

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, July 1, 2020

Virtual Meeting Via Teleconference and Telephone

- Present:** Christine Perc, Vice Chair
John Haven, RLA, ASLA
Steven Davey
- Not Present:** Bryce Gibson, Chair
- 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 **July 1, 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 July 1, 2020. The Vice Chair Christine Perc read a statement regarding meeting protocols. She then asked for a roll call of participants on the call, Member John Haven was on the call, Member Steve Davey was on the call,

Planning Director Jeremy Rosenberger was on the call, as was Administrative Assistant, Jennifer Doherty. Chairman Bryce Gibson was absent this meeting.

300 Providence Highway, Ashbrook Furniture

This was a continuance from the previous meeting of June 2, 2020. Attorney Peter Zahha was representing the applicant.

At the previous meeting the Board had a couple of requests. One request was to find out how tall the adjacent store's signs were. The TJ Maxx sign is approximately 28 feet, Old Navy, the facade is 30 feet five inches and the wall sign is 28 feet. They have a vertical sign that goes up the side of their edge that actually goes to 34 feet, which is four feet above the roofline. And then GameStop's height is 31 feet, one inch. Given these new numbers and that the applicant was going to be a major tenant at this location, the applicant felt the height was in line with the other stores.

Kelly Burke, Vice President of Development Services for Wilder companies was also on the call and stated:

“There really hasn't been any substantive changes to the area around where Ashbrook Furniture will go. Those improvements IE GameStop and that area was renovated back in early 2000s. Prior to current ownership and then with At Home, they have a rear entrance, which was not really modified, it was pretty much the same alignment as what was there before.”

The board felt that all of the questions they had asked had been answered to their satisfaction and they were prepared to proceed with a vote.

John Haven made a motion to recommend the signage as proposed, and to recommend the proposal to the Zoning Board of Appeals. Steve Davey seconded the motion and a roll call vote was taken.

Steve Davey – yes
John Haven – yes
Christine Perc – yes

The motion was approved 3-0.

55 Elm Street, Dedham Savings Bank

John Renzi of Graphic Impact Signs was on the call and representing for the applicant. He explained that Dedham Savings Bank was going through a logo change, and since 55 Elm Street was their corporate headquarters, the signs here would be the first of many to be changed. They understood that some of the signage there presently was not per zoning regulations and that they may need to return to the Zoning Board of Appeals for approval. They had four signs to present, and Mr. Renzi explained the four in detail.

Ms. Perec asked how much was the total square footage of what was being presented. The answer 525 square feet for the building.

Mr. Renzi then explained the illumination of the signs. He stated that even though they were looking to increase the amount of square footage of signs, they were not increasing the amount of illumination of the signs. They were reducing the amount of freestanding signs that now brought them into compliance.

For the entire sign package there were three sign waivers that were required. The first sign waiver for sign number one is the freestanding monument sign for a setback. Sign number two, the waiver is the height. Sign number three which is on the back of the building. It meets the square footage, it does not meet the height which is 30-35 feet when 25 feet is required. So there are three items that require waivers from the Zoning Board of Appeals.

The Board asked about illumination impacting the neighbors. The applicant responded that they had checked to make sure the lighting did not interfere with the neighbors, they wished to remain good neighbors and not negatively impact anyone.

John Haven commented that the logo sign felt out of place to him. He did not feel it matched with the architecture of the building. Christine Perec agreed with him. They were not sure if it was the scale of the sign or the location. They felt the location tower was a nice feature on its own. Mr. Renzi replied they did not have a vertical logo to put there and this had been a personal request of the president of the bank. They were going to use just the icon in order to be large enough to read. Steve Davey agreed with the other members of the board. He did not think the logo on the tower was necessary.

Steve Davey made motion to recommend signs number 1, 2, and 4, and to recommend the change in height of sign number 1 to the ZBA, as well as the setback for sign number 2. They did not recommend sign number 3, but they understood the president of Dedham Savings Bank may return to present that sign singularly. John Haven seconded the motion, and there was a roll call vote.

