

DESIGN REVIEW BOARD

Monday, August 21, 2023

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 extended through 2025, meeting of public bodies could be conducted virtually provided that adequate access is provided to the public.

To view and participate in this virtual meeting on your phone, download the "Zoom Cloud Meetings" app in any app store or at www.zoom.us. At the above date and time, click on "Join a Meeting" and enter the following Meeting ID: 845-1987-6965 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

HEARINGS: None.

APPLICANTS:

Will Porcello, owner Wexford Street Auto located at 1584 Great Plain Avenue and applying for signage.

Nicole Handricken, Sign Design representing Elliot Physical Therapy located at 392 Chestnut Street and applying for signage.

Nicole Pretorius, Pretorius Electric & Sign representing Splash & Dash Groomerie and Boutique located at 120 Highland Avenue and applying for signage.

REVIEW

Minutes of 8/7/2023 meeting.

Next Public Meeting – September 11, 2023 at 7:30pm via Zoom Webinar



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

Property Location: 1584 GREAT PLAIN AVE Date: _____

Owner: WEXFORD STREET AUTOMOTIVE LLC

Address: 1584 GREAT PLAIN AVE NEEDHAM MA 02492
Street City State Zip

Telephone: 781-686-5686

Applicant: WILLIAM B PORCELLO (BUSINESS OWNER)

Address: 9 RICHLAND ROAD NORWOOD MA 02062
Street City State Zip

Telephone: 781-686-5686

Designer/Installer: SIGNARAMA

Address: 458 HIGH PLAIN ST WALPOLE MA 02081
Street City State Zip

Telephone: 508-660-1231

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:

BUSINESS RELOCATED TO THIS SPACE JUNE 23.

SIGN DRAWING MADE TO REPLACE THE PRIOR

BUSINESS SIGN - INCLUDES COMPANY NAME + SERVICES.

Please email completed application to elitchman@needhamma.gov

ALSO, PLAN TO REPAINT FRONT OF BUILDING.

PVC / Qty 1



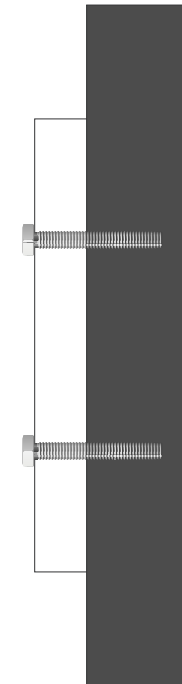
EST. 2016 - 3.25"

WEXFORD ST. AUTO - 4"

AUTOMOTIVE
4.8"

SERVICE
REPAIR
4.25"

PVC Sign Panel Through Bolted
Into Building Facade



WALPOLE
Signarama

508-660-1231
signarama-walpole.com

sales@signarama-walpole.com

458 High Plain St. Intersection Rts 1 & 27
Walpole, MA 02081



- Proof colors may vary from monitors & actual sign materials.
- A pdf proof is not a correct representation of printer output color.
- Resolution & Color from files provided by customer are the customers responsibility.
- Hard Proofs can be printed to ensure color satisfaction at a cost to be determined.
- Additional design charges may apply if customer does not proceed with all or part of project

PROOF 1	PROOF 2	PROOF 3	PROOF 4	PROOF 5
FREE	FREE	\$20.00	\$25.00	\$30.00

This proof is for conceptual use - actual sizes / colors / proportions may slightly vary.

CLIENT
APPROVAL

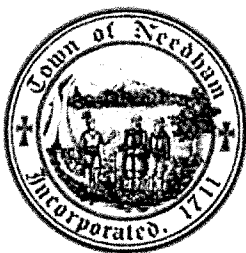
- Client signature ensures all spellings & specifications for signage are correct.
- All errors are your responsibility once final approval is received.
- Additional charges apply if you wish to make changes once artwork has been printed, fabricated and/or installed.

Customer: _____

Date: _____

Approved By: _____

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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: 392 Chestnut St. Date: 8-14-23

Owner: Petrini Corporation

Address: 187 Rosemary St. Needham MA 02494
Street City State Zip

Telephone: _____

^{tenant} Applicant: Elliot Physical Therapy

Address: 392 Chestnut St Needham MA 02492
Street City State Zip

Telephone: _____

^{applicant +} Designer/Installer: Sign Design

Address: 170 Liberty St. Brockton MA 02301
Street City State Zip

Telephone: 508-245-7781 nicole's cell

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:

Install a 120" x 24" sign to replace existing
building sign (primary sign)

Please email completed application to elitchman@needhamma.gov

Elliot's Physical Therapy
392 Chesnut St,
Needham, MA

Building Sign

Quantity: 1 Single-Sided

- 1 1" Square Tube Aluminum Frame with .080 Aluminum Face (All Visible Painted PMS Cool Gray 9 C) Mechanically Fastened Flush Facade with Aluminum Angle Clips
- 2 First Surface Applied Graphics (Avery A7 White and Avery Primrose Yellow Vinyl) Contour Cut
- 3 Landlord Responsible for Removal of Existing Sign and Patch/Repair of Existing Facade

PMS 109 C

PMS Cool Gray 9 C



EXISTING - PHOTO SCALE 5%



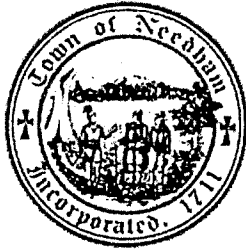
PROPOSED - PHOTO SCALE 5%



SALES REPRESENTATIVE
Chrissy Ripley
INTERNAL PROJECT MANAGER
Marie Mercier
FIELD MANAGER
Shaun White
ACCOUNT COORDINATOR
Laurie Kalivas
DESIGNER
LF

SCALE 10%

SHEET
01 of 06



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 392 Chestnut St. Date: 8-14-23

Owner: Petrini Corporation

Address: 187 Rosemary St. Needham MA 02494
Street City State Zip

Telephone: _____

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Street City State Zip

Telephone: _____

^{applicant +} Designer/Installer: Sign Design

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Telephone: 508-245-7781 nicole's cell

Type of Application
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Major Project (Site Plan Review)
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☐ Residential Compound

Brief description of sign or project:

