



Design Review Board Meeting Minutes
Monday, May 10, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (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. Heather Dudko, representing Kumon located at 91 Chapel Street and applying for signage.
2. Heather Dudko, representing Citizens Bank located at 968 Highland Avenue and applying for graphic signage.
3. Heather Dudko, National Sign Co., representing Bank of America located at 1455 Highland Avenue and 74 Chapel Street and applying for signage.
4. George Giunta, attorney, representing Katherine Klein, DDS who is applying for orthodontic practice to be located at 32 Chestnut Street and site plan review.
 - Katherine Pennington Klein, DMD
 - Kenneth R. Feyl, Architect.
 - Alfred W. Greymont, 32 Chestnut Building Owner.
5. Tim Parker, Fast Signs, representing Proud Mary Gifts located at 1024 Great Plain Avenue and applying for signage and two awnings.
 - Karen Loughery, Owner.
 - Eileen Baker, Owner.
6. Paul Good, Revitalization Trust, applying for two designs of the approved changeable murals to be located at 1013 Great Plain Avenue east facing wall towards Town Common called "Needham to the World".

7. Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP representing Needham Enterprises LLC applying for site plan review with revisions for 1688 Central Avenue.

Mr. Chair called the meeting to order on May 10, 2021 at 7:30 PM EST.

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

Agenda Item 1:

Kumon located at 91 Chapel Street and applying for signage. - Heather Dudko.

Ms. Dudko came before the Board applying to replace existing wall sign. It will be replaced with a new sign of the same size; the gooseneck lighting will remain as is.

Mr. Reilly asked if there is an equal amount of space left and right of the business name.

Mr. Chair proposed that maximum height of the letters be 12 inches which is the recommended height the Board has made for signage on Chapel St.

Motion to approve 91 Chapel St. Kumon sign with the condition that the maximum letter height be 12 inches by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Citizens Bank located at 968 Highland Avenue and applying for graphic signage. - Heather Dudko

Ms. Dudko came before the Board previously to present the signage for Citizens Bank as part of a different package. She has come back before the Board applying for a wall graphic and has revised the size. In the original package presented to the Board back in March the applicant applied for a 64 sq. ft. sign, after some discussion with the Board the applicant has returned applying for a 49 sq. ft. sign. In order for this sign to be possible without a special permit it would have to be 32 square feet in size.

The sign will be located on the Highland Ave. elevation, it is a non-illuminated graphic.

Mr. Dermody asked if the sign is assumed to be centered? And if so, is there any landscaping planned which might block the sign from view. Ms. Dudko said the sign is to be centered but she

is unsure of the landscaping planned by her client. Mr. Dermody said he would like for the sign to be smaller and higher up on the elevation.

Mr. Hammer said if there was room for landscaping it would make sense to put something near the sign. He does not have a problem with its size or location.

Mr. Tanner said he thinks it is too big and suggested the sign be re-sized to 32 sq ft and sit higher on the elevation.

Mr. Reilly said the sign is a little bit big for his taste and would like to see it smaller. If it were to be smaller there would be more negative space and it would look better and leave room for landscaping as well.

Ms. Robinson agreed with the Board members regarding making it smaller and sit higher, she would like the top of it aligned with the fenestration.

Mr. Chair said he also found it a little too big. He recommended reducing it to 32 sq. ft. and center it.

Motion to approve graphic signage with the condition it be reduced to 32 square feet, centered left to right and the space on left and right be the distance from the bottom of the awning by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 3:

Bank of America located at 1455 Highland Avenue and 74 Chapel Street and applying for signage. - Heather Dudko

Ms. Dudko explained to the Board that there are currently two existing 24 sq. ft. signs with channel letters and internally illuminated. One facing Highland Avenue, the other faces Chapel St.

The proposal is to replace the channel letters with a new set which will be 30 sq. ft. and placed higher. They will not be installed on a raceway but rather flush mounted, individual mounted letters.

Mr. Karan asked what the wall cladding is made of, the material behind the letters enclosing the roof. Mr. Chair said it was a metal panel.

Mr. Dermody had a concern regarding a portion of mansard roof, and whether the sign is centered in the white panel space which Ms. Dudko clarified and confirmed yes.

Motion to approve both signs as submitted by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 4:

Site Plan Review for orthodontic practice to be located at 32 Chestnut Street. -George Giunta, attorney, representing Katherine Klein, DDS.

Mr. Giunta explained to the Board that this location was previously occupied by “The Art Emporium”. The emporium moved out a while back. Dr. Klein would like to move in there and use the space as an orthodontics practice. What is being proposed is updating and refreshing the storefront.

The plan is to remove the existing green awnings and install new windows with transom windows and to install new awnings above the entry door and the rear door. The sign band that is above the windows will be painted a blue color or applique to make it blue. One window on the southern section will be treated with a translucent window film to prevent onlookers from peering into the patient care rooms.

Mr. Chair wanted to note there is some signage information included but the Board will not review this information at this time. The Board can provide some direction, however.

Ms. Robinson asked if the windows are aluminum. Mr. Giunta said they are installing an aluminum storefront system. No plans to repaint the building currently.