Christine Perec – yes
John Haven – yes
Steve Davey – yes

The motion was in favor 3-0.

62 Eastern Street – Q Spa

Representing Q Spa was Fong, who worked for Mr. Rick Zeng. She explained the signage for the property. It would be halo lit with LED. 86 Square feet for the main sign and the pylon sign they would only be changing the face of it. The freestanding sign already existed so nothing would change, it would only have a new face.

Steve Davey made comments regarding the logo design. He recommended not making the “A’s” in the logo fancy as they were less legible. He also recommended putting the Q on the same line as Spa. He also thought the Q did not need the profile image. He did like the crown image they had. Ms. Perec agreed with Mr. Davey. The Board also recommended that the applicant put the name of the Spa on the pylon sign. They also wished for the applicant to return with their new designs. There was also a discussion about the lighting, it needed to be white, not yellow. Otherwise they could go to the Zoning Board of Appeals for a waiver if they wished to keep it yellow. The applicant opted to change the lights to white.

John Haven made a motion to continue this application until the August 5, 2020 meeting at 7:00 pm. Steve Davey seconded the motion. A roll call vote was taken.

Christine Perec – yes
John Haven – yes
Steve Davey – yes

The applicant would return on August 5, 2020.

414 Washington Street - Dedham Medical Aesthetics

Bryan Clayman from Signarama Walpole was on the call to represent the applicant. He explained the proposal was to replace the existing letters and put up backlit channel letters, white LEDs inside a logo panel as well as a non illuminated blade sign.

John Haven mentioned that the lettering did not look completely centered in the rendering. The board had a short discussion on this matter. Christine Perec asked if there was anything to be put on the glass, and the response was no, they applicant had not asked for any signage on the glass.

John Haven made a motion to recommend the signage with the recommendation to on the pylon sign to think about some of the spacing and potentially making the Medical Aesthetics slightly larger for legibility. And on the sign over the door for the applicant to gauge and adjust centering. The motion was seconded by Steve Davey. A roll call vote was taken.

Christine Perec – yes
John Haven – yes
Steve Davey – yes

The motion was in favor 3-0.

525 – 529 Providence Highway/Metro by T-Mobile

Heather Dudko was representing the applicant. She explained this was a rebranding of the signage by T-Mobile. Lighting of the sign was the only issue that was raised, as this was the Central Business district and was not allowed by right. If the applicant wished to have the sign lit, they would need to get Zoning Board of Appeals approval.

A motion was made by Steve Davey to approve the signage as presented as long as the applicant adhered to Zoning regulations for lighting. The motion was seconded by John Haven, and a roll call vote was taken.

John Haven – Approved
Steve Davey – Approved
Christine Percic – Approved

Unanimous in favor, 3-0.

211 High Street – Dental Park Group

Heather Dudko was representing on behalf of the applicant and Sign Effects. The applicant will be applying to the Zoning Board of Appeals to request relief for signage above the roof line. The Board wished to recommend the proposal. Steve Davey made a motion to recommend the proposal as presented to the Zoning Board of Appeals. John Haven seconded the motion, and a roll call vote was taken.

John Haven – Approved
Steve Davey – Approved
Christine Percic – Approved

Unanimous in favor, 3-0.

Minutes

The minutes from three past meetings had been reviewed.

Steve Davey made a motion to approve the minutes of April 1, 2020, May 6, 2020, and June 3, 2020. John Haven seconded the motion. A roll call vote was taken.

John Haven – Approved
Steve Davey – Approved
Christine Percic – Approved

The minutes were approved 3-0.

A motion was made by John Haven to adjourn the meeting at 8:30 pm. The motion was seconded by Steve Davey. A roll call vote was taken.

Christine Perc – yes
John Haven – yes
Steve Davey – yes

The meeting adjourned at 8:30 pm.