

Design Review Advisory Board

Bryce M. Gibson, Chair
Christine M. Perc, Vice Chair
Steven R. Davey
John C. Haven, RLA, ASLA

**TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS**

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**DESIGN REVIEW ADVISORY BOARD
MINUTES**

Wednesday, June 3, 2020

Virtual Meeting Via Teleconference and Telephone

- Present:** Bryce Gibson, Chair
John Haven, RLA, ASLA
Christine Perc, Vice Chair
- Not Present:** Steven Davey
- Administrative:** Jeremy Rosenberger, Planning Director
Jennifer Doherty, Administrative Assistant

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitations on the number of people that may gather in one place, the meeting of the Town of Dedham's Design Review Advisory Board on **June 3, 2020** was conducted via remote participation. No in-person attendance of members of the public were permitted, but every effort was made to ensure that the public could adequately access the proceedings as provided for in the Order.

Members of the public were advised that they could access the virtual meeting a number of ways:

1. Virtually through the BlueJeans software program, details of which were given on the agenda and the town website prior to the meeting.
2. Secondly, members of the public can participate via conference call by dialing toll-free, 1-888-748-9073. The meeting ID is 483 478 796
3. Recordings of this meeting have been made public and are available upon request.

The meeting began virtually at 7:00 pm on June 3, 2020. The Chairman Bryce Gibson read a statement regarding meeting protocols. He then asked for a roll call of participants on the call, Member John Haven was on the call, Vice Chair Christine Perc was on the call, Chairman Bryce Gibson was on the call, Planning Director Jeremy Rosenberger was on

the call, as was Administrative Assistant, Jennifer Doherty. Member Steve Davey was absent from the call.

The applicant for 189 Washington Street was not on the call at that time so the Applicant for 150-370 Providence Highway, Ashburton Furniture, was heard first.

The first proposal was presented:

150-370 Providence Highway
Ashbrook Furniture

Representing the Applicant was Attorney Peter Zahka, the Applicant Ashoke Rampuria of Ashbrook Furniture was also on the call.

Attorney Zahka explained that Ashbrook Furniture would be taking approximately a little over 40,000 square feet at the Dedham Mall. He explained that because it's above the roofline, it will need to go to the zoning Board of Appeals for a waiver as to sign height. The sign will be internally illuminated by LED.

The Board Members had a number of questions regarding the height and how it compared to the other stores in the complex. Chairman Gibson was concerned that that other tenants coming in later may want to increase the height of their signage as well. He asked the Board to consider if the prominence of the tenant validated the additional height.

The applicant wished to point out that the increase in height was also necessary for the store to be seen from Washington Street. Since his location was set back more, he felt is required the extra height in order to be visible. The board questioned if the additional height would actually improve visibility given the setback status. The board asked if there was a solution that could provide the prominence the tenant wished without looking out of character with the other tenants.

The Applicant and Board agreed to continue the hearing until the July 1, 2020 meeting. The Applicant will supply the Board with additional information regarding the heights of the other tenants at the Dedham Mall, and additional information of specific heights of parapets and signage for the Board to review.

A motion was made by John Haven to continue the application to the July 1, 2020 meeting. Christine Percec seconded the motion, and all agreed, 3-0.

189 Washington Street, Jet Security

The Applicant, Endri Cenolli, Chief Executive Officer of Jet Security, LLC was on the call.

He explained that the letters on the signage would be eight inches tall and 60 inches wide, and the logo is 30 inches tall and a 40 inches wide.

Chairman Gibson asked if the sign exceeded the allowable limits, and the answer was no. Mr. Haven asked “Did you consider at all bounding the logo and the letters just so it doesn't blend into or get lost on the on the break the building?” The applicant explained that the sign would have a board behind it so the letters in the logo would be behind the board and the board would be mounted to the wall.

The applicant also explained that The white letters are not illuminated but the jet security logo is. There were no further questions from the Board.

John Haven made a motion to approve the signage as presented. Christine Perec seconded the motion, and all approved. The proposal was approved 3-0, unanimous.

197 Milton Street, Citgo Gas Station

Peter Marsh and Don Booth from NH Signs were on the call for the applicant.

They explained that the only change would be that the bottom regular gas digits would be replaced with a tenant panel that says corner convenience. The sign currently has three regular gas digits and one diesel, and it's turning to two regular gas digits and a single diesel. There would be no change in height, and no change in the essential structure of the sign, no change in the size. The lights would be converted from their current fluorescent, to LED illumination.

Planning Director Jeremy Rosenberger indicated that initial conversations with the Building Commissioner indicated that the applicant may have to go to the Zoning Board of Appeals for a waiver. Mr. Rosenberger had not had a chance to review the application yet, but he would do so and determine if ZBA approval was needed.

The Board had questions as to the wording of Four Corner Convenience being added. They also felt the added sign panel was a little cluttered with the proposed wording. The applicant explained that the existing building would be torn down soon, and the stand alone sign may be the only thing connecting the gas station and providing wayfinding. They asked if any branding had been decided upon yet, and the answer was no. The board felt it might be best to wait until branding for the new building had been determined and then this could be added to the stand alone sign. The name of the entity was Four Corners so they were trying to implement branding across the board for this location.

John Haven made a motion to approve temporary signage that contained the words “Convenience, Lottery, and ATM”. Any other logos and/or signs would need to return to the Board for additional approval. Christine Perec seconded the motion, and all agreed, 3-0, unanimous.

The next meeting would be held on July 1, 2020 at 7:00 p.m.

A motion was made by John Haven to adjourn the meeting at 8:25 pm, the motion was seconded by Christine Perec, and all were in favor, 3-0.

The meeting adjourned at 8:25 p.m.