



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

Board Members:

Mark Gluesing, Chair (P)
Chad Reilly, Board Member (P)
Deborah Robinson, 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. Tom Dunn, Metro Sign & Awning, representing Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue.
2. Erik Janiel, Design Communications Ltd., representing Shark Ninja located at 89 A Street and applying for signage.
 - Barbara Rodi Dadasis

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

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

Agenda Item 1:

Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue -
Mark Conserva could not attend but his colleague Tom Dunn presented the applications to the Board.

Mr. Dunn explained the new signage for Eastern Bank who will be acquiring Century Bank and this location this November. They are looking to rebrand the space.

The first sign (acquired by special permit) is to be located on the east elevation facing Highland Ave. It is a halo lit letter set, mounted on a two-inch-deep panel, 24 inches high by 144 inches

wide totaling 24 square feet. The colors of the sign are blue, white and gold. The logo height is 16 inches, the letters range in height between 8 to 11.8 inches and grade to bottom of sign is about 14.5 inches.

The second sign is to be located on the north elevation facing the parking lot. This sign is exactly the same dimensions and design as the eastern facing sign.

Mr. Chair indicated his desire to break up the discussion of this application by discussing the building signage first, then discussing door changes, color changes, etc.

Mr. Chair explained that he reached out to the Building Inspector who was comfortable calling this a modification of their existing special permit.

Mr. Tanner had no problem with the proposed building signage.

Mr. Reilly wanted to clarification that they are simply replacing the existing signs with Eastern Bank signage. All proportions are to remain the same. Mr. Dunn said that is correct.

Mr. Chair asked if there will be patching of wall panels once the old signs are removed, or will the new signs cover any holes. Mr. Dunn said the holes will be filled and the panels will cover up any existing penetration to the wall.

Motion to approve the two wall signs as submitted by Ms. Robinson.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Eastern Bank and applying for modified special permit signage at 1433 Highland Avenue - Discussion of the door signage, ground mounted signs, and the façade color change.

Mr. Chair opened the floor for discussion on these items.

Mr. Tanner asked what is the overall height of the ground sign. Mr. Dunn said it is 30 inches to the bottom of the sign and 28 inches of the sign height, or 58 inches just under 5'. Mr. Tanner said it seems bigger than the existing sign in the packet. Mr. Dunn said this is just a face change of the middle panel of the existing sign. Mr. Tanner indicated he has no objections with this sign if it just a face change.

Mr. Reilly said he has no problem with the ground sign. He asked if the grey band is being kept for the façade. Mr. Dunn said yes, that is correct.

Mr. Reilly asked how the color will be applied to the façade. Mr. Dunn said his client initially wanted to wrap the façade in vinyl, but they were advised against this, and they will now paint the accent elements on the aluminum panel of the façade their corporate blue color.

Ms. Robinson had no comment.

Motion to approve the colored paneling at the entrance and at the ATM window with the condition that they will be painted and not wrapped in vinyl by Mr. Tanner.

Motion seconded by Ms. Robinson.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Motion to approve the window graphics and ground sign as submitted by Ms. Robinson.

Motion seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Aye	
Deborah Robinson	Aye	
Steve Tanner	Aye	

Agenda Item 2:

Shark Ninja located at 89 A Street and applying for signage. - Erik Janiel

Mr. Janiel came before the Board on behalf of Shark Ninja who are taking over the rest of the space of a previous tenant who shared the building with them and they are proposing signage where Steward Health Care has had their sign.

Mr. Chair made a few notes- there are currently two existing signs, they all face the parking lots. They do not have any street facing sign. Existing sign 01 is a by-right sign, and existing sign 02 was permitted as a second sign facing a parking lot. They are applying for a third sign but they have no right to it unless they go through the special permit process. Mr. Chair noted that he along with the Board members are happy to discuss the third sign to give some feedback on it. Shark Ninja is now the sole tenant of 89 A Street.

Ms. Robinson wanted clarification as to the location of the signs, none are visible from other sign locations. Ms. Dadasis said the first sign is located at the Shark Ninja lobby, as they have their own dedicated lobby. The second sign is the main entrance sign near loading dock, facing B Street. The size of the sign is 43 square feet with the bounding box. Now they are proposing the corner lot of 89 A Street facing First Avenue.

Mr. Tanner had a concern regarding the existing Shark Ninja signs are mounted directly to the building and do not have a raceway. The third sign has a raceway. Mr. Janiel said the old tenant had the sign installed on a raceway, so they will keep it and install their new sign on the raceway. Ms. Dadasis explained that the existing signage has a raceway mounted behind the panels.

Mr. Reilly asked how the letter height of the existing signs compares to the proposed signs. Mr. Janiel he does not have the existing letter height. Mr. Reilly said it should be no bigger than the existing. He feels three signs for a single business is overkill, but the building is large and a third sign may be helpful for those coming off of Route 128. The bounding box should be the same as or smaller than the bounding boxes of the existing Shark Ninja signage.

Mr. Chair concurred with Mr. Reilly that he is also hesitant about a third sign, but the building is long. If they were to apply for a special permit Mr. Chair advised them to get the technical info on the existing signs and what size those are. He also might prefer to see an individually mounted sign the way the others were done.

Mr. Reilly explained that the bounding box is the top of the N to the bottom of the J with a rectangle all around. He also suggested that the applicant look carefully at what was approved before so that the application for the special permit be consistent with that and will move more easily through the review.

Mr. Chair advised the applicant to contact the Building Department and DRB staff if they wish to start the Special Permit process.

Minutes:

Motion to approve the minutes of July 19th, 2021, by Ms. Robinson.

Motion was seconded by Mr. Tanner.

Name	Aye	Nay
Mark Gluesing	Aye	
Chad Reilly	Abstained	
Deborah Robinson	Aye	
Steve Tanner	Aye	

The Minutes of August 9th, 2021 will be deferred to the next meeting as there were not enough members present at this meeting from the previous meeting to vote on it.

Discussion of Chair and Vice-Chair:

A while back the Selectmen (prior to when it was the Select Board) sent a letter asking Boards to rotate the position of Chair and Vice-Chair for those Boards that are not elected Boards. Mr. Chair is hoping the Board can start to think about this rotation, he suggested the term to be 3-years long, which is the term of each members appointment, and as it takes some time for the

Chair to get familiar with the duties. This item will be placed on a future agenda when the whole Board can attend so that the issue of the rotation timing can be discussed, and a new chair and vice-chair can be elected perhaps this fall. Mr. Chair commented that he would like Board members to think about this.

Motion to Adjourn:

Motion to adjourn the Design Review Board meeting by Ms. Robinson.

Motion was seconded by Mr. Tanner

Meeting adjourned at 8:09 PM.

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