**TOWN OF DEDHAM**

**Design Review Advisory Board**

Bryce M. Gibson, Chair

Christine M. Perec, Vice Chair

Steven R. Davey

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**COMMONWEALTH OF MASSACHUSETTS**



**DESIGN REVIEW ADVISORY BOARD**

**MINUTES**

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

**Present:** Bryce Gibson, 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.

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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 |

The applicants had been before the board previously at the last meeting on July 10th and had been asked to return when a font and color had been chosen. Sean and Carolyn Martine were in attendance for this meeting. The Board asked some questions related to the cut outs on the sign and approved of the finished proposal that had been submitted.

Steve Davey made a motion to recommend the proposal as shown, the motion was seconded by John Haven, and all agreed, 3-0.

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

The applicant had been before the board previously at the last meeting on July 10th and had been asked to speak to the landlord and make some sign changes. Miriam Kattumuri was in attendance for her business. She indicated that she had taken their suggestion and lowered the sign to below the roof line, and also wanted to put a sign closer to the street. She had submitted photos of these. Mr. Gibson asked if a blade sign had been discussed, and the applicant said it would be flat and not a blade sign as she was still working out with the landlord if this could be done. Mr. Haven asked how the letters were mounted on the sign above the door, and she explained they were letters mounted onto a wooden background, and then the wooden board would be mounted onto the siding. Mr. Gibson stated that for consistency she may want to use the black background with yellow lettering on both signs, instead of the inverse. The board asked if she had a material of the wall mounted sign. She answered it was plywood with pine mounted letters.

In relation to the wall sign near the front, there were questions as to how high the sign could be mounted. It was noted that the sign will need to be below the height of the second story window. Steve Davey recommended to the applicant that is order for her to have good visibility she may want to consider still discussing a blade sign with the landlord. He also remarked that it was unusual for the owner of the business to be making their own sign, they usually dealt with sign companies, so this had been new for the board and they just wanted to ensure it was done properly.

John Haven made a motion to approve the signage as proposed with the recommendations that the side wall sign be lower than the second floor window in order to be in compliance with the sign code, and the colors of the signs both contain a black background with yellow lettering to stay consistent, and the applicant would explore the possibility of changing the side wall sign to a blade sign with the landlords permission, in order to achieve better visibility. Steve Davey seconded the motion, and all were in favor, 3-0.

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| **Applicant:** |  | **Essential Med Spa** |
| **Project Address:** |  | **358 Washington Street** |
| **Property Owner/Address:** |  | Giorgio Petruzziello |
| **Representative:** |  | Kelly Bennet |

Kelly Bennet and Veronica Medina were in attendance for the project. Chairman Gibson remarked that he noticed the applicant was well within the allowable limits of signage for their location. He asked as to why some of the lettering was on the opposite door, and Ms. Bennet replied that it was a shared door. Mr. Haven asked about the possibility of stacking some of the signage with regards to the door lettering so it would look more like one business. Ms. Bennet agreed with the suggestion. Chairman Gibson also suggested that within that hierarchy they consider increasing the size of their business name for legibility.

Mr. Davey made a motion to recommend the signage with the suggestions of putting the lettering all on one side of the door and stacking the door lettering. Mr. Haven seconded the recommendation, and all were in agreement, 3-0.

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| **Applicant:** |  | **Mother Brook Condominiums** |
| **Project Address:** |  | **7 South Stone Mill Drive** |
| **Representative:** |  | Timothy Bronk, Cran Marsh General Contracting |

Timothy Bronk from Cran Marsh General Contracting was in attendance for the applicant. He explained that they would be re-siding the condominium buildings. He had a sample of the materials that would be used. The property was divided into two different zoning districts, and buildings numbered 1, 5 and 11S fell within the Limited Manufacturing Zone (LM) which meant the board needed to review the siding for these buildings only.

Steve Davey made a motion to recommend the siding as shown, John Haven seconded the motion, and all were in favor, 3-0.

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| **Applicant:** |  | **J & J Arms** |
| **Project Address:** |  | **223 Bussey Street** |
| **Property Owner/Address:** |  |  |
| **Representative:** |  | Joshua Cruz |

Joshua Cruz was in attendance. Mr. Haven asked about the layout of the signs because on the rendering the elevations seemed inconsistent. Mr. Cruz indicated that they would be centered. Chairman Gibson asked about the freestanding sign, and the response was it is pre-existing, and they were only changing the sign, the structure would not be changed. Mr. Davey asked about his logo for the business. He remarked that he felt having just the name on the logo would be enough, as people would not be coming in off the street, they would know about the business beforehand from social media and online, and then locate it on GPS. Mr. Cruz said he would consider removing the graphics from the sign given the public sentiment and a playground being close by. Mr. Haven then asked if the landlord was considering any additional improvements to the landscaping for the property. Mr. Cruz replied that he had taken it upon himself to have a landscape company come and clean up the property. Mr. Rosenberger, Town Planner for the Town of Dedham, indicated that in order to be in compliance with previous landscaping plans approved for this property, the applicant had agreed to perform the landscaping on behalf of the owner. Mr. Davey then asked about the windows, and Mr. Cruz stated the windows would be blacked out.

