

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**



Dedham Town Hall
450 Washington Street
Dedham, MA 02026-4458
Phone 781-751-9242

Jennifer Doherty
Administrative Assistant
jdohertry@dedham-ma.gov

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

Wednesday, August 5, 2020
Virtual Meeting Via Teleconference and Telephone

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

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 **August 5, 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 August 5, 2020. The Chair Bryce Gibson read a statement regarding meeting protocols. He then asked for a roll call of participants on the call, Member Steve Davey was on the call, Vice Chair Christine Perc was on the call, and the Chairman Bryce Gibson was on the call. Member John Haven was not in attendance.

62 Eastern Ave, Q Spa

This was a continuance from the previous meeting of July 1, 2020. Ricky Zeng was in attendance for the applicant.

At the previous meeting the Board had a couple of requests and the applicant explained that they made those changes. The only exception was the “Q” logo which the owner did not wish to change, and they had other locations with this sign. Vice Chair Christine Perc stated that she had seen the temporary sign that was up, and she now agrees that it looks good, she can understand the idea behind it better seeing it in person.

Chairman Bryce Gibson asked about the color combination of the free-standing sign, why it did not match the building background color. He felt the building and the sign should have the same background color to be more cohesive. Mr. Zeng said he needed to ask his client about making this change. The Chairman asked if they could do the background color a lighter color to add contrast. The applicant agreed.

Christine Perc made a motion to approve the signage with the recommendations that both signs have a light grey/silver background and black numbers on the pylon sign. Steve Davey seconded the motion and a roll call vote was taken.

- Steve Davey – yes
- Bryce Gibson – yes
- Christine Perc – yes

The motion was approved 3-0.

2 Washington Street, Gulf Station

Mr. Gary Potts of Professional Permits was representing the applicant. He explained the rebranding proposal for the Gulf gas station. Chairman Gibson asked if there were any other changes being done to the site, the answer was no. Steve Davey asked about illumination of specific signs and the canopy. The canopy would have illumination on three sides. It was understood that the applicant would be attending the Zoning Board of Appeals meeting later in the month for waivers on the illumination.

Christine had a question on the free standing sign, where it said “Lottery” she wished to know if that was currently on the sign. Her preference would be to not have that, but if it is existing then she understands. It was currently on the sign.

A motion was made by Steve Davey to approve the project as shown. The motion was seconded by Christine Perc and a roll call vote was taken.

- Christine Perc -yes
- Steve Davey – yes
- Bryce Gibson – yes

Unanimous in favor, 3-0.

910 Washington Street

Bethany Leonard from Poyant Signs was on the video call for the applicant. She presented the proposal for Beth Israel Lahey Clinic. Christine asked if the roof sign faced the highway and the answer was yes, it faced the highway. Steve noted that the pylon sign seemed very tight, he would like to see it reduced a little to fit the space better. He did state that he liked the proposal very much.

A motion was made by Christine Perc to approve the signage as proposed but with the recommendation that the free-standing sign's font be scaled down by 10%. The motion was seconded by Steve Davey and a roll call vote was taken.

Christine Perc -yes
Steve Davey – yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

55 Jenny Lane – Animal Rescue League

Howard Snyder of Harriman was on the video call representing the applicant. He explained the project in detail to the Board. Chairman Gibson asked if the landscaping would be updated accordingly with the new signs? Mr. Snyder said that he could get some insight as to the materials that would be used around the signs. Specifically the Board was looking for how the signs “dead end” into the ground.

Christine Perc made a motion to accept the proposal as is with the recommendations that the spacing and arrows on the wayfinding signs be adjusted to be more legible, and that the applicant follows up with a landscaping plan later. The motion was seconded by Steve Davey and a roll call vote was taken.

Christine Perc -yes
Steve Davey – yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

5 Bryant Street – Citizens Bank

Bruce Bisbano of Bisbano & Associates was on the video call for the applicant. He explained that the bank was making some exterior changes as part of their ADA program. They would be doing some minor parking space work and redoing the entryway where the ATM was located to make it more ADA compliant.

Chairman Gibson remarked that they did have a member of the public bring up the landscaping for this site. The current landscaping needed some updating and they would appreciate them bringing it to the attention of the applicant. Mr. Bisbano agreed that he would let his client know. In addition

he informed the board that there were plans to redo the site space in 2021, and that he anticipated this would also improve the landscaping.

Christine Perc had a question about the glass in the rendering. Was it to be tinted or was that just in the rendering? Mr. Bisbano replied the glass was clear, it was a mistake in the rendering. Mr. Davey asked if there were to be downlights installed. The reply was no, there was no lighting as part of this proposal.

Steve Davey made a motion to approve the project as proposed, and Christine Perc seconded the motion. A roll call vote was taken.

Christine Perc -yes
Steve Davey – yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

215 Milton Street

Frederick Hunter of Hunter Signs from Hyde Park, MA was on the call for the applicant, ASPI. He explained that the signage was being changed with the new logo. It was understood that if the applicant wished to keep the sign internally illuminated that he would need to get a waiver from the Zoning Board of Appeals. Chairman Gibson felt that the sign looked a little like it was floating as there was not a clear space for it, or any border on the brick wall. He did feel it was an improvement. Christine Perc asked if the sign was the same width. The answer was the width was the same (10 feet).

A discussion ensued regarding the size and placement of the sign.

A motion was made by Christine Perc to approve the sign with the recommendation that the scale of the sign be reduced by 10-20%. The motion was seconded by Steve Davey, and a roll call vote was taken.

Christine Perc -yes
Steve Davey – yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

106 River Street

Frederick Hunter of Hunter Signs from Hyde Park, MA was on the call for the applicant, Servpro. Chairman Gibson remarked that the sign did seem quite long, but as Mr. Hunter had stated the building was very long as well, which is why they were trying to elongate the signs. Mr. Hunter said that the owner wanted to also put an awning over the door to match the one on the adjacent building.

A motion was made by Steve Davey to approve the proposal as shown, and the motion was seconded by Christine Perc. A roll call vote was taken.

Christine Perc -yes
Steve Davey – yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

395 Providence Highway – Jersey Mike’s Sub Shop

Gregory Ralph, the architect for the project, was on the video call. He explained the project in detail as this was a new business taking over the existing space. Substantial façade changes would be made.

Chairman Gibson remarked that any improvements that could be made to the site for landscaping, or islands would be much appreciated by all. It was currently a sea of asphalt and needed some greenery. The Applicant agreed to speak with the owner of the property regarding possible landscaping upgrades.

It was agreed that the applicant would return for review of the color scheme and logo’s at the later date, and this meeting was for the façade changes only. Mr. Davey remarked that he would like to see some of the colors and ideas ahead of time because he felt a decision on a recommendation could not be forthcoming without them. Mr. Ralph pulled up a picture of the initial idea for the Jersey Mike’s in response. Mr. Davey felt that helped and could get a better idea of how it would look with these renderings. The applicant will come back with a signage proposal.

A motion was made by Steve Davey to accept the proposal as presented with the recommendation that the bollards be changed to a black color and look into some landscaping for the site. The motion was seconded by Christine Perc, and a roll call vote was taken.

Steve Davey – yes
Christine Perc -yes
Bryce Gibson – yes

Unanimous in favor, 3-0.

Minutes

The July 1, 2020 minutes were tabled until the following month because Mr. Haven was not present, and Mr. Gibson had not been at that meeting.

The meeting was adjourned at 9:02 pm.