



Design Review Board Meeting Minutes
Monday, February 7, 2022
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. Rick Bern of Rick Bern Photography located at 50 Dedham Avenue and applying for signage on awning.
2. Danny Choe, owner of Serenity Spa located at 1201 Highland Avenue and applying for signage.
3. Oscar Burrion, O&J Signs & Awnings, representing Ngoc Do of Glamorous Nail Bar (formerly Smudge) located at 1036 Great Plain Avenue and applying for signage and awning for new business name.
4. Jonathan Charwick of Activitas Inc., representing Babson College located at 0 Olin Way and applying for site plan review for batting cage buildings.

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

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

Agenda Item 1:

Rick Bern Photography located at 50 Dedham Avenue and applying for signage on awning. – Rick Bern

Mr. Bern came before the Board to replace the signage on the awning at his business. He is replacing the current awning with one of the same color, same style lettering and sizing. He is using the same company that produced the awning previously.

Mr. Tanner did not have a problem with the awning and sign.

Mr. Reilly said because he is replacing the awning with the exact same awning, then it is part of maintenance and upkeep, so he is not sure if Mr. Bern needs the Board's approval for the awning work. He doesn't have a lot of information about the signage, but he is fine with what is in the packet.

Mr. Dermody asked if Mr. Bern is replacing just his awning. Mr. Bern said he asked his neighbors, and they were not interested in replacing their awning. Mr. Dermody said he was fine with it as well.

The Board asked if any signage or graphics was intended for the windows or doors. The applicant was reminded that any signage of that type is limited to 25% of the glass panel it is on.

Mr. Chair concurred with the Board members comments regarding the sign and awning.

Motion to approve the 50 Dedham Ave sign application as submitted by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

Agenda Item 2:

Serenity Spa located at 1201 Highland Avenue and applying for signage. - Danny Choe, owner

Mr. Choe came before the Board applying for a sign which is a round 18" by 18" white sign that says "Serenity Nail Spa" on it, with an image of a flower with a stem and leaves. The sign face is acrylic, attached to an aluminum circular frame and it is non-illuminated.

Mr. Tanner couldn't determine how much the sign weighs, or how it is being built, so he cannot recommend whether to use tapcons or expansion sleeves. He would have liked to see a section of the sign. Mr. Choe said the circular frame is aluminum and the steel plate is very small, the sign is very light. Mr. Tanner said that a steel plate will most likely erode. They are dissimilar metals. They cannot weld them together.

Mr. Chair asked how thick the sign is, and if the metal is an inch or wider. Mr. Choe said the panel gets attached separately to the frame, and the aluminum circle is two and half inches wide.

Mr. Dermody he would have liked to see an elevation depiction to see where it's going on the building relative to the brick color coursing that alternates, and he asked if Mr. Choe is keeping the existing awning. Mr. Choe said he is. Mr. Dermody asked where the sign is going to be in relation to that awning. Mr. Tanner called Mr. Dermody's attention to page 13 in the packet to see a view of the awning and the sign together.

Mr. Reilly said he cannot recall what the maximum size is for a blade sign, but 18 inches seems small, especially for where the sign is to be installed. Mr. Chair said if he plans to install a wall sign later, the maximum size for a blade sign is 3 square feet, the current sign is 2.25 square feet, if he only plans on having the blade sign then it can be six square feet. Mr. Reilly wanted the applicant to understand the potential options.

Motion to approve the blade sign with the condition that it be an all-aluminum construction by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

Agenda Item 3:

O&J Signs & Awnings, representing Ngoc Do of Glamorous Nail Bar (formerly Smudge) located at 1036 Great Plain Avenue and applying for signage and awning for new business name. - Oscar Burrion

Mr. Burrion came before the Board representing his client who is seeking new signage and awning for the new business name. The awning is black Sunbrella, which will feature silver lettering that say “Glamorous” and “Nail Bar” underneath that. The awning is 18’ wide, and 45.5” high, the word “Glamorous is” 11’ wide, and 15” high

Mr. Chair discussed previous applications for this address as he had a comment regarding the awning and how far it extends. In this current application there seems to be an imbalance of the awning covering a portion of the next architectural bay.

Mr. Dermody said he thinks the sign portion looks okay.

Mr. Reilly said the sign seems crowded, there is not a lot of space between the word “Nail Bar” and “Glamorous”, he would also like to see the word “Glamorous” reduced by 25% to give the sign breathing room on the awning.

Mr. Tanner concurred with Mr. Reilly regarding the text, he also does not like the awning going past the brick building pier.

Mr. Chair also concurred, their business neighbor’s signage is in lower case, this sign is in all caps, and at 16 inches it is too big, he would rather shrink it down to 14 inches.

Mr. Reilly said he prefers the awning to mark the entrance and the primary window of the business, and not to cover the entire frontage.

