

DESIGN REVIEW BOARD
Monday, September 13, 2021
7:30 p.m.

Virtual Meeting using Zoom

Meeting ID: 845-1987-6965

(Instructions for accessing below)

Under Governor Baker's Act "Extending Certain COVID-10 Measures Adopted During the State of Emergency", extending the "Executive Order Suspending Certain Provisions of the Open Meeting Law G.L. c. 30A, S20," issued June 16, 2021, and in effect until April 1, 2022, meeting of public bodies may be conducted virtually provided that adequate access is provided to the public.

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Link: <https://us02web.zoom.us/j/84519876965>

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APPLICANTS:

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

Tim Parker, Fast Signs representing Prestige Home Care to be located at 33 Fourth Avenue and applying for signage.

Tim Parker, Fast Signs representing United Property Restoration Services to be located at 33 Fourth Avenue and applying for signage.

REVIEW

Minutes of 8/9/2021 meeting and Minutes of 8/30/2021 meeting.

Next Public Meeting – October 4, 2021 at 7:30pm via Zoom Webinar



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 33 4th Avenue Date: August 13, 2021

Owner: Sheila Shulkin and Lori Shulkin Lowinger trustees of Fourth Avenue Realty Trust

Address: 15 Court Street Boston MA 02108
Street City State Zip

Telephone: _____

Applicant: Prestige Homecare

Address: 33 4th Avenue Needham, MA 02494
Street City State Zip

Telephone: 617-602-5683

Designer/Installer: Fastsigns

Address: 15 Kearney Road Needham MA 02494
Street City State Zip

Telephone: 781-444-4889

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:

(1x) Set 3-Dimensional Letters/Graphics Stud Flush Mounted to Brick Facade.



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DESIGN REVIEW BOARD

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Address: 15 Court Street Boston MA 02108
Street City State Zip

Telephone: _____

Applicant: United Property Restoration Services

Address: 33 4th Avenue Needham, MA 02494
Street City State Zip

Telephone: 800-835-0740

Designer/Installer: Fastsigns

Address: 15 Kearney Road Needham MA 02494
Street City State Zip

Telephone: 781-444-4889

Type of Application
☒ Sign
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(1x) Set 3-Dimensional Letters/Graphics Stud Flush Mounted to Brick Facade.

Tel 781-444-4889 Fax 781-444-8577 • 310@fastsigns.com

Primary Signage



FCO 3 Dimensional Letters Flush Mounted with Studs

- PMS 7738 C
- Black

“Circle” = Clear 1/2” Acrylic with Printed Vinyl Decal with Gloss UV Lamination, Premium Black RTA

“Green Stripe” Painted on All Sides PMS 7738 C

All Other Text 1/2” Painted Black Acrylic

Prestige Homecare
1/2” 3D Letter Sets
33 4th Avenue
Needham, MA 02494

Logo Height = 28.76in
“P” Height = 8.3”
“H” Height = 1.93”
Sign Height = 28.76in
Sign Width = 78in
Sign Square Footage = 15.5q’
Primary Grade to ground = 52.7in

Left Side Mounting Detail



Previous Tenant

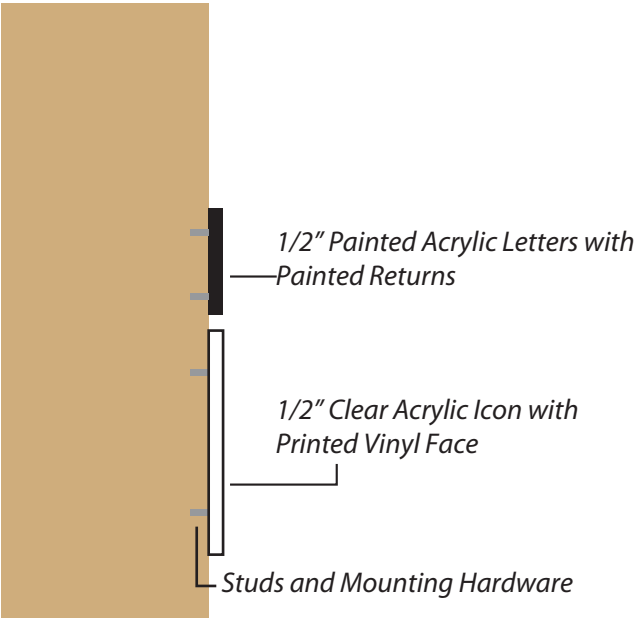


Existing Signage



Proposed Signage

Grade 52.7” From Top of Sign to Ground



*Graphics not to scale but are proportionate.

