

DESIGN REVIEW BOARD
Monday, November 22, 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.

To view and participate in this virtual meeting on your phone, download the "Zoom Cloud Meetings" app in any app store or at www.zoom.us. At the above date and time, click on "Join a Meeting" and enter the following Meeting ID: 845-1987-6965
Link: <https://us02web.zoom.us/j/84519876965>

To view and participate in this virtual meeting on your computer, at the above date and time, go to www.zoom.us click "Join a Meeting" and enter the following ID: 845-1987-6965

APPLICANTS:

Tim Parker or Vanessa Schwede, Fast Signs representing Systems Design & Integration located at 33 Highland Avenue and applying for signage.

REVIEW

Minutes of 10/18/2021 meeting.



Next Public Meeting – December 6, 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 Highland Avenue Date: November 2, 2021

Owner: Shriberg, Robert A. & Barbara M. revocable Trust aka RBSRT

Address: 6603 Wilani Street Lake Worth FL 33467
Street City State Zip

Telephone: 617-633-8419

Applicant: Systems Design & Integration

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

Telephone: 617-391-8919

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 Internally Lit 3D Channel Letters on Raceway for Facade

Primary Signage

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

SDI

Illuminated Channel Letters on Raceway
 33 Highland Avenue
 Needham, MA
 02494

PART 1

Sign Height = 18 in
 Width = 63.7in
 SDI "S" Height = 18in
 Logo Height = 18in
 Logo Width = 21.66in

Total Square Footage = 7.96sq'

PART 2

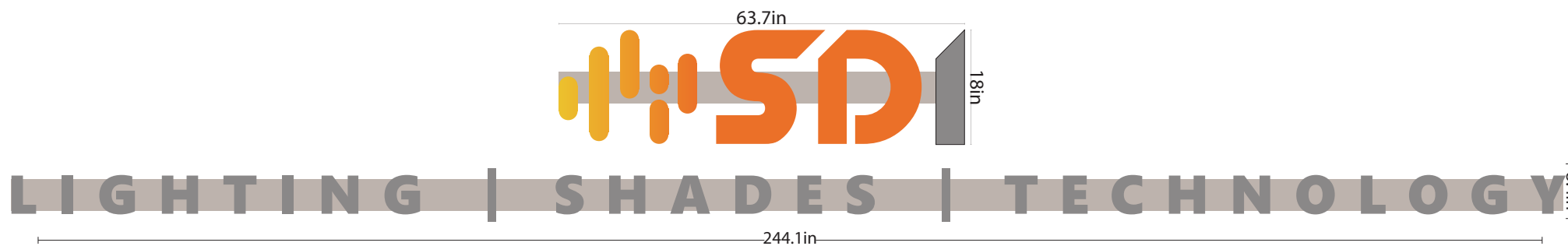
Sign Height = 8.4 in
 Width = 244.1in
 Lighting "L" Height = 6in

Total Square Footage = 14.23sq'

PART 1 (7.96sq') + PART 2 (14.23sq')

Total Square Footage = 22.19 sq'

Bottom of Sign to Grade = 149.3in



STYLE:
 Front lit (true white) LED Illuminated 3D Channel Letter Set

LETTER DETAILS:
 Faces: Acrylic with Digitally Printed Translucent UV Colors
 Return Depth: 3" Deep
 Returns Painted Black
 Edge Trim Molding: Black
 Mounting: Face of Raceway

RACEWAY DETAILS:
 (PART 1) 5" x 5" x 63.7"
 (PART 2) 5" x 5" x 244.1"
 Painted Benjamin Moore "Grant Beige" HC-83