Mr. Tanner said the way the awning and sign is together is too big. He was also not in favor of the awning going past the brick pier; he recommends following the bylaw of 72" awning. He would like to see the lettering centered up and down as well.

Mr. Dermody said he is worried if they don't allow the awning to go past the brick pier, when a new tenant comes in for the final space at this address, they might end up with a gap. Mr. Chair said that is not necessarily true, it depends on the awning style they may use.

The Board deliberated about the awning.

Motion to approve the awning with the conditions that the signage Glamorous lettering be reduced in height to 13 inches, and reduced in length proportionally, the "Nail Bar" be reduced to 8" high for more spacing, that the whole "Glamorous Nail Bar" signage be centered on the awning, and that the awning itself be restricted in length from the adjacent store awning to the door side (left) of the brick pier by Mr. Reilly.

Motion was seconded by Mr. Tanner.

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

Agenda Item 4:

Activitas Inc., representing Babson College located at 0 Olin Way and applying for site plan review for batting cages building. - Jonathan Charwick

Mr. Charwick came before the Board representing Babson College who is seeking a site plan review for their new batting cages building.

The batting cages will be located near the baseball field in the back-left field corner. The two exterior batting tunnels are being replaced in the same location, with an overhead roof and wall panels.

They are using a pre-engineered building, modifying the exterior panels, and leaving an open clerestory at the top. The building houses two batting tunnels, and it will be sitting on a turf surface. The building will be clad in a perforated panel, rather than conventional metal paneling, it will be on steel frame girts, and wall panels will be roughly 12 feet tall from the top of the grade beam to the clear story opening. The graphics on the building are facing the left field. The graphics are the Beaver's logo on the gable ends (one facing the dugouts), the left field wall graphics are a large beaver with the words Babson College across a panel. The height of the building is roughly 18 feet to the eave, and 27 feet to the ridge. The building plan is 80 feet by 46 feet. Mr. Chair asked if the signage in the proposal is conceptual, or if they are seeking approval

for the signage as well. Mr. Charwick it would be great if the Board could review the signage along with the building. Mr. Chair explained that the signage will require a separate application and a separate review, but they could discuss it today.

Mr. Reilly asked if the location of the structure will impact any of the pedestrian paths in this area, and he also does not see any stormwater management for the building. Mr. Charwick said the building does not impact the existing walking paths. As for stormwater they will install a dry well for infiltration and a gutter system. The Chair noted that stormwater regulations will be enforced by the Engineering Department and Building Inspector.

Mr. Dermody asked if there will be lights in or on the building. Mr. Charwick said there will be egress lighting along with exist signs, and there will be lighting inside. Mr. Dermody said his concern is the light flooding out. Mr. Charwick said there will be a glow in the open clerestory from outside of the building. Mr. Scarlata of BH Plus mentioned that the lighting is proposed high up inside the building.

Mr. Chair asked if they have considered screening on the end facing Olin Way to mitigate any potential light disturbance. Mr. Scarlata said there were preliminary conversations with Olin College, but they will share these documents and get their input.

Regarding the signage, Mr. Chair said that the bylaw for their zone (institutional) allows for 32 square feet, and the current signage on the building is much bigger than that. The lettering should be more in keeping with the sign bylaw, not 3' high letters.

Mr. Tanner recommended that the letters of the signage be made of a solid material since there will be baseballs flying around and could break them. Also, he suggested reducing the size to half of what is presented.

Mr. Dermody asked, "what's the purpose of the sign?" Mr. Charwick said this is additional branding. Mr. Dermody asked, "who is the audience?" He recommended that smaller would work.

Mr. Chair asked if the letters are to be stainless steel or stainless-steel painted green. Mr. Scarlata responded that it would be aluminum panel painted. The logo is 7.5 feet on a 12-foot wall.

Mr. Reilly suggested that they photoshop the signage in context to help visualize and evaluating in the actual context.

Mr. Chair said 14-16" letters with the large Beaver logo might be overwhelming. The logo of 4.5 or 5' in diameter over a 32 square foot sign where the letters are at maximum 16" high may be more in keeping with the bylaw. It was also explained that if the applicant wishes to apply for a special permit for signage beyond what is allowed, they are welcome.

Mr. Chair asked the applicant if they could return with a sign application at a later date, as the building is not being built yet, and it would make more sense to review the signage when they are ready.

Mr. Chair let the applicants know that a memo will be written to the Planning Board regarding this Board's site plan review of the structure.

Minutes:

Motion to approve the minutes of January 10th, 2022 Mr. Reilly.

Motion was seconded by Mr. Dermody.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	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 8:40 PM.

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

Future Meetings:

Feb. 28, 2022	Via Zoom
March 28, 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
Aug. 8, 2022	Via Zoom
Aug. 22, 2022	Via Zoom
Sept. 12, 2022	Via Zoom