



Design Review Board Meeting Minutes
Monday, November 16, 2020
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, 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. Special Permit application, Phill Naffah (Harvey Signs) representing PetCo located at 163 Highland Ave. applying for 3 signs.
 - J. Mora of Anchor Signs
 - Mike Schwerin of Anchor Signs
2. Brian Brinkers, ACME Sign Corporation representing Joelle Lieman, Elite Aesthetics MD and applying for signage and awnings located at 1 Chapel Street.
 - Joelle Lieman
3. Aaron Sicotte, Principal representing Needham High School applying for signage located at 609 Webster Street.

Mr. Chair called the meeting to order on November 16, 2020 at 7:30 PM EST.

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

Agenda Item 1:

Public Hearing: PetCo located at 163 Highland Ave. has made application to the Design Review Board for a Special Permit for three signs. – Phill Naffah, Harvey Signs.

The Board had previously discussed this signage proposal with the applicant prior to the Special Permit application.

Mr. Naffah wanted to address some recommendations that the Board had previously made at another meeting. Mr. Naffah said he brought their comments regarding the logo's font and size to PetCo. Mr. Naffah was told that it is their trademarked logo and cannot be changed. The Board had requested a

new lexan face to be installed onto the pylon sign to avoid ghosting of old letters. PetCo has agreed to that request.

Lastly, the Board had made comments regarding the flat cut-out letters illuminated with gooseneck lights, mounted on the buildings entrance pillar. Petco claimed that this was approved during the initial review of the building project.

Mr. Chair informed Mr. Naffah that was unlikely to have happened and it is standard practice not to approve signage during a site plan building review application. Mr. Chair said if they can provide physical evidence of this approval, he can review the matter.

Sign A: VetCo Total Care Wall Sign

Ms. Robinson said she does not have a problem with the size of the letters. She recommended that it be centered in the colored masonry band. The size of the font is different enough relative to the main sign.

Mr. Dermody said he does not have a problem with it. However, Mr. Dermody suggested perhaps scaling it down to give more breathing room between the top of the "T" and the red band.

Mr. Dermody asked what the height of the grey band is, and how much space would be above the letter "T" in VetCo. The elevation of the letters combined is 42 ½ inches, and the overall of the grey band is 48 Inches. Mr. Dermody said that the spacing is tight with only 2 ¼ inches space between the top & the bottom.

Mr. Dermody asked what the square footage is for the sign and if it is illuminated. Mr. Naffah said it is 35.71 sq. ft. and internally illuminated with LED's. Mr. Dermody said he would recommend scaling it down.

Mr. Schwerin of Anchor Signs asked Mr. Naffah what the height of the letters are. Mr. Naffah said the height is 15 inches. He said the reason they look big is due to the letters being stacked. He wanted the Board to take into consideration the actual height of the letters.

Mr. Chair said while 15 inches is not small, it is not large either. He finds the sign crowded within the architectural space, which is the Board's main concern. The Board typically looks for more negative space, however, the viewing angles are such that it is less of a factor in this case. overall, he felt it is an acceptable sign.

Mr. Dermody said that Mr. Chair brought up a good point that the sign is high up and that the negative space on the actual sign is not a big problem.

Motion to approve sign A as submitted by Mr. Dermody.

Motion was seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	

Deborah Robinson	Aye
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Sign C: Pylon sign

Mr. Naffah gave a brief overview of the proposal which is to remove the existing lexan panel and install a brand-new white lexan with applied lettering and graphics.

Mr. Naffah said the option they are considering is 3/16th white lexan panel with applied graphics with the red, blue outlined in black.

Mr. Dermody said one concern the Board has is that white backgrounds are bright, and with such a large field of white it may be too bright. The Board often works with applicants to tone that down by adding some sort of film layers.

He asked Mr. Naffah where the black vertical line will begin and end. Mr. Naffah said it will be the whole height of the panel at 1 inch wide.

Mr. Naffah said if the Board is concerned about the brightness, they can create a digital print which then the white vinyl will be installed onto the plastic panel material which can create a “duller” white that is not super bright.

Ms. Robinson said she was okay with the proposed signage.

Mr. Chair asked Mr. Naffah to discuss the illumination of the panel. For the light source of the actual panel it will most likely be florescent bulbs.

Mr. Chair asked the Board members what they thought of the digital printing idea. The Board was in favor.

Motion to approve sign C with the condition that the sign is changed to a digital print vinyl sheet mounted on lexan panel by Mr. Dermody.

Motion was seconded by Ms. Robinson.

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

Entrance Store Sign “B” (signage& lighting on the pillar)

Mr.Naffah said he is proposing a set of flat cut-out letters , they total 16.5 sq. ft. in area they are 6 3/8th inches tall and they’re asking for them to be externally illuminated with goose neck lights.

The grooming sign has been removed, so they are trying to install some sort of branding to identify that grooming & dog training is still part of the services offered at PetCo.

Ms. Robinson said she does not think it is necessary. It seems like an overkill. Perhaps they can add lettering to the windows or the doors to indicate the services they are providing.

Mr. Naffah asked if the Board were against the idea of installing the branding on the columns outside the store. Mr. Dermody said yes. Mr. Chair said the by-law is not about advertising services but identifying the business and architecturally it would not look good on the building.

Mr. Naffah asked Mr. Chair if it is okay to install signage on the storefront glazing. Mr. Chair said yes, it is part of the by-law. However, they're limited to 25% of the area of the glass panel the installation is to go on.

Mr. Dermody said this sign is redundant. By the time a customer is reading this sign they are already out of the car heading into the business. He would be inclined to deny this sign.

