



Design Review Board Meeting Minutes
Monday, April 12, 2021
7:30 PM

Board Members:

Mark Gluesing, Chair (P)
Bob Dermody, Board Member (P)
Nelson Hammer, 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. Aaron Sicotte, Needham High School located at 609 Webster Street applying for signage.
 - Ganesh Muruganathan, Monument Warehouse
 - Cecilia Simchak, Director of Finance & Administration, Public Works, Town of Needham
2. Tim Parker, Fast Signs representing Proud Mary Gifts located at 1024 Great Plain Avenue and applying for signage.
3. Jamie Anderson, Greenleaf Construction representing F.W Webb to be located at 68 Highland Avenue applying for façade work, signage, landscaping, and awning.
 - Damon McQuaid, McQuaid Architect
4. Melissa Gale, owner of Cookie Monstah located at 1257 Highland Avenue and applying for signage and awning.

Mr. Chair called the meeting to order on April 12, 2021 at 7:30 PM EST.

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

Agenda Item 1:

Needham High School located at 609 Webster Street applying for signage. - Aaron Sicotte

Mr. Muruganathan of Monument Warehouse and the High School sign vendor presented 2 signs that the High School wishes to install.

The first sign would face Webster St. at the parking lot entrance. It is a light gray granite sign. The letters and the panels will be sandblasted to give a frosted effect. The logo is a porcelain plaque. The sign will sit on a 42-inch-deep foundation.

Mr. Chair asked which design the High School prefers, as the Board was presented with two images depicting different logo placements. Mr. Muruganathan said he wanted the Board to have placement options. Mr. Sicotte said he prefers the symmetrical logo.

Mr. Tanner said the Webster St. facing sign looks good as presented. He also prefers the design with the centered logo.

Mr. Hammer said he concurs with Mr. Tanner regarding the symmetry of the logo.

Mr. Dermody asked his colleagues to consider centering “established 1865” and changing it to “Est. 1865 “. He also asked if the posts could be a little smaller, he feels the posts are dominating the sign.

Mr. Reilly said he said he was not in attendance when this was first reviewed. He is struggling with how heavy and dominant the posts look. Usually, this type of sign with a post & panel would be made from wood not stone.

Mr. Chair agrees with the rest of the Board members regarding the heaviness of the 14-inch posts, could they perhaps be reduced to 10 or 12 inches? Do they need to be 14 inches?

Mr. Muruganathan said due to the size of the sign it weighs almost 3200 lbs. To have a stable structure they chose 14 inches to accommodate the weight of the slab.

Mr. Chair suggested raising the mid-point of the sign in alignment with the fluting on the columns. Mr. Hammer suggested raising the top of the sign to the horizontal line above the fluting so that the end of the sign aligns with that line. He also asked about the footing for the sign. Mr. Muruganathan stated that there will concrete footing below.

Mr. Chair also suggested reducing the letter size for “Est. 1865” from 3 inches to 2.5 inches, raising the sign panel relative to the posts and drop the entire structure down about a foot

Mr. Reilly said that if they are to align the fluting with the top edge of the sign, then ideally the peak of the caps would align with the apex of the curve of the sign.

Motion to approve the Webster St. facing sign (option 1) with the conditions that the main sign panel itself be raised so that the upper corner of the honed sign position aligns with the top of the honed flutes, and that the overall height be reduced to 68 on the posts from 80, and the “Established 1865” be modified to be “Est. 1865”, centered & reduced to 2.5 inches high, by Mr. Dermody.

Motion was seconded by Mr. Hammer.

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

Sign 2: Admiral Gracey Way Sign-

Mr. Tanner said the posts look too massive for the panel and should be made smaller. Graphically he likes it centered.

Mr. Hammer agrees with Mr. Tanner and recommended that the word ‘Entrance’ be spelled correctly, the submitted image had it misspelled.

Mr. Dermody said he is okay with “Main Entrance” not being centered. He wanted to clarify that the dimension of the letters is the same size as the 1.5-inch arrow on the sign. Mr. Muruganathan said that is correct.

Mr. Reilly agreed on the symmetry of the letters. He would like to see the posts reduced in size and thickness if possible, and he would like it aligned and proportioned the same as the Webster St. sign.

Mr. Tanner asked where the sign is being placed in the grassy roundabout, as where it exists currently is too close. He would like it set back a foot or two.

Motion to approve the Admiral Gracey Way sign with the conditions that the posts be reduced to 8-inches, the fluting design and proportions as it relates to the length of the posts match more closely the Webster St. sign, the sign panel itself be raised so that the honed portion of the panel aligns with the top of the honed flutes on the posts, and that the sign be set back further in the island from the existing sign location 2 to 3 feet, by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	

Nelson Hammer	Aye
Chad Reilly	Aye
Steve Tanner	Aye

Agenda Item 2:

Fast Signs representing Proud Mary Gifts located at 1024 Great Plain Avenue and applying for awning and signage -. Tim Parker.

