**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, July 10, 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

Jennifer Doherty, 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:** |  | **Dr. Joyce Imahiyerobo-Ip ,Vibrant Dermatology** |
| **Project Address:** |  | **588 Providence Highway** |
| **Representative:** |  | Gouardo Muniz, Boston Best Construction |

Dr. Joyce Imahiyerobo-Ip and Gouardo Muniz were in attendance for the hearing. Mr. Muniz explained that this was a new business but they were not changing the sign box, only the sign itself. It was two pylons, one front and one back. John Haven had a question as to the window lettering that was on the rendering and was inside the frosted glass portion, this counted towards the amount of allowable square footage for the lease lines. Mr. Muniz had a question as to the frosted glass and Chairman Gibson explained it was not the frosted glass itself, it was the lettering that they wished to put there. He asked them to check the amount of linear footage they were allowed before proceeding with the lettering on the frosted glass.

A motion was made by Christine Perec to accept the design as presented, as long as they checked the amount of linear footage allowable. The motion was seconded by John Haven. Steve Davey abstained from the vote as he had arrived late. The other three members of the Board voted in favor, 3-0, unanimous.

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| **Applicant:** |  | **Five Guys Restaurant** |
| **Project Address:** |  | **170 Providence Highway** |
| **Property Owner/Address:** |  | The Wilder Companies |
| **Representative:** |  | Batten Brothers Signs, Ed Batten |

Ed Batten was in attendance for the applicant. He explained that the Five Guys corporation had a marketing change, therefore they would be removing existing channel letters, burgers and fries cabinet, putting in new and the overall height was going to be less than the existing, no plans to replace the burgers and fries cabinet. Mr. Davey commented to please make sure they lined up the top and bottom with the other tenant’s signs to be even. Mr. Davey also commented that when they changed the channel letters and took the cabinet off if they could please make sure to clean it up, as debris could enter. They agreed.

A motion was made by Steve Davey to approve the signage as presented, it was seconded by John Haven, and all were in agreement, 4-0, unanimous.

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| **Applicant:** |  | **Miriam’s Earthen Cookware** |
| **Project Address:** |  | **233 Bussey Street** |
| **Representative:** |  | Miriam Kattumuri, owner |

Miriam Kattumuri was in attendance for her business. Her business is the first in the United States to make pure clay cookware. The clay was harvested in Massachusetts, and then sent for testing in Amherst. They then made the cookware by hand. She explained her wish to put a sign over the doorway and that the building was set back from the road. There was a wooden backing for the lettering. Chairman Gibson explained that there was an issue of the placement of the signage because it was above the roof line and was not allowed by the sign code. Mr. Davey expressed that he felt it was fantastic her business was starting in this location in Dedham, it was exactly what East Dedham residents had in mind, especially given their ideas for an Arts Overlay district. A discussion ensued as to other possibilities for signage. The Board mentioned a possible blade sign. They also explained that she could go to the Zoning Board of Appeals to ask for a waiver. Other options would be asking the landlord if she could put signage on the main building. Mr. Davey also mentioned she might look into an awning with her name on it. The Board could not issue a recommendation memo.

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| **Applicant:** |  | **Sherwin Williams** |
| **Project Address:** |  | **888-890 Providence Highway** |
| **Property Owner/Address:** |  | Linear Retail |
| **Representative:** |  | Ed Taylor, Sign Advisors |

Sherwin Williams was entering as a tenant in the space the end of August. The Board asked about the amount of allowable square footage on the property. Currently the front was at169 sq. ft., the rear was at 225 sq. ft., bringing the total to 336 sq. ft, their sign would bring it to 456 sq. ft. As this was in the Highway Business District they were allowed more linear square footage and they were well within the allowable. As to the signage it was standard throughout the country.

John Haven made a motion to accept the signage as proposed. Mr. Davey seconded the motion and all were in favor, 4-0. Unanimous.

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| **Applicant:** |  | **Linear Retail** |
| **Project Address:** |  | **888-890 Providence Highway** |
| **Property Owner/Address:** |  | Linear Retail |
| **Representative:** |  | Matt Bouchard, CME Architects |

Matt Bouchard gave an overview of the project and the renovations they were proposing for the property. 10,000 so ft. space they would be subdividing for tenant space. The façade would remain the same, all the finishings would be the same, it would just be carried down to the end. Two of the window sizes would be increased to match the Mattress Firm window size. In the soon to be Sherwin Williams space they were creating a large overhead door for their shipping, and glass store front doors with a common space vestibule entrance for the tenants to enter. In the rear, an extension to create a loading dock for after-hours delivery, and exterior stair for customers. In the front, they were providing two new entrances. Chairman Gibson asked why the two entrances were not the same, and Mr. Bouchard explained that Sherwin Williams required a sliding glass door so their customers could easily exit with their supplies. Mr. Haven asked they could fix the LED light so that you could not see the source any longer. They will try to rectify this.

