



Design Review Board Meeting Minutes
Monday, June 28, 2021
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 application for signage by Boston Properties located at 140 Kendrick St.
2. (Continued) Josie Lei, AZ Signs representing Apirak Chuenprapa, owner of Little Spoon Thai Kitchen, located at 952 Great Plain Avenue and applying for signage.
3. Chrissy Ripley, Sign Design, representing Speedway located at 207 Highland Avenue and applying for signage.
4. Ethan Nosel, Starboard Sales, LLC applying for a temporary banner for Sea Spray and Shorelines located at 1110 Great Plain Avenue.
5. Jennifer Shin, representing GoodyGifty located at 10 Oak Street and applying for signage.
6. Weslie Pierre, Owner of The Plant Design Studio by Wesleaf Designs & Décor located at 1020 Great Plain Avenue and applying for signage.

Mr. Chair called the meeting to order on June 28, 2021, 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 Boston Properties located at 140 Kendrick Street applying for special permit for three signs.

Applicants were unable to attend, and this item will be continued to the July 19th DRB meeting.

Agenda Item 2:

(Continued) AZ Signs representing Apirak Chuenprapa, owner of Little Spoon Thai Kitchen, located at 952 Great Plain Avenue and applying for signage. - Josie Lei, AZ Signs

Ms. Lei came back before the Board with the changes after the review during the June 7th meeting.

Ms. Lei explained to the Board the various changes she made which included painting the background where the sign is to be mounted the same color as their neighbor LatinA Kitchen. She also changed the graphic on the sign to be 22 inches.

Mr. Reilly asked if the backing will be a painted panel like the one at LatinA Kitchen's or will it be an aluminum panel? Ms. Lei said the backing will look like the one of LatinA Kitchen & will be one-inch deep aluminum panel.

Mr. Reilly said he prefers the new sign with the smaller graphic proposed as it fits better and keeps the building consistent. He also had reservations about how big the business hours are on the door. Ms. Lei said she had no problem reducing the size of the letters.

Mr. Tanner asked if they could consolidate the business hours instead of listing every single day of the week with the same hours, the business hours would say Monday to Friday from 11am to 10pm and then list Saturday & Sunday since those days have different business hours.

Mr. Chair asked Ms. Lei if she was able to verify the one-inch thickness of the panel will not project out from the architectural frame of the building. Ms. Lei said that it will not project out of the building.

Mr. Reilly shared his screen to confirm that the applicant and the Board agree. He shared a previous submission from Little Spoon Thai Kitchen showing that the panels appear to be flush to the building and painted the same color, and that the panel does not appear to be projecting out.

Mr. Chair asked Ms. Lei to confirm with the construction company that they must remove the slatted material that exists between the pilasters before installing the panel. This will ensure the panel will be mounted flush.

Mr. Dermody concurred with his colleagues regarding reducing the business hours listed on the door. However, he does find the white border around the letters on the letters of the sign makes things fuzzy and hard to read. Mr. Dermody also recommended changing what is on the blade sign, he recommended not having words on the blade sign but just the graphic. Mr. Dermody also asked if the two little spoons in the window graphic could be removed and just have the window graphics sign be focused on the cityscape.

Mr. Hammer concurred with Mr. Dermody.

The Board deliberated on a few graphic elements of the signage. Motion to approve the signage with the conditions that the existing siding be removed before the aluminum acting panel is installed, that the Little Spoon illuminated sign white edge be ½ inch width maximum, that the

business hours on the door are consolidated into several days of the week, that the blade sign be enlarged to 22 inches in diameter, and the window graphic is approved as submitted 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:

Speedway located at 207 Highland Avenue and applying for signage. - Chrissy Ripley, Sign Design

Ms. Chrissy Ripley came before the Board representing Speedway who are looking to update the signage for their 6 pump toppers. No change in branding. This will allow them to change the prices easier, as well as displaying payment options. Speedway would like to update their pylon sign with new digital numbers, the square footage will remain the same. There is a white detail bar between the name Speedway and the pricing.

The Board members did not have a problem overall with the proposed changes.

Motion to approve the signage as submitted 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 4:

Starboard Sales, LLC applying for a temporary banner for Sea Spray and Shorelines located at 1110 Great Plain Avenue. - Ethan Nosel

As part of **Project: Pop Up**, a pilot program in partnership with the City of Newton & the Commonwealth, the Town of Needham has welcomed Sea Spray & Shorelines by Starboard to the neighborhood to fill vacant storefronts to encourage and support local small businesses while working with landlords. The program has a 60-day limit, signage is temporary. The program

will run through the end of August. If businesses are successful and want to stay longer, they will need to come back to the DRB and the Board will need to decide if it will extend the approval or require them to apply for a more permanent sign.

