

DESIGN REVIEW BOARD

Monday, Feb. 28, 2022

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>

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

HEARING:

The Needham Channel located at 257 Chestnut Street, has made application to the Design Review Board for a Special Permit pursuant to the Sign By-Law Section 5.5.3.1 a) Requesting a second sign which will be freestanding, and any other applicable sections of the By-law.

APPLICANTS:

Wayne Arthur, Speedpro representing The Needham Channel located at 257 Chestnut Street and applying for wall sign.

Vanessa Schwede or Steve Schwede, FastSigns representing Royal Barbershop located at 925 Great Plain Avenue and applying for signage.

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

REVIEW

Minutes of 2/7/2022 meeting.

Next Public Meeting – March 28, 2022 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

Property Location: 257 Chestnut Street, Needham, MA **Date:** 1/24/2022

Owner: Needham Community Television Development Corporation

Address: 257 Chestnut Street, Needham, MA 02492
Street City State Zip
Telephone: 781-449-6964 x7

Applicant: Marc Mandel

Address: 257 Chestnut Street, Needham, MA 02492
Street City State Zip
Telephone: 781 - 449 - 6964 x7

Designer/Installer: SpeedPro Boston Metrowest

Address: 629 Highland Ave. #A101 Needham MA 02494
Street City State Zip
Telephone: 781.400.5631

Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
☐ - final
☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project:

The Needham Channel does not currently have signage on the property and desires to add a sign at the street and on the building. The Special Permit request is for a permanent standing 4'W x 3'H, standing 6 ft tall. The sign will be post mounted and the posts will be set 2 feet into the ground with cement footings. Please see accompanying document entitled The Needham Channel – Site Plans 1.24.22 DRB.docx for more details

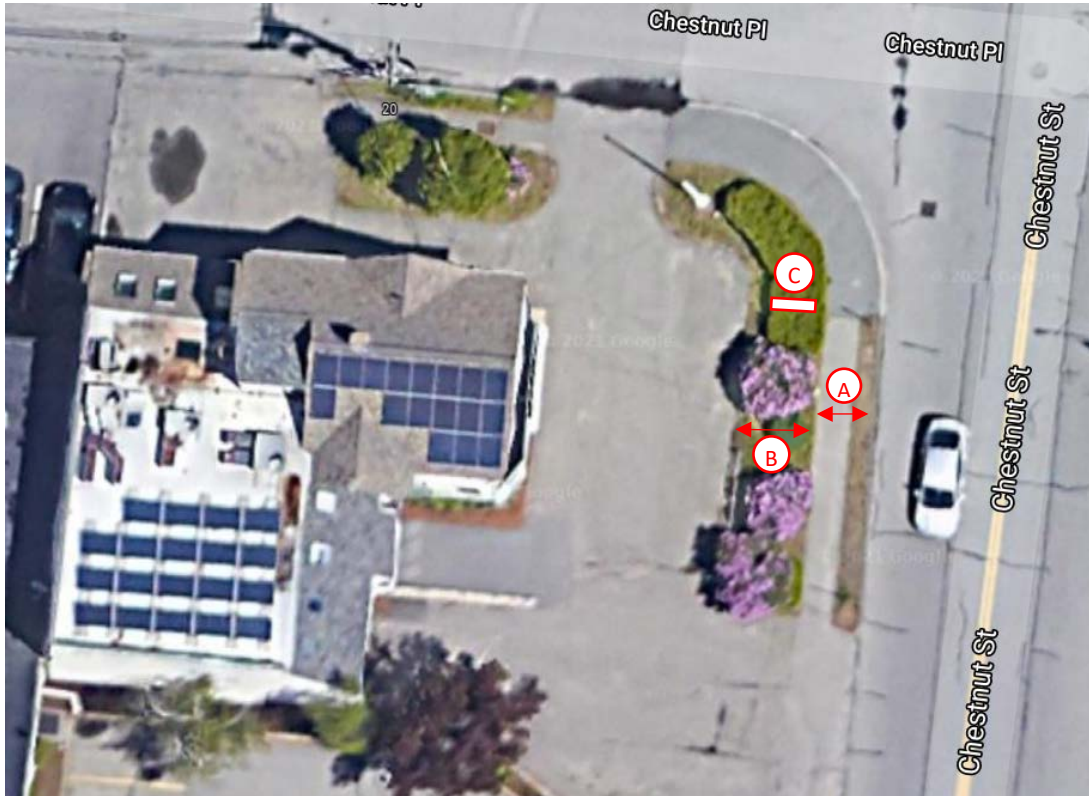
Please email completed application to elitchman@needhamma.gov

THE NEEDHAM CHANNEL – SIGN SITE PLANS

Sign Request 1 – Permanent Standing Sign

Location 257 Chestnut

- **A** – Setback from road 9.5'
- **B** – Width of bed for placement – 11'
- **C** - Sign
 - Dimensions 48"W x 36"H
 - Post mounted – 6'H overall, 36" above ground, 36"H; Installed 2' into ground. Cemented into ground.





