



Design Review Board Meeting Minutes
Monday, July 14, 2025
7:30 p.m.

Board Members:

Steve Dornbusch, Board Member (P)

Milee Pradhan, Board Member (P)

Felix Zemel, Board Member (P)

Elisa Litchman, Administrative Specialist, Planning & Community Development (P)

Felix Zemel, Acting Chair, called the meeting to order on July 14, 2025, at 7:30 p.m. He reviewed the remote meeting procedures.

Applicants & Attendees:

1. Scott Spaulding, Viewpoint Sign & Awning representing Horner
2. Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center
3. Gary McCoy, Poyant Signs, representing Advisor 360

Agenda Item 1:

Scott Spaulding, Viewpoint Sign & Awning representing Horner located at 65 Crawford Street and applying for signage.

Scott Spaulding, Viewpoint Sign & Awning representing Horner, explained that the applicant is changing the name and the logo on the existing sign. The proposal is to replace the existing sign in a different footprint, but the same square footage and type, halo-lit letters on a backer panel that is painted to match the façade.

Mr. Zemel stated that the sign will be visible from Route 95 which allows a sign of 100 s.f. and the proposal is for a sign of 44 s.f.

Ms. Pradhan stated that the typeface seems much thicker than what is on the original sign, but this may be due to branding.

Mr. Zemel stated that the Board does not usually like white signs, but, in this case, the building is already white. The sign will be halo-lit so there should not be much glare associated. He requested that the white background be matte/flat. Mr. Spaulding stated that the façade has a matte stucco finish that the sign will be painted to match. Mr. Zemel noted that the sign is being attached to a platform which will be attached to the building, instead of directly to the building. Mr. Spaulding explained that the existing color of the building will be matched with a satin/matte finish of the backer.

Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to approve the sign for Horner, as submitted. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

Agenda Item 2:

Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center located at 1401-1417 Highland Avenue and applying for exterior façade changes.

Jay Derenzo, J. Derenzo Properties, LLC representing Needham Service Center, explained that this has been a gas station for over 30 years and the intention is to update its façade. The existing storefront had cages on the windows which have been removed. He plans to install energy efficient glass on the storefront. The proposal includes refacing the gables in a Hardie plank light mist color, with new AZEK trim. He would like to paint the brick part of the building the grey gable color with white trim and grey on the bottom. The existing sign is not proposed to change. The existing canopy will remain, though the columns will be painted to match the grey of the façade.

Mr. Dornbusch asked if the brick in front of the building which holds a flower garden will also be painted. Mr. Derenzo stated that he is not proposing to paint it at this time, as he intends to remove it and replace it with a precast structure at some point in the future. Mr. Dornbusch stated that he would like to see it painted the same color as the new façade, if it remains. Mr. Derenzo stated that he would plan to change this to a precast grey block.

Ms. Pradhan asked if the painting would include paint on the windows and doors. Mr. Derenzo stated that the doors have already been replaced with bronze aluminum and the window trims were replaced with AZEK.

Mr. Zemel stated that he would like to include a condition for the applicant to be able to replace the brick planter with a grey precast structure or repaint it, but it is unclear what the material will be. Mr. Derenzo stated that his intention would be to replace with a grey precast block. He may also come back before the Board in the future, when he needs replacement signage for the property. Mr. Zemel suggested that the planter be painted to match the façade color at this time, until it is later replaced.

Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to approve the exterior façade changes for the Needham Service Center, with the conditions that the planter in the front of the triangle be painted to match the color of the building and also to paint the columns of the canopy to match the either the trim or the grey color of the building. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

Agenda Item 3:

Gary McCoy, Poyant Signs, representing Advisor360 located at 400 First Avenue and applying for signage.

Mr. Zemel noted that the applicant is seeking signage that will be 99.2 s.f. This is part of the TripAdvisor building. In 2023 the Board gave preliminary approval for additional tenant signage up to 100 s.f., as the building is viewable from Route 128 and halo lit. The Board did not preapprove all signage; tenants would apply and present proposed signage to the Design Review Board

Gary McCoy, Poyant Signs, representing Advisor360, explained that the proposed sign is halo lit channel letters on the exact application that is used for the TripAdvisor sign. The methodology to determine the square footage is the same as that which was used for the TripAdvisor sign. The proposed sign faces will be painted two shades of blue.

Mr. Zemel stated that logos count toward the square footage of a sign, and the proposed sign seems closer to 140 s.f. Mr. McCoy explained the calculation that was used, as it was the same one used for the TripAdvisor sign. Mr. Zemel agreed that it does appear to be closer to 99 s.f. due to the “Advisor360” lettering being short enough to allow for the additional 40 s.f.

Upon a motion duly made by Ms. Pradhan and seconded by Mr. Dornbusch, it was voted to approve the signage for Advisor360, as submitted. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

REVIEW

Minutes of 6/23/2025 minutes

Upon a motion duly made by Mr. Dornbusch and seconded by Mr. Zemel, it was voted to approve the meeting minutes of June 23, 2025. Felix Zemel – aye; Milee Pradhan – abstain; Steve Dornbusch – aye; Motion passed 2-0-1.

Upon a motion duly made by Mr. Dornbusch and seconded by Ms. Opton, it was voted to adjourn at 8:03 p.m. Felix Zemel – aye; Milee Pradhan – aye; Steve Dornbusch – aye; Motion passed 3-0-0.

Next Public Meeting – July 28, 2025, at 7:30pm via Zoom Webinar