Primary Signage



FCO 3 Dimensional Letters Flush Mounted with Studs

- PMS 2695 C
- Black

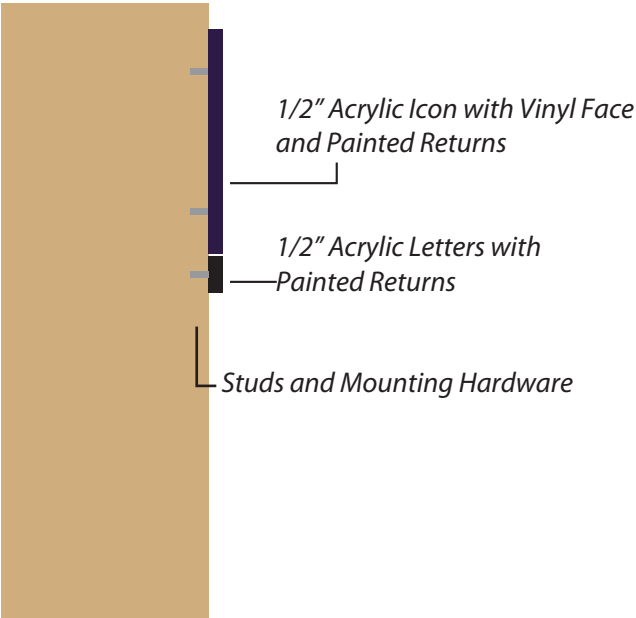
“U” = Clear 1/2” Acrylic with Printed Vinyl Decal with Gloss UV Lamination, Sides Painted PMS 2695 C

All Other Text 1/2” Painted Black Acrylic

United Property Group
1/2” 3D Letter Sets
33 4th Avenue
Needham, MA 02494

Logo Height = 21.1in
“n” Height = 8.02”
“P” Height = 3.07”
“C” Height = 3.5”
Sign Height = 21.6in
Sign Width = 78in
Sign Square Footage = 11.7sq’
Primary Grade to ground = 81.6in

