



Design Review Board Meeting Minutes
Monday, October 5, 2020
7:30 PM

Board Members:

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

Applicants & Attendees:

1. Daniel Sheehan, StretchMed Studios Inc. applying for signage for StretchMed Studios located at 1093 Great Plain Avenue.
 - Brian Cook President of StretchMed Studios.
2. Phill Naffah, Harvey Signs representing PetCo and VetCo Total Care and applying for signage at 163 Highland Avenue.
3. Tiffany Suddarth, One Stop Signs representing TD Bank and applying for signage at 95 Highland Avenue.
 - Bridgette Morris of One Stop Signs.

Mr. Chair called the meeting to order on October 5, 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)

StretchMed Studios Inc. located at 1093 Great Plain Avenue applying for signage - Daniel Sheehan and Brian Cook, StretchMed Studios

Mr. Sheehan presented a signage proposal to replace the existing sign which is covered with a temporary banner at StretchMed Studios. The sign is the same imagery of the banner that is

currently up on the building. The size of the proposed sign is the same as the current existing sign on the building 24"x168".

The sign is an aluminum pan panel with raised lettering and a raised circular logo 22" diameter. The applicant included images of a finished sign lying on a floor. Mr. Chair noted that the Board frowns upon applicants presenting finished signs before they have been reviewed because the Board may reject it or suggest alterations. Something possible in this case. The Chair stated the logo size was too large, and more negative space was needed to the edges of the sign panel.

Mr. Karan said the aluminum material does not seem to fit with the neighboring aesthetics. He also concurs with the Chair regarding the circular logo taking up a lot of space.

Mr. Tanner said he had a problem with the size of the logo. He would like to see it reduced. He said he does not have a problem with the material of the sign.

Ms. Robinson said she concurs with Mr. Karan & Mr. Tanner. She thought the logo is too big and does not 'love' the background color.

Mr. Reilly said he agrees with other Board members. If the logo is to be reduced, he would like to see more white space between the logo and the "S", and more white space between the "D" and the right edge of sign. Perhaps shrinking the whole thing and resizing the text. Mr. Reilly also suggested a dark background and having the word "stretch" in a lighter color if they are open to that. Mr. Cook, President of StretchMed indicated they are trying to maintain similarity with their franchises in Belmont and Wellesley.

Mr. Chair asked if the objections from the Board are strong enough to not approve this sign. Given the state of the business world the Board is trying to be user friendly.

Motion to approve the signage on the condition it is reduced by a third made by Mr. Tanner
The motion was not seconded. The motion failed.

Motion to approve the signage as submitted by Mr. Reilly
Motion was seconded by Mr. Karan

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

Agenda Item 2: (Signage)

PetCo and VetCo Total Care located at 163 Highland Avenue applying for signage - Phill Naffah, Harvey Signs.

Mr. Naffah came before the Board to present the signage his client wishes to install. PetCo is looking to install 3 signs and 1 banner as well as remove one sign.

PetCo is opening a veterinarian hospital at their Needham Location, and VetCo will become an important focus. They need a special permit from the Planning Board to operate the veterinarian service. They do not have approval at this time. The Chair noted that would be a condition noted on any sign approvals.

Sign A is a 31 sq. ft. internally illuminated LED sign with individual channel letters. The sign will read “VetCo Total Care”. This sign is to be installed on the building and the sign will be installed above where the grooming sign is currently.

Sign B is an individual non-internally illuminated FCO letters that will read “Grooming, Dog Training & Vet Care” on the large pillar at the portico entrance area. They will be illuminated with gooseneck light fixtures.

Sign C is a replacement panel to the composite pylon sign. They propose to replace the vinyl on the existing Lexan panels with applied vinyl that reads “PetCo | VetCo Total Care”

PetCo is also looking to install a banner than reads “Vetco Total Care | Coming Soon” & “Vetco Total Care | Now Open!” before and after the opening.

Mr. Chair asked if the door under the grooming sign will be removed or filled in. Mr. Naffah said no, the door will still be used.

Mr. Reilly said that the Town has some concerns about temporary banners. He asked the Board that they double check what they can and cannot authorize. Mr. Reilly asked whether the name “VetCo Total Care” is a subsidiary of the business. Mr. Naffah said that is a play on the word “PetCo” but it is also a subdivision of the pet store itself.

In terms of the “Grooming, Dog Training & Vet Care” Mr. Reilly said that the Board generally likes to steer away from listing what the businesses do. And he would like more conversation on all the proposed signage before he would be agreeable to the additional lettering.

For the wall and pylon sign if the “VetCo” was a little larger and the “Total Care” was smaller, it would look better. Everything in the current proposal looks a little cramped.

Ms. Robinson said she thinks the pylon sign is fine. But she does not like “VetCo Total Care” sign that is to be installed above the grooming door. It looks a little awkward regarding where it is to be installed.

Mr. Tanner said if the pylon sign is only to be re-lettered there will be ghosting of old lettering. He would prefer new lexan panels to be installed. He also asked for the banner to be resized to the allotted amount of 32 sq. ft.

Mr. Chair said he echoes Mr. Reilly’s comments. He said the VetCo Total Care sign is not well designed. He believes it would look better if the word “VetCo” is a little larger.

Mr. Tanner said he would prefer if the gooseneck lighting is eliminated for Sign B. Mr. Reilly agreed. He suggested something smaller right next to the door that says “Grooming”, and to also examine the overall square footage for the 3 words together.

Mr. Chair said the store has other options for them to advertise their new services, on the glass doors for example.

Mr. Chair informed Mr. Naffah of what the Board would be comfortable voting on during this meeting. The Board would continue the hearing on the other signs. The applicant said he had time to revise the proposals since they still were in process with the Planning Board.

Mr. Naffah said he would not mind coming back during the next meeting for approval on all proposed signage once he incorporates the Board's recommendations.

Motion to continue the PetCo/VetCo application on October 19th by Mr. Reilly
Motion was seconded by Ms. Robinson.

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

Agenda Item 3: (Signage & Awning)

TD Bank located at 95 Highland Avenue applying for signage and awning. - Tiffany Suddarth, and Bridgette Morris, One Stop Signs

Bridgette Morris presented the Board with a request for face changes to the 6 signs at the TD Bank Needham location. The changes consist of a color change from dark green to a lighter green. They will also be taking off the word "Bank" on their ATM sign and changing their awning from a dark green to a light green.

Mr. Chair asked the Board members if they had any feedback. The Board members said they had no objections to the changes being proposed.

Motion to approve the sign modifications as submitted by Ms. Robinson.
Motion was seconded by Mr. Reilly.

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

Motion to approve the change in the awning fabric color as submitted by Mr. Karan
Motion was seconded by Mr. Reilly

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

Approval of Minutes:

Motion to approve the minutes of September 14th made by Ms. Robinson.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Len Karan	Abstained	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Abstained	

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting was made by Mr. Tanner. Motion was seconded by Mr. Reilly.

Meeting adjourned at 8:24 PM.

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

Future Meetings

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