Install a Secondary 15 sq. sign to
building fascia

Please email completed application to elitchman@needhamma.gov

Elliot's Physical Therapy
392 Chesnut St,
Needham, MA



SALES REPRESENTATIVE
Chrissy Ripley
INTERNAL PROJECT MANAGER
Marie Mercier
FIELD MANAGER
Shaun White
ACCOUNT COORDINATOR
Laurie Kalivas
DESIGNER
LF

SCALE 25%

SHEET
03 of 06

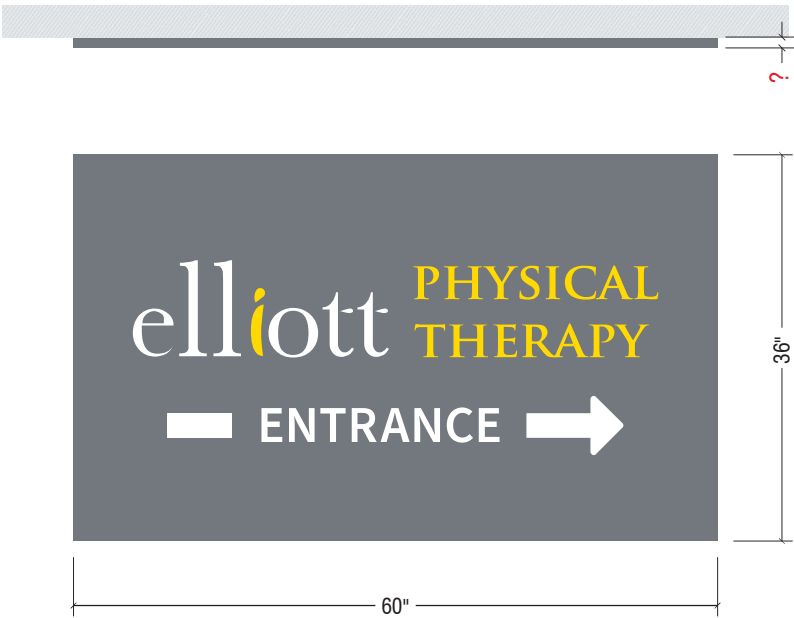
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Building Sign

Quantity: 1 Single-Sided

- 1 1" Square Tube Aluminum Frame with .080 Aluminum Face (All Visible Painted PMS Cool Gray 9 C) Mechanically Fastened Flush Facade with Aluminum Angle Clips
- 2 First Surface Applied Graphics (Avery A7 White and Avery Primrose Yellow Vinyl) Contour Cut

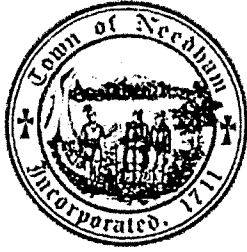
15 SQUARE FOOT



EXISTING - PHOTO SCALE 5%



PROPOSED - PHOTO SCALE 5%



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 392 Chestnut St. Date: 8-14-23

Owner: Petrini Corporation

Address: 187 Rosemary St. Needham MA 02494
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Telephone: _____

^{tenant} Applicant: Elliot Physical Therapy

Address: 392 Chestnut St Needham MA 02492
Street City State Zip

Telephone: _____

^{applicant +} Designer/Installer: Sign Design

Address: 170 Liberty St. Brockton MA 02301
Street City State Zip

Telephone: 508-245-7781 nicole's cell

Type of Application
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☐ - preliminary
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☐ Residential Compound

Brief description of sign or project:

Install a 18" x 18" 2sf. wayfinding
sign next to entrance on wall

Please email completed application to elitchman@needhamma.gov

Quantity: 1 Single-Sided

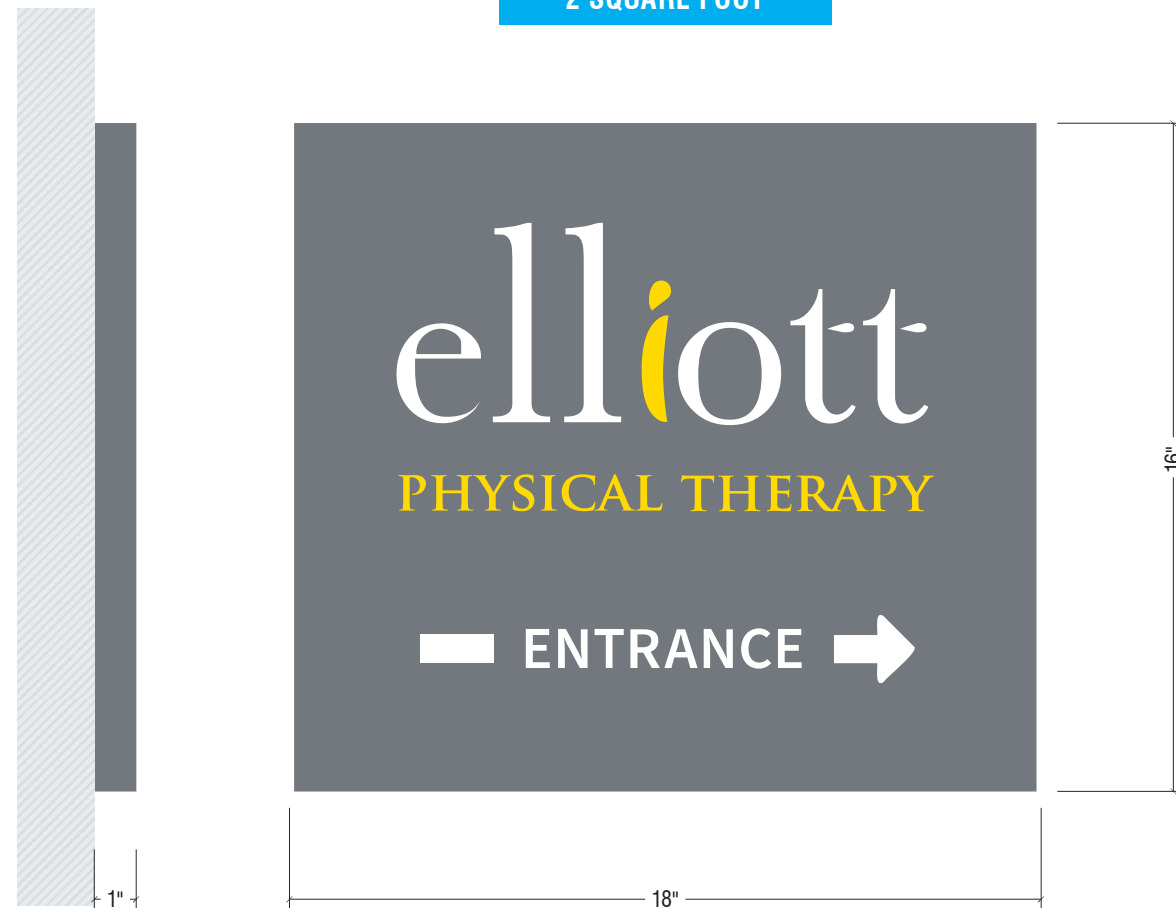
- 1 Sign Panel**
 - .080 Aluminum Pan Face
 - All Visible Painted PMS Cool Gray 9 C
 - First Surface Applied Graphics (Avery A7 White and Avery Primrose Yellow Vinyl) Contour Cut