Left Side Mounting Detail



Previous Tenant



Existing Signage



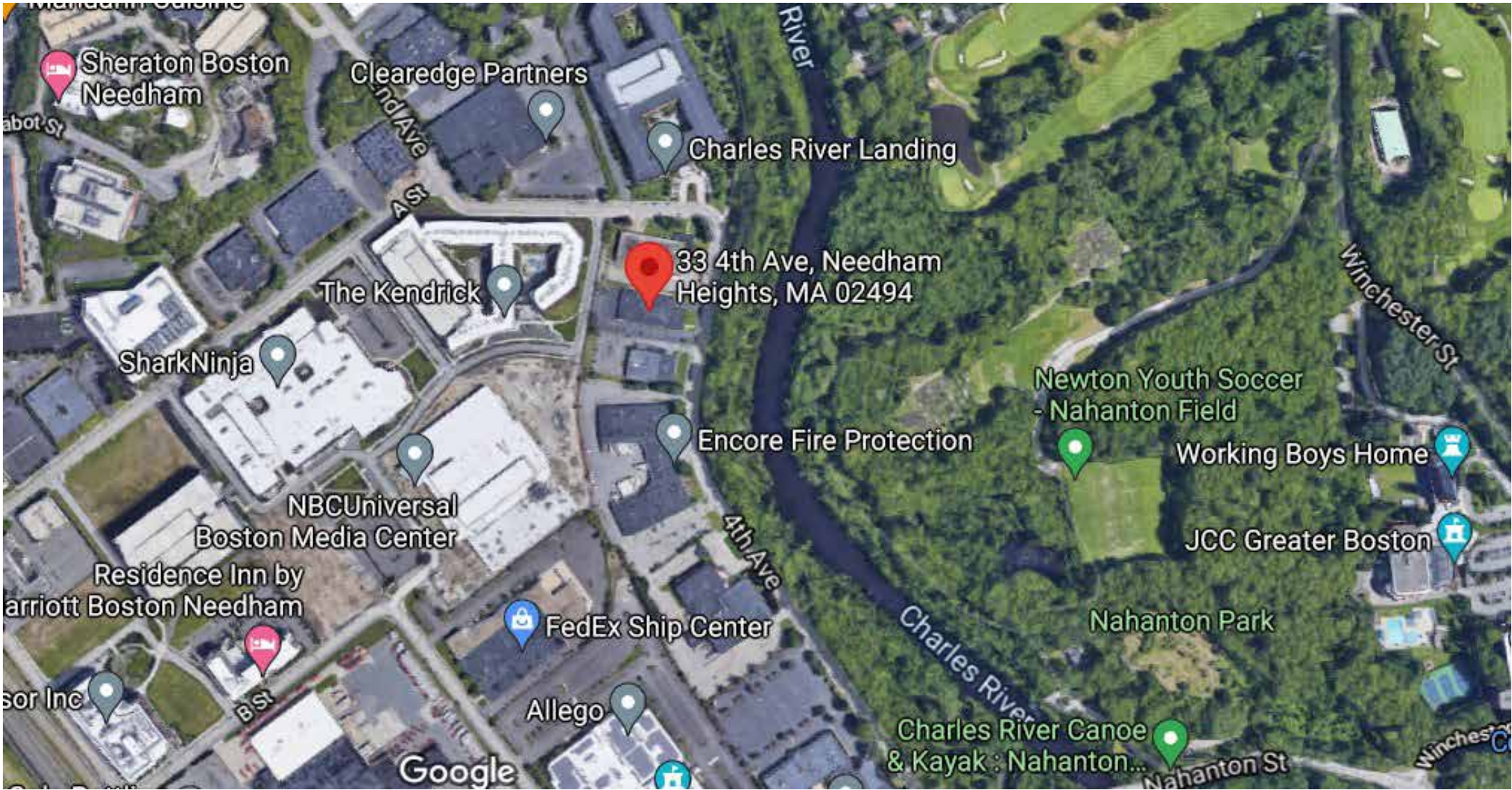
Proposed Signage

Grade 81.6” From Top of Sign to Ground

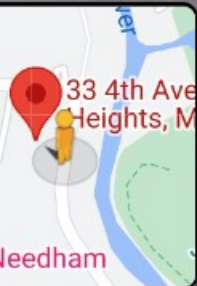
*Graphics not to scale but are proportionate.

