



Design Review Board Meeting Minutes
Monday, February 1, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Nelson Hammer, Board Member (P)
Steve Tanner, Board Member (P)
Rana Mana-Doerfer, DRB Recording Secretary (NP)
Elisa Litchman, Administrative Assistant, Planning & Community Development (P)

Applicants & Attendees:

1. (Continued) Carol Fournier, Fast Signs representing Winters Home Service located at 33 Highland Avenue and applying for signage.
2. Design Review Board to discuss informally potential signage for Children's Hospital, 380 First Avenue.

Mr. Chair called the meeting to order on February 1, 2021 at 7:30 PM EST.

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

Agenda Item 1:

(Continued) Fast Signs representing Winters Home Service located at 33 Highland Avenue and applying for signage.- Carol Fournier

Ms. Fournier came back before the Board to present her updated signage for Winters Home Service located at 33 Highland Ave.

Ms. Fournier said she got approval from corporate headquarters to drop some of colors to make "Winters" larger, and she reduced the size of the words "Plumbing, Heating & Cooling".

She asked the Board if "Drain Cleaning" can remain on the sign as it is a big part of what the business does. She submitted 3 separate applications for 3 separate signs for the business, she hopes 2 of the 3 to

be approved as she stated in the previous meeting, and she explained her concern that the pylon sign in front may be taken down due to road widening work taking place at this section of Highland Ave.

Mr. Chair asked if she is simply refacing the existing sign cabinets. Ms. Fournier said they are replacing the faces in all but for the pylon sign, as there is nothing there at this time.

Mr. Chair asked if the two building signs are internally illuminated. Ms. Fournier said yes, they are.

Mr. Tanner asked if the sign faces are a digital print sheet or vinyl panel with the whites cutout and a background inlay. He is concerned the digital prints fade quickly. Ms. Fournier said she is going to cut the white out of the translucent green. The orange we will either print an overlay or she can do cut outs.

Mr. Tanner said he had no objections.

Mr. Dermody asked if she can match the size and shape of the existing sign on the pylon sign. Ms. Fournier said that she intends to make it the same size.

Mr. Hammer said he thinks the wording for the services offered is still a little too big. He also said that the color of the font is not darker or lighter than the background and he is worried someone who is colorblind might not be able to see that.

Mr. Chair said it seems the applicant took the Board's suggestions from the last meeting and created signs more in keeping with what the Board likes to see. He said that the Board has allowed similar signs in the past, where if a business has a wall sign and the building is recessed from the street view, they have allowed pylon signs. If the Board wishes to vote on all three tonight, they can. He would like to review them one at a time.

Motion to approve sign #1 on Highland Ave. as submitted by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Steve Tanner	Aye	

Mr. Chair and Mr. Dermody both raised a concern that in the application for this sign it appears as though the applicant is asking for 2 signs. Ms. Fournier said this must be a typo as they intend to install only one sign in that spot.

Motion to approve sign #2 wall sign with the condition that it is only one sign by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
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Mark Gluesing	Aye
Bob Dermody	Aye
Nelson Hammer	Aye
Steve Tanner	Aye

Motion to approve sign #3 Pylon sign with the condition that it match the dimensions, size and shape of the existing and adjacent Nail Spa sign, by Mr. Dermody.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Informal Board discussion of potential signage for Children's Hospital, 380 First Avenue and that of the surrounding N Squared area.

Mr. Chair said he got a preview with the Building Commissioner, of the proposed signage. The purpose was to set the parameters of the special permit applications. The Boston Children's Hospital is proposing to have a couple of signs on the building, and a ground sign at their entrance. He also had a discussion regarding which ones they should apply for as special permits, which ones would be by-right signs, and also any donor signage that they might consider and where it might be located.

Mr. Chair said he and Mr. Dermody had discussed the final sign for Trip Advisor which is a little small in terms of the scale of the building and the sign location.

Mr. Chair said the Board has not modified its rules for 5-story buildings in the N-Squared district and how they want to deal with them going forward. Also, how to deal with multiple tenants in a large building, which they will run into with the former PTC Building. He would like the Board members to think about this issue especially for the N-Squared area.

In the past the Board has allowed 2 signs for businesses such as the Homewood Suites. The Chair wants the Board to be careful and thoughtful regarding this section of town. He believes that they should have a strategy for what to tell people when they come before the Board.

Mr. Dermody said he agrees, and it is a good idea to have a discussion about the Hospital and what they should do for future business along the 128 area within Needham.

Mr. Dermody said his main concern is where the sign would be on the building as that makes the difference for him. If the sign is set back as opposed to being on the front of the building the signs have a different impact.

Mr. Chair explained that usually these sign applications are submitted through a special permit, the Board can deny alternatives. But if a building with 2 tenants submit signage applications, the Board could probably approve and handle two signs on these large buildings.

Mr. Chair said he understands that the buildings will want a façade sign facing 128 which is fine and then another facing the back or side street. More than that signage could be located on monument signs. The Board can enforce this informally with these parameters at this point through the special permit process (These parameters are not in bylaw at this point). Anything more than that the Chair feels he would decline more than 2 signs on the building. Other businesses would go on a compound ground sign.

As for the maximum size he does not know where to set it.

Mr. Tanner said usually what they get presented with is the largest the applicants think they can put up. And it is all on a case-by-case basis. He does agree that two signs on buildings this large is probably the maximum. He added that the Board can make a determination on scaling down signage if necessary.

Mr. Dermody said he will drive through the N Squared area and see what is out there.

Mr. Chair said if the Board could do that just to get a sense of what's there, that would be helpful. He would like to consider putting some regulations in place to give applicants some guidance, recognizing the value of case-by-case review as mentioned by Mr. Tanner and Mr. Dermody.

Approval of Minutes:

Motion to approve the minutes of January 11, 2021 by Mr. Hammer.

Motion seconded by Mr. Dermody.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Steve Tanner	Aye	

Motion to Adjourn:

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

Motion was seconded by Mr. Tanner.

Meeting adjourned at 7:54 PM

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Steve Tanner	Aye	

Future Meetings:

February 22, 2021	Via Zoom
March 8, 2021	Via Zoom
March 22, 2021	Via Zoom
April 12, 2021	Via Zoom
May 3, 2021	Via Zoom
May 24, 2021	Via Zoom
June 7, 2021	Via Zoom
June 28, 2021	Via Zoom