Mechanical Fastened Flushed to Facade with Aluminum Clips

PMS 109 C

PMS Cool Gray 9 C

2 SQUARE FOOT



PROPOSED - PHOTO SCALE NONE



PROPOSED - PHOTO SCALE NONE

161274

Version 07
08-03-23

Elliot's Physical Therapy
392 Chesnut St,
Needham, MA



SALES REPRESENTATIVE
Chrissy Ripley

INTERNAL PROJECT MANAGER
Marie Mercier

FIELD MANAGER
Shaun White

ACCOUNT COORDINATOR
Laurie Kalivas

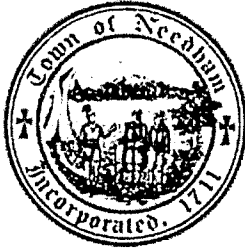
DESIGNER
LF

SCALE 50%

SHEET
02 of 06

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Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 392 Chestnut St. Date: 8-14-23

Owner: Petrini Corporation

Address: 187 Rosemary St. Needham MA 02494
Street City State Zip

Telephone: _____

tenant Applicant: Elliot Physical Therapy

Address: 392 Chestnut St Needham MA 02492
Street City State Zip

Telephone: _____

applicant + Designer/Installer: Sign Design

Address: 170 Liberty St. Brockton MA 02301
Street City State Zip

Telephone: 508-245-7781 nicole's cell

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

Brief description of sign or project:

install vinyl lettering to glass next to
main door

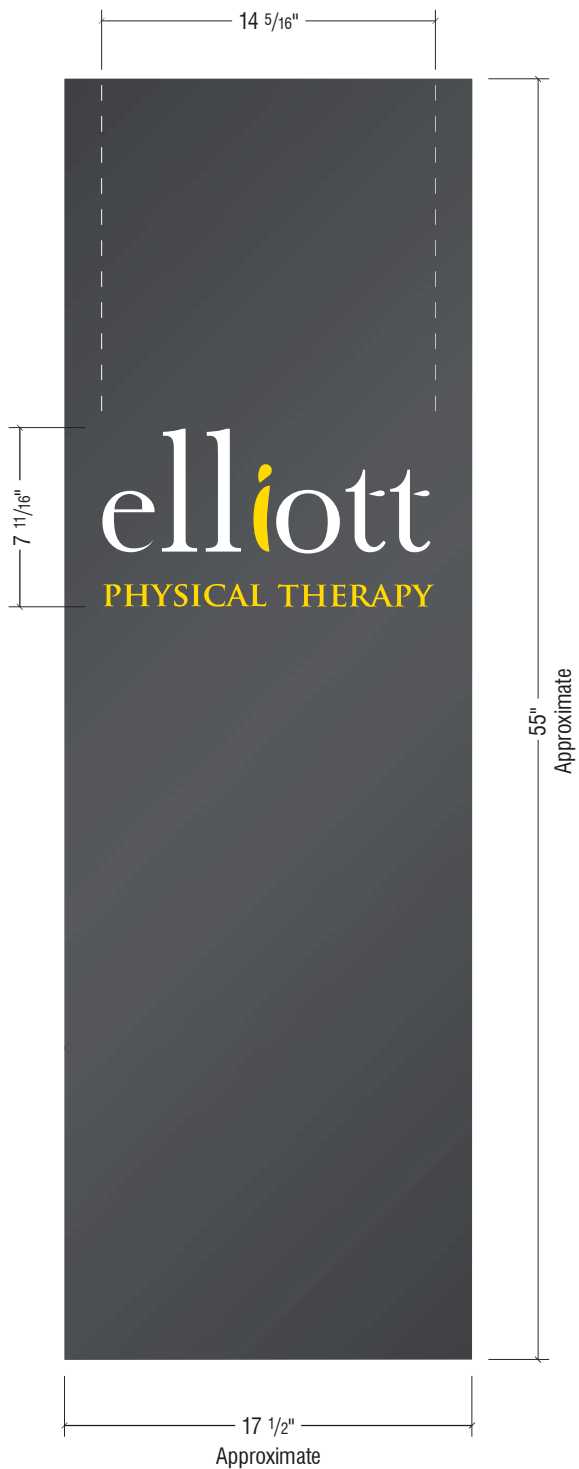
Please email completed application to elitchman@needhamma.gov

Sign Type

Quantity: 1 Single-Sided

- 1

Pressure-Sensitive Vinyl Logo
(A7 White / HP700-210-0 Primrose Yellow)
Contour Cut, Forward Applied to Glass



EXISTING - PHOTO SCALE 5%



PROPOSED - PHOTO SCALE 5%

161274

Version 07
08-03-23

Elliot's Physical Therapy
392 Chesnut St,
Needham, MA



SALES REPRESENTATIVE

Chrissy Ripley

INTERNAL PROJECT MANAGER

Marie Mercier

FIELD MANAGER

Shaun White

ACCOUNT COORDINATOR

Laurie Kalivas

DESIGNER

LF

SCALE

25%

SHEET

04 of 06



TOWN OF NEEDHAM

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Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 392 Chestnut St. Date: 8-14-23

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Type of Application
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Brief description of sign or project:

Install a 2 sf. sign into existing wall
brackets near door.