Mr. Parker explained to the Board that Proud Mary Gifts are moving to a new location and would like new signage installed.

Their main entrance will be the door to the right. They are frosting the door to the left and placing an “Emergency Exit Only” sign on that door.

Currently there is an awning that has been taken down by the landlord. The applicant noted that the sign band needs repair. They are looking to install sheet aluminum panels that match the store’s color scheme and would like to install an aluminum bar frame sign over the main entrance using the store’s color scheme.

Mr. Chair asked if the sign panel on the bar frame is white. Mr. Parker said it is a white aluminum with printed vinyl lettering on top. The background will be a matt finish, the logo will be in gloss.

Mr. Reilly said the sign is nice overall. However, the white background & light gray lettering has the potential to be washed out a little bit. Perhaps if they reversed the color and made the background darker and thickened the stroke of the lettering it might stand out better as an alternative. Mr. Parker said they addressed this issue at their other locations and tested out thicker strokes, and they have a darker gray in their marketing color schemes, so they could darken it if the Board would prefer that.

Mr. Tanner said he is concerned about the gray panels that are to be installed over the sign band. In the plans presented the thickness mentioned is about as thick as a credit card.

Mr. Chair asked Mr. Parker what the reasoning is behind covering the wood panels instead of replacing them with better wood panels. Mr. Parker said the wood panels are flush, and there are no moldings on them.

Mr. Tanner said there were no pictures submitted showing how these panels will be kept flat. He is concerned the metal panels might wrinkle due to heating and cooling, and that they will not look right once installed. He also wanted to know how the panels will be mounted. He suggested more construction framing be added to the back panels to keep them rigid.

Mr. Dermody agreed with his colleagues that the bright white and the pale grey are not great together. It is too light.

Mr. Hammer agreed with previous comments from his colleagues. Even if the gray were to be darkened, the thin font would be difficult to read. If it were bolder it would be more visible.

Mr. Chair said there are two issues thus far, one is the thin stroke font. If Mr. Parker could increase the stroke slightly and go a shade darker on the color gray that might solve the issue.

Mr. Chair asked Mr. Tanner what his thoughts are regarding the sign band panel, and what Mr. Parker wants to install. Mr. Tanner said if they were to build the gray panel the same way they are building the sign, with a bar frame then it would be less prone to oil-canning and will last longer.

Mr. Parker, the Chair and Mr. Tanner discussed the issue of the paneling and its installation at length. Mr. Parker asked if he could install a bar frame panel with the main sign attached and a smaller aluminum bar frame panel over the left side.

The Chair was concerned about creating a framed aluminum panel for the sign band then adding another framed aluminum panel sign on top of that. They reached an agreement on an aluminum bar frame installed in the sign band in silver that covers the storefront. The letter and logo will be ¼” dimensional acrylic in the colors proposed on the sign.

Motion to approve this application with the conditions that the sign panel area be filled with an aluminum panel with the color depicted but mounted on an aluminum frame for stability, the graphic lettering be changed to a combination of white and blue acrylic applied lettering and graphic, by Mr. Dermody.

Motion was seconded by Mr. Hammer.

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

Agenda Item 3:

Greenleaf Construction representing F.W Webb to be located at 68 Highland Avenue applying for façade work, signage, landscaping and awning. - Jamie Anderson.

Mr. Anderson represented F.W Webb, who are moving into 68 Highland Avenue. which will be their new showroom. It is 4700 square feet.

Mr. McQuaid gave the Board a brief overview of their plans. They will be exposing the existing masonry piers on either side of the building and re-clad in brick. There is a vertical sign element on the building they would like to remove. They want to generally improve the aging look of the building.

Mr. Dermody said this façade work is an improvement to what is currently there. Mr. Anderson said the building will be painted Sag Harbor Gray. There will be some parking to the side of building. Mr. Dermody asked Mr. McQuaid if the fascia runs and turns up over the roof edge or if there is a drip edge. Mr. McQuaid said there will be a metal coping that goes over the top and ties into the roof.

Mr. Reilly asked if the return on the side elevation is intended to be the same depth as it is wide on the front. Mr. McQuaid said that is the intention.

Mr. Reilly asked if the walking surfaces will be illuminated. Mr. McQuaid said yes.