Sign Request 2 – Wall Mounted Permanent Sign; no lighting

Location 257 Chestnut

- Dimensions 84"W x 48"H
- Frame 1 3/8" Silver frame





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Public Service Administration Building
500 Dedham Avenue
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Application and Report

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Owner: Needham Community Television Development Corporation

Address: 257 Chestnut Street, Needham, MA 02492
Street City State Zip
Telephone: 781-449-6964 x7

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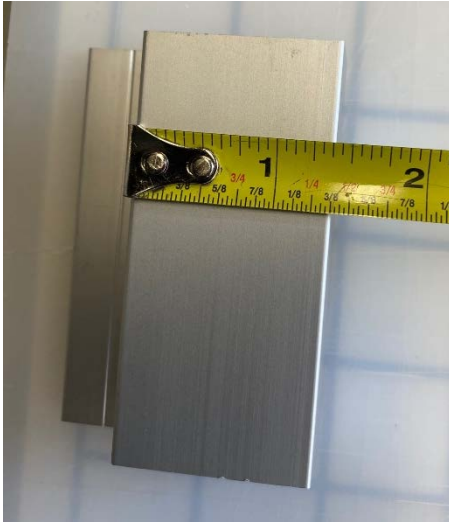
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Brief description of sign or project:

The Needham Channel does not currently have signage on the property and desires to add a sign at the street and on the building. The Primary Sign will be affixed to the side of the building. Dimensions will be 7'x4'. The sign will be affixed to the building with a metal frame that will be screw mounted to the side of the building. Please see accompanying document entitled The Needham Channel - Site Plans 1.24.22 DRB.docx for more details.

Please email completed application to elitchman@needhamma.gov

Frame – 1 3/8" Brushed Silver frame; screwed into the side of the building.



Mockup of sign



Sign Panel Material – Aluminum Composite Board; Vinyl Application to face



Additional Site pictures (pre-removal of shrubs)







TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Location: 925 Great Plain Ave Date: 2/17/22

Owner: FAK Needham Realty Trust - Krysten Hartman

Address: 919 Great Plain Ave Needham MA 02492
Street City State Zip

Telephone: 781.801.2315

Applicant: Royal Barbershop

Address: 925 Great Plain Ave Needham MA 02492
Street City State Zip

Telephone: 781.608.0961

Designer/Installer: Fastsigns of Needham

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:

1/4" Max Metal Panel Sign with Company Name + Logo Icon

Black Vinyl Background with CAST premium Gold Flush Vinyl Letters

Mounted flush to wall with countersunk galvanized hardware

Primary Signage

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

Royal Barbershop
 Max Metal Sign Panel
 925 Great Plain Avenue
 Needham, MA
 02492

96in



34in

Royal "R" Height = 10.6in
 Barbershop "B" Height = 4.1in
 Logo Dimensions = 21.38in x 26.7in
 Sign Height = 34in
 Sign Width = 96in
 Square Footage = 22.7sq'
 Top of Sign to Grade = 137.5in

Left Side Mounting Detail

STYLE:

1/4" Max Metal with Black Edges Overlaid in Black Vinyl,
with Contour Cut Gold Vinyl Letters.

Mounted Flush to Wall with Galvanized Hardware (screw heads overlaid with vinyl to match)