Please email completed application to elitchman@needhamma.gov

Building Tenant Sign

Quantity: 1 Single-Sided

1

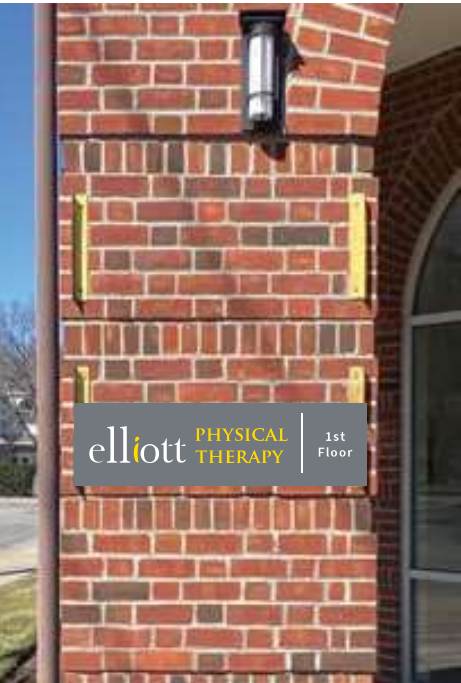
- .080 Aluminum Pan Sign (Painted PMS Cool Gray 9 C)
- Pressure Sensitive Vinyl Graphics (Avery Primrose Yellow and Avery A7 White) Contour Cut
- Mechanically Fastened onto Existing Brackets on Building

Existing Bracket Overall Sizes 13 13/16"H x 37 5/8"W
Interior Opening of Pan Face to Fit over Existing Brackets

2 SQUARE FOOT



EXISTING - PHOTO SCALE 10%



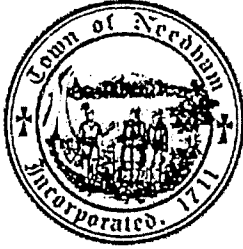
PROPOSED - PHOTO SCALE 10%

Elliot's Physical Therapy
392 Chesnut St,
Needham, MA



SALES REPRESENTATIVE
Chrissy Ripley
INTERNAL PROJECT MANAGER
Marie Mercier
FIELD MANAGER
Shaun White
ACCOUNT COORDINATOR
Laurie Kalivas
DESIGNER
LF

SCALE 50%



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

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

Property Location: 392 Chestnut St. Date: 8-14-23

Owner: Petrini Corporation

Address: 187 Rosemary St. Needham MA 02494
Street City State Zip

Telephone: _____

^{tenant}
Applicant: Elliot Physical Therapy

Address: 392 Chestnut St Needham MA 02492
Street City State Zip

Telephone: _____

^{applicant}
Designer/Installer: Sign Design

Address: 170 Liberty St. Brockton MA 02301
Street City State Zip

Telephone: 508-245-7781 nicole's cell

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:

Install a 2 sf. sign into existing wall
brackets near door.

Please email completed application to elitchman@needhamma.gov

Building Tenant Sign

Quantity: 1 Single-Sided

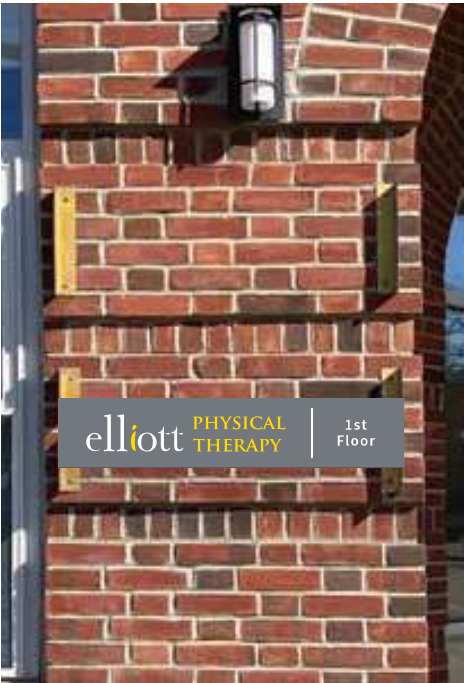
- 1
- .080 Aluminum Pan Sign (Painted PMS Cool Gray 9 C)
 - Pressure Sensitive Vinyl Graphics (Avery Primrose Yellow and Avery A7 White) Contour Cut
 - Mechanically Fastened onto Existing Brackets on Building

Existing Bracket Overall Sizes 13 13/16"H x 37 5/8"W
Interior Opening of Pan Face to Fit over Existing Brackets

2 SQUARE FOOT



EXISTING - PHOTO SCALE 10%



PROPOSED - PHOTO SCALE 10%

161274

Version 07
08-03-23

Elliots Physical Therapy
392 Chesnut St,
Needham, MA



SALES REPRESENTATIVE
Chrissy Ripley
INTERNAL PROJECT MANAGER
Marie Mercier
FIELD MANAGER
Shaun White
ACCOUNT COORDINATOR
Laurie Kalivas
DESIGNER
LF

SCALE 50%

SHEET
06 of 06

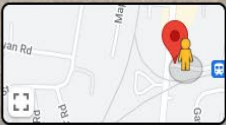
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← 392 Chestnut Street, Needham 🔍 ✕

30 Junction St
Needham, Massachusetts
Google Street View
Jul 2022 See more dates



Google

Image capture: Jul 2022 © 2023 Google United States Terms Privacy Report a problem







TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building
500 Dedham Avenue
Needham, MA 02492

Application and Report

Property Location: 120 Highland Ave **Date:** 8/12/2023

Owner: Needham Gateway, LLC

Address: Box 920757 Needham MA 02492
Street City State Zip
Telephone: 781-910-7933

Applicant: Pretorius Electric & Sign Co., LLC for Splash & Dash

Address: 120 Highland Ave Needham MA 02494
Street City State Zip
Telephone: 508-326-9492

Designer/Installer: Pretorius Electric & Sign Co., LLC

Address: 267 A South Main Street W. Bridgewater MA 02379
Street City State Zip
Telephone: 508-326-9492

