



Design Review Board Meeting Minutes
Monday, September 13, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, 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. Tim Parker, Fast Signs representing Prestige Home Care to be located at 33 Fourth Avenue and applying for signage.
2. Tim Parker, Fast Signs representing United Property Restoration Services to be located at 33 Fourth Avenue and applying for signage

Mr. Chair called the meeting to order on September 13, 2021, at 7:30 PM EST.

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

Agenda Item 1:

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

Mr. Parker came before the Board to install two signs at the same location. The location is owned by one company, and there are two businesses operating inside the building, hence, the two signs.

Both signs were designed in a similar manner. They are acrylic with vinyl facing, pin mounted to the brick wall. The existing sign is 4 by 8 and was 32 square feet. The proposed two new signs inclusive, total 26 square feet.

Mr. Tanner said that something does not look correct, the signs look larger than the dimensioned information. The photo of the existing sign shows it as barely below the bush. It seems like the signs need to be reduced in size to be similar. The signs appear to be taking up half of the wall.

Mr. Parker said the photo is an old photo, the hedge was smaller, and he can ask the owner to trim the hedge to open up the façade.

Mr. Dermody asked what the dimensions of the signs are once they are on the wall, for instance, how far down from the top, how far over from the left, etc. and do the two circles of the signs align.

Mr. Parker said that the circles do align, however, the bottom circle is a clear acrylic with a decal and an applique on it, as the logo is not paintable.

Mr. Dermody said that the signs are busy. Could the circles be the same diameter, particularly the purple one. Mr. Parker suggested reducing the Prestige sign to match the size of United. That way the circles would match a bit more. Mr. Parker also noted that the signs are two and half bricks from the top, a brick is about two and three quarters inches, so five to six inches down from the top, and eight inches from the left. Mr. Chair confirmed with Mr. Parker that the “circle” is really an oval, not a circle.

Mr. Reilly asked if the letters in Home Care are individually mounted. Mr. Parker said they are. Mr. Reilly suggested if the purple circle in United and the inner logo of Prestige were the same diameter, they would look more proportional. He also said it might make more sense to line up the center lines of the signs instead of aligning them to the left-hand edge

Mr. Tanner noted that the text underneath the center of the Prestige logo does not have the same radius point. Mr. Parker said it does not because it is not a perfect circle, the circle was added to match the sign to the United sign and also so that the subtext had a surface on which to be mounted. Mr. Parker said the text was too small for 3D letters. Mr. Tanner suggested 1/8th plastic and putting them up using double sided tape.

Mr. Parker said he doesn’t know if it would be legible at all if it was mounted that way. Mr. Chair said that the question should be why it is even there, especially if you can’t read it from anywhere unless you walk up to the building. A printed logo does not necessarily translate into a good sign. Mr. Parker said he could remove the letters and the larger circle and match it to the purple circle size. The sign would have an acrylic back painted gray, so it is not clear on the sides.

Mr. Dermody said he agreed with Mr. Parker to remove the small words “Division of blue and gold partners LLLC” and the black outer circle. It would look better.

Motion to approve the Prestige Home Care sign with the condition to remove the lettering below the image logo “a Division of Blue and Gold Partners LLC”, and the image logo size match the size of the purple United Care at Work circle, and then to remove the clear plastic backing, and that the signs align left justified above each other/below each other by Mr. Dermody.

Motion seconded by Mr. Reilly.

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

Agenda Item 2:

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

Items 1 and 2 were discussed together but voted on separately.

Motion to approve the United Care at Work sign as submitted by Mr. Dermody.

Motion seconded by Mr. Reilly.

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

Minutes:

There was not a quorum of Board members who were present at the August 9th meeting to vote on these minutes. The minutes will wait till the October meeting.

Motion to approve the minutes of August 30th, 2021, by Mr. Tanner.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Abstain	
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 8:09 PM.

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