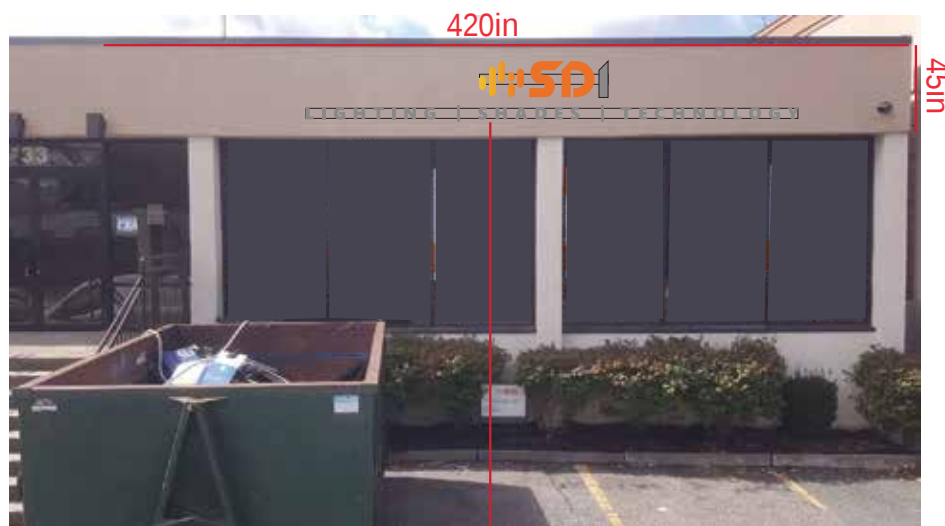
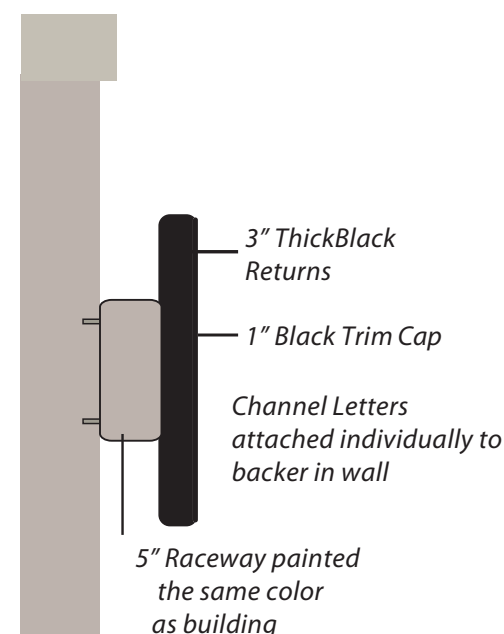
ELECTRICAL/WIRING DETAILS:
 UL Listed
 LED Color: True White- Must Be Color Temperature of 6500k
 Lighting: With Timer to Turn Lights OFF (Timer to be done by client electrician)
 Service Switch Included

CONSTRUCTION DETAILS:
 All Power Supplies (wiring, etc.) to be Housed Inside Raceway-
 Exiting Through Single Hole in Back

COLORS:

- PMS 158 C
- PMS 132 C
- PMS Cool Gray 8 C
- Front Trim Color: Black
- Returns: Black
- Raceway: Benjamin Moore "Grant Beige" HC-83

Internally Lit Channel Letters Left Side Mounting Detail



Proposed Signage

Bottom of Sign to Grade = 149.3"

*Graphics not to scale but are proportionate.

