

DESIGN REVIEW BOARD
Monday, November 16, 2020
7:30 p.m.

Virtual Meeting using Zoom
Meeting ID: 845-1987-6965
(Instructions for accessing below)

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: 845-1987-6965
Link: <https://us02web.zoom.us/j/84519876965>

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: 845-1987-6965

HEARINGS begin at 7:30pm.

1. Public notice is hereby given that PetCo located at 163 Highland Ave. has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.3.4. 1st Special Permit (2nd additional wall sign) section 5.5.3.1(a), 2nd Special permit (3rd additional wall sign) section 5.5.3.1(a), and any other applicable sections of the By-law.

APPLICANTS:

(Items for which a specific time has not been assigned may be taken out of order.)

2. Brian Brinkers, ACME Sign Corporation representing Joelle Lieman, Elite Aesthetics MD and applying for signage and awnings located at 1 Chapel Street.
3. Aaron Sicotte, representing Needham High School applying for signage located at 609 Webster Street.

REVIEW Minutes of 11/2/2020 meeting.

Next Public Meeting – December 7, 2020 at 7:30pm via Zoom Webinar



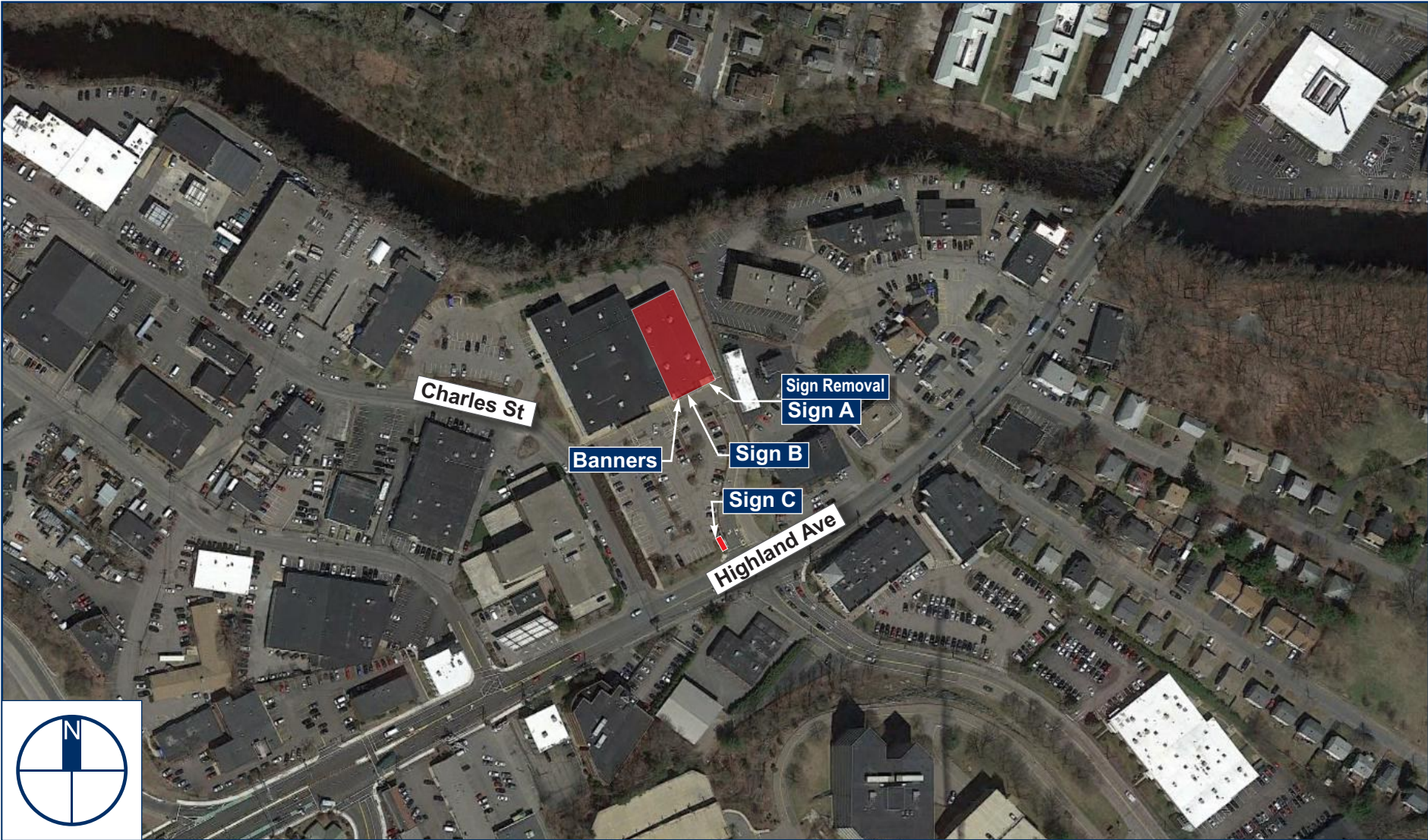
SIGN A	15" Vetco Total Care
Type:	Individual Channel Letters, Remote
Illumination:	Internally Illuminated LED
Square Footage:	35.71
To Grade:	Top of sign to grade = 18'-3 3/4" Bottom of sign to grade = 14'-9 1/4"

SIGN B	6 3/8" exterior FCO copy
Type:	Individual Non-Illuminated FCO Letters
Illumination:	Non-Illuminated
Square Footage:	16.50
To Grade:	Top of sign to grade = 9'-6 3/8" Bottom of sign to grade = 6'-6 3/4"

SIGN C	Petco replacement panel
Type:	Lexan Panels with applied vinyl
Actual Size:	30" x 168"
Viewable Size:	27" x 162"
Square Footage:	35.00

Banner	Vetco (Now Open & Coming Soon)
Type:	D/F White Banner w/ Applied Digital Graphics
Size:	48" x 120"
Square Footage:	40.00

Sign Removal	Grooming Sign Removal
Type:	Existing Set Of Letters To Be Removed





TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 163 Highland Ave Date: 10/30/20

Owner: 163 Highland owner LLC, c/o Acadia Reality trust

Address: 411 theodore Froms Ave Rye NH 10580
Street City State Zip

Telephone: _____

Applicant: Harvey Signs

Address: 30 Osgood St Methuen ma 01844
Street City State Zip

Telephone: 978 794 2071

Designer/Installer: Harvey Signs

Address: 30 Osgood St Methuen ma 01844
Street City State Zip

Telephone: 978 794 2071

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:

Installation of wall sign reading "VETCO TOTAL CARE" USE WITH

By law 5.3.4/5.3.1

Please email completed application to elitchman@needhamma.gov

SIGN A	15" Vetco Total Care
Type:	Individual Channel Letters, Remote
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To Grade:	Top of sign to grade = 18'-3 3/4" Bottom of sign to grade = 14'-9 1/4"

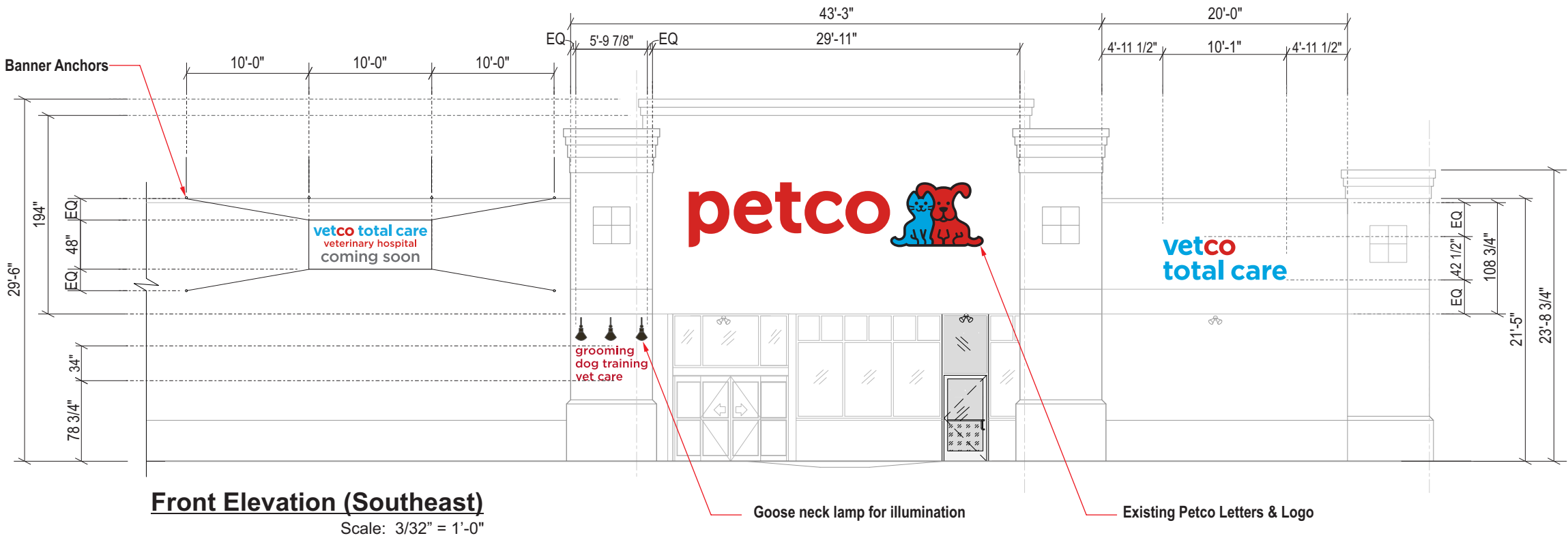
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Sign Removal	Grooming Sign Removal
Type:	Existing Set Of Letters To Be Removed



Existing



Front Elevation (Southeast)
Scale: 3/32" = 1'-0"



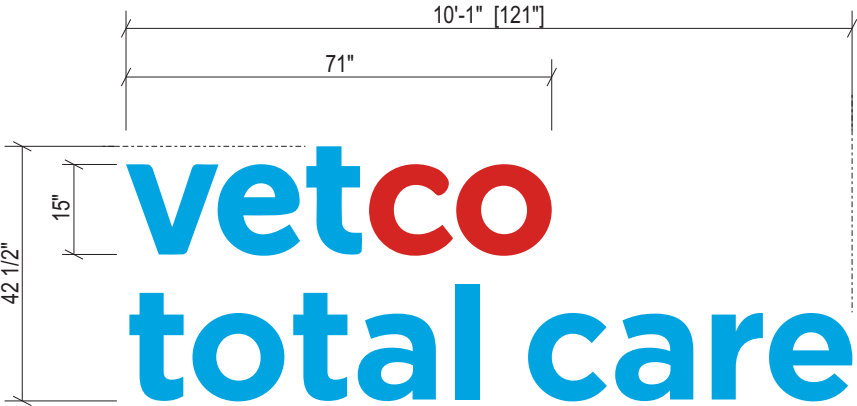
Client:	Petco
Site #:	PC-284
Address:	163 Highland Avenue Needham, MA 02494

REVISION INFO	07/18/2019	Updated FCO Letters	KB
	12/26/2019	Updated all Vital Pet signs to Vetco Total Care	KB
	12/30/2019	Updated Sign C to call out lexan not aluminum faces	KB
	02/19/2020	Updated FCO "vet hospital" to "vet care"	NW
	05/04/2020	Updated electrical for Sign A per production report	KB
	07/28/2020	Updated FCO letters	KB
	10/14/2020	Updated Sign A on facade. Added two photo elevations	KB

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Type:	Individual Channel Letters, Remote
Illumination:	Internally Illuminated LED
Square Footage:	35.71
To Grade:	Top of sign to grade = 18'-3 3/4" Bottom of sign to grade = 14'-9 1/4"



Sign Layout Detail

Scale: 3/8" = 1'-0"

Color Specifications:

- Pantone 200 C Red
- Pantone 306 C Blue

Electrical Detail:

GE Tetra Max LEDs (White GEMX2471-W1 & Red GERD24-W1 LEDs)

- (1) GEPS 24-100
- Total Amps: 1.1
- (1) 20 amp 120V Circuit Req.