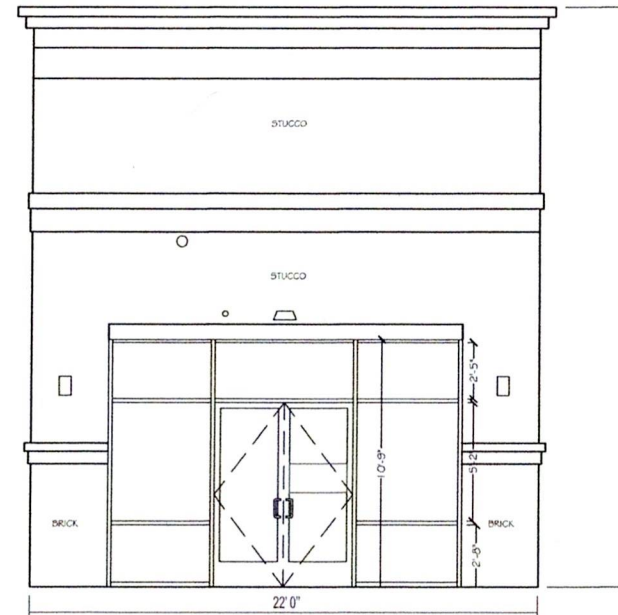
Type of Application
☒ Sign
☐ Minor Project
☐ Exterior Alterations
Major Project (Site Plan Review)
☐ - preliminary
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☐ Flexible Subdivision
☐ Planned Residential Development
☐ Residential Compound

Brief description of sign or project: Sign #1
front sign - facing the parking lot
30.43" X 144" = 31.2 sq'
led channel letters & logo on raceway

Please email completed application to elitchman@needhamma.gov

Sign #1

Front Entrance Elevation Signage



LED illuminated channel letters.
See page 4 for sign construction details

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signage **us**

Phone: 203-440-9419
Fax: 203-630-2780
Web: signageus.com

SITE ADDRESS

Splash & Dash
120 Highland Ave Suite 105
Needham, MA 02494

Drawing Date: 8/11/2023
Drawing Number: SD932346
Drawing by: RL

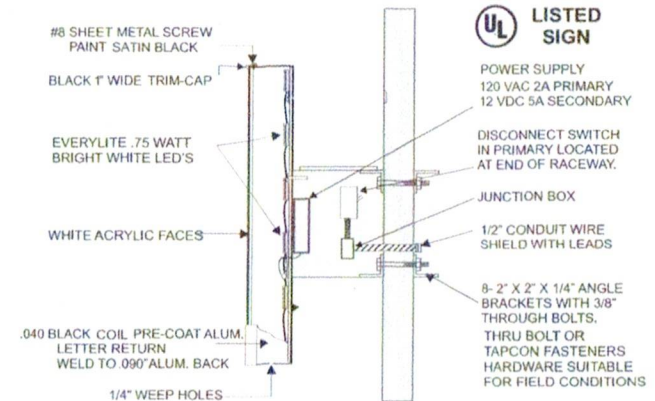
Logo Approval

- ☐ Approved
☐ Approved As Noted
☐ Not Approved -revise As Noted

Approval Signature & Date:

Sign #1

Signage Construction



TYPICAL SIDE SECTION DETAIL
NO SCALE

FABRICATION & MATERIAL SPECS

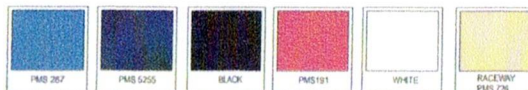
"Splash & Dash" - Internally illuminated channel letters with white acrylic faces
Letters returns are constructed of .040" thick aluminum painted black
4" deep with weep holes.. Letters are mounted to white aluminum raceway

Groomerie & Boutique tagline cabinet is an internally illuminated custom fabricated aluminum cabinet with acrylic face and pink hp vinyl film with Black jewelite trim cap 4" deep returns with weep holes

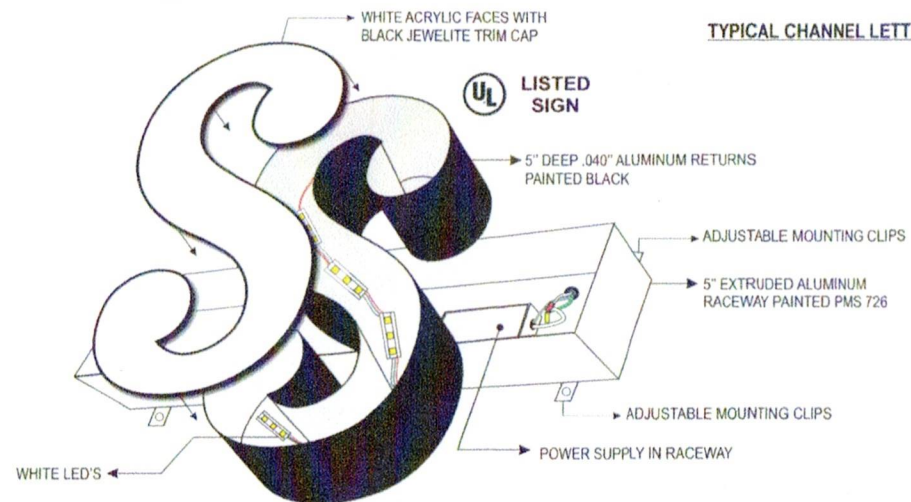
Logo is a front illuminated channel letter shape with 4" deep aluminum returns painted black with black jewelite trim cap & weep holes & a white acrylic face with colored vinyl logo graphics.

All components will be mounted to 5" aluminum raceway painted PMS 726.

