



Design Review Board Meeting Minutes
Monday, August 24, 2020
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (P)
Deborah Robinson, Board Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (P)
Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

Applicants & Attendees:

1. Mike Caggiano, (Plymouth Signs) applying for signage and new awning at Gibson Sotheby's International Realty, 936 Great Plain Avenue.
2. Anna Haluch, ProSign Graphics representing US Storage Centers Self-Storage, applying for signage at 540 Hillside Avenue.
3. Anna Haluch, ProSign Graphics informal discussion of additional signage for US Storage Centers Self-Storage at 540 Hillside Avenue.

Mr. Chair called the meeting to order on August 24th, 2020 at 7:30 PM EST.
Mr. Chair notified attendees of new public meeting orders issued by the governor of Massachusetts.

Agenda Item 1: (Signage)

Gibson Sotheby's International Realty located at 936 Great Plain Avenue applying for signage and new awning. – Mike Caggiano, Plymouth Signs.

Mike Caggiano presented new signage and awning proposal at 936 Great Plain Avenue. The sign is proposed with a blue background and individual cut out white letters that will be placed in the same location on the building.

The awning will be removed and re-covered to match the same blue as the background of the sign.

Ms. Robinson asked if the green field is sitting within the projected area, the sign recess area of the building. The applicant said that it would fit. Mr. Caggiano clarified the colors that are part of the sign. Ms. Robinson indicated that she has no objections to the proposed signage and awning.

Mr. Dermody asked to clarify that the color of the background and the awning is blue, the printout looks green. Mr. Caggiano confirmed that it is a navy blue

Mr. Hammer indicated he likes the new proposed signage and has no comments.

Mr. Chair asked what the heights of the letters are, specifically the S & B, as well as the G in the Gibson. Mr. Caggiano said that the proposed signage is smaller than what is up on the building currently. New proposed signage is 5.57 sq. ft., as opposed to the 11.6 sq. ft. He said the letters are approximately 8 inches high.

Ms. Robinson shared her concern regarding the lighting of the signage, and that the lights may make the sign appear splotchy due to the dark background. Mr. Caggiano said that they had no plans to touch or modify the lights. Mr. Chair asked if the lights are directable, and asked Mr. Caggiano to direct the lights in a way that would complement the signage.

Motion to approve the sign as submitted made by Mr. Dermody.

Motion was seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Deborah Robinson	Aye	

Agenda Item 1: (Awning)

Gibson Sotheby's International Realty located at 936 Great Plain Avenue applying for signage and new awning – Mike Caggiano, Plymouth Signs

Mr. Chair opened the floor for comments or questions regarding the proposed awning.

Ms. Robinson asked if the awning is being changed or covered. The Chair noted that only the covering is being changed, to a different color

Mr. Dermody asked if the existing frame is being used. Mr. Caggiano said yes.

Motion to approve the awning as submitted made by Mr. Hammer.

Motion was seconded by Mr. Dermody.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Deborah Robinson	Aye	

Agenda Item 2: (Signage)

US Storage Centers Self-Storage applying for signage at 540 Hillside Avenue. - Anna Haluch, ProSign Graphics

Ms. Haluch is applying for a monument sign on behalf of US Storage Centers. She came before the Board previously for an informal discussion to seek advice from the Board regarding the proposed signage.

Based on the previous discussions Ms. Haluch presented the proposed signage. The monument sign will have a medium grey background. The sign will be closer to the entrance driveway as recommended at the previous meeting. The business does have plans to install some landscaping around the sign, but Ms. Haluch does not know the exact type of plants.

Ms. Haluch explained the sizing of the lettering for US Storage the letters US are 12 inches, and the word Storage is about 8 inches.

Mr. Dermody asked if the sign is illuminated, and if all the lettering is illuminated. Ms. Haluch said that it is illuminated and double sided, and that all the lettering except for the blue strip is not illuminated.

Mr. Dermody indicated he is concerned about glare from the white letters. The Board has previously asked applicants with similar signage to apply a film to reduce glare. Ms. Haluch said that would not be a problem.

Mr. Dermody said he likes the new proposed location. However, if the topography allows it would be better if the sign could be moved a little closer to their driveway.

Mr. Hammer said he is concerned about what kind of plants they're planning to plant around the sign, because he is concerned about overgrowth blocking the sign.

He also said he agrees with Mr. Dermody as far as reducing any potential glare from the very bold lettering for the words "Self-Storage". Ms. Haluch said she would make a note of this in the detail plans she will submit back to her client.

Ms. Robinson asked if there is a thin white line around the letters. Ms. Haluch said that there is a one-inch white line around the letter.