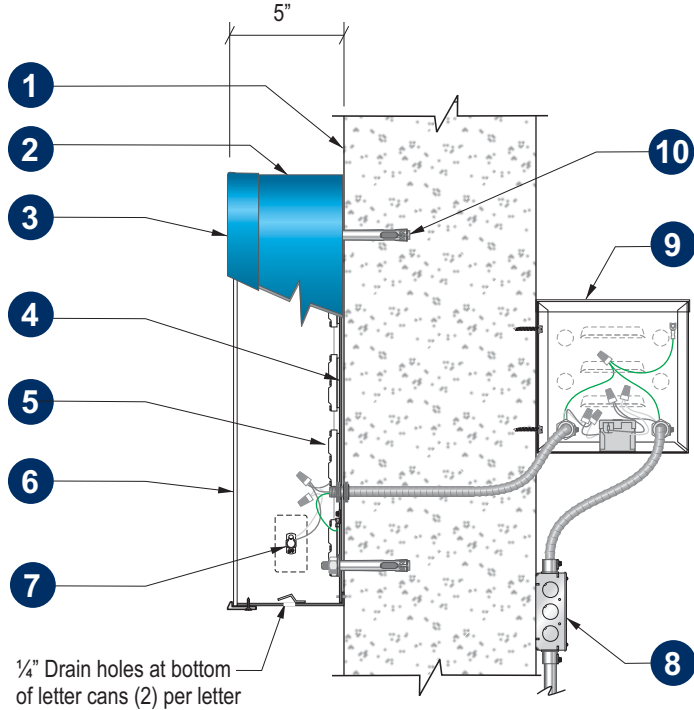
General Notes:

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

- 1) Grounded and bonded per NEC 600.7/NEC 250
- 2) Existing branch circuit in compliance with NEC 600.5, not to exceed 20 amps
- 3) Sign is to be UL listed per NEC 600.3
- 4) UL disconnect switch per NEC 600.6- required per sign component before leaving manufacturer*
- *For multiple signs, a disconnect is permitted but not required for each section

Specifications: Channel Letters

- Existing Facade: Concrete Block
- 0.040" Aluminum letter returns painted to match Pantone 299 C Blue (painted to match Pantone 200 C Red for "CO")
- 1" Jewelite trimcap (Pantone 299 C Blue and Pantone 200 C Red for "CO") bonded to face, #8 pan head screws to returns
- 0.080" Aluminum backs (interior of sign to be painted white for maximum illumination)
- White LEDs (Red LEDs for "CO")
- 3/16" Optix White 2406 LD Acrylic w/ applied vinyl:
 - 3M 3630-57 Blue vinyl
 - 3M 3630-53 Cardinal Red vinyl
- Disconnect switch UL outdoor rated toggle type w/ neoprene boot per NEC 600-6
- Primary electrical feed in UL conduit / customer supplied UL junction box
- Transformers within UL enclosure (removable lid), 1/4" x 1" min screws
- Mounting hardware: 1/2" Sleeve Anchors



Section @ LED Channel Letter
Front-Lit (Remote)
Scale: N.T.S.



Client: Petco
Site #: PC-284
Address: 163 Highland Avenue
Needham, MA 02494

REVISION INFO	07/18/2019	Updated FCO Letters
	12/26/2019	Updated all Vital Pet signs to Vetco Total Care
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KB
KB
KB
NW
KB
KB
KB
KB

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Front Elevation (Southeast)
Scale: 3/32" = 1'-0"



Existing



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492
Application and Report

Property Location: 163 Highland Ave Date: 10/30/20

Owner: 163 Highland owner LLC, c/o Acadia Reality Trust

Address: 411 theodore Frome Ave Rye NH 10580
Street City State Zip

Telephone: _____

Applicant: Harvey Signs

Address: 30 Osgood St Methuen MA 01844
Street City State Zip

Telephone: 978 794 2071

Designer/Installer: Harvey Signs

Address: 30 Osgood St Methuen MA 01844
Street City State Zip

Telephone: 978 794 2071

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:

Installation of Flat cut NON internally illuminated letters mounted to
EXTERIOR Column. By LAW 5.5.3.1. (Signs To BE illuminated By exterior
lighting.

Please email completed application to elitchman@needhamma.gov

SIGN B	6 3/8" exterior FCO copy
Type:	Individual Non-Illuminated FCO Letters
Illumination:	Non-Illuminated
Square Footage:	16.50
To Grade:	Top of sign to grade = 9'-6 3/8" Bottom of sign to grade = 6'-6 3/4"



Existing

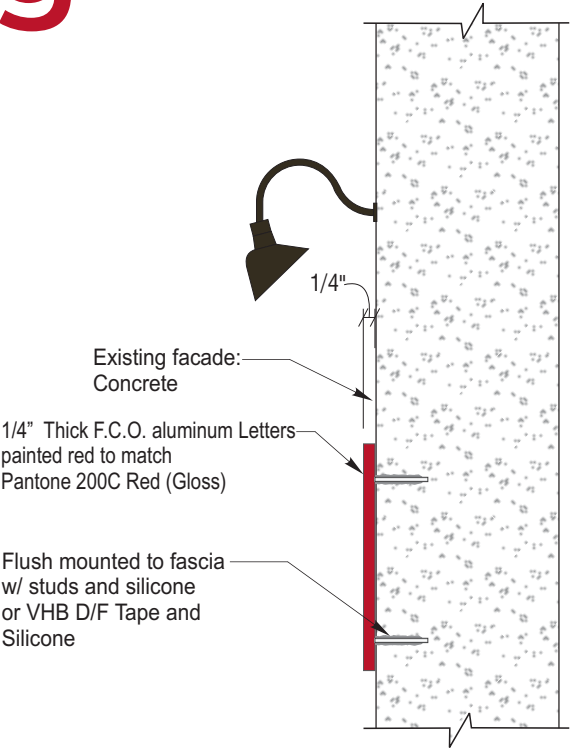


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Illumination:	Non-Illuminated
Square Footage:	16.50
To Grade:	Top of sign to grade = 9'-6 3/8" Bottom of sign to grade = 6'-6 3/4"



FCO Letters Detail Layout

Scale: 3/4" = 1'-0"



Section @ F.C.O. Letters

Scale: N.T.S.



Client:	Petco
Site #:	PC-284
Address:	163 Highland Avenue Needham, MA 02494

REVISION INFO	07/18/2019	Updated FCO Letters	KB
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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492
Application and Report

Property Location: 163 Highland Ave Date: 10/30/20

Owner: 163 Highland owner LLC c/o Arcadia Reality Trust

Address: 411 Theodore Fromm Ave Rye NH 10580
Street City State Zip

Telephone: _____

Applicant: Harvey Signs

Address: 30 Osgood St Methuen MA 01844
Street City State Zip

Telephone: 978 794 2071

Designer/Installer: Harvey Signs

Address: 30 Osgood St. Methuen MA 01844
Street City State Zip

Telephone: 978 794 2071

Type of Application
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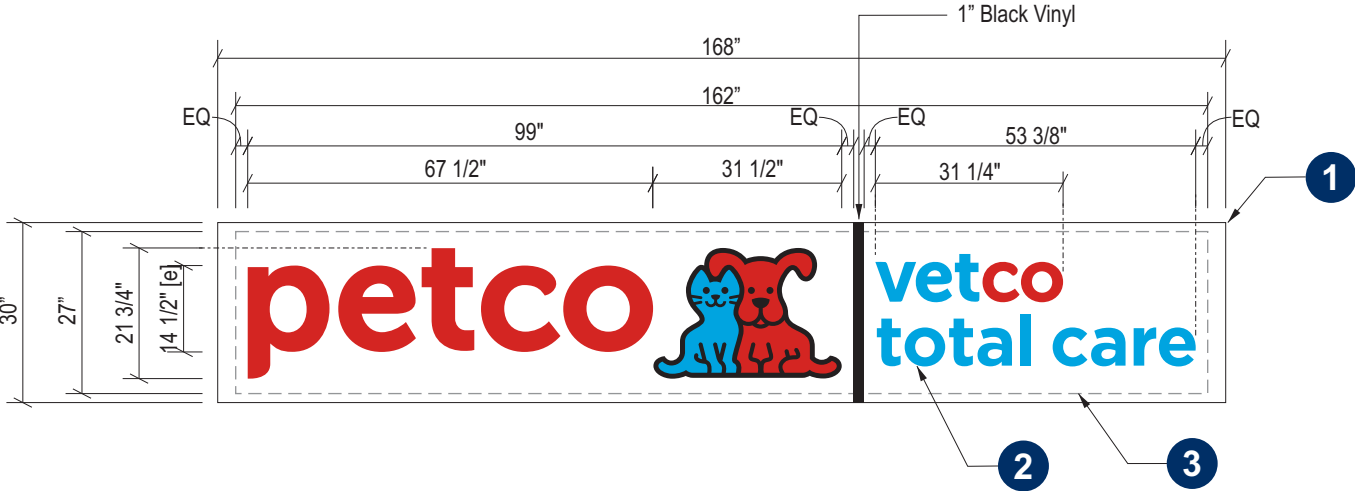
Brief description of sign or project:

Installation of (2) NEW Lexan Panels in Freestanding Pylon Sign to READ
"PETCO" & "VETCO TOTAL CARE." By LAW 5.3.4. (Sign already has sand panel.