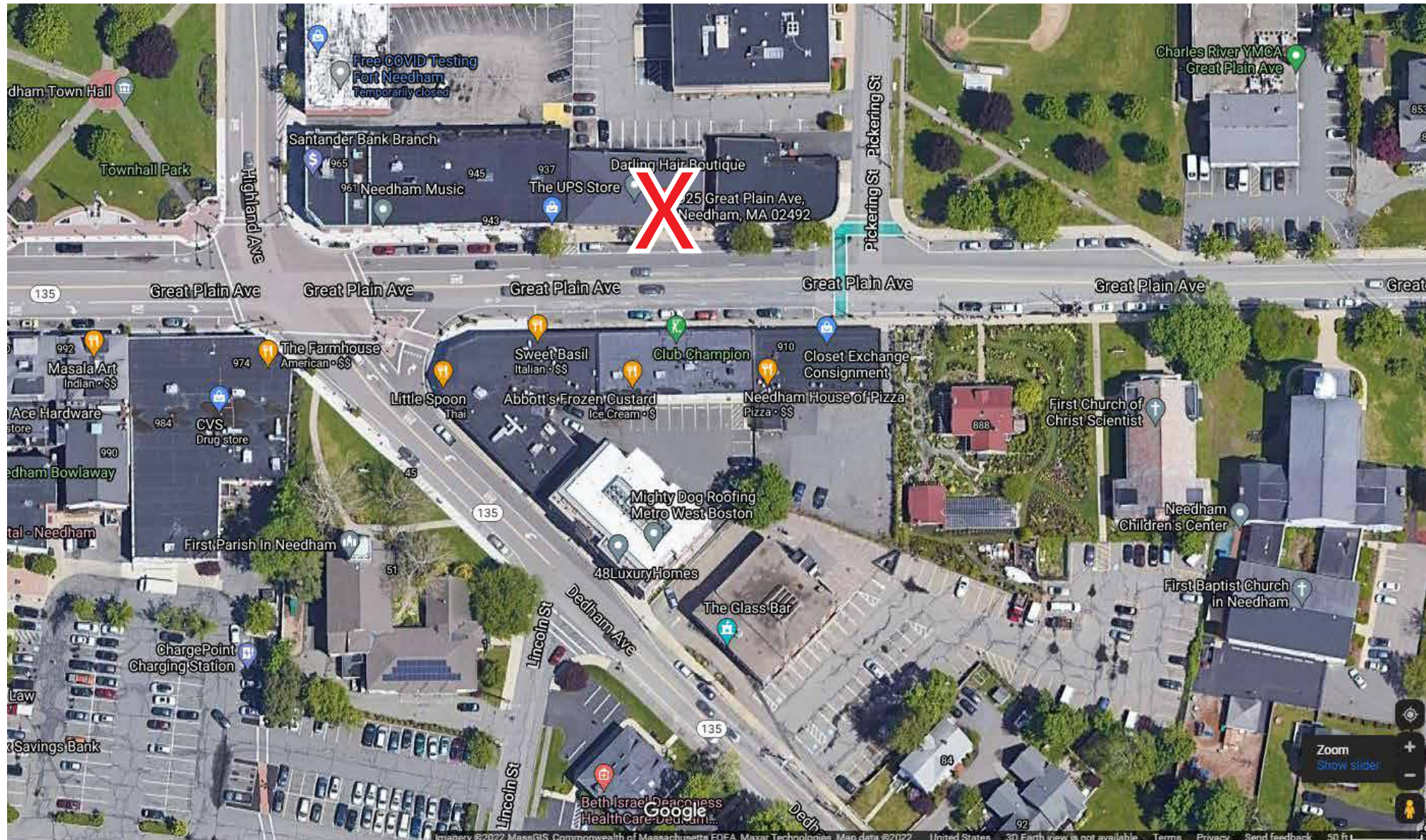
COLORS:

-  Premium Metallic Gold
-  Glossy Black

1/4" Max Metal (logo will be flat)
 Mounted with Galvanized Hardware

Aerial View

Royal Barbershop
 Max Metal Sign Panel
 925 Great Plain Avenue
 Needham, MA
 02492



925 Great Plain Avenue, Needham MA

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Primary Signage

Royal Barbershop
 Max Metal Sign Panel
 925 Great Plain Avenue
 Needham, MA
 02492



Facade Before Buildout



Current Facade (No Signage), After Refinishing



Proposed Signage

Reference Page 1 for Details

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RLING
BOUTIQUE

NX300

Neighborhood View

Royal Barbershop
 Max Metal Sign Panel
 925 Great Plain Avenue
 Needham, MA
 02492



925 Great Plain Avenue, Needham MA

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TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492
Application and Report

Property Location: 1201 Highland Ave. Needham, MA 02494 **Date:** 2/10/2022

Owner: Philnorstan Realty LLC

Address: 10 Newbury Street Boston MA 02116
Street City State Zip
Telephone: 310.795.1520

Applicant: Daniel Choe / Serenity Nail Spa

Address: 1201 Highland Ave. MA 02494
Street City State Zip
Telephone: 781.400.8043

Designer/Installer: Single Stone Decals

Address: Cincinnati OH
Street City State Zip
Telephone: info@singlestonestudios.com

Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
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Brief description of sign or project:

47" in. x 47" in. Vinyl Decal installed from indoors. Mirrored to read from outdoors. Installed in the

furthest north window partition when traveling on Highland Ave. (closest to Dunkin' Donuts). Total window partition size is 62" x 66".

Grey background in proof image is NOT part of the decal

Please email completed application to elitchman@needhamma.gov



SERENITY

— NAIL SPA —

WWW.SERENITYNEEDHAM.COM

781.400.8043

1201



SERENITY
— NAIL SPA —

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781.400.8043

66"

62"



23'

13'

66"

62"



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 Burrian, 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

DRAFT