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

Primary Signage

SDI

Illuminated Channel Letters on Raceway
 33 Highland Avenue
 Needham, MA
 02494



Reference Page 1 for Details

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Neighborhood View

SDI

Illuminated Channel Letters on Raceway
 33 Highland Avenue
 Needham, MA
 02494



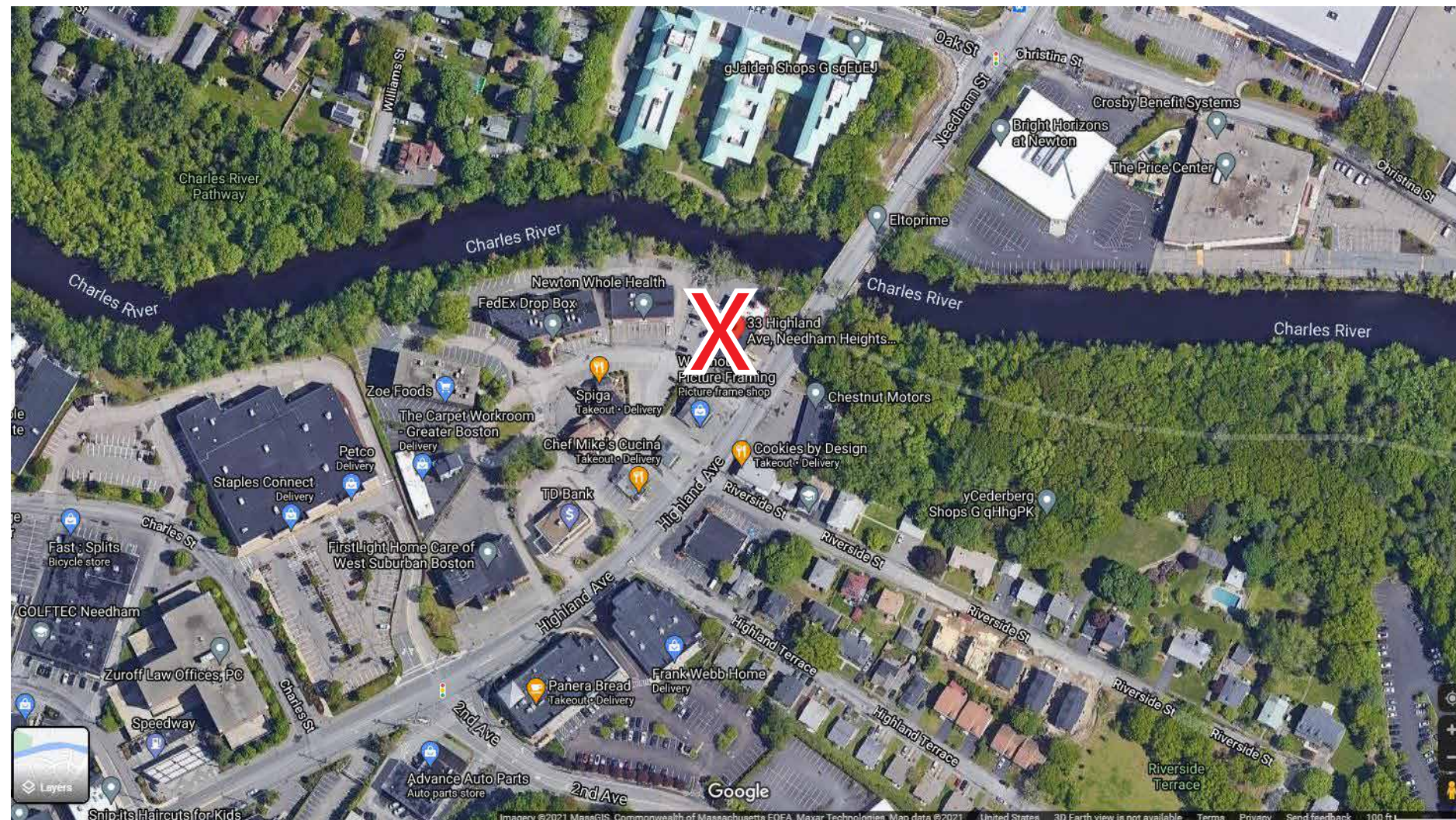
33 Highland Avenue, Needham MA

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Aerial View

SDI

Illuminated Channel Letters on Raceway
 33 Highland Avenue
 Needham, MA
 02494



33 Highland Avenue, Needham MA

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Design Review Board Meeting Minutes
Monday, October 18, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, 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. HEARING: Erik Janiel of Design Communications Limited and representing SharkNinja located at 89A Street has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1 and 5.5.4 adding additional wall sign and exceeding the permitted sign area, and any other applicable sections of the By-law.
2. Tim Parker, FastSigns representing Systems Design & Integration located at 33 Highland Avenue and applying for signage.
3. Tim Parker, FastSigns representing Katie Klein Orthodontics located at 32 Chestnut Street and applying for signage.

Mr. Chair called the meeting to order on October 18, 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 SharkNinja located at 89A Street applying for special permit for an additional wall sign.