But only reads "PETCO"

Please email completed application to elitchman@needhamma.gov

SIGN C	Petco replacement panel
Type:	Lexan Panels with applied vinyl
Actual Size:	30" x 168"
Viewable Size:	27" x 162"
Square Footage:	35.00



New Replacement Panel - Existing D/F Pylon
QTY 2 (1 SET) Scale: 3/8" = 1'-0"

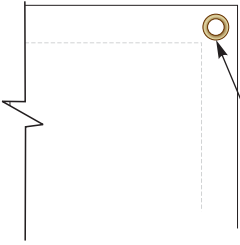
Specifications:	
1. New 3/16" white lexan panel	
2. 3/16" White lexan backer panel w/ applied vinyl;	
■ Dog and "petco"- 3M #3630-53 Cardinal Red	
■ Cat- 3M #3630-57 Blue	
■ Dog/Cat Outline- 3M #7725-22 Black	
3. Existing Aluminum Retainers	



Multi-Tenant Pylon Elevation
Scale: N.T.S.

	Client:	Petco	REVISION INFO	07/18/2019	Updated FCO Letters	KB	This rendering is the property of Anchor Sign, Inc. It is for the exclusive use of Anchor Sign, Inc. and the party which requested the rendering. It is an unpublished original drawing not to be distributed, reproduced or exhibited without the consent of Anchor Sign, Inc. Please contact your account manager with questions regarding this statement.
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				07/28/2020	Updated FCO letters	KB	
				10/14/2020	Updated Sign A on facade. Added two photo elevations	KB	
							1.800.213.3331

Banner	Vetco (Now Open & Coming Soon)
Type:	D/F White Banner w/ Applied Digital Graphics
Size:	48" x 120"
Square Footage:	40.00



3/4" (1/2" ID) Brass Grommet @ 24" O.C. and in corners all around perimeter

Vinyl Banner Detail

Scale: N.T.S.

Specifications:

- 1. Double sided 13 oz White banner material w/ applied digital printed graphics.
- 2. Grommets to be evenly spaced all the way around banner. Grommets will be in (4) corners and @ 24" O.C. all around perimeter. hemmed edges.

Color Specifications:

- White vinyl Banner Substrate
- Black (CMYK: 0, 0, 0, 69)
- Pantone 299 Blue
- Pantone 1795 Red



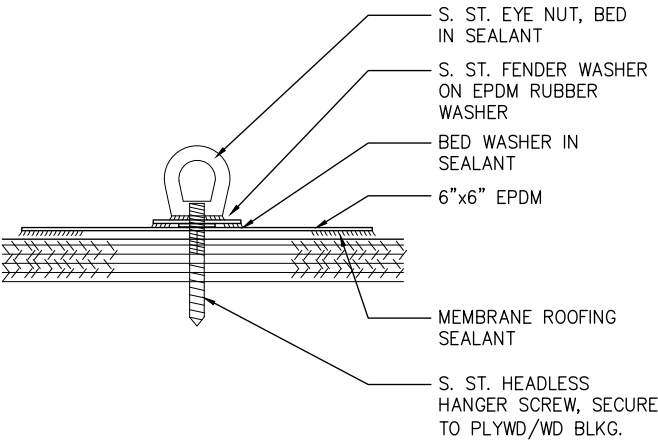
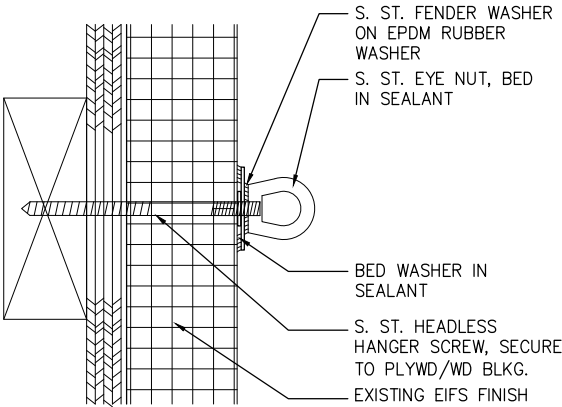
Vetco total care — Now Open! (Side1)



Vetco total care — Coming Soon! (Side2)

D/F Banner Detail Layout

Scale: 3/8" = 1'-0"



Banner Anchor Layout Detail

Scale: N.T.S.



Client: Petco
Site #: PC-284
Address: 163 Highland Avenue
Needham, MA 02494

REVISION INFO	07/18/2019	Updated FCO Letters	KB
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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 1 CHAPEL ST **Date:** NOV 5, 2010

Owner: PETRINI CORPORATION

Address: 187 Rosemary Street - Needham - MA - 02494
Street City State Zip
Telephone: (781) 444-1963

Applicant: ELITE AESTHETICS

Address: 78 CHAPEL ST. NEEDHAM, MA
Street City State Zip
Telephone: (781) 559-3433

Designer/Installer: ACME SIGN CORPORATION

Address: 3 LAKELAND PARK DR. PEABODY, MA 01960
Street City State Zip
Telephone: 978-535-6600

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:

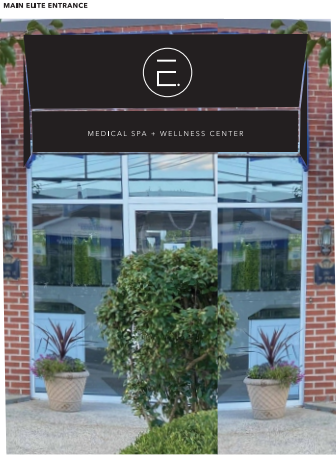
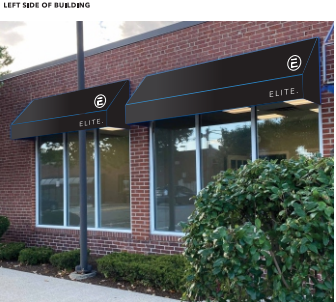
RECOVER EXISTING AWNING FRAMES PER PLAN ATTACHED. NEW AWNINGS WILL HAVE
~~COMPANY NAME AND LOGO MISCELLANEOUS WINDOW GRAPHICS~~

Please email completed application to elitchman@needhamma.gov

EXISTING AWNINGS



NEW AWNINGS



22" LOGO 2.5" COPY

EXISTING AWNINGS



12" LOGO'S 2.5" COPY

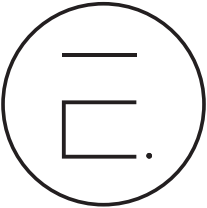
NEW AWNINGS



Custom Sign Advertising

3 Lakeland Park
Peabody, MA 01960
(978) 535-6600

acmesigncorp.com



DATE: October 30, 2020

STREET: 1-45 Chapel St.

TOWN: Needham, MA

REP: Brian B

SCALE: None



Re-Cover 8 Awning Frames in Black Sunbrella Material.

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A) reproduce this design in copies, in graphic form or as a sign;
B) prepare derivative works based on the design;
C) distribute copies of the design by sale or other transfer and;
D) display the design publicly.

110 VOLTS
Primary Electrical To Sign
Is To Be Provided By Others.
20 Amp Dedicated Circuit With
No Shared Neutrals And A Ground
Returning To The Panel Is Required
For All Installations.



Colors Represented In This Drawing
Are For Presentation Purposes Only.
They Will Not Match Your Finished
Product Perfectly. Color Call-Outs
Are For A Match As Close As Possible.

REVISED	DATE

Page 1 of 2

☒ PRELIMINARY
☐ FINAL ACCEPTANCE



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: Needham High School Date: 4-26-19

Owner: Town of Needham

Address: 609 Webster St Needham MA 02459
Street City State Zip

Telephone: 781-455-0800

Applicant: Aaron Siatte, Principal

Address: 609 Webster St Needham MA 02494
Street City State Zip

Telephone: 781-455-0800 ext 22007

Designer/Installer: Monument Warehouse

Address: 1551 Mineral Springs Rd Elberton GA 30635
Street City State Zip

Telephone: 1-800-300-8025 ext 3102

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:

Install 2 granite signs at NHS
1- 8'x4' Webster Street Entrance Granite sign
2- 4'x2' Admiral Greney Blvd Granite Sign

Part 2 - SCOPE OF WORK

SCOPE OF WORK

The vendor shall furnish and install two granite signs for Needham High School (609 Webster Street, Needham).

Both signs shall:

- Be made out a light grey granite material
- Have letters engraved in black
- Include posts on both side to support the weight of the sign in a matching grey granite
- Be installed according to code

Prior to fabrication of signs, a proof will be provided to the School Department for review and approval.

One sign shall be installed on Webster Street. It is to be 8' x 4' with the below engraved in Rockwell Extra Bold font or equivalent on both sides of the sign:

- Centered with the letters 8" in height:
Needham
High School
- Right justified at the bottom of the sign with the letters 3" in height:
Established 1865

One sign shall be installed on Admiral Gracey Blvd. It is to be 4' x 2' with the below engraved in Baskerville Old Face or equivalent on one side of the sign:

- Centered with the letters 4" in height:
Needham
- Centered with the letters 3" in height:
High School
- Right Justified with the letters 2" in height:
Main Entrance

The vendor will be responsible for reseeding the area around the installation of the signs. All work is to be done between 8:15am and 2:15pm Monday through Friday.

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL

NHS GRANITE SIGN INSTALLATION

Granite signs as specified in the bid documents.

Material : Gray Granite

Gray Granite that is used will look similar to the 3D simulated rendering that is attached to this document.

Properties:

Color	Density	Absorption	Compressive Strength	Modulus of Rupture	Flexural Strength
	ASTM C97	ASTM C97	ASTM C170	ASTM C99	ASTM C880
	lb / Cu.Ft.	By Weight %	PSI	Min PSI	PSI
Gray Granite	165.12	0.37	23,026	2650	1669

Construction Process

Granite sign is multi piece construction of parts made out of granite. It will be manufactured using 100% all natural granite material. The surface finish of the sign will be natural polish except for the engraved areas will be the rough cut engraved surface finish.

Granite sign production will be completed off site at our manufacturing plant and shipped to the site location using a commercial truck.

Onsite excavation and foundation work will be completed after the permit and approval from the local government agencies. Foundation will be done using concrete to a depth that is at least deeper than the frost line.

Granite sign will be installed on the concrete foundation and secured to the foundation using stainless steel dowel pins.