Aerial View

United Property Group
1/2" 3D Letter Sets
33 4th Avenue
Needham, MA 02494



33 4th Avenue, Needham, MA

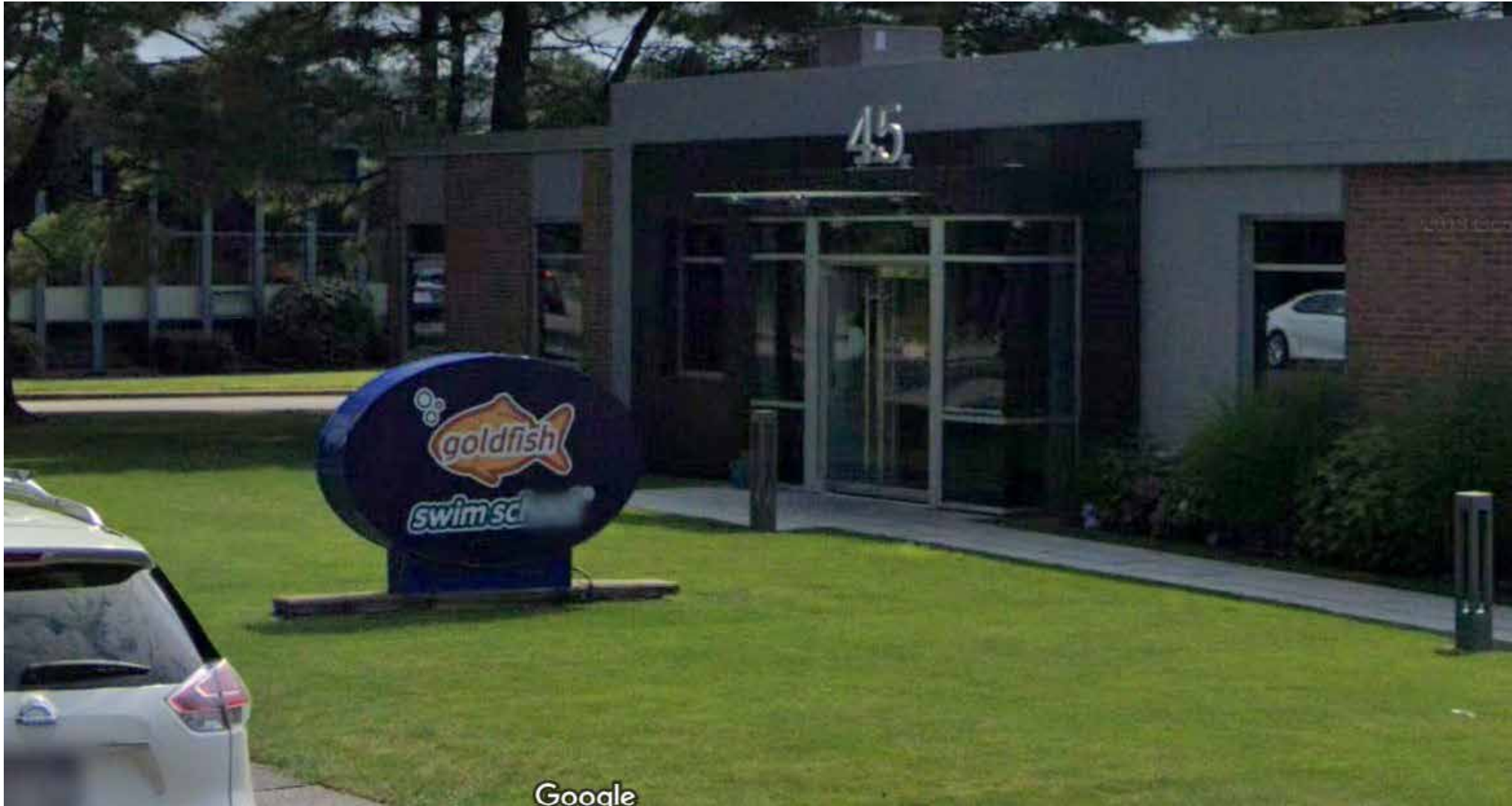


Google



Neighborhood View

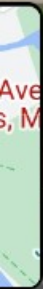
Prestige Homecare
1/2" 3D Letter Sets
33 4th Avenue
Needham, MA 02494



33 4th Avenue, Needham, MA



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Design Review Board Meeting Minutes
Monday, August 9, 2021
7:30 PM

Board Members:

Deborah Robinson, Co-Chair (P)
Bob Dermody, Board Member (P)
Len Karan, Board Member (P)
Chad Reilly, Board Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (P)
Elisa Litchman, Administrative Assistant, Planning & Community Development (NP)

Applicants & Attendees:

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

Ms. Chair, Deborah Robinson, called the meeting to order on August 9, 2021, at 7:30 PM EST.

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

Agenda Item 1:

Needham Enterprises LLC applying for site plan review for 1688 Central Avenue with revisions. – Evans Huber, Esq.

Mr. Huber returned to the Design Review Board to review site plan for 1688 Central Avenue with new revisions.

The site plan has had changes made to it which include a 64-foot set back from Central Avenue, a driveway redesign to help with pick up & drop off concerns, and changes to the west facing façade.

