**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, March 4, 2020, Town Manager’s Office at Town Hall**

**Present:** Bryce Gibson,Chair

Steven Davey

John Haven, RLA, ASLA

**Not Present:** Christine Perec, Vice Chair

**Administrative:** Jeremy Rosenberger, Planning Director

Jennifer Doherty, Administrative Assistant

Call to order 7:05 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. Christine Perec was unable to attend this meeting. The remaining three members were present

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| **Applicant:** |  | **Alvin and Diana Gualdron, La Taqueria** |
| **Project Address:** |  | **320 Washington Street, Dedham, MA** |
| **Property Owner/Address:** |  | Apex Properties |
| **Representative:** |  | Alvin Gualdron |

The Applicant, Alvin Gualdron was in attendance for their establishment. He explained that the last time he had been before the Board the sign had been white lettering. He had taken the Board’s recommendation and changed the lettering to black to match the awning. There would also now be writing on the lip of the awning.

Mr. Davey asked if he would be painting the building, and the reply was no. Chairman Gibson asked if the additional signage pushed them over the allowable, and Jeremy Rosenberger, Planning Director, answered, no, it did not. The gooseneck lighting is existing.

A motion was made by John Haven to approve the new signage as presented. Steve Davey seconded the motion, and all were in favor. 3-0.

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| **Applicant:** |  | **Philadelphia Sign Co., for Express Kitchens** |
| **Project Address:** |  | **725 Providence Highway, Dedham Plaza** |
| **Property Owner** |  | Federal Realty |
| **Representative:** |  | Heather Dudko |

Heather Dudko from Philadelphia Sign Company was in attendance for the Express Kitchens to be located at the Dedham Plaza, 725 Providence Highway. She explained that even though the Dedham Plaza has a sign package, the logo for Kitchen Express would put the sign above the allowed limit of 24” per the sign package for the Dedham Plaza. The way their logo is arranged is such that it is stacked on top of itself. They would be using 16” letters stacked one on top of the other, bringing the total height to 32” instead of 24”.

A short discussion among the Boards Members ensused as to if this would make the sign stick out too much in compasrison to the other signs. They did not feel it would. It was felt the sign was still proportionate to the building. The sign would be LED facelit with channel letters. The tenant pylon would also have their name added.

Steve Davey made a motion to approve the sign as presented. John Haven seconded the motion, and all agreed, 3-0.

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| **Applicant:** |  | **Taejoon Park** |
| **Project Address:** |  | **211 High Street** |
| **Property Owner** |  | Taejoon Park |
| **Representative:** |  | Taejoon Park |

Mr. Park was in attendance. He explained that they wished to make the building a dental office. The applicant was requesting approval of renovation plans only and would return at a later date for sign approval. The applicant would be changing the windows, removing the chimney, changing the roof color, and attempting some landscaping improvements.

The applicant asked if when he did the signage, if he could put it on the slope they were planning above the door. It was explained to him that it could not be above the roof line, but that he could go to the Zoning Board of Appeals for a ruling on if it could be allowed or not.

It was requested if he could do anything to improve the landscaping at the property. The applicant explained that the building had evidence of termites and therefore it was recommended that all living plants be removed. However, the planters will remain, and he would be happy to put live plants in them when he is able.

John Haven made a motion to approve the renovations with the recommendation that the roof color be grey, not navy, and that live plants be used in the planters if possible. Steve Davey seconded the motion, and all were in favor, 3-0.

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| **Applicant:** |  | **Halfway Café** |
| **Project Address:** |  | **174 Washington Street** |
| **Representative:** |  | Paul Buckley, Manager |

Mr. Buckley was in attendance for the applicant. He explained that because of poor visibility of the restaurant they would like to add two news signs to draw attention to the establishment.

One sign would be a pole mounted wall sign with their name, and they wished to have an additional sign directly underneath that was digital to display specials and/or events. Jeremy Rosenberger, the Planning Director, explained that the digital sign, if recommended, would still need to go through the Zoning Board of Appeals process as they were not allowed.

The Board was not in favor of the digital sign. It was not allowed by code, and they felt the applicant would receive enough attention to the establishment with the new name sign. They also felt the property was too close to some residential houses and a digital sign would not keep in character with the neighborhood.

John Haven made a motion to approve the new name sign as presented, but not to support the digital sign. Steve Davey seconded this motion, and all agreed, 3-0.

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| **Applicant:** |  | **WS Development** |
| **Project Address:** |  | **Legacy Place, Providence Highway and Elm Street** |
| **Property Owner** |  | WS Development |
| **Representative:** |  | Peter A. Zahka, Esquire |

Present on behalf of Legacy Place were Christopher Boyce, Development Manager of WS Development. Also present was Attorney Peter A. Zahka, II. Legacy Place was requesting to amend the *Legacy Place Sign Program* (as approved in ZBA Decisions No. VAR 03-15, 1951, VAR-03-10-1207, VAR-5-9-LEG, 08-11, and 07-74) to define and allow murals, to allow for design changes to the pylon signs including allowing the same to have a height of up to 42 feet (same as existing structures) with up to 10 tenant sign panels on each face of each pylon sign, of which only the lowest panel on both columns (2 total) may be monochromatic digital changeable screens, and to allow internally and externally illuminated monument signs with heights of up to 7 feet. Attorney Zahka stated that the Legacy Place Sign Program, as the only Planned Commercial Development in Dedham, is already allowed the proposed pylon and monument signs, including monochromatic digital changeable screens on pylons, and is only presenting to this board as a matter of procedure per the suggestion of the Building Commissioner.

The proposed pylon signs consist of white internally illuminated acrylic letters on black metal panel except the lower panel row can be modified to be monochromatic digital screen~~s~~ (black with white letters) which would allow for the changing of tenant names.  The pylon signs have a metal frame with a powder-coated “wood-look”. The proposed monument signs consist of a dark textured concrete face with smooth concrete on sides and back. There will also be powder-coated aluminum frames to match the wood finish on the pylon signs. The frame on the large monument sign surrounds die-cut black aluminum panels with white acrylic letters. The monument signs will have internally illuminated letters as well as up-lighting.

Overall, the Board felt that the proposed signs presented very well and were a significant improvement to the existing signs. The Board suggested that Legacy Place consider exploring asymmetrical textures of patterns on the concrete based of the pylon signs and a simplified but robust landscaping at the base of all signage.

Steven Davey made a motion to recommend that the Zoning Board of Appeals approve the already allowed clarification to the *Legacy Place Sign Program* and to approve the signs as presented. The motion was seconded by John Haven, and unanimously (3-0) voted favorably.

The minutes from the January 8, 2020 meeting were reviewed, and John Haven made a motion to accept them as is. The motion was seconded by Steve Davey, and all agreed, 3-0.

A motion was made by Steve Davey to adjourn the meeting at 8:30 p.m. The motion was seconded by John Haven, and all agreed.

The meeting was adjourned at 8:30 pm.