Sign 1

Size:

Overall size Length x Depth x Height (in inches): 124 x 16 x 84



Title

NEEDHAM HIGH SCHOOL_SIGN 1

Date

DEC. 9, 2019

Monument



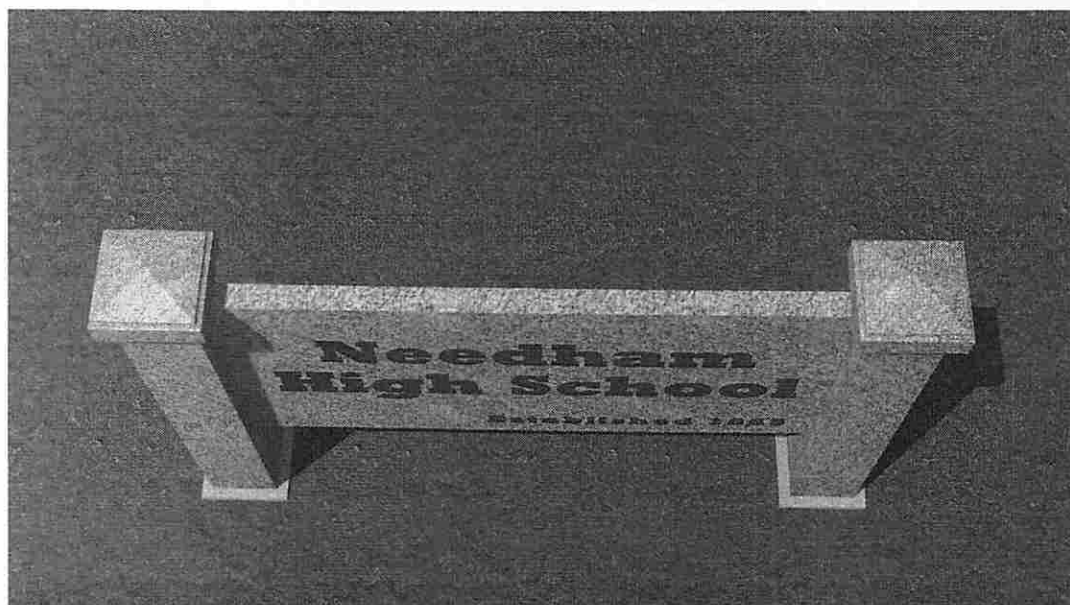
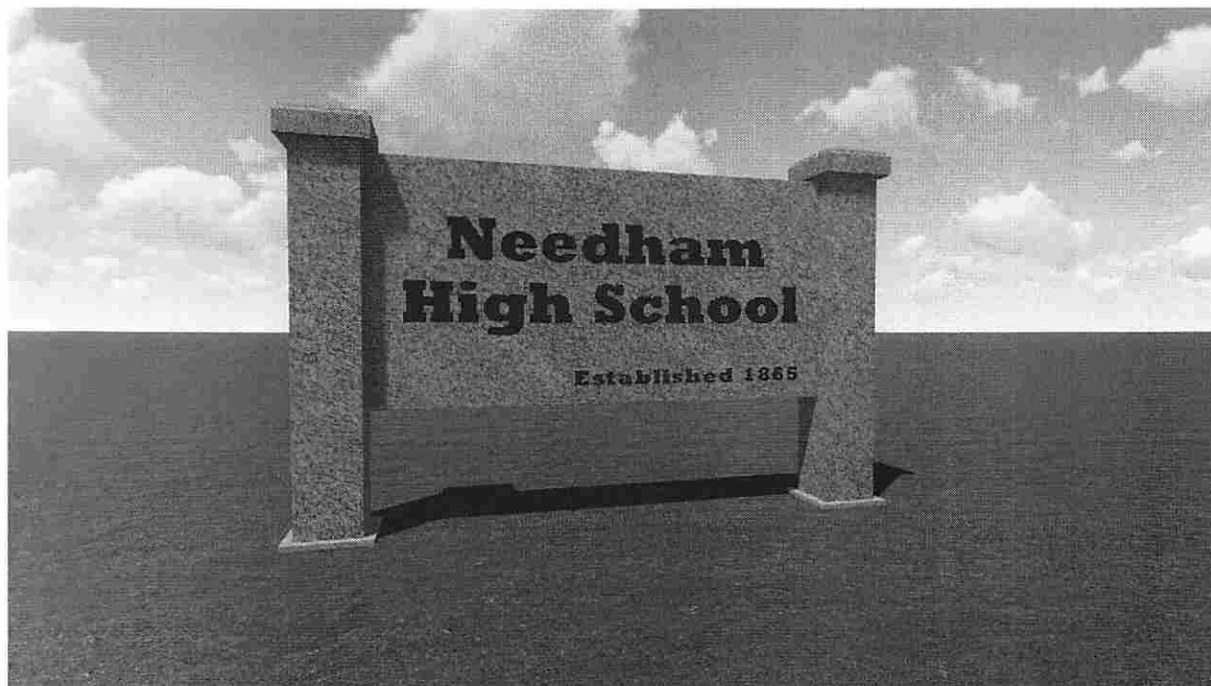
Warehouse

Monument Warehouse

1551 Mineral Springs Rd
Elberton GA 30635

Phone / Fax (800)-300-8025

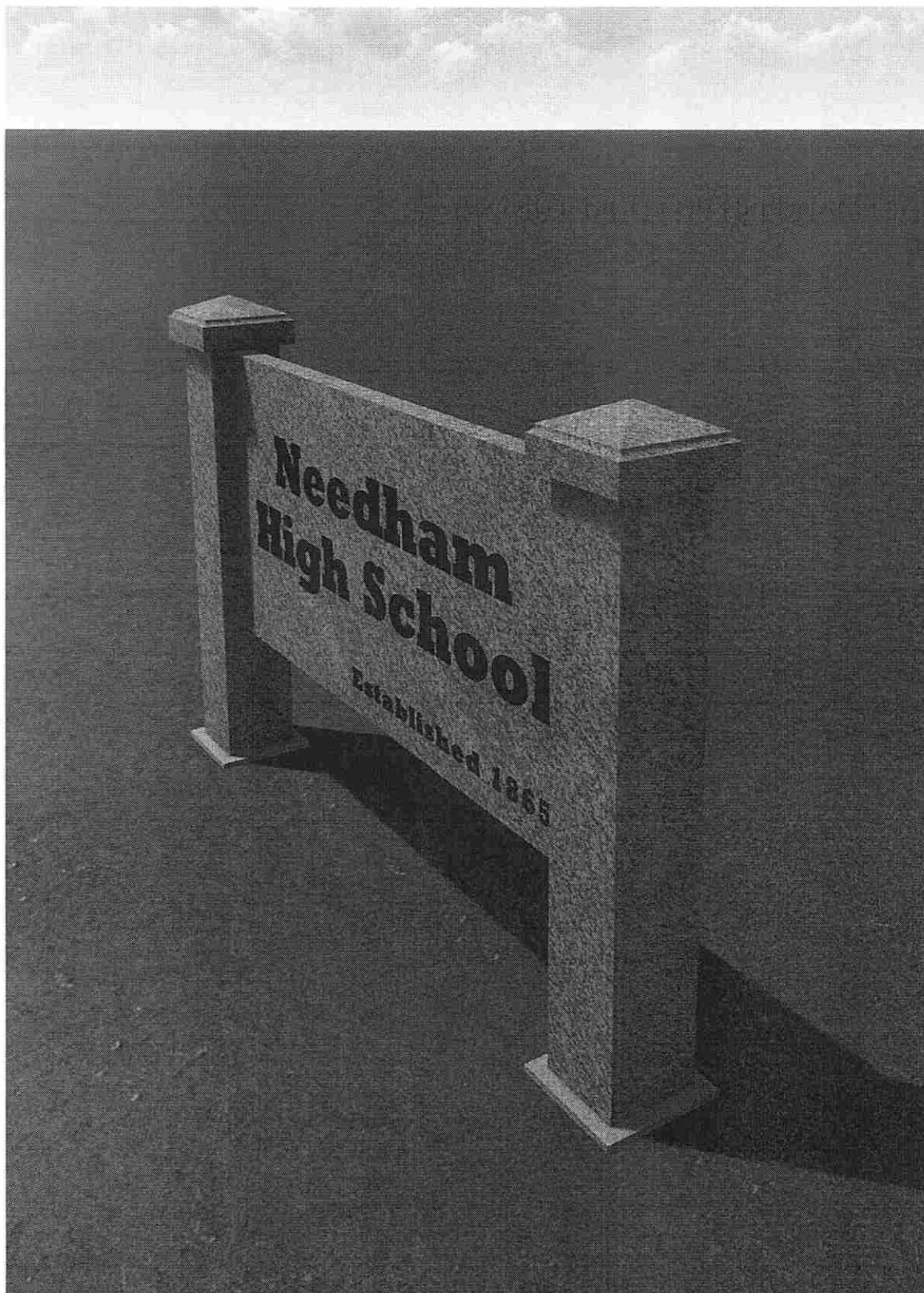
GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