Previously the driveway was comprised of two lanes (an exit and an entry lane). The new design shows the driveway was widened and has three lanes instead of two, each will be delineated with white lines on the driveway separating the cuing lane from the driving lanes. The entrance lane is in the middle and is 11-feet wide, a queuing lane was added which is eight-feet wide, the lane is long enough to allow 10 cars to stack up near the drop off area. The exit lane is 11 feet wide. The island is now shown as a tear-drop shape which better aids the traffic flow by separating the queuing lane and the main entrance lane. The landscaping proposed in the parking area is now shown as low growing and spreading junipers more appropriate to a parking area and landscaping in close proximity to cars.

Concrete stops were added to the parking stalls, and two additional catch basins were added to prevent ponding or water run-off. The façade changes on the west elevation of the building now show gable style roofs added to break up the façade. There are 2' bump outs of the daycare rooms each with a gable roof and each showing bay windows.

Mr. Dermody asked how the applicants decided on a 64-foot set back instead of the previous 50 feet. Mr. Huber said they were trying to achieve a similar set-back to a neighboring home, however they were limited by how far they can go back due to the drop-off area, as well as the size of the building, which was arrived at through a state requirement of a minimum number of square feet per child. Also, while designing the site plan the idea of rotating the building was considered but would have positioned the longer façade facing Central Avenue, so it was decided to angle the building as it is currently proposed.

Mr. Dermody asked if they are planning to keep the existing barn building. Mr. Huber said that they intend to keep the building to serve as storage space as they currently do not have a lot of storage within the proposed new building (there is no basement proposed).

Mr. Reilly said the three-lane approach is better than two. Traffic engineering is not the Board's role however, the Board's review includes the design, uses, scale and architecture. He also felt like there could have been some consolidation work between the new building and the barn to help with the setback, however he understands from a sustainability point of view why they want to keep the barn and utilize it for storage. While he is not a fan of making commercial buildings look residential, in this case it was necessary and is a nicer looking streetscape. The shorter side of the building facing the street is better than previously proposed. The length of the building and height lend themselves to the streetscape. He also asked what the single-story height is and Mr. Huber confirmed it to be 24' high.

Mr. Reilly suggested that people will need to be managed in order to regulate traffic. If the barn was removed the parking could be more efficient but there are trade-offs. He continued to explain that the Town engaged GPI as an independent peer review. One of their observations is that if the existing barn was removed the traffic would be more efficient. We would ask the Planning Board if the three-lane approach is sufficient. If they conclude there are inefficiencies

by keeping the barn, we would at least want them to conclude that keeping the barn doesn't create back-ups of traffic.

Lastly, Mr. Reilly commented that there will be new families joining the facility and people management will be necessary to regulate the traffic. If the traffic and the engineering is worked out while keeping the barn for storage, he thinks it's reasonable to keep the barn.

Mr. Huber said that the facility plans for the first few weeks and to the extent necessary to have police detail during peak periods to help facilitate queuing. A staff member will also be stationed to notify parents not to queue in an inappropriate location. The Director of the facility has been in close communication with families all through the pandemic and would continue same with regard to people management and regulating traffic. Mr. Huber also stated that this traffic design is a result of a meeting with Jack Gillon, Traffic Engineer of Needham Enterprises and the Town's Peer Reviewer, John Diaz.

Ms. Robinson said she thinks the extra lane will help considerably but the project is still disappointing in modulation and massing. She asked if they have plan for when the drop off lane is full, and the parking spaces are filled. Mr. Huber said the parking lot was designed according to two different metrics required by the Town. They have more parking spaces than required. They have enough spaces for the staff, as well as ample spaces for parents to park. The site could contain 40 vehicles in addition to the staff cars already parked.

Ms. Robinson also mentioned that the pedestrian circulation is a concern. She pointed out an area within the parking lot that she thinks should be a designated walking route instead of the currently proposed walking area. People want to walk the most direct route so a pedestrian crossing should be painted in. Mr. Reilly stated that taking children across moving traffic isn't a good idea; adults would do it but it's a concern with little children. Mr. Huber said he would bring this comment back to his client.