Mr. Hammer asked about the row of emerald, green arborvitae being planted in the back. Are they intended to be a visual barrier to hide the parking? Mr. McQuaid said that the two neighbors who abut the property have wooden stockade type fences in place. They are trying to be friendly there and install a border of some sort. Mr. Hammer suggested spacing them tighter as they are only four feet wide at maturity. While on the subject he asked where during winter they plan to put snow, will the snow be removed rather than dumped. Mr. McQuaid said F.W. Webb is going to have to contract with someone to remove the snow as there is no room for any storage.

Mr. Hammer also suggested ornamental landscaping to the right of the back of the building to dress it up for the abutters unless there is a decorative fence. Mr. Anderson said there is a fence there already.

Motion to approve the building and awning renovations as submitted by Mr. Dermody.

Motion was seconded by Mr. Hammer.

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

Sign F.W Webb to be located at 68 Highland Avenue

Mr. Chair asked why they are applying for an 80 square foot sign in a zone that allows 32 square feet. Mr. Anderson apologized as his sign representative thought they were allowed two square feet per lineal foot up to 100 square feet. Mr. Chair said that is only if they are visible from 128 which this location is not.

Mr. Chair told them if they want a bigger sign, they need to apply for a special permit through DRB. Mr. Chair said he will use this review to give them some feedback so they can make any modifications needed before they apply for a special permit and come back before the Board.

Mr. Tanner said they have some minor correcting needed for some of the spacing. They need to fix between the “T” & “C” in Kitchen. Too much space. The black and white plexiglass will show up kind of a gray white at night, if you are expecting it to be white it will not appear so.

Mr. Dermody asked if their logo has a big stripe under the word home or if this is a mock-up of a proposed logo. Mr. McQuaid said that is their logo.

The Board also thought the lettering below the sign was too large and would be better if it fit the same width as the main lettering above.

Mr. Chair told Mr. Anderson the Board will not take any action tonight. If they want to reduce it to 32 square feet and come back right way, they can continue. Otherwise, they are welcome to come back for review of a special permit.

Mr. Anderson said he will confer with his client and he will come back.

Agenda Item 4:

Cookie Monstah located at 1257 Highland Avenue and applying for signage and awning. -
Melissa Gale, owner

Ms. Gale came before the Board, she is applying for 3 different items. She is applying for two signs; one sign is a pylon. The second sign is 19” high by 20’ front-lit façade sign. Ms. Gale is also applying for a new awning changing the lime-green awning to a jockey red *Sunbrella* awning.

Mr. Hammer said the Cookie Monster logo to the left of the sign is illegible even when enlarged. It is not going to be easily read. Ms. Gale said it is 19 inches high, but she is happy to take it out, re-design the logo and omit the words, “Fresh batch from scratch”.

Mr. Dermody said he would like the website removed from the sign.

Mr. Reilly said he likes the circle of the cookie there as a graphic element. If she wants to get rid of it that is fine, but it does not bother him.

Mr. Chair said he can approve the pylon sign with the condition Ms. Gale submits an updated pylon sign drawing with elevations. He also noted it will not be allowed to be lit after 11pm if the business is not open.

Motion to approve the façade changes with the awning to red as noted in the packet by Mr. Dermody.

Motion was seconded by Mr. Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	

Nelson Hammer	Aye
Chad Reilly	Aye
Steve Tanner	Aye

Motion to approve the wall mounted, illuminated sign with the condition to remove the black lettering in the cookie graphic, have it installed with a timed clock, and paint the raceway to match the building by Mr. Dermody.

Motion was seconded by Mr. Hammer.

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

Motion to approve the sign panel in the pylon sign with the condition they submit a dimensioned document with the size of the panel and the lettering and the distances to the edges, and with a photo showing the existing condition of the pylon sign, by Mr. Dermody.

Motion was seconded by Mr. Hammer.

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

Approval of Minutes:

Mr. Hammer asked the bottom paragraph on page 57 of the meeting materials packet be amended to “be put into the ground at a height of 10 to 12 feet and six-foot width.”

Motion to approve the minutes of March 22, 2021 as amended by Mr. Dermody.

Motion seconded by Mr. Nelson Hammer.

Name	Aye	Nay
Mark Gluesing	Aye	
Bob Dermody	Aye	
Nelson Hammer	Aye	
Chad Reilly	Abstain	

Steve Tanner	Aye
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Motion to Adjourn:

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

Motion was seconded by Mr. Hammer.

Meeting adjourned at 9:16 PM.

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

Future Meetings:

May 10, 2021	Via Zoom
June 7, 2021	Via Zoom
June 28, 2021	Via Zoom
July 19, 2021	Via Zoom
August 9, 2021	Via Zoom
August 30, 2021	Via Zoom
September 13, 2021	Via Zoom
October 4, 2021	Via Zoom
October 25, 2021	Via Zoom
November 15, 2021	Via Zoom
December 6, 2021	Via Zoom
December 20, 2021	Via Zoom