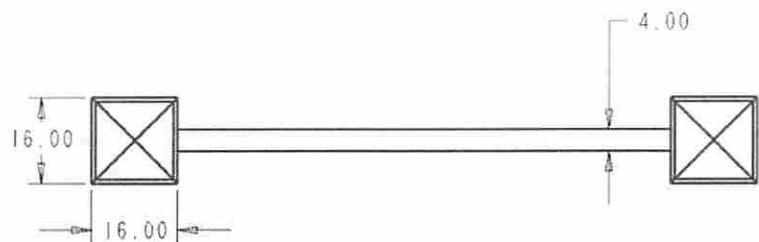


Monument



GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

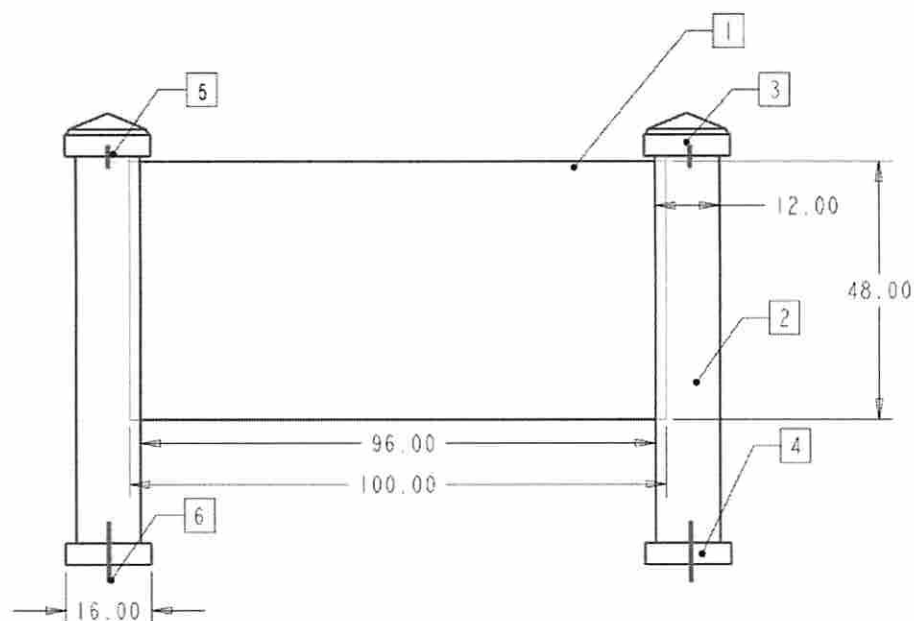




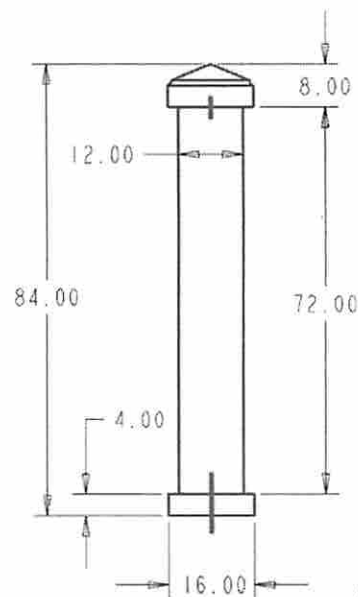
Top View

Description	Size	Materials	Finish	Qty
1 - Slab	100"x4"x48"	Coral Gray	P4	1
2 - Post	12"x12"x72"	Coral Gray	P4	2
3 - Cap	16"x16"x8"	Coral Gray	P5	2
4 - Foundation Cover	16"x16"x4"	Coral Gray	P5	
5 - Dowel pin	1.25"x1.25"x4"	Stainels steel		2
6 - Dowel pin	1.25"x1.25"x7"	Stainels steel		2

SAWN POLISH



Front View



Side View

Title

NEEDHAM HIGH SCHOOL_SIGN 1

Date

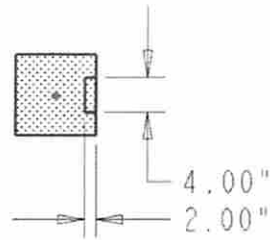
June 19, 2020

Monument
Warehouse

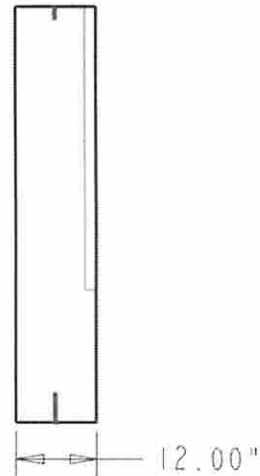
Monument Warehouse
1551 Mineral Springs Rd
Elberton GA 30635
Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse





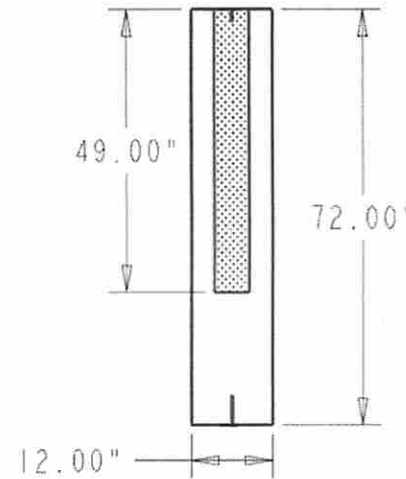
TOP VIEW



FRONT VIEW

Description	Size	Materials	Finish	Qty
1 - Slab	100"x4"x48"	Coral Gray	P4	1
2 - Post	12"x12"x72"	Coral Gray	P4	2
3 - Cap	16"x16"x8"	Coral Gray	P5	2
4 - Foundation Cover	16"x16"x4"	Coral Gray	P5	
5 - Dowel pin	1.25"x1.25"x4"	Stainels steel		2
6 - Dowel pin	1.25"x1.25"x7"	Stainels steel		2

 SAWN  POLISH



RIGHT SIDE VIEW

Title

NEEDHAM HIGH SCHOOL_SIGN 1
Post Section View

Date

June 19, 2020

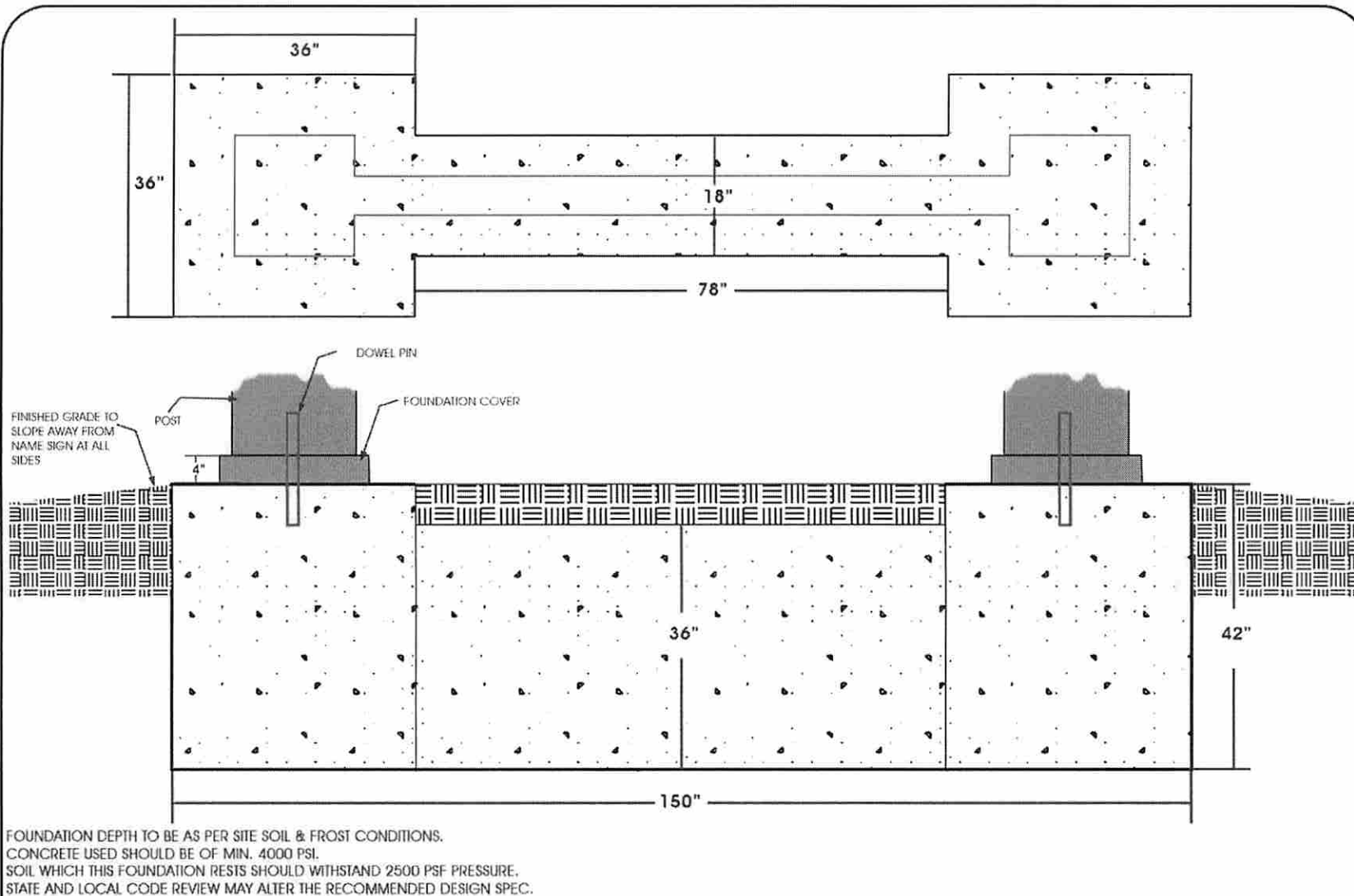
Monument


Warehouse

Monument Warehouse
1551 Mineral Springs Rd
Elberton GA 30635
Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

 Monument
Warehouse



Title
 NEEDHAM HIGH SCHOOL SIGN - 1
 FOUNDATION DRAWING

Date
 MAY 29, 2020

Monument

 Warehouse

Monument Warehouse
 1551 Mineral Springs Rd
 Elberton GA 30635
 Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

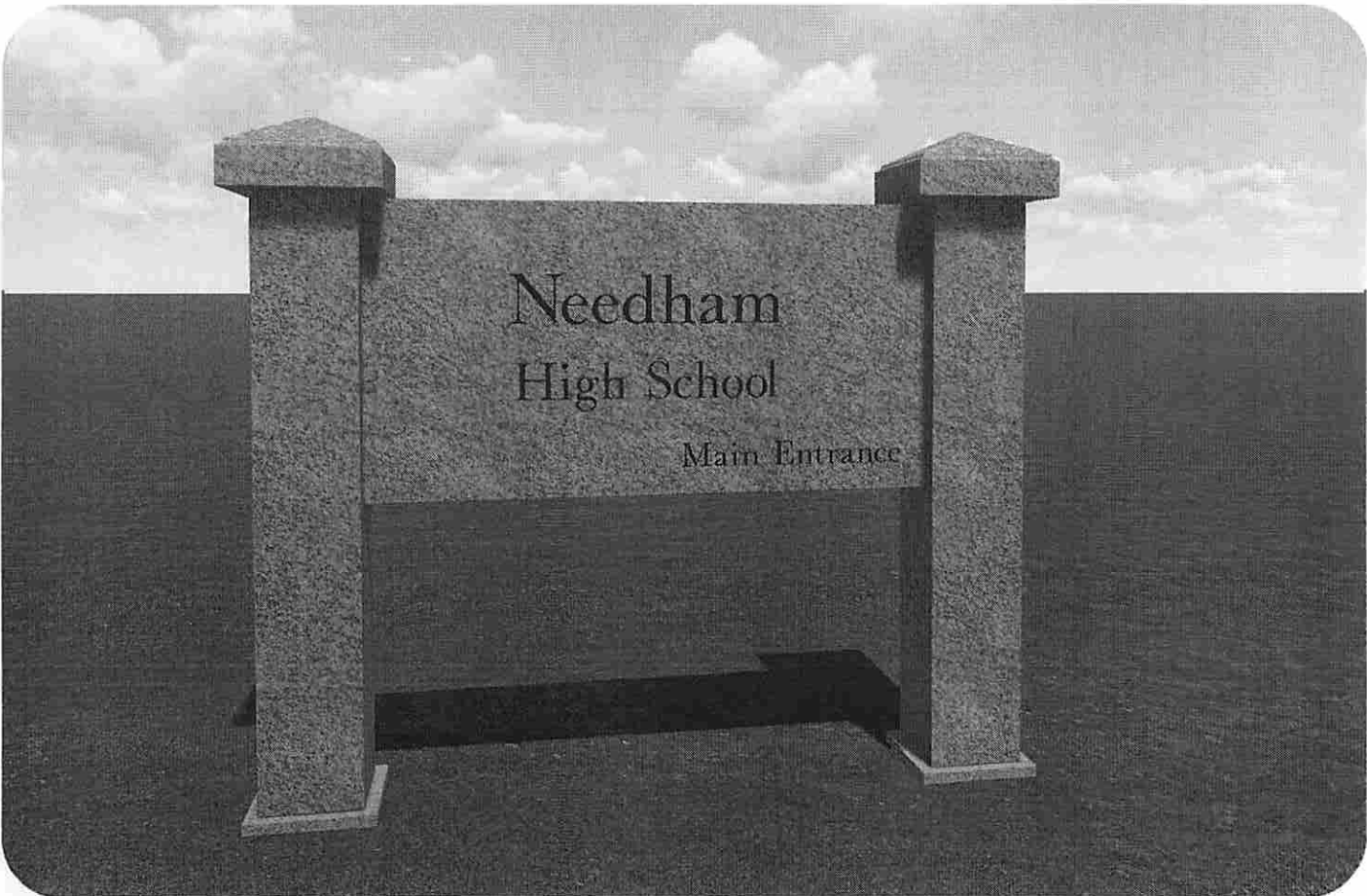
Monument


GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

Sign 2

Size:

Overall size Length x Depth x Height (in inches): 64 x 10 x 58



Title

NEEDHAM HIGH SCHOOL_SIGN 2

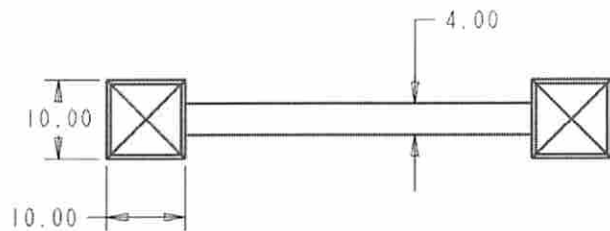
Date

DEC. 9, 2019

Monument

Warehouse

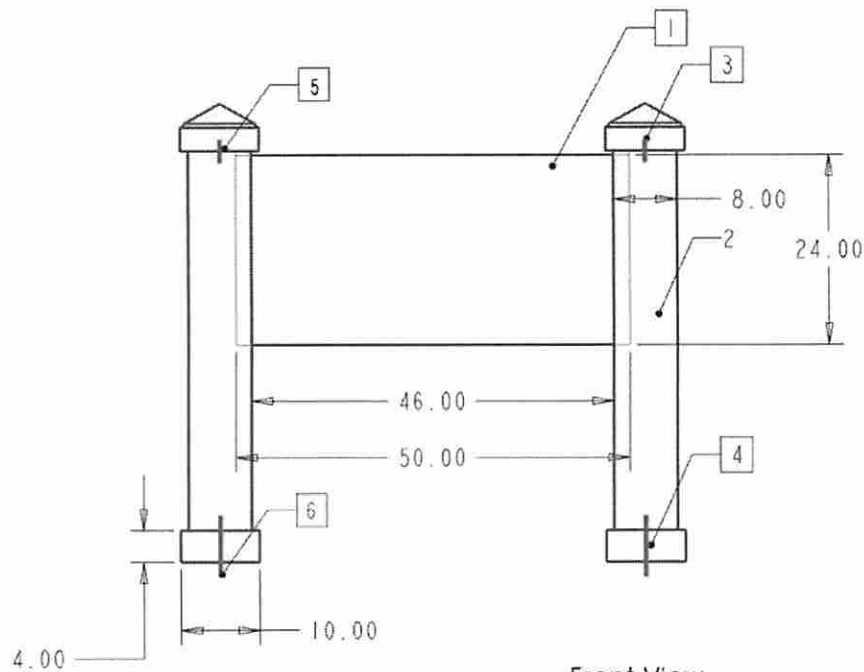
Monument Warehouse
1551 Mineral Springs Rd
Elberton GA 30635
Phone / Fax (800)-300-8025



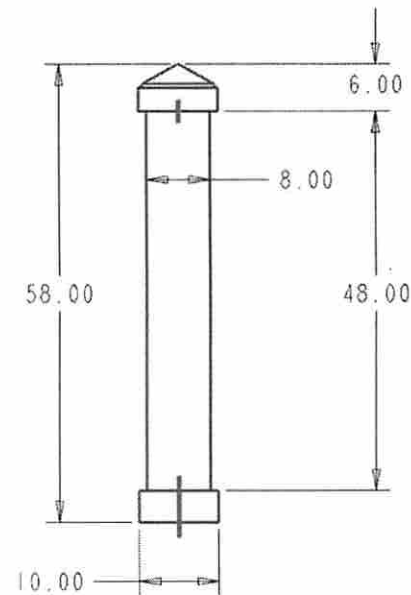
Top View

Description	Size	Materials	Finish	Qty
1 - Slab	50"x4"x24"	Coral Gray	P4	1
2 - Post	8"x8"x48"	Coral Gray	P4	2
3 - Cap	10"x10"x6"	Coral Gray	P5	2
4 - Foundation Cover	10"x10"x4"	Coral Gray	P5	
5 - Dowel pin	1.25"x1.25"x4"	Stainels steel		2
6 - Dowel pin	1.25"x1.25"x7"	Stainels steel		2

SAWN POLISH



Front View



Side View

Title

NEEDHAM HIGH SCHOOL_SIGN 2

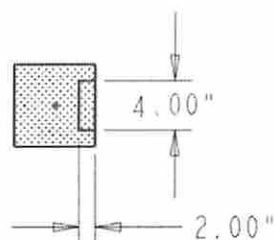
Date
June 19, 2020

Monument
Warehouse

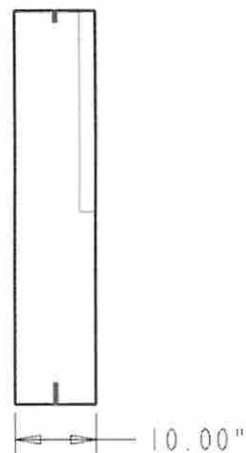
Monument Warehouse
1551 Mineral Springs Rd
Elberton GA 30635
Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse





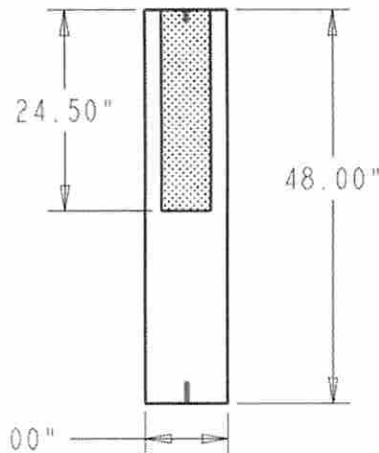
TOP VIEW



FRONT VIEW

Description	Size	Materials	Finish	Qty
1 - Slab	50"x4"x24"	Coral Gray	P4	1
2 - Post	8"x8"x48"	Coral Gray	P4	2
3 - Cap	10"x10"x6"	Coral Gray	P5	2
4 - Foundation Cover	10"x10"x4"	Coral Gray	P5	
5 - Dowel pin	1.25"x1.25"x4"	Stainels steel		2
6 - Dowel pin	1.25"x1.25"x7"	Stainels steel		2

 **SAWN**  **POLISH**



RIGHT SIDE VIEW

Title

NEEDHAM HIGH SCHOOL_SIGN 2

Date

June 19, 2020

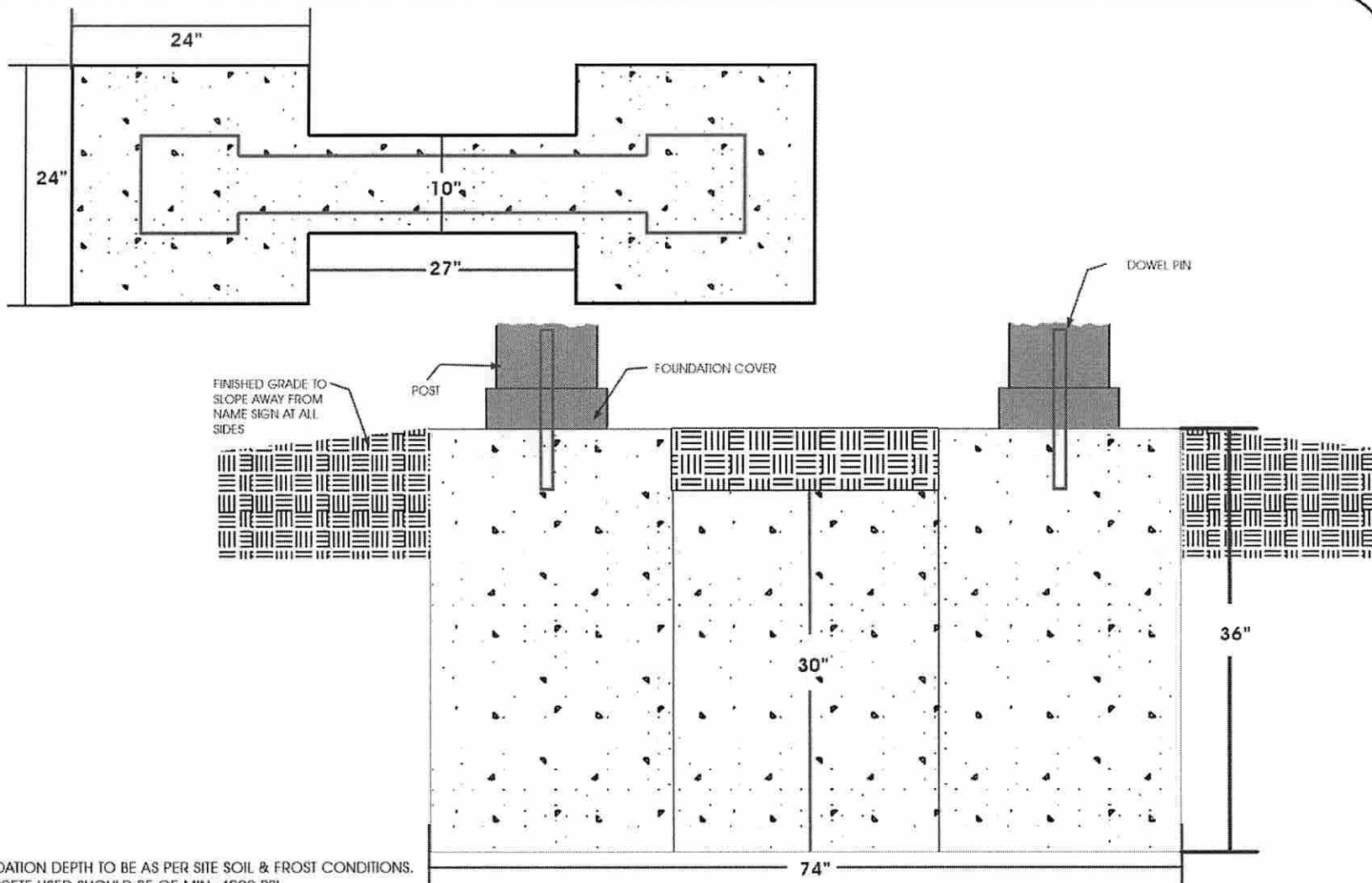
Monument

Warehouse

Monument Warehouse
1551 Mineral Springs Rd
Elberton GA 30635
Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

 Monument
Warehouse



FOUNDATION DEPTH TO BE AS PER SITE SOIL & FROST CONDITIONS.
 CONCRETE USED SHOULD BE OF MIN. 4000 PSI.
 SOIL WHICH THIS FOUNDATION RESTS SHOULD WITHSTAND 2500 PSF PRESSURE.
 STATE AND LOCAL CODE REVIEW MAY ALTER THE RECOMMENDED DESIGN SPEC.