The applicant had already gone to the Planning Board for the parking lot and landscaping. John Haven made a motion to approve the changes as shown on the rendering. Christine Perec seconded the motion, and all were in agreement, 4-0.

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| **Applicant:** |  | **The Wilder Companies, for Burlington Coat Factory** |
| **Project Address:** |  | **150-370 Providence Highway** |
| **Property Owner/Address:** |  | The Wilder Companies |
| **Representative:** |  | Tilly Burke, Senior Vice President |

Ms. Burke was in attendance for their tenant, Burlington Coat Factory. She explained that they currently had an application with the Zoning Board of Appeals to allow the signage to be above the 25 feet restriction. They wished to do this to make it more in line with the tenants “At Home” that were currently in the mall. She gave a description as to the other signage that would be installed. Mr. Gibson had a question as to the coloring of the red background with the white lettering.

Steve Davey made a motion to recommend the signage as presented, and to recommend to the Zoning Board of Appeals they approve the height waiver given it would be congruent with the current “At Home” sign. Mr. Haven seconded the motion and all were in favor, 4-0.

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| **Applicant:** |  | **Salon Centric** |
| **Project Address:** |  | **608 Providence Highway** |
| **Property Owner/Address:** |  | Acton Management, Great Road, Acton |
| **Representative:** |  | Richard Pretorius, Pretorius Electric |

They wished to replace the signs but no change to the box or housing for it, only the tenant panel pylon face. There were no questions.

Steve Davey made a motion to approve the signs as presented, and the motion was seconded by John Haven. All were in favor, 4-0, unanimous.

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| **Applicant:** |  | **Carolyn and Sean Martin, Pilates C2** |
| **Project Address:** |  | **354 Washington Street** |
| **Property Owner/Address:** |  | Giorgio Petruzziello |
| **Representative:** |  | Marty Ullman and Sean Martin |

Marty Ullman and Sean Martin were in attendance for the applicant. A final design had not been decided on yet, the font and color were still to be determined. As such the Board could not make a final determination until these decisions were made. Ms. Perec also asked how far off the ground was the sign to be? The answer was eight (8) feet as required. There were some questions as to the light source, and if the edge of the sign was to be lighted. Mr. Haven did not like the side of the sign being lighted as he felt it might be too much for Dedham Square. Mr. Haven also recommend going with a design font that was more legible. Mr. Davey recommended the edge of the sign keep in style with the building.

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| **Applicant:** | **The Wilder Companies for Bank of America** |
| **Project Address:** | **300 VFW Parkway** |
| **Property Owner/Address:** | The Wilder Companies for Bank of America Kiosk |
| **Representative:** | Chris Quinn, TKO Installations |

The Representative for The Wilder Companies, Bank of America Kiosk, Chris Quinn of TKO Installations was in attendance for the property. He explained that as a corporate change Bank of America was exchanging their existing ATM Kiosk and the signage on the kiosk housing it would be different. The new signage would have a white background with red lettering. The rear elevation would not have any visibility because the kiosk would be up against the building. Chairman Gibson asked how a stand alone would work in terms of square footage for lineage. Town Planner Jeremy Rosenberger explained that it would be considered a separate entity. There would be less branding signage than the existing. The lighting is LED security lighting inside the canopy. Chairman Gibson felt the proposal was an upgrade over the existing. He asked if there were any comments and there were none. Christine Perec made a motion to accept the proposal as presented, Steve Davey seconded the motion, and all were in favor, 4-0.

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| **Applicant:** | **The Wilder Companies for TJ Maxx** |
| **Project Address:** | **300 Providence Highway** |
| **Property Owner/Address:** | The Wilder Companies |
| **Representative:** | Heather Hopkins Dudko, Hazel Wood Signs |

TJ Maxx Companies was making a corporate logo change. A motion was made by John Haven to accept the proposal as is, and the motion was seconded by Steve Davey, all were in favor, 4-0.

There were two sets of minutes to review, May 1, 2019, and June 9, 2019. There were no changes to the minutes, and both were approved.

The meeting was adjourned at 8:30 pm.