Mr. Dermody wanted a sense of the tree planting ratio. Mr. Huber stated that the trees along Temple Aliyah that were cut down were diseased. They were pine trees which also did not provide any screening. More trees and landscaping are proposed to be planted than taken down. When asked about the large Maple tree on the site Mr. Huber stated that it is just outside the proposed footprint of the structure. If it can be saved, they will save it.

Mr. Dermody requests that a non-shiny material be used for all fencing. He said to bring it up to the client by saying "strenuously use wood". He also encourages the client to not raze the barn but move it on site. Mr. Huber questions the integrity of the structure but agreed to tell his client.

Lastly the lighting on the site is higher than some of the neighbors' properties due to topography. The lights according to Mr. Huber will synch with the hours of operation and therefore they will be off by 7pm. There won't be irritating night time lighting. Mr. Dermody asked about the actual type of fixture and whether there will be any shielding of the lights. Mr. Huber said he would bring this to the attention of his client.

Ms. Robinson will write a memo to the Planning Board along with the previous comments from the Design Review Board.

Minutes:

Motion to approve the minutes of June 28th, 2021, by Mr. Dermody.

Motion was seconded by Mr. Karan.

Name	Aye	Nay
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Len Karan	Aye	

Motion to defer the minutes of July 19th, 2021, to the meeting of August 30th by Mr. Karan.

Motion was seconded by Mr. Dermody.

Name	Aye	Nay
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Len Karan	Aye	

Motion to Adjourn:

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

Motion was seconded by Mr. Karan.

Meeting adjourned at 8:23 PM.

Name	Aye	Nay
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Len Karan	Aye	

Future Meetings:

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



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

Board Members:

Mark Gluesing, Chair (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. Tom Dunn, Metro Sign & Awning, representing Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue.
2. Erik Janiel, Design Communications Ltd., representing Shark Ninja located at 89 A Street and applying for signage.
 - Barbara Rodi Dadasis

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

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

Agenda Item 1:

Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue -

Mark Conserva could not attend but his colleague Tom Dunn presented the applications to the Board.

Mr. Dunn explained the new signage for Eastern Bank who will be acquiring Century Bank and this location this November. They are looking to rebrand the space.

The first sign (acquired by special permit) is to be located on the east elevation facing Highland Ave. It is a halo lit letter set, mounted on a two-inch-deep panel, 24 inches high by 144 inches

wide totaling 24 square feet. The colors of the sign are blue, white and gold. The logo height is 16 inches, the letters range in height between 8 to 11.8 inches and grade to bottom of sign is about 14.5 inches.

The second sign is to be located on the north elevation facing the parking lot. This sign is exactly the same dimensions and design as the eastern facing sign.

Mr. Chair indicated his desire to break up the discussion of this application by discussing the building signage first, then discussing door changes, color changes, etc.

Mr. Chair explained that he reached out to the Building Inspector who was comfortable calling this a modification of their existing special permit.

Mr. Tanner had no problem with the proposed building signage.

Mr. Reilly wanted to clarification that they are simply replacing the existing signs with Eastern Bank signage. All proportions are to remain the same. Mr. Dunn said that is correct.

Mr. Chair asked if there will be patching of wall panels once the old signs are removed, or will the new signs cover any holes. Mr. Dunn said the holes will be filled and the panels will cover up any existing penetration to the wall.

Motion to approve the two wall signs as submitted by Ms. Robinson.

Motion seconded by Mr. Tanner.

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

Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue - Discussion of the door signage, ground mounted signs, and the façade color change.

Mr. Chair opened the floor for discussion on these items.

Mr. Tanner asked what is the overall height of the ground sign. Mr. Dunn said it is 30 inches to the bottom of the sign and 28 inches of the sign height, or 58 inches just under 5'. Mr. Tanner said it seems bigger than the existing sign in the packet. Mr. Dunn said this is just a face change of the middle panel of the existing sign. Mr. Tanner indicated he has no objections with this sign if it just a face change.