Chairman Gibson stated that since there given the people were in attendance and the public interest, they would be opening up the matter for public comment. He added that since the applicant and was here for signage, he would ask that comments stay focused on design. Mr. Rosenberger added that the issue of zoning would be brought up at the meeting the following night, and that the Design Review Board was an advisory board.

Margaret Adams of 255 East Street spoke. She asked if the board could ask some questions related to children being prevented from seeing what business was being conducted at the property, perhaps through landscaping and/or the removal of the graphics from the signs. She also had questions as to the security for the property. She would also be in favor of a continuance for the signage so that more public dialogue could occur.

Jeannette Chevere of 88 Emmett Ave spoke. She stated she had lived in the area for 8 years and she was distraught over this business, she takes her children to walk in the nearby park. She stated she was a gun owner and supported the second amendment, however she was not in favor of this location for a gun shop. She did not want to see any gun images on the signage.

Sara Stephany of 31 Harvard Street stated that she appreciated that the board had asked the applicant to remove the graphics from the sign. She was concerned about children seeing firearms being removed from the store, and the applicant stated that firearms had to be in a locked container. Ms. Stephany brought up the applicant’s website and the fact that larger guns could be sold and therefore children would know what was being removed from the location. She stated she would appreciate if the landscaping could help to conceal the activity as much as possible.

Jean Zeiler of 59 Woodleigh Road stated she was concerned about the signage that the applicant might think is appropriate in lieu of his social media posts. She had questions as to the authority of the Design Review Board and if they had any say over what kind of signage could appear. Chairman Gibson replied that they were only advisory and that the applicant had indicated that the windows would be blacked out. Any additional signage would need to go before this board in the future.

Gustavo of Berry Lane remarked the gun shop was yards away from a playground and a fire station.

Erin Markos of 300 Cedar Street was concerned about the advertising for the business.

Kathleen O’Neil of 25 Woodlawn Street stated since there were a lot of unhappy residents showing activism over this business, she urged the applicant to do as much as possible to make his location look anonymous, and she felt that would help with some good will towards him.

April Brenner of 902 Hyde said she wished to ask the applicant to relocate his store.

There was a follow up question by Sara Stephany as to the blacked-out windows. Margaret Adams asked if there could be more clarification on what is required for the windows and signage. Mr. Rosenberger replied that the application had been reviewed and it met with the sign code. Ms. Adams was hoping there would be more regulations surrounding gun dealers and their requirements.

Marisa Howard-Carp of 96 Garfield Road said she wanted to request the applicant move his business or at least consider not having any signage at all.

Elizabeth Straghalis of 15 Dominic Court asked the applicant how important was it to him to have a physical sign? The applicant replied he felt it was important because the building was already pushed back from the road, and the fire station being next door obscured the view as well. She asked the board if there had ever been an occasion when the board had recommended no signage due to safety concerns. The board replied there had not been.

Miriam Kattumuri of 233 Bussey Street stated her business had just moved in directly across from this gun shop and she was shocked. She was considering not opening her shop now, and she asked if he would consider moving his shop to another location.

Don Sciarappa of 4 Stafford Street was in favor of the gun shop and expressed his displeasure at what he felt was the “bashing” of the applicant.

Steve Davey explained to the audience that within their purview the board had no recourse to deny the applicant. He was within his allowable signage, and he had a right to it. As a measure of goodwill, the applicant had agreed to remove the graphics and that was the best they could do for the meeting that night. John Haven explained that in the past some applicants had taken their recommendations into consideration and returned with revisions for a vote, that was a possibility for this applicant as well. Chairman Gibson echoed the sentiment of the other two board members.

The Applicant did not wish to return for an additional meeting to the Design Review Board and wished to have a vote that night. He agreed instead of returning that he would remove the graphics from his sign and just leave the name.

Steve Davey made a motion to recommend the signage as proposed but with the removal of the graphics of the handguns and target and have just the wording remain. The motion was seconded by John Haven and all were in agreement, 3-0.

Steve Davey made a motion to approve the minutes from the July 10, 2019 meeting as presented, John Haven seconded the motion, and all were in favor, 3-0.

The meeting was adjourned at 8:09 p.m.