



Design Review Board Meeting Minutes
Monday, January 10, 2022
7:30 PM

Board Members:

Mark Gluesing, 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 (P)

Applicants & Attendees:

1. Adam Knauer, SRP Signs, representing Beaumont Financial Partners located at 250 First Avenue and applying for signage.
2. John Peterson, Metro Sign & Awning, representing Gardner Mattress located at 225 Highland Avenue and applying for signage

Mr. Chair called the meeting to order on January 10, 2022, at 7:30 PM EST.

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

Agenda Item 1:

SRP Signs, representing Beaumont Financial Partners located at 250 First Avenue and applying for signage. – Adam Knauer

Mr. Knauer came before the Board applying for new signage. The building already has a Beaumont Financial sign existing, on the front facade of the building. Beaumont Financial has updated their logo and font, and SRP Signs is proposing a sign that is 125” wide, and 36” high, with a 31 square feet total area. It is made up of face lit channel letters, which are white acrylic letters mounted onto an aluminum panel.

Mr. Reilly said that because this building has several signs on them, he would like to keep a level of consistency among the signs. The other signs are individually mounted letters, whereas the proposed Beaumont sign is a panel sign.

Mr. Karan concurred with Mr. Reilly. He does not think it looks bad, but individually mounted letters would provide a more uniform look to the building.

Mr. Dermody also concurred and asked a clarifying question about the centering of the sign.

Mr. Chair asked Mr. Knauer to clarify why the new sign is proposed on a panel, since the old sign was individually mounted letters.

Mr. Knauer said his client really wanted the green background as their new logo color, and the letters would not have been prominent if they were individually mounted, which is why they chose to go with a panel sign. Mr. Chair asked if they were to eliminate the panel, the sign would then be on a raceway. Mr. Knauer said yes.

Motion to approve the sign with the condition the letters be mounted on two raceways, and that the raceways be painted to match the brick façade of the building, and they have the option to paint the sides of the letters green or black by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Len Karan	Aye	
Chad Reilly	Aye	

Agenda Item 2:

Metro Sign & Awning, representing Gardner Mattress located at 225 Highland Avenue and applying for signage. - John Peterson

Mr. Peterson is applying for an illuminated building sign. The sign is one part cloud with the word “Gardner” on it, and underneath a black plaque that says “Mattress”.

The cloud sign is 92” wide, and 24.25” high, the plaque is 48” wide and 7” high, with a total area of 20.6 square feet. The sign will be internally illuminated with white LEDs.

Mr. Dermody asked how white the cloud is, as the Board does not encourage bright white backgrounds, since they become a bright light source. He would recommend a masking film be applied to tone down the whiteness of the sign for the evening time.

Mr. Karan also suggested softening the white of the cloud. He also noted that the cloud seems disproportionate with the “snip-its” sign (on the ground floor) and the awning (for the ground floor). It seems like the cloud is bigger and does not line up evenly. The awnings on ground and second floor aren’t lined up or centered over one another as well.

Mr. Reilly asked if the cloud and the black box are the company logo, or something created for the sign. Mr. Peterson said that is the logo. Mr. Reilly said he agrees that the cloud seems out of proportion with the overall sign.

Mr. Chair said he echoes everyone's comments regarding the brightness, he is also concerned about installing a flat eight-foot element onto a curved wall. He asked for clarification on the installation/attachment process.

Mr. Peterson shared his screen to review the attachment process. He also explained that while the sign won't be curved, an angle bracket will be used to bridge the gap to wall.

Mr. Dermody said he would like to see more negative space between the sign and the awning, and the top of the cloud and the fascia cap. Mr. Dermody pulled up google maps to view the building and the previous business that occupied that space prior to compare that signage spacing with the proposed signage.

Mr. Chair commented that it's difficult to align this sign since the windows on the building aren't aligned similarly on the first floor and the second floor. The Board deliberated the placement of the sign on the building as well as different elements of the sign.

Motion to approve the sign with the conditions that it be reduced in size by 15%, a masking film be installed on the cloud as a dimmer light source, the sign and the word "Mattress" be centered over the awning if installed on the corner (above Snip-Its) and they have the option to locate the sign further to the left on Highland Ave above the "You-Break-I-Fix" sign with same conditions by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Len Karan	Aye	
Chad Reilly	Aye	

Minutes:

Motion to approve the minutes of December 20th, 2021 by Mr. Dermody.

Motion was seconded by Mr. Reilly.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Len Karan	Aye	
Chad Reilly	Aye	

Motion to Adjourn:

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

Motion was seconded by Mr. Reilly.

Meeting adjourned at 8:07 PM.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	

Future Meetings:

Feb. 7, 2022	Via Zoom
Feb. 28, 2022	Via Zoom
March 14, 2022	Via Zoom
April 4, 2022	Via Zoom
April 25, 2022	Via Zoom
May 16, 2022	Via Zoom
June 6, 2022	Via Zoom
June 27, 2022	Via Zoom
July 11, 2022	Via Zoom
July 25, 2022	Via Zoom