The applicant came before the Board applying for an additional wall sign at 89A Street. SharkNinja currently has two signs up on the building they occupy. one on the south-east and one on the north side of the building. They are looking to install a third sign on the east façade

that is 16 feet wide by 3'2" in height. This sign will replace an existing sign of a former tenant who shared the building with SharkNinja. Shark Ninja will be the sole tenant of the building.

Mr. Reilly asked if there are existing holes that need to be patched? Mr. Janiel said that the existing sign is mounted on a raceway, and it is attached to a panel, all of the connection holes are in the reveal of each panel, and their plan is to align the penetration for the electrical work with holes currently existing.

Ms. Robinson said she was okay with the sign but noted that she didn't like how it was not aligned with the window.

Mr. Chair said that normally he would be hesitant to approve a third sign onto a building, but because they are in such a large building, the signs are very much spread apart, and the sign is not as big as the others he is okay with it. He asked his colleagues if they agreed with Ms. Robinson regarding aligning the sign with the window edge. The Board found the alignment not an issue.

Motion to approve the special permit application for 89A Street SharkNinja as submitted by Mr. Reilly.

Seconded by Mr. Tanner.

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

Agenda Item 2:

FastSigns representing Systems Design & Integration located at 33 Highland Avenue and applying for signage. – Tim Parker

Mr. Chair noted that when SDI appeared before the Board previously, they approved their application with the condition to use the existing empty side panel instead of adding a fourth box if there is no tenant utilizing the existing box. Mr. Chair got an email from FastSigns saying that the existing blank box has a tenant in line to use it. This application is for the fourth box installation approval.

Mr. Parker said that Ben & Jerry's has a lease and will be moving in around March of 2022. Therefore, while the box will be empty, and they can utilize it for a little while longer they do need to install a fourth box dedicated to SDI. Mr. Parker also noted that the application now shows changes to the sign that the Board recommended previously.

Ms. Robinson said the sign is kind of busy, she would like to see the words “Lighting, Shades, Technology” were smaller.

Mr. Dermody asked the Chair if they have a precedence in approving boxes. Mr. Chair said they will review and approve the installation of the entire bottom sign and box and make a condition to temporarily install the new panel in the empty box, and only install the box on the bottom when the new tenants arrive.

Mr. Reilly said he agreed with the rest of the Board and concurred with Ms. Robinson regarding reducing the size of “lighting, shades, technology”.

Motion to approve a new internally illuminated sign and box to be placed at the bottom of existing boxes as shown on page 27 of the agenda packet, with the condition that they use the existing blank box until the tenants arrive who will permanently use the second box by Mr. Reilly.

Motion seconded by Mr. Tanner.

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

Agenda Item 3:

FastSigns representing Katie Klein Orthodontics located at 32 Chestnut Street and applying for signage. - Tim Parker

Mr. Parker came before the Board to represent Katie Klein Orthodontics. The main entrance is at an angle facing Chestnut Avenue towards Harvey’s Hardware store. The applicant is seeking three signs, two would be along Chestnut Street, and one sign would be at the back of the building. The sign above the door (on an angle to Chestnut Street) and the one at the above the windows (parallel to Chestnut Street) are white acrylic letters, half inch wide acrylic on one inch spacer studs, mounted to the painted facade. Both signs are the same in size and design.

The sign at the back of the building is a wayfinding sign. The entrance at the back will not be used for clients, but as an employee entrance. They would like to install a sign to direct clients to the front door if they are coming from the parking lot at the back. The sign is same color and the same materials, it will be flush mounted, however the letters are 1/8th inch wide acrylic letters.

Mr. Chair asked Mr. Parker if he discussed these signs with the Building Inspector. Mr. Parker said that he did, and that the Building Inspector provided some guidance on these signs.

Mr. Chair said that his issue is whether Mr. Parker was told to apply for a special permit, as by-right allows for one sign. A second sign can be installed if he has an entrance, but there is no entrance at the back. If the Board were to approve the two front signs, he would expect that Mr. Parker would have to apply for a special permit for the 3rd sign.