VINYL COLOR & FINISH SPECIFICATIONS:



TYPICAL CHANNEL LETTER DETAIL



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signage **us**

Phone: 203-440-9419
Fax: 203-630-2780
Web: signageus.com

SITE ADDRESS

Splash & Dash
120 Highland Ave Suite 105
Needham, MA 02494

Drawing Date: 8/11/2023
Drawing Number: SD932346
Drawing by: RL

Logo Approval
☐ Approved
☐ Approved As Noted
☐ Not Approved -revise As Noted

Approval Signature & Date:



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 120 Highland Ave **Date:** 8/12/2023

Owner: Needham Gateway, LLC

Address: Box 920757 Needham MA 02492

Telephone: 781-910-7933

Applicant: Pretorius Electric & Sign Co., LLC for Splash & Dash

Address: 120 Highland Ave Needham MA 02494

Telephone: 508-326-9492

Designer/Installer: Pretorius Electric & Sign Co., LLC

Address: 267 A South Main Street W. Bridgewater MA 02379

Telephone: 508-326-9492

Type of Application
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☐ Residential Compound

Brief description of sign or project:

Sign #2 rear sign-facing Highland Ave

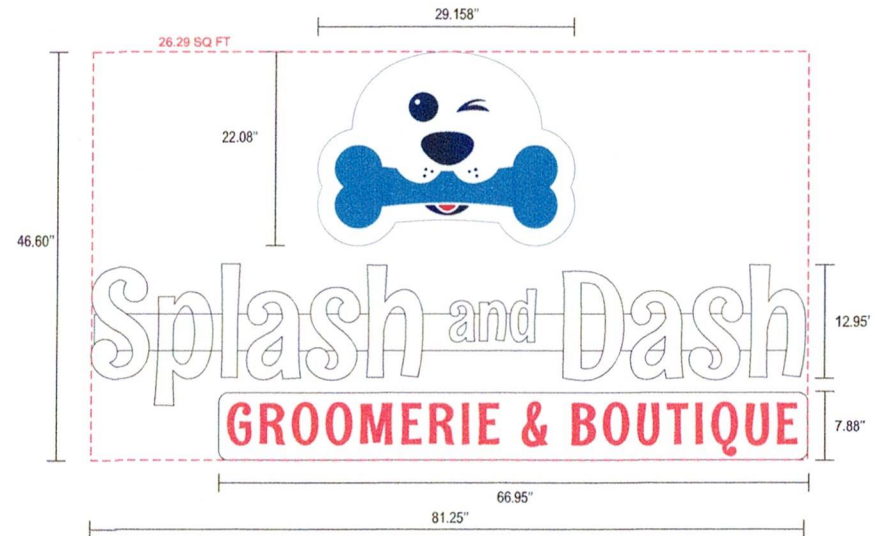
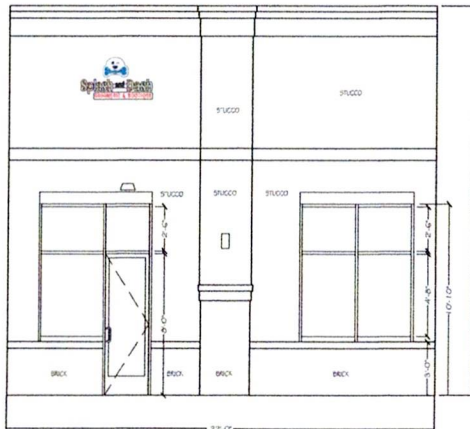
46.60" x 81.25" = 26.29 sq'

led channel letters & logo on raceway

Please email completed application to elitchman@needhamma.gov

Sign #2

Rear Entrance Elevation Signage



LED illuminated channel letters.
See page 4 for sign construction details

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signage **US**

Phone: 203-440-9419
Fax: 203-630-2780
Web: signageus.com

SITE ADDRESS

Splash & Dash
120 Highland Ave Suite 105
Needham, MA 02494

Drawing Date: 8/11/2023
Drawing Number: SD932346
Drawing by: RL

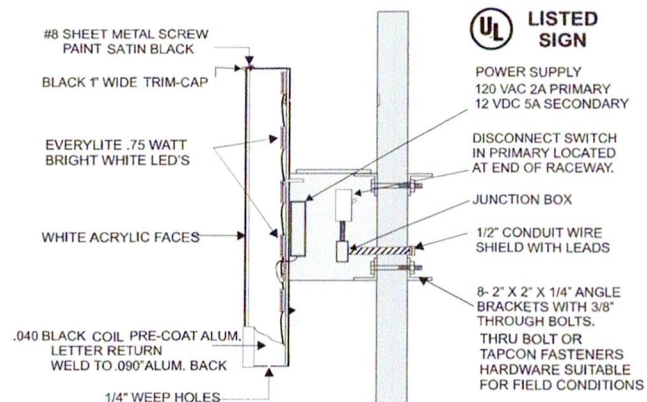
Logo Approval

- ☐ Approved
☐ Approved As Noted
☐ Not Approved -revise As Noted

Approval Signature & Date:

Sign #2

Signage Construction



2
1 TYPICAL SIDE SECTION DETAIL
NO SCALE

FABRICATION & MATERIAL SPECS

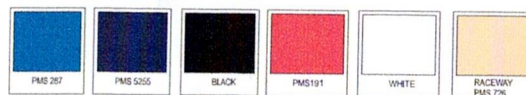
"Splash & Dash" - Internally illuminated channel letters with white acrylic faces
Letters returns are constructed of .040" thick aluminum painted black
4" deep with weep holes.. Letters are mounted to white aluminum raceway

Groomerie & Boutique tagline cabinet is an internally illuminated
custom fabricated aluminum cabinet with acrylic face and pink
hp vinyl film with Black jewelrite trim cap 4" deep returns with weep holes

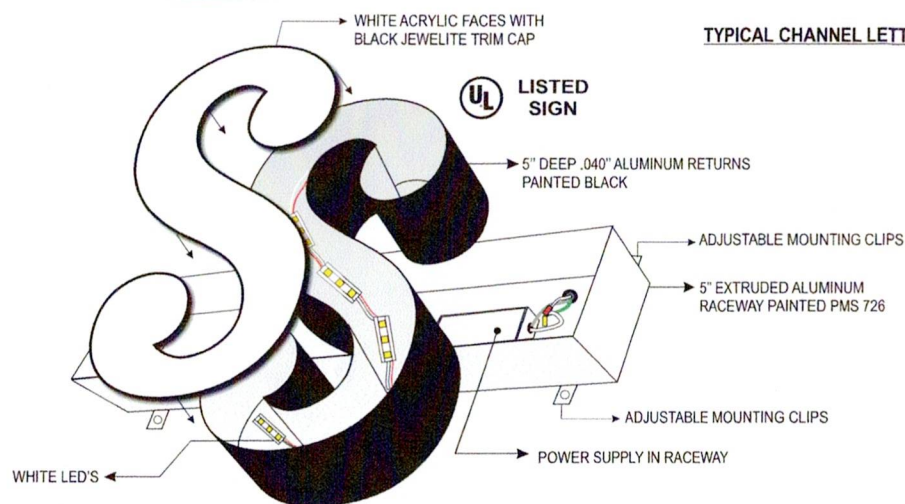
Logo is a front illuminated channel letter shape with 4" deep
aluminum returns painted black with black jewelrite trim cap & weep holes
& a white acrylic face with colored vinyl logo graphics.