Mr. Reilly said he has no problem with the ground sign. He asked if the grey band is being kept for the façade. Mr. Dunn said yes, that is correct.

Mr. Reilly asked how the color will be applied to the façade. Mr. Dunn said his client initially wanted to wrap the façade in vinyl, but they were advised against this, and they will now paint the accent elements on the aluminum panel of the façade their corporate blue color.

Ms. Robinson had no comment.

Motion to approve the colored paneling at the entrance and at the ATM window with the condition that they will be painted and not wrapped in vinyl by Mr. Tanner.

Motion seconded by Ms. Robinson.

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

Motion to approve the window graphics and ground sign as submitted by Ms. Robinson.

Motion seconded by Mr. Tanner.

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

Agenda Item 2:

Shark Ninja located at 89 A Street and applying for signage. - Erik Janiel

Mr. Janiel came before the Board on behalf of Shark Ninja who are taking over the rest of the space of a previous tenant who shared the building with them and they are proposing signage where Steward Health Care has had their sign.

Mr. Chair made a few notes- there are currently two existing signs, they all face the parking lots. They do not have any street facing sign. Existing sign 01 is a by-right sign, and existing sign 02 was permitted as a second sign facing a parking lot. They are applying for a third sign but they have no right to it unless they go through the special permit process. Mr. Chair noted that he along with the Board members are happy to discuss the third sign to give some feedback on it. Shark Ninja is now the sole tenant of 89 A Street.

Ms. Robinson wanted clarification as to the location of the signs, none are visible from other sign locations. Ms. Dadasis said the first sign is located at the Shark Ninja lobby, as they have their own dedicated lobby. The second sign is the main entrance sign near loading dock, facing B Street. The size of the sign is 43 square feet with the bounding box. Now they are proposing the corner lot of 89 A Street facing First Avenue.

Mr. Tanner had a concern regarding the existing Shark Ninja signs are mounted directly to the building and do not have a raceway. The third sign has a raceway. Mr. Janiel said the old tenant had the sign installed on a raceway, so they will keep it and install their new sign on the raceway. Ms. Dadasis explained that the existing signage has a raceway mounted behind the panels.

Mr. Reilly asked how the letter height of the existing signs compares to the proposed signs. Mr. Janiel he does not have the existing letter height. Mr. Reilly said it should be no bigger than the existing. He feels three signs for a single business is overkill, but the building is large and a third sign may be helpful for those coming off of Route 128. The bounding box should be the same as or smaller than the bounding boxes of the existing Shark Ninja signage.

Mr. Chair concurred with Mr. Reilly that he is also hesitant about a third sign, but the building is long. If they were to apply for a special permit Mr. Chair advised them to get the technical info on the existing signs and what size those are. He also might prefer to see an individually mounted sign the way the others were done.

Mr. Reilly explained that the bounding box is the top of the N to the bottom of the J with a rectangle all around. He also suggested that the applicant look carefully at what was approved before so that the application for the special permit be consistent with that and will move more easily through the review.

Mr. Chair advised the applicant to contact the Building Department and DRB staff if they wish to start the Special Permit process.

Minutes:

Motion to approve the minutes of July 19th, 2021, by Ms. Robinson.

Motion was seconded by Mr. Tanner.

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

The Minutes of August 9th, 2021 will be deferred to the next meeting as there were not enough members present at this meeting from the previous meeting to vote on it.

Discussion of Chair and Vice-Chair:

A while back the Selectmen prior to when it was the Select Board sent a letter asking Boards to rotate the position of Chair and Vice-Chair for those Boards that are not elected Boards. Mr. Chair is hoping the Board can start to think about this rotation, he suggested the term to be 3-years long, which is the term of each members appointment, and as it takes some time for the

Chair to get familiar with the duties. This item will be placed on a future agenda when the whole Board can attend so that the issue of the rotation timing can be discussed, and a new chair and vice-chair can be elected perhaps this fall. Mr. Chair commented that he would like Board members to think about this.

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting by Ms. Robinson.

Motion was seconded by Mr. Tanner

Meeting adjourned at 8:09 PM.

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