Mr. Nosel is the owner of Sea Spray & Shorelines by Starboard, a resort-inspired lifestyle store focusing on summer clothing and accessories for the whole family. The pop-up is to be located at 1110 Great Plain Avenue. Mr. Nosel wishes to install a temporary sign for his store.

The sign is 15” by 72” with the left half depicting the store’s name and the right half displays a photo of a beach and rolling waves.

The Board did not object to the proposed sign. The Chair asked Mr. Nosel to print the sign on corrugated plastic. The Chair stated that the discussion he had with the Building Inspector and the one condition that we require is that temporary signage not be printed on the vinyl sheet stock banner.

Mr. Reilly commented that if this sign were permanent it would be better without the waves as it is too busy. Mr. Chair echoed the sentiment and that the size including the waves would make the lettering pretty small and not visible (specifically “by Starboard”).

Motion to approve the sign with image of the beach waves with the condition the sign is to be printed on corrugated plastic backing by Mr. Dermody.

Seconded by Mr. Reilly.

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

Agenda Item 5:

GoodyGifty located at 10 Oak Street and applying for signage. - Jennifer Shin.

Ms. Shin told the Board they plan to use the existing sign structure to install their new vinyl faced sign. The sign will have an aluminum back and it will be non-illuminated.

Mr. Tanner asked if the letter will be stripped before applying the new vinyl. Ms. Shin said they will be removed before applying the new vinyl.

Mr. Reilly asked if GoodyGifty deliberately has no space between the two words. Ms. Shin said yes. Mr. Reilly also said that the purpose of a sign is to identify the business and not to advertise the products or services being sold. He would like the subtext “Custom T-shirts, Gifts & Toys” to be smaller, and if they could be bulleted instead of separated by commas. The overall text should be smaller. Ms. Shin said because GoodyGifty is not a known brand they had

intentionally made the store name smaller and the subtext bigger to help draw in customers. Mr. Reilly said the by-law says a sign is to identify the business not to advertise what it does unless the name is vague and not clear what is about then the Board does allow smaller subtext to help clarify.

Mr. Hammer & Mr. Dermody concurred with Mr. Reilly's comments & concerns.

Motion to approve GoodyGifty sign with the condition that GoodyGifty be 7 inches high, and the subtext "Custom T-shirts- Gifts- Toys-" be 3 inches high and that the commas and ampersand be replaced with bullets 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	

Agenda Item 6:

The Plant Design Studio by Wesleaf Designs & Décor located at 1020 Great Plain Avenue and applying for signage. - Weslie Pierre, Owner.

As part of **Project: Pop Up**, a pilot program in partnership with the City of Newton & the Commonwealth, the Town of Needham has welcomed Wesleaf Design & Décor to the neighborhood to fill vacant storefronts to encourage and support local small businesses while working with landlords. The program has a 60-day limit, signage is temporary. The program will run through the end of August. If businesses are successful and want to stay longer, they will need to come back to the DRB and the Board will need to decide if it will extend the approval or require them to apply for a more permanent sign.

Ms. Pierre the owner of Wesleaf Designs & Décor business features collections of plant designs. The window signage is already installed featuring a leaf with name of the business and their logo "The Plant Design Studio". Her graphic designer told her 61" x 24" was the total size. Ms. Pierre does not wish to install any additional temporary signage.

Mr. Chair said that the total size of the graphic is more like 60" x 60" since it appears to be a square which is still under the maximum area allowed.

Motion to approve Wesleaf Design vinyl logo as submitted by Mr. Dermody.

Motion seconded by Mr. Reilly.

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

Informal Discussion regarding how the Board will continue to meet.

E. Litchman shared how a hybrid meeting (zoom and in-person) was recently held for the Zoning Board of Appeals. The Town used a device known as the Owl which has voice recognition and would show the speaker on a monitor. The Town does not own enough of the Owl devices to allow multiple Boards to conduct this meeting platform. E. Litchman stated that the Director of Planning suggested that meetings continue with the Zoom platform for the remainder of the summer permitting other interested parties in “attending” the meetings.

Design Review Board Business:

Vote to designate one Board member to review and approve pop-up signs to support the Town’s economic development efforts and to support small businesses and landlords. Mr. Dermody will be the designee to review and approve temporary signage for pop-up businesses working with E. Litchman for the remainder of the program.

Motion for a Board member designee to review and approve each sign independently of the regularly scheduled DRB meetings moved by Mr. Dermody.

Motion seconded by Mr. Reilly.

Vote to adopt NUARI vision & goals.

Motion for the Design Review Board to endorse and adopt the NUARI principles as outlined in the statement 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	

Minutes:

Motion to approve the minutes of June 7th, 2021 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 Adjourn:

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

Motion was seconded by Mr. Reilly.

Meeting adjourned at 8:53 PM.

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

Future Meetings:

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