Ms. Robinson said the only thing sticking out to her is the acute angle of the awning. Mr. Feyl said the goal is to signify the entry, his client did not want the awning to stick out very far. The door is recessed so the awning is not designed for weather protection.

Mr. Reilly asked if the entire cornice is being re-painted. Mr. Feyl said he cannot commit to going past where it is being currently painted, that would be up to the building owner.

Mr. Tanner had a question regarding a gray line on the bottom of where the building is painted. Mr. Feyl said it is a proposed concrete curb where the Hardie Board material will be sitting 4-6” above the sidewalk, it will allow them to protect the material of the store front.

Mr. Chair asked Mr. Giunta if there was any discussion with the building owner about additional painting beyond the applicants' façade. Mr. Giunta said there were no discussion, but the building owner Mr. Greymont was present and asked him to weigh in.

Mr. Greymont said he would consider it.

Mr. Chair asked the Board members for their feedback on the signage beginning with Mr. Reilly.

Mr. Reilly said for the signage on the glass if it is kept under 2 square feet, then it would not be considered a sign. He suggested the applicant keep it as a small graphic element. He also wanted to know how people will be coming in and out of the business to see if signs are necessary on both the back and the front entrances. He also commented that the Fire Department usually looks for an address so if that could be added to the awning, a door or somewhere else on the business that would be best.

Mr. Feyl said the rear entry is proposed to be frosted so it can function as an employee only entrance.

Mr. Chair suggested they take a closer look at the directional sign and the size of it, the alignment with the window that is around the corner. If it is under 2 square feet, it is allowed by right. If that does not work for them, they can apply for something larger. There was a question about the sign over the back door and how that might confuse customers; perhaps they can identify the business in a smaller way at the back door.

Mr. Chair asked why this agenda item was classified as a site plan review and not a façade change. Mr. Giunta said the entire building was placed under a special permit when a two-story addition was added in the early 2000s. The Planning Board issued an approval that captured the use of the building and any deviation from that requires a site plan review.

The Chair said he will forward a memo to the Planning Board and send a copy to Mr. Giunta.

Agenda Item 5:

Proud Mary Gifts located at 1024 Great Plain Avenue and applying for signage and two awnings. -Tim Parker, Fast Signs.

Mr. Parker returned to the Board to present a modified application for signage and two awnings for Proud Mary Gift located at 1024 Great Plain Ave.

Proud Mary Gifts occupies 1 & ½ store fronts. The door under the smaller awning will be used as an emergency exit only, and it will be frosted. They have chosen a natural Sunbrella®, a light cream for the awning. They have darkened the logo colors by two shades and thickened the stroke of the logo and the flower. The awning drop is 48 inches, and it will be 20 inches out, and 30 inches on the backside.

Mr. Chair asked if the signage is the same as the one in the original application. Mr. Parker said it is a little bigger than the original because in the first proposal the aluminum bar frame had to fit inside the sign band panel.

Mr. Parker said the projecting sign at their previous location required a blade sign, it was painted black & gold and a V-grooved flat panel sign that was above the main entrance. His client is looking to use the same sign that was approved for the other location by having it re-painted to match their colors, and it would hang between and below the two sets of awnings. There is already a bracket there which they can utilize.

Mr. Reilly said that the rendering of the awning looks a bit big. If it's more than 32 square feet, it should be lowered and the graphic elements on the smaller awning should be match the reduced size. Mr. Chair asked about the dimensions of the awnings. Mr. Parker stated that the awnings are 41 square feet and 76 square feet. The actual graphics are 34 square feet total on the larger awning. Mr. Reilly suggested it be smaller.

Mr. Hammer said he would like the gray of the flower in the logo darker to provide more contrast.

Mr. Tanner asked Mr. Parker to confirm the measurements of the awning. Mr. Parker said the awning is 20 inches out from the building, the drop is 48 inches, the back support is 32 inches, the jut out sideview is 20 inches. Mr. Tanner said the graphics are a bit too large.

Mr. Dermody said he agrees with his colleagues regarding reducing the sign to 32 Sq. Ft. He also asked if there is a minimum height clearance for the blade sign and does the applicant meet this clearance.

Mr. Chair said the bylaw stipulates seven feet (7'). Mr. Parker said they are under eight feet at the bottom of the blade sign.

Mr. Dermody asked what will happen to the sign band that is going to be hidden by the awnings. Mr. Parker said the building owner has fixed the holes and appearance issues to the building front.

Mr. Chair said he likes the awnings. He also understands the comments about the gray being darker, he spoke with the storeowner and they want to use this color scheme. He does not feel compelled to make this a condition unless a Board member feels strongly about this.

Motion to approve the awnings as submitted by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Motion to approve blade sign as submitted by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Motion to approve the signage on the awning with the condition the overall Proud Mary sign text be reduced to the boundaries of 32 square feet and the second awning text/graphic be reduced to match appropriately the reduced size of the primary sign by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 6:

Revitalization Trust, applying for two designs of the approved changeable murals to be located at 1013 Great Plain Avenue east facing wall towards Town Common called “Needham to the World”. - Paul Good

Mr. Good came before the Board earlier during the year for his application to install changeable murals. The Board approved this with the condition that Mr. Good return review a template to be used for each mural design.

