**TOWN OF DEDHAM**

**Design Review Advisory Board**

Bryce M. Gibson, Chair

Christine M. Perec, Vice Chair

Steven R. Davey

John C. Haven, RLA, ASLA

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**COMMONWEALTH OF MASSACHUSETTS**



**DESIGN REVIEW ADVISORY BOARD**

**MINUTES**

**Wednesday, June 5, 2019, 7:00 p.m. Lower Conference Room**

**Present:** Bryce Gibson,Chair

Christine Perec, Vice Chair

Steven Davey

John Haven, RLA, ASLA

**Administrative:** Jeremy Rosenberger, Town Planner

Matt Ligouri, Assistant

Call to order 7 p.m. The plans, documents, studies, etc. referred to are incorporated as part of the public record and are on file in the Planning and Zoning office.

The first applicant was not yet in attendance so the board moved on to the second application on the agenda.

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| **Applicant:** |  | **Convenient MD, LLC** |
| **Project Address:** |  | **983 Providence Highway** |
| **Property Owner/Address:** |  | Avery Oak Realty, LLC. / 9 Wachusett Road, Newton, MA |
| **Representative:** |  | Peter A. Zahka, Esquire |

Peter Zahka, Kevin Correia and Dave Sanderson, the representatives of 983 Providence Highway took the floor to present their application on behalf of Convenient MD. Mr. Correia began a presentation on the scope of the business and proposed signage. The business is currently expanding in New England. Mr. Correia emphasized the importance of very high visibility for their building because people looking for their business are typically in a hurry and in a state of distress.

There is a proposed aesthetic upgrade to the exterior materials and a 5 foot tower addition to provide a covered overhang to sidewalks. The palette is neutral cream clapboard and brown cultured stone with burgundy metal siding on canopies and roofing.

Peter Zahka noted that this is going to the zoning board of appeals. As a corner lot in the RDO district, there is unusual sign code wording because it is on two streets, meaning it is up for debate whether it gets the signage for one or two streets. There is a proposed total sign area of 752 square feet, which would be within the 800 allotted square feet for 400 linear feet. Mr. Zahka explained that they have applied for the waiver despite believing they will not require it. There is also a change to the previous Walgreens sign, which is in addition to a Holiday Inn sign on the property, which complicates the issue and requires a waiver to have 2 freestanding signs.

They have also requested a waiver to allow a sign above the maximum height of 25 feet and higher than the lowest side of the roof.

Mr. Gibson asked why the holiday inn sign was in the application. Mr. Zahka explained that it is only in there to show that it is already there. Mr. Gibson confirmed that all this signage is included within the 752 total square feet. Mr. Gibson asked for clarification on the awning installation. Mr. Correia noted that this was to be roughly 5 feet.

Mr. Davey asked if there was a second tenant in the building and if they were expected to need signage at any point. Mr. Zahka noted that 75 square feet have been allocated in the application for a 2nd tenant.

Mr. Haven asked if there were any site plan changes. Mr. Zahka answered no; there are no parking issues or site plan changes. Mr. Haven raised the concern that the building side signage from the south-east is very large. He noted that it will be frequently lit-up and visible from Route 1. Mr. Correia explained that the building is lower on that sign and the only side facing Route 1.

Mr. Gibson pointed out that the front-facing signs are two different sizes and he believes they could do without the smaller middle sign.

Ms. Perec asked for clarification on the layout of the lighter and darker wall colors, which Mr. Correia provided.

Mr. Zahka asked for a synopsis on the proposed changes. Mr. Gibson suggested a different treatment on the center panel of the 3-sign tower. The other issue raised was the very large sign facing Route 1. Mr. Sanderson explained that over half of their patients come from other towns, who are not expected to be familiar with the area and likely coming from Route 1.

Mr. Haven asked if they considered leaving the glass window from the previous tenant in. Mr. Correia replied that it would conflict with their electrical issue.

Mr. Davey asked if there was anything changing in the landscaping. Mr. Zahka answered no, they will be using the previously approved landscape plan.

Mr. Haven motioned to approve the application with the recommendation that the central sign on the tower be either eliminated or reworked, and the sign noted as “#4” facing the route 1 area be scaled down to be more similar with the other signs, and with the darkened clapboard siding columns be either the same color as the rest or the building or darker. Furthermore, that that the board supports the ZBA waiver applications consistent with the rest of the recommendation. Mr. Davey seconded. It was approved 4-0.

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| **Applicant:** |  | **Liberty Tax Service** |
| **Project Address:** |  | **553 High Street, Dedham** |
| **Property Owner/Address:** |  | L & M High Street, LLC |
| **Representative:** |  | Tim Parker, Fast Signs |

The representative Tim Parker from Fast Signs, on behalf of 553 High Street, Liberty Tax Service, took the floor. The business is switching locations. The door is perpendicular to the street. The signage is larger than the previous tenant but is within the recessed panel.

Mr. Gibson pointed out that the allowable square footage indicated on the application is incorrect, and is likely 16 square feet, where they’ve applied for 21 square feet. Mr. Parker explained that they have no issue making the sign smaller but they want it to be an aesthetic match to the trim area.

Mr. Davey estimated that staying even within the trim could require a ZBA approval if the sign is too large.

Mr. Haven suggested recessing the sign entirely within the trim.

Mr. Haven asked what materials were being used. Mr. Parker answered an aluminum bar frame with a printed vinyl decal and gloss coating. Mr. Haven pointed out that the previous owners put a lot of effort towards a carved, dimensional sign, and he thinks Dedham Square has moved more towards that higher standard of visual quality.

Mr. Parker suggested they could add dimension with ½ PVC for the logo and name. Mr. Haven asked if they could also do a more matte finish on the sign. Mr. Parker agreed they could do that, with a matte background and a luster to the signage. He explained that they chose a black frame because a white will not be able to exactly match the white of the building’s siding.

Mr. Haven reminded the applicant that there cannot be any window signage.

Mr. Davey motioned to approve the application with the recommendation that sign conform to the 16 square footage allowed, that the letters be raised, the sheen of the background and letters be lessened, and the sign be recessed within the trim panel. Ms. Perec seconded. It was approved 4-0.

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| **Applicant:** |  | **Patrick Macguire, Activitas** |
| **Project Address:** |  | **70 Milton Street** |
| **Property Owner/Address:** |  | Milton Street Investors, LLC |
| **Representative:** |  | Tim Parker, Fast Signs |

The representatives for 70 Milton Street, Tim Parker and Patrick Maguire, took the floor on behalf of Activitas. Their business has relocated. The proposal is for a 16 square foot halo lit sign on the left side of the building. The lettering is cut-out to allow the rear halo lighting through.

Mr. Haven asked if lit signage was allowable in that zoning district. Mr. Parker answered yes.

Ms. Perec motioned to approve the signage as presented. Mr. Davey seconded. It was approved 4-0.

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| **Applicant:** |  | **Keifer Holding Company for Benjamin Moore** |
| **Project Address:** |  | **530 Providence Highway** |
| **Property Owner/Address:** |  | Frank Gobbi |
| **Representative:** |  |  |

The applicant from 530 Providence Highway took the floor representing Keifer holding company. The application is to replace the existing blank sign panels with panels for Benjamin Moore.

Mr. Davey motioned to approve as shown. Mr. Haven seconded. It was approved 4-0.

The committee discussed the May 1, 2019 minutes. Due to a missing vote on 81 Bridge Street, they asked that the minutes be revised and resubmitted.

The committee discussed the process for receiving signage reviews and where their recommendations are distributed.

Mr. Davey motioned to adjourn and Ms. Perec seconded. Meeting adjourned at 8:15.