Title

NEEDHAM HIGH SCHOOL SIGN - 2
 FOUNDATION DRAWING

Date

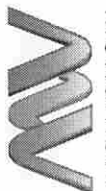
MAY 29, 2020

Monument

 Warehouse

Monument Warehouse
 1551 Mineral Springs Rd
 Elberton GA 30635
 Phone / Fax (800)-300-8025

GRANITE SIGN FOR NEEDHAM HIGH SCHOOL Warehouse

Monument


location of smaller sign



location of larger sign

FW: High School Sign



Thomas Ryder

To Elisa Litchman; Melane Bisbas

Cc Anthony DelGaizo; Tom Sarno; Aaron Sicotte



High School Sign-3.pdf
.pdf File



High School Sign-2.pdf
.pdf File



High School Sign-1.pdf
.pdf File



IMG_0820.jpg
.jpg File

Reply

Reply All

Forward

Fri 11/13/2020 4:16 PM

Here is a draft location of the sign for Webster Street area. This needs to be investigated to make sure it suits the need intended.

Thomas A Ryder, PE
Assistant Town Engineer

Needham Department of Public Works
500 Dedham Avenue
Needham, MA 02492
Telephone: 781-455-7538
Fax: 781-449-9023
E-mail: Tryder@needhamma.gov

Website: www.needhamma.gov

Scale 1" = 10'

WEBSTER

PROPOSED 3'x12'
NEEDHAM HIGH
SCHOOL SIGN

15.0

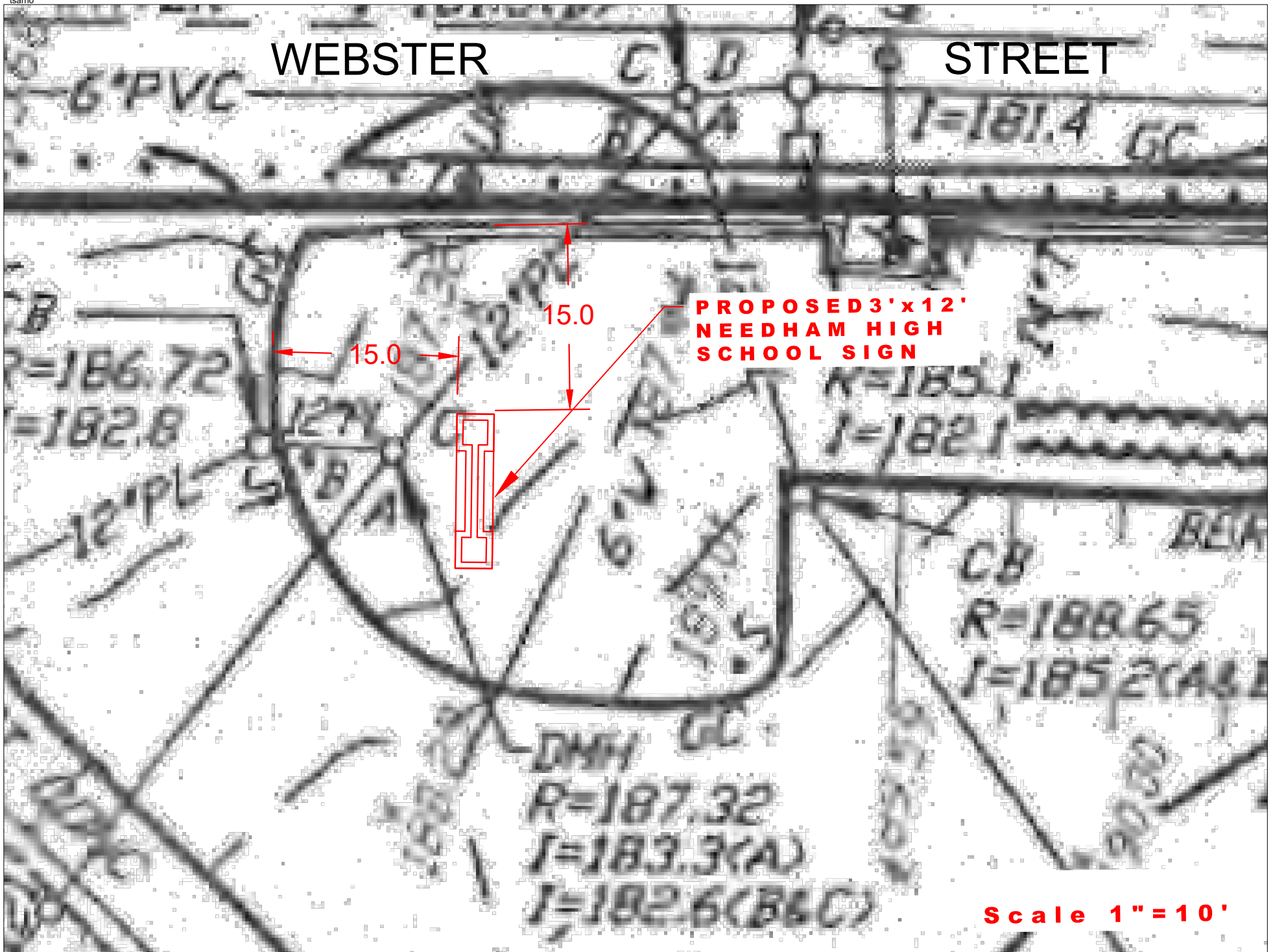
15.0

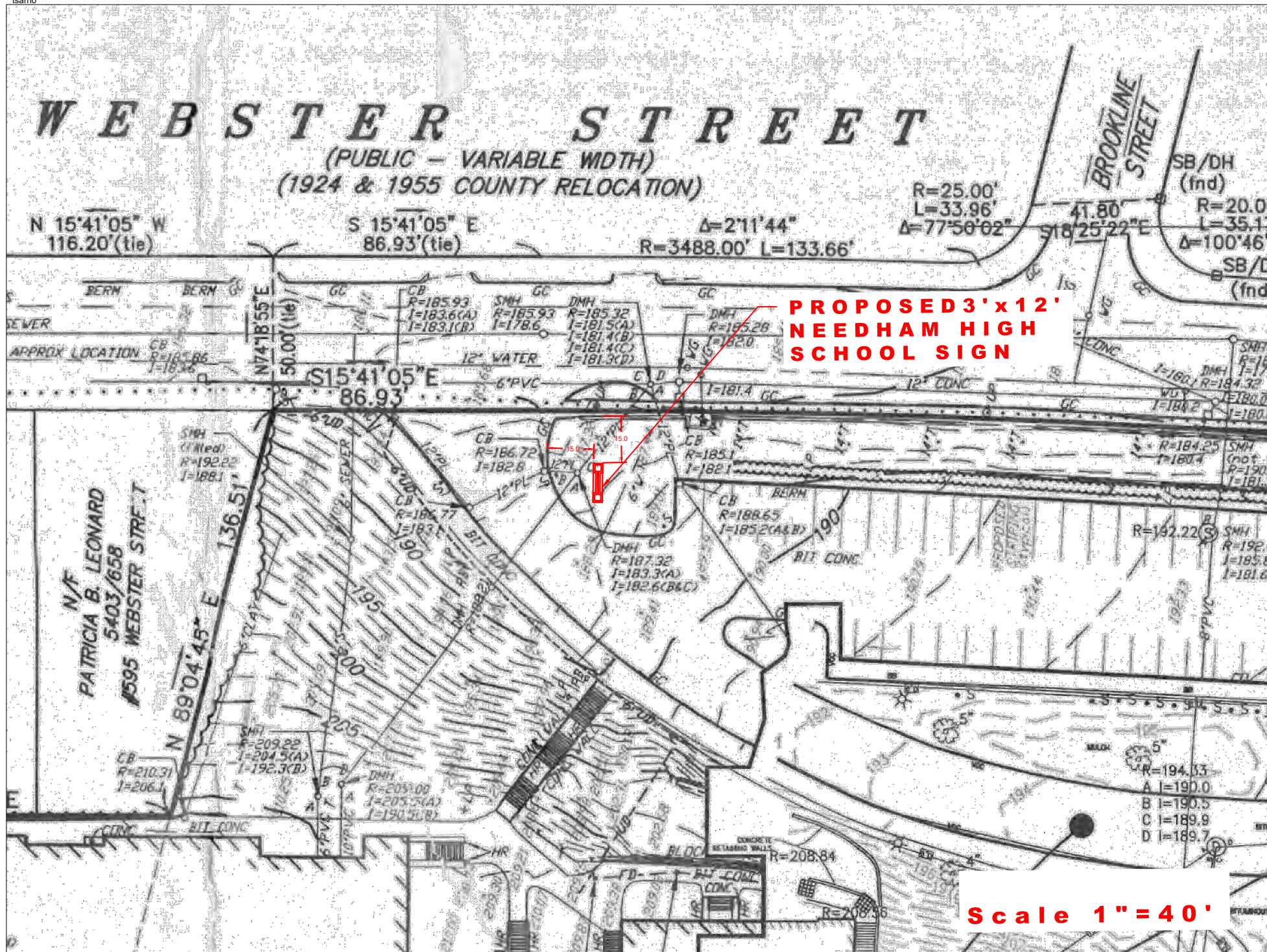
STREET

DRAFT

WEBSTER

STREET







ONE WAY







NEEDHAM
HIGH SCHOOL

MAIN
ENTRANCE

OFFICES





Design Review Board Meeting Minutes
Monday, November 2, 2020
7:30 PM

Board Members:

Mark Gluesing, Chair (P) Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (P)
Chad Reilly, 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. Special Permit applications, Anna Haluch, Pro Sign Service applying for 2 signs at 540 Hillside Ave.
2. Special Permit applications, James Flynn, applying for three special permits for signage for Century Bank located at 1433 Highland Ave.
3. Façade Renovations, Evans Huber, representing Century Bank located at 1433 Highland Avenue
 - James Flynn, Century Bank VP.
 - Peter Darlow, Architect.
4. Sign application, Ron Ferrigno, Sign Design Inc. representing Warehouse Picture Framing located at 49 Highland Avenue.
5. Signage, and Façade renovations, Mary Stanton, Dasco Signs representing The Needham General Store located at 399 Great Plain Avenue.
 - Megan Pesce & Mark Pesce.