Mr. Chair said he likes the template design along with template examples.

Mr. Good talked to the Board about the vision behind the murals and the reasonings for this project.

The Design Review Board members agreed that this was an improvement to the original proposal. Mr. Reilly commented that they consider the height of the text and images so that all people (adults, children, wheelchair bound) can read it, ‘universal design’.

Motion to approve graphic layout approach to the sign panels with the one condition that they review the height of the story box within the frame, so it is readable for people of all heights by Mr. Karan.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 7:

Needham Enterprises LLC applying for site plan review with revisions for 1688 Central Avenue. - Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP

Ms. Robinson took over the meeting as Chair due to Mr. Gluesing recusing himself based on his involvement with this project.

Mr. Evans returned to the Board to present a modified site plan.

Mr. Evans shared his screen and touched on a few items that the Board had noted previously. The north side of the site plan near the temple they have added a considerable number of varying trees for contrast and have staggered their location. The mixture consists of white pine, spruce, and cedar.

On the front side of the building facing Central Avenue, they have added shrubs along the foot of the building, and in between the flowering crab apples.

On the south side of the site, they have increased the number of trees, and the distance over which they are spread.

They have moved the three maple trees along the sidewalk, further, away so as not to impede pedestrians on the sidewalk.

The building has been moved so that the setback is 50 feet from Central Avenue instead of 40 feet. Due to the fact they needed a turnaround area for fire trucks they were limited in how far they can move the building back. This new setback required a re-designed parking lot. They have decreased their parking lot by two spaces to accommodate the turnaround area.

They increased the number of parking spots towards the rear of the lot on the other side of the barn, closer to an abutting homeowner by 6 spaces from 24 to 30 to provide some space between the building and the resident. This was also done to alleviate concerns regarding queuing on Central Avenue for folks picking up children from the day care center.

Mr. Evans said during the last review there was a comment that the façade facing Central Avenue was too flat. In response to this the three windows on that façade have been changed so that windows extend out about 8 inches, and a small roof overhang above each window that extends about 5 inches to break up the front of the building.

They have also added a lighting on the building for the additional parking area in the back near the barn.

Ms. Chair asked if Mr. Evans had a drawing that shows the overall site, adjacent lots & houses to show the bigger context. Mr. Evans said he did not have that at this time.

Mr. Hammer commented that the white pines placed on the Central Avenue side may not provide the screening necessary to filter the view of the building for the neighbors. Mr. Hammer suggested two large evergreens to help with screening the building.

The three legacy maples purposed on the south sidewalk between the existing building and the new building, they grow quite big, and they can grow into the building within 5 years or less. The maple on the far left should be moved to give it room to grow.

The islands on either side of the parking area with pine & white azaleas, those plants are fragile, they are going to get beaten up in that location. If you do not want lawn there, he recommends low growing (6" high) evergreen ground cover such as juniper.

Lastly Mr. Hammer said the parking lot on the far right (rear) has a five-foot sidewalk between the parking spot and the building. He recommends making the sidewalk narrow, so there would be more room for cars to back in or head in.

Mr. Dermody asked how many cars can queue into the driveway potentially. Mr. Evans said you can fit about 10 cars within the lot without spilling onto Central Ave.

Mr. Dermody said he does not like the idea of a bright white fence. If the fence is vinyl, there is a tan option which would be more appropriate.

Mr. Karan feels strongly regarding Mr. Dermody's point of having the fence be tan and not white.

Ms. Chair said the revisions show some improvements regarding the parking and the landscaping. However, she still feels the building is much closer to the street than other buildings in that area. She suggested if the barn is not going to have a use, and could be demolished, that would be prudent to give the building more room to be set back.

Mr. Hammer said there is an option of walnut green vinyl fence. It is a much more natural, realistic type of fence to consider if the Board does not want a bright color.

Ms. Chair said she will prepare a memo and send it to the Planning Board.

Approval of Minutes:

Motion to approve the minutes of April 12, 2021 by Mr. Karan.

Motion seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	

Bob Dermody	Aye
Nelson Hammer	Aye
Len Karan	Aye
Chad Reilly	Aye
Deborah Robinson	Aye
Steve Tanner	Aye

Motion to Adjourn:

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

Motion was seconded by Mr. Reilly.

Meeting adjourned at 9:13 PM.

Name	Aye	Nay
Mark Gluesing	Not present.	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Len Karan	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Future Meetings:

June 7, 2021	Via Zoom
June 28, 2021	Via Zoom
July 19, 2021	Via Zoom
August 9, 2021	Via Zoom
August 30, 2021	Via Zoom
September 13, 2021	Via Zoom
October 4, 2021	Via Zoom
October 25, 2021	Via Zoom
November 15, 2021	Via Zoom
December 6, 2021	Via Zoom
December 20, 2021	Via Zoom