Motion to deny the special permit for sign B by Mr. Dermody.

Motion was seconded by Ms. Robinson.

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

Agenda Item 2:

ACME Sign Corporation representing Joelle Lieman, Elite Aesthetics MD and applying for signage and awnings located at 1 Chapel Street. – Brian Brinkers, ACME Sign Corporation

Mr. Brinkers gave a brief overview of the proposed work which is to re-cover the existing awning frames with black material. The awnings will be the same size and the in the same locations with additional graphics on them which displays Elite Aesthetics Logo & various tag lines on the valance.

Mr. Chair asked Mr. Brinkers to describe the graphics in more detail. Mr. Brinkers said there are 8 existing awnings and most of them will have the Elite Aesthetics logo and Elite tag line. Two of the awnings will have longer graphics such as "Science Led Beauty". There is a larger graphic and name on the awning over the entrance.

Mr. Chair asked Mr. Brinkers what the valance size is. Mr. Brinkers said it is 9 inches.

Mr. Chair asked what the plan is for the existing illuminated cabinet signs. Ms. Lieman said she does not know if these are functional and whether she wants to utilize them for her business.

Ms. Lieman said she had planned to find out if they are functional and then submit a separate application to the Board if she wants to use them. Ms. Lieman asked if the Board would give her an allowance to install a logo if they were functional. Mr. Chair said she can use them, but it impacts how he feels about all the logos on the awnings they are reviewing currently.

Mr. Dermody said he does not know how the Board can discuss the awnings without knowing what is to come of the sign cabinets. It influences what would go on the building because it is a total package. Mr. Dermody wanted more clarification if all the awnings look the same or are is each one different. Mr. Chair said the 2 facing the corner have the tag lines on them and the rest just say "Elite".

The awnings were presented in a series of photographs. Ms. Lieman said because they are all facing different directions it was impossible for her to get a flat single image photo.

Mr. Brinkers said that a few of the awnings are slightly different in term of the taglines on them. Mr. Dermody said that goes against the simple aesthetic they are going for.

Ms. Robinson said taking the cabinets off is probably the better idea. Ms. Lieman said she does not like the cabinets and was not considering utilizing them. Other than the cabinets Ms. Robinson said she is fine with the black awnings and the logo.

Mr. Chair said he would require having the cabinets removed.

Mr. Chair said while the lettering on the 2 corner awnings are not very tall, they are long. He said he was comfortable with repetitive "Elite" logo on the awnings, but he wanted to discuss the longer taglines a bit more.

Ms. Lieman said she is expanding her brand to a bigger more rounded wellness center which is why she wants those taglines on the corner awnings.

Motion to approve awning submission with the graphics as shown with the condition that the cabinet light boxes, associated wiring, & conduit be removed, and the brick be repaired by Ms. Robinson.

Motion was seconded by Mr. Dermody.

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

Agenda Item 3:

Needham High School applying for two signs located at 609 Webster Street. - Aaron Sicotte

Mr. Sicotte gave an overview of the proposed signage at the Needham High School. The proposal is to install 2 signs to help clarify the location and entrances of the High School.

The first sign is a large granite sign that would sit at the grassy area facing Webster St. The sign is 8 ft. by 4 ft. with 8-inch letters.

The second granite sign will replace the old rotting wood sign on Admiral Gracey Way.

Ms. Robinson indicated she did not like the granite sign and that it looks like a tombstone.

Mr. Sicotte explained that this sign was a culmination of an idea from former students who thought the lack of a sign is an issue. The makeup & ultimate design of the sign had influence from student feedback. They were mainly going for a classic look that had some staying power that didn't speak to a particular age group.

Mr. Chair said he likes the simplicity, but the letter style is a little heavy handed.

Mr. Dermody said he also did not like the granite sign as submitted. He asked if the letters are engraved. Mr. Sicotte said they are. He also asked if there were plans to highlight the lettering with some gold filigree for example. Mr. Sicotte said there were no plans on doing so.

Mr. Sicotte said he was concerned regarding if he has any flexibility with the vendor due to the fact this sign was acquired via a bidding process. Mr. Sicotte said he can bring this feedback to the vendor and others involved in the process to see what adjustments could be made.

Mr. Chair said he would like to continue this application. He would also suggest removing the caps and make a post that comes to a point for the Admiral Gracey Sign. And if there is another letter style available. Perhaps adding a horizontal line at the top & bottom.

Mr. Dermody asked if the signs are double-sided. Mr. Sicotte said the Webster St. sign is double-sided and the Admiral Gracey sign is not. Mr. Dermody found the letter style for the Webster St. sign too "fat" and for the Admiral Gracey sign is too "thin".

Mr. Chair said he would write up some notes and email them to Mr. Sicotte.

Mr. Sicotte asked if the recommendations being provided cannot be incorporated and the sign cannot be changed would this be a deal breaker. The Board indicated they would not be comfortable passing the signage as presented.

Motion to continue this item by Mr. Dermody.

Motion was seconded by Ms. Robinson.

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

Approval of Minutes:

Motion to approve the minutes of November 2nd by Mr. Dermody.

Motion was seconded by Ms. Robinson.

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

Open Discussion:

Ms. Litchman asked Mr. Chair if he had reviewed the proposed meeting schedule for 2021. Mr. Chair said he will get this schedule with any revisions to Ms. Litchman by this week.

Motion to Adjourn:

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

Motion was seconded by Ms. Robinson

Meeting adjourned at 8:52 PM.

Future Meetings

December 7, 2020	Via Zoom
December 21, 2020	Via Zoom