Ms. Robinson also indicated she would like the signage scaled slightly to have more of a gray space above the words “US Storage”

Mr. Chair recommended moving the sign 5 to 6 feet to the north so that it is more prominently displayed.

Is the grey area illuminated? Ms. Haluch said that it would be.

Mr. Dermody asked what the plan is for the area where the sign is being proposed, since it is hilly. He wants to make sure that the sign will physically be 5 feet tall and not higher due to the elevation. Ms. Haluch said her client plans to level it out. The elevation will be less than a foot. And the sign will not exceed 5 feet in height.

Motion to approve the monument sign with conditions made by Ms. Robinson.

1. For a film to be applied to the white letters to reduce brightness.
2. Scale down proportionally the *US Storage* so that there is 2 inches of negative space top and bottom.
3. Move sign to the north approx. 5 feet.
4. The slope across the sign face be limited to 6 to 8 inches.

Motion was seconded by Mr. Hammer

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Deborah Robinson	Aye	

Agenda Item 3: (Informal Discussion of Signage)

US Storage Centers Self-Storage located at 540 Hillside Avenue. - Anna Haluch, ProSign Graphics

Ms. Haluch presented the Board with plans to potentially install a sign on the building that would face Hillside Ave.

Mr. Chair indicated to the Board that the building is L-Shaped and that the left side of the building is elevated.

Ms. Haluch is also proposing the same sign to be placed on the building facing the parking lot. The letters are acrylic, and the sign would not be illuminated.

Ms. Robinson asked Ms. Haluch to clarify the different options she is presenting before the Board.

Ms. Haluch submitted 3 options before the Board for the west elevation, facing Hillside Avenue.

The signs vary in size the smallest being 30 sq. ft.. The biggest is 77.85 sq. ft. Ms. Haluch's client would like to install the 77 sq. ft. sign on the building.

Ms. Robinson said she thinks option 2 would be okay on the building. But she would have liked a street view photo to see what it would look like.

Mr. Dermody wanted to discuss the second sign facing the parking lot. He asked if it is non-illuminated. Ms. Haluch said that it is not illuminated. Mr. Dermody said he is okay with the proposed parking lot facing signage.

However, he has a problem with the west facing signage that would be visible from Hillside Ave, and due to the lack of a street view photo he can not imagine what it would look like. He asked if the sign is illuminated. Ms. Haluch indicated that it is halo lit.

Mr. Dermody wanted to establish what purpose the Hillside Ave. sign on the building would serve, as the monument sign by the driveway is where people can see the entrance.

Mr. Chair informed Ms. Haluch that the 77 sq. ft. sign should be taken off the table, it is too big, and the Board will struggle to approve it when Ms Haluch applies for this signage because the point of that sign is promotional.

He would consider the second option of 55 sq. ft., only because it architecturally fits within the sign band. Center Automotive, a business in Needham also located at Hillside Ave., has a 32 sq.ft. sign that is visible from Central Ave. during the winter months when there is little foliage obscuring it.

Mr. Hammer said he initially thought the second option was pleasant enough relative to the size of the band but he does agree with the Chair's comments regarding visibility.

Mr. Chair said it helps that the sign would be halo lit. Mr. Chair asked if the 55 sq. ft. sign is a standard can size for the company. Ms. Haluch said that it is not and would be built from scratch. She also said she would provide the Board with the negative space information.

Mr. Dermody asked if Ms. Haluch could provide a street-view photo. She said she could do that. He also indicated he would be concerned for the residents on the east side of the building, because they would be able to see the sign.

The chair asked the Board if they would consider allowing a sign up on the building.

The overall response is that they would allow a modest sign.

As for the parking lot facing sign the Chair would feel comfortable if it was a little smaller.

Mr. Dermody said he would be willing to consider the signage if more information is provided to the Board.

Mr. Hammer & Ms. Robinson said that they don't believe there is a need for the sign facing Hillside Ave. but if something reasonable is presented they would be willing to consider it.

If the applicant applies for a special permit the Chair asked Ms. Haluch to provide a view from the street, and more information from the architecture team regarding the height of the panel and the negative space issues.

Approval of Minutes:

Motion to approve the minutes of August 10th made by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Deborah Robinson	Aye	

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting was made by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Meeting adjourned at 8:22 PM.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Deborah Robinson	Aye	

Future meetings

September 14, 2020	Via Zoom
October 5, 2020	Via Zoom
October 19, 2020	Via Zoom
November 2, 2020	Via Zoom
November 16, 2020	Via Zoom
December 7, 2020	Via Zoom
December 21, 2020	Via Zoom