All components will be mounted to 5" aluminum raceway painted PMS 726.

VINYL COLOR & FINISH SPECIFICATIONS:



TYPICAL CHANNEL LETTER DETAIL



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signage us

Phone: 203-440-9419
Fax: 203-630-2780
Web: signageus.com

SITE ADDRESS

Splash & Dash
120 Highland Ave Suite 105
Needham, MA 02494

Drawing Date: 8/11/2023
Drawing Number: SD932346
Drawing by: RL

Logo Approval

☐ Approved
☐ Approved As Noted
☐ Not Approved -revise As Noted

Approval Signature & Date:



TOWN OF NEEDHAM

DESIGN REVIEW BOARD

Public Service Administration Building

500 Dedham Avenue

Needham, MA 02492

Application and Report

Property Location: 120 Highland Ave **Date:** 8/12/2023

Owner: Needham Gateway, LLC

Address: Box 920757 Needham MA 02492
Street City State Zip
Telephone: 781-910-7933

Applicant: Pretorius Electric & Sign Co., LLC for Splash & Dash

Address: 120 Highland Ave Needham MA 02494
Street City State Zip
Telephone: 508-326-9492

Designer/Installer: Pretorius Electric & Sign Co., LLC

Address: 267 A South Main Street W. Bridgewater MA 02379
Street City State Zip
Telephone: 508-326-9492

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: Sign #3

pylon sign panels - 2 - 10.5" x 45.25"
lexan sign faces for pylon sign

Please email completed application to elitchman@needhamma.gov

Sign #3

Existing Sign Faces



Replacement Sign Faces



Pylon sign Faces



Two 10.5" x 45.25" white Lexan sign faces for pylon sign.

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Brief description of sign or project: Sign #4

Window vinyl decals in windows facing parking lot. 18.82 sq' total of vinyl

graphics. 13.2 sq' of glass. Vinyl is 14.25% of glass area.

Sign #4

Storefront Vinyl Graphics



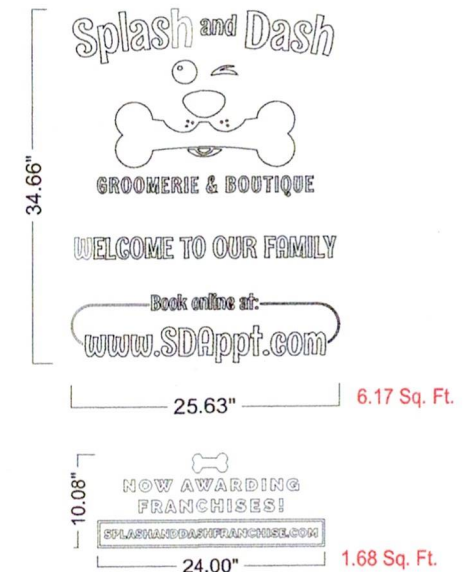
132 Sq. Ft. of glass

Storefront glass left side top 29" x 52", middle 61" x 52", bottom 30" x 52"
Glass to right of doors same sizes as left side
Transom glass 29" x 72", door glass (2 doors) 27" x 83"



Monday	Closed
Tuesday	8:00am - 8:00pm
Wednesday	8:00am - 8:00pm
Thursday	8:00am - 8:00pm
Friday	8:00am - 8:00pm
Saturday	8:00am - 8:00pm
Sunday	Closed

17.08" 25.57" 3.03 Sq. Ft.



18.82 Sq. Ft. of vinyl graphics

3M high-performance adhesive vinyl applied to the existing store front glass door and windows. The vinyl to be applied to the exterior of the glass.

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Drawing Number: SD932346
Drawing by: RL

Logo Approval

- ☐ Approved
☐ Approved As Noted
☐ Not Approved - revise As Noted

Approval Signature & Date:



Design Review Board Meeting Minutes
Monday, August 7, 2023
7:30 p.m.

Board Members:

Mark Gluesing, Board Chair (P)
Susan Opton, Board Member (P)
Felix Zemel, Board Member (P)
Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Applicants & Attendees:

1. Lauren Pasquarella, Barlo Signs, representing Gentle Giant located at 422 Hillside Avenue and applying for signage.
2. Heather Hopkins, Hazel Wood Hopkins Sign Permit Consultants, representing Mass General Brigham located at 1450 Highland Avenue and applying for signage and an awning.
3. Tom Ryder, Needham Town Engineer, applying for message board signage to be located at 500 Dedham Avenue, Public Services Administration Building.
4. Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP, representing Neehigh LLC owner of 629 Highland Avenue and applying for a site plan review.

Chair Gluesing called the meeting to order on August 7, 2023, at 7:30 p.m. He reviewed the remote meeting procedures.

Agenda Item 1:

Lauren Pasquarella, Barlo Signs, representing Gentle Giant located at 422 Hillside Avenue and applying for signage.

Ms. Pasquarella explained that the proposal is for a non-illuminated, dishpan sign to replace an existing sign. The sign is proposed to be 2" deep, centered above a bay door, and has digitally printed vinyl graphics. The existing sign will be removed. The lettering on the sign is proposed to range from approximately 4"-21" high.

Ms. Opton suggested that the placement of the sign could be better but has no concern with the sign itself.

Mr. Zemel stated that he likes that the proposed sign matches the size of the existing sign.

Chair Gluesing stated that the Board does not generally like to see phone numbers placed on signs. He noted that the existing sign would likely not have approved at 32.5 s.f., as the limit is 32 s.f. He suggested changing the proposed sign from 9'4" to 9'1". Ms. Pasquarella agreed.

Mr. Zemel explained that phone numbers on signs can sometimes be useful. Disallowing this could impact public safety, if people are seeking to find a number quickly while driving by. Ms. Pasquarella agreed that the applicant finds the phone number to be integral to the sign.

Upon a motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to approve the sign for 422 Hillside Avenue, with the condition that it be shortened to a width of 9'1". Susan Opton – aye; Felix Zemel – aye; and Chair Gluesing - aye. Motion passed 3-0.

