, and if a building has 3 or 4 tenants, then it might not be prudent to approve this sign without having a master plan for signs of several tenants in a building campus.

Mr. Needs informed the Board that Boston Properties has signage standards for their tenants, and that they usually only lease the building as a whole to one tenant, and not multiple tenants.

Mr. Reilly indicated that he would like an attachment of the Boston Properties signage standard included with their application. That way the Board is able to reference this standard for any future applications at 140 Kendrick St.

Questions from the Board regarding sign A3:

Mr. Gluesing asked if the sign is illuminated.

Mr. Needs indicated that the sign is not illuminated, and they plan on having the lettering on a white background.

Mr. Reilly indicated once more his concern regarding a multi-tenant scenario. Mr. Needs assured the Board that they will be careful of not having more than 2 or 3 tenants at this location (1 per building).

Mr. Gluesing advised Mr. Needs to integrate the comments from this meeting when applying for the special permit.

Approval of Minutes:

Motion to approve the minutes of July 13th, 2020 by Mr. Reilly.

Motion seconded by Mr. Karan.

Name	Aye	Nay
Mark Gluesing	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Motion to Adjourn:

A motion to adjourn was moved by Mr. Reilly and seconded by Mr. Karan.

Name	Aye	Nay
Mark Gluesing	Aye	
Len Karan	Aye	
Chad Reilly	Aye	

Steve Tanner	Aye
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The Design Review Board meeting was adjourned at 8:20pm.