Mr. Tanner had some concerns regarding the height of the letters, and they are spaced one inch off of the backer board, which is too deep for the size of the letters. The spacers should be reduced to a half or 3/8th of an inch, or maybe even a ¼ inch. He also did not like the spacing between the letters, and thought it should be tightened up especially between the words “Katie Klein”, as well as “Orthodontics”

Mr. Dermody agreed with Mr. Tanner. He also offered a suggestion to discuss to the Board of perhaps making one sign more dominant than the other. He thought the one over the door is too crowded, and the one over the three-bay window seems more appropriate in terms of spacing.

Mr. Reilly was also in agreement with his fellow Board members. The sign over the front door is too crowded, the façade modifications are very tasteful, the lettering is simple & tasteful. He is okay with the kerning of the word “orthodontics”, but he thinks the whole sign should be brought down a little bit, especially the one over the window, and reducing it in size.

For the sign at the back- his main issue is that the arrow is a little off, perhaps reducing it to 2/3rd or ¾ of the length it would look cleaner.

Mr. Karan asked what the distance is between the rear sign and the front door, relative to the distance of the front door sign and the one above the three-bay window. He wants to know what the overall look will be like. He thinks the signs are tasteful, but he is concerned about the symmetry of it all.

Ms. Robinson said she also agrees with the other comments. She would make a case that two signs are not needed, and to just have a sign at the corner and not the other one along Chestnut Street.

Mr. Chair said he agreed with Ms. Robinson. He also noticed the comparison they drew to the bank’s signage on the opposite end of the block, he wonders if a compromise would work in this situation such as putting a sign in the area that is blank now, and then not have one over the entrance. He knows the Board likes symmetry and aligning things over the entrances, but in this case the two signs are doing the same thing from almost every direction. People coming north on Chestnut would more likely see one on Chestnut Street and not the angled entrance. So, he wondered if moving the sign over to the blank panel was a compromise solution, he understands the difficulty of being invisible in the back, and the need for the rear directional sign. He asked what the Board thinks of one sign on Chestnut instead of two, and whether they are comfortable with two.

Mr. Dermody said it’s an interesting suggestion. He is willing to approve two signs but would like to see one sign bigger than other, the entry sign being smaller.

Mr. Tanner said he is a firm believer that the main sign should define the entrance and moving it to the middle does not define the entrance. He does like Mr. Dermody's suggestion of making one sign smaller. He is comfortable with second sign.

Mr. Reilly said he likes having the sign over the door and recommends making it smaller. He also noted that most stores in that area have rear entrances with a sign at the back.

The Board members deliberated on the sizing of the letters and the scale of the overall sign.

Mr. Chair said that they will leave the sign over the entrance, but they would like it reduced. The pace of traffic on the street is slow and people will have enough time to glance at these signs.

Motion to approve the sign at the angled entranceway with the condition that it be mounted with quarter inch long studs, and that the upper letters be four inches high, and the word orthodontics be two inches high by Mr. Reilly.

Motion seconded by Mr. Tanner.

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

Motion to approve the second wall sign on Chestnut Street with the condition that the spacing on the Katie Klein name portion is adjusted slightly, adjust the kerning to tighten the letter spacing and that one quarter inch spacers be used by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

The Board members deliberated on the sign at the back of the building and provided the Chair with conditions for approval.

Motion to approve the rear sign with the conditions that the width be increased to 48 inches from 42 inches, the arrow be reduced to two thirds its current length, that the entire sign be raised up

two bricks below the stone lintel over the window, that the kerning of the letters be adjusted, and that the current length be increased slightly so that the negative space above Katie Klein and the top of the sign match on the left side the distance from the O to the end of the sign by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

Minutes:

Motion to approve the minutes of October 4th, 2021 by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

Motion to Adjourn:

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

Motion was seconded by Mr. Tanner.

Meeting adjourned at 8:26 PM.

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

Future Meetings:

November 22, 2021	Via Zoom
December 6, 2021	Via Zoom
December 20, 2021	Via Zoom

DRAFT