Agenda Item 2:

Heather Hopkins, Hazel Wood Hopkins Sign Permit Consultants, representing Mass General Brigham located at 1450 Highland Avenue and applying for signage and an awning.

Ms. Hopkins explained that the sign proposed for the front elevation is 24"x 84", 14 s.f., non-illuminated, and an aluminum backing with aluminum mounted letters. The second proposed sign is on the parking lot elevation. There is an existing dimensional, non-illuminated 31 s.f. sign. The proposal is to replace this with a 32 s.f. aluminum panel sign with vinyl graphics. The rear of the site also has an existing awning that the applicant is proposing to recover and change to 7 s.f. non-illuminated graphics. This is being proposed due to Mass General Brigham taking over many small medical sites throughout the State.

Mr. Zemel suggested that the proposed white panel sign, EO3, more closely match the white building. Ms. Hopkins stated that she would request this of the applicant, but the applicant has a standard white it uses for its signs.

Ms. Opton stated that the placement of the proposed sign EO3 should match the placement of the existing sign on the window. She would rather the applicant fix the holes on the building and move it up.

Chair Gluesing noted that the Highland Avenue sign seems to show a mounting channel. He asked why this is not also proposed for the sign on the side. The applicant stated the side sign is surface mounted, the screws will be painted to match the sign.

Upon a motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to approve the three signs for 1450 Highland Avenue, with the condition that sign EO3 be located in the same area as the existing sign, and to make the white as close to the color of the building as possible. Susan Opton – aye; Felix Zemel – aye; and Chair Gluesing - aye. Motion passed 3-0.

Agenda Item 3:

Tom Ryder, Needham Town Engineer, applying for message board signage to be located at 500 Dedham Avenue, Public Services Administration Building.

Mr. Ryder explained that the Town has funding to install a variable message board. The proposed location is staked. The sign will have standard coloring and contain simple safety or municipal messages. The proposed message board is 3'x 7.5', two-sided, and includes a static header sign panel, approximately 1.5' tall. Messages will be displayed per Town Hall's policy. The sign will be installed on posts, the bottom of the sign approximately 2' above ground.

The Board agreed to continue this item until the final scale and artwork for the static header panel has been selected and proposed. The Board noted the electronic sign, and its location are acceptable. They asked that the applicant compare the pixel clarity of the proposed sign with the existing electronic sign at the RTS.

Agenda Item 4:

Evans Huber, attorney with Frieze Cramer Rosen & Huber, LLP, representing Neehigh LLC owner of 629 Highland Avenue and applying for a site plan review.

Mr. Huber explained that there is currently a group of five commercial buildings on this site. The proposal is to demolish these buildings and construct a 50,000 s.f. medical office building. This will include two levels of parking and a total of 250 parking spaces. One of the parking levels will be completely below grade and the other will be at grade, except where it is located underneath the building. The building will have a 25,000 s.f. footprint.

Daniel Barton, Maugel DeStefano Architects, stated that the site has a significant topography change from Highland Avenue to the back of the site. The new design of the site includes a 32' minimum setback along Highland Avenue. This allows for a robust landscape plan. The new plan also proposes an overall decrease in the length of building that fronts along Highland Avenue. The plan includes two major improvements including an approximate 12,600 s.f. decrease in impervious ground/parking/paved areas, or a 31% overall decrease, and an almost 12,000 s.f. increase of landscaped/pervious areas, totaling approximately an 82% overall increase in greenscape. Of the 250 spaces required to meet the requirements, only a portion of these are visible.

The proposed first floor of the building along Highland Avenue sits approximately 4'-5' above existing grade. The main entrance into the medical office space is located underneath the building, with a covered drop-off area for patrons and staff. The plan includes covered bike parking, pathways, and some illumination. The building is intended to be a state-of-the-art medical office, with a simple and straightforward design. The design of the site is intended to maximize the site's inherent characteristics, to minimize the view of the parking, and to enhance the site. A photometric plan shows minimal lighting intended for safety and to keep all illumination on site. All proposed lighting will be downward and night sky compliant. The proposed building is clad in metal panel siding and includes a louvered sunshade. There will be vision barrier screens at the roof level to conceal equipment. The site will include a landscaped outdoor plaza area. Emergency vehicle access will occur under the building. Planters are proposed to screen along the edge of the parking level. The layout of the site allows for circulation of vehicles between parking levels without having to exit onto Highland Avenue.

Mr. Zemel asked how this building will fit in with surrounding buildings, which are red brick. Chair Gluesing noted that he believes there will be upcoming changes to this neighborhood in the future. Ms. Opton agreed that this building may stand out a bit, but she is not opposed to this.

Ms. Opton noted that there is an unsightly telephone pole along Cross Street. Justin Mosca, VHB noted that this is not part of the project right now. The applicant team stated that it is currently proposed to be relocated. The hope is to remove it.

Ms. Opton asked about the location for the proposed red oaks. It was noted that these would likely be located along Highland Avenue or along Cross Street. Ms. Opton noted that acorns could be an issue for potential pedestrian locations. She also noted that the root systems created may be large. The Chair noted the size of the planting bed should support the trees proposed.

Chair Gluesing asked about any planned future signage for the site. The applicant team stated that a property number may be considered for the retaining wall, but signage will be held off on until a specific tenant is determined. Chair Gluesing noted that there are restrictions on hours of lighting that should be considered moving forward.

The Board noted that it is a well-designed building, and the site plan deals well with the topography of the site. The landscaping plan is very robust and varied, using terraced retaining walls and planting beds to deal with the site topography

The Board stated that it would send along comments to the Planning Board.

Minutes:

Minutes from the 07/10/2023 meeting

Upon motion duly made by Mr. Zemel and seconded by Chair Gluesing, it was voted to approve the meeting minutes of July 10, 2023, as presented. Felix Zemel – aye; and Chair Gluesing - aye. Motion passed 2-0.

Upon motion duly made by Ms. Opton and seconded by Mr. Zemel, it was voted to adjourn at 9:01 p.m. Susan Opton – aye; Felix Zemel – aye; and Chair Gluesing - aye. Motion passed 3-0.

Next Public Meeting – August 21, 2023 at 7:30pm via Zoom Webinar