Mr. Chair called the meeting to order on November 2, 2020 at 7:30 PM EST.

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

Agenda Item 1:

(Continued) Public notice is hereby given that 540 Hillside Avenue LLC C/O SSG Hillside Needham LLC, located at 540 Hillside Ave, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.2, (Wall sign exceeding 32 Sq. Ft.) and Section 5.5.3.2(b) (Allowing additional wall sign) any other applicable sections of the By-law. - Anna Haluch

Ms. Haluch presented her application to install a 55 sq. ft. halo lit channel letter sign, Sign A, on the west elevation of the building, as well as a 20 sq. ft. non illuminated cut out letter sign, Sign B, on the south elevation of the building, facing the parking lot.

Previously Ms. Haluch has appeared informally before the Board regarding the west, Hillside Avenue, elevation signage. Her client had wanted to install an 80 sq. ft. sign which the Board recommended they submit a smaller sign for approval.

Mr. Tanner said that he does not see a reason for such a large sign on the west elevation. Ms. Haluch said the original 80 sq. ft. sign that was informally proposed was deemed too large by the Board. However, the 55 sq. ft. sign is more proportional with the building's façade.

Mr. Hammer said he agrees with Mr. Tanner regarding the proposed sign being too large. People driving on the road will be able to identify the business by the monument sign at the street level driveway entrance. He said he does not have a problem with the second Sign B on the south elevation.

Mr. Reilly said he also agrees with his fellow Board members. The sign as currently proposed is too big. People trying to locate the business will not be using that sign for identification from the street level.

He said the second sign on the south elevation is reasonable. However, he thought the sign is not symmetric and is sitting uncomfortably over the windows. He wondered if it would look better centered over the windows on the brick pier.

Mr. Dermody said he also agrees, 55 sq. ft. is too big for the purpose of the sign. Customers seeking the business will see the monument sign before they see the other sign.

Mr. Dermody said the south elevation sign was fine as proposed.

The Chair noted that the Board had asked the applicant in a previous informal meeting to show the Board a sign that met the size limit of the By-Law. The Board agreed that that sign was more appropriate.

Motion to approve Sign "A" with the condition the size be limited to 30.36 Sq Ft, as shown in the alternate proposal, and that the sign is halo illuminated, by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Motion to approve Sign "B" with the condition it is to be centered on the brick pier between the glass entry doors by Mr. Hammer.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Public notice is hereby given that Century Bank to be located at 1433 Highland Avenue, has made application to the Design Review Board for three Special Permits pursuant to the Sign ByLaw Section 5.3.4. First Special Permit (2nd Wall sign exceeding 32 Sq. Ft.) and Section 5.5.3.2(b), Second Special Permit (Allowing additional Blade sign) section 5.4.2.2 (d), and Third Special Permit (Allowing installation of signs on two pre-existing freestanding signs) section 5.5.3.1. and any other applicable sections of the By-law. -Evans Huber, Attorney

Mr. Chair wanted to clarify to the applicants that by right they can have one sign. The way that the applicant worded their application they are choosing the sign facing the parking lot as their by right sign.

The Applicant said both signs are important to them, but they will keep the parking lot facing sign as their main by right sign as it is the one located at their entrance.

Mr. Chair asked the Board if they have any objections to the small one square foot signs on the panels by the window where the live teller will be, they would generally be by-right signs, and will the Board be comfortable passing those as is. The Board did not object. Mr. Chair also said he has no issue with the existing monument parking entrance signs as the replacement panels are under two square feet.

Mr. Reilly said the east façade sign would be visible for traffic from either direction on Highland Ave. He added that two signs of that scale on a building that is on the smaller side seemed heavy handed. Usually the Board prefers signs of the same size if there are two on either side of a building. However, in this case the sign over the doorway might suffice. His concern is the signs are too big for the relatively small frontage.

Mr. Chair asked Mr. Darlow what the height of the letter “C” in the proposed Century Bank sign is. He said it is about 18 inches.

Mr. Chair said that compared to the Citizens Bank sign on Chapel Street which was limited to 15 inches it is highly visible. He suggested a similar size limitation for this application. He is also not convinced of the need for two signs on the building

Mr. Tanner said he was under the impression that a secondary sign must be smaller than the primary sign. But he does concur with Mr. Reilly regarding symmetrical signage. He suggested perhaps limiting the sign to 15 inches and having the sign be back-lit.

Mr. Hammer said he agrees with Mr. Tanner.

Mr. Dermody said if there were to be two signs of equal size, they should be smaller. At this scale they are too big to be the same size. He complimented the design of the signage. He would argue for a smaller sign on each façade or a much smaller secondary sign.

Motion to approve the north elevation sign with the letter “C” scaled to 15 inches, the rest of the letters to be scaled proportionally, and for the sign to be backlit by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Motion to approve special permit signage, street signs & the signs on the glass panels as submitted, the east elevation Highland Avenue sign be approved with the condition the letter “C” scaled to 15 inches, the rest of the letters to be scaled proportionally, and for the sign to be backlit by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 3: (Façade Work)

Century Bank located at 1433 Highland Avenue applying for façade work. – Evans Huber

Mr. Huber gave a brief description of what Century Bank is proposing. They are taking over the space previously occupied by the (Self Serve) Laundromat next to Anton’s. Mr. Darlow the architect for the project, presented the new design.

They are removing the existing sloped wood awning. They will use the existing structure to support a new design. The new awning will be flat with a metal fascia and soffit on the entrance wall. On the Highland Avenue side of the building the awning will be a framework sunscreen, not a solid covering.

They are replacing all the store-front, filling in about 10 to 15% of the total glass area. There is an existing worn-out brick veneer curb below the storefront that they are taking off and covering

that over with black porcelain tile. At the walk-up window there will be 2 glass wind break panels.

Mr. Reilly asked how the existing canopy remaining at the dry cleaners is going to be terminated where it meets the proposed façade for Century Bank. Mr. Darlow said the proposed project will only take off the sloped awning on their portion. They will fill the side of the existing awning with a panel finished to match the existing awning.

Mr. Chair asked Mr. Darlow to confirm they are installing the new canopy on an existing framing structure. Yes, there is an existing canopy structure that was buried inside of what you see as the sloped awning. How will it drain? It is a runoff/drip drainage, no gutter.

Mr. Reilly asked about the parking bollards in the parking lot. There is a bollard on the end of each designated parking area. There is no bollard at the end near the cross hatched-in parking spot on the map. Mr. Darlow said that is supposed to be left vacant because it is the ADA/Handicapped access.

Mr. Dermody asked about how the canopy will be lit. The lights will be recessed under the canopy at the bank entrance, and a light over the window at the walk-up teller zone.

Motion to approve façade changes as submitted by Mr. Dermody.

Motion seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Agenda Item 4: (Signage)

(No one attended the meeting to present this application)

Agenda Item 5: (Signage & Façade Work)

Dasco Signs representing The Needham General Store Located at 399 Great Plain Avenue applying for signage and façade work. - Mary Stanton

Ms. Megan Pesce, owner of the Needham General Store gave a quick overview to the Board regarding the proposed façade work. The proposal is to paint the building white with a grey trim. They also want to extend the awning to fill the whole area of the building where the entrance door is located and change the color of the awning from orange to a black & white stripe.

Mr. Tanner said he likes the proposed changes to the façade. He also wanted to point out that the fabric of the awning is not a stark white, and they should see a sample of the fabric before selecting the paint colors for the building. Ms. Pesce said she has a sample of the fabric already.

Mr. Reilly asked if the white to be used to paint the building is a stark white or a silvery white. Ms. Pesce said it is a soft mascarpone white with a hint of grey, that will work well with the grey trim.

Mr. Dermody asked if there will be lights above the sign. The sign will be externally illuminated from above, the lights are existing. He also asked if the white background of the sign will be the same color as the building. Ms. Stanton said she can match the white of the sign to the building.

Motion to approve façade changes as submitted by Mr. Hammer.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Ms. Stanton gave a small overview of the plan for the proposed sign. The old sign will be taken down, the old sign measures in at 42 by 76. They are putting up a sign of the same size.

She said she was open to recommendations from the Board regarding the overall look of the sign, as the design was provided by the owner of the store.

Mr. Chair asked Ms. Stanton what the height of the proposed Dunkin' letters is, and the General Store panel piece. Ms. Stanton said it is 9 inches for Dunkin'. The remaining signage area is about 24 inches.

Mr. Dermody said he likes the design. However, it is dominated by the Dunkin' logo. He would propose the Dunkin' logo be reduced in size, and the General Store panel made bigger.

Mr. Tanner said he agreed with Mr. Dermody. Dunkin' does not look optically centered. If they are to make the General Store panel larger, they should think about relocating the "established 2020" portion of the logo.

Mr. Hammer said he agrees that the Dunkin' logo should be smaller. He did not agree that the General Store panel should be enlarged. There would not be enough negative space.

Mr. Reilly said the Dunkin' logo should be shrunk. The Dunkin' logo is very iconic, and so many Town residents know that there is a Dunkin' at this location. Perhaps getting rid of the "established 2020" will help create more spacing for everything else. He proposed shrinking the Dunkin' logo and trying out a thicker stroke size for the font of the "Needham General Store" portion.

Motion to approve the signage with the condition to increase the Needham General Store portion of the sign by approximately 10%, and relocate or remove the "est. 2020" moved by Mr. Dermody.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Approval of Minutes:

Motion to approve the minutes of October 19th made by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Abstain	
Steve Tanner	Aye	

Motion to Adjourn:

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

Motion was seconded by Mr. Tanner.

Meeting adjourned at 9:03 PM.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Aye	
Steve Tanner	Aye	

Future Meetings

November 16, 2020	Via Zoom
December 7, 2020	Via Zoom
December 21, 2020	Via Zoom