

**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  
[jdoherly@dedham-ma.gov](mailto:jdoherly@dedham-ma.gov)

**DESIGN REVIEW ADVISORY BOARD  
MINUTES**

**Wednesday, October 7, 2020**

**Virtual Meeting Via Teleconference and Telephone**

**Present:** Bryce Gibson, Chair  
Christine Perc, Vice Chair  
John Haven, RLA, ASLA

**Not Present:** Steven Davey

**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 **October 7, 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 Zoom software program, details of which were given on the agenda and the town website prior to the meeting.

Secondly, members of the public can participate via conference call by dialing toll-free, **1-646-558-8656**. The meeting ID is **941 7027 2416**

2. Recordings of this meeting have been made public and are available upon request.

The meeting began virtually at 7:00 pm on October 7, 2020. The Chair Bryce Gibson read a statement regarding meeting protocols. He then asked for a roll call of participants on the call:

- Christina Perek
- John Haven
- Bryce Gibson

**20 Carematrix Drive - Viewpoint Sign & Awning**

*Proposed 23 sq. ft. monument sign and 36 sq. ft. wall sign*

Scott Spaulding of Viewpoint Signs was on the video call to represent the Applicant. He explained they were withdrawing the wall sign from the application because it did not meet code, and they were moving forward with the proposed monument sign. The monument sign was directional for tenants and visitors. It was not illuminated.

Christine Perek asked if the tree was remaining, and the answer was yes. She asked if it was a one-sided sign and yes it was.

A motion was made by Christine Perek to approve the signage as presented. John Haven seconded the motion and a roll call vote was taken.

Christine Perek – yes  
John Haven – yes  
Bryce Gibson – yes

The motion passed unanimously, 3-0.

**865 Providence Highway – T Mobile/Heather Dudko**

*Proposed three (3) 30 sq. ft. illuminated wall signs and 8.5 sq. ft. tenant panel*

Heather Dudko from was on the video call for T-Mobile. She explained that Spring and T-Mobile had merged their business and therefore they wished to change the signage at the previous Sprint location. Two of the signs would be internally illuminated, and the sign facing the parking lot would not be illuminated. The awnings would be recovered to a signature magenta color, with no text.

Chairman Gibson asked the Planning Director about the material of the awning. Planning Director Jeremy Rosenberger said it was crimson red, burgundy, terra cotta, or equivalent color which made the magenta acceptable. The Chairman asked what kind of material they were using. Heather replied the material was made by Cooly Bright. The Planning Director indicated that the material could be made by Sunbrella or an equivalent manufacturer as long as the quality was the same.

A motion was made by Christine Perc to approve the signage as presented with the recommendation that the material be a Sunbrella or equivalent fabric. The motion was seconded by John Haven, and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Bryce Gibson – yes

The motion passed unanimously, 3-0.

### **10 Carematrix Drive – The Sign Center**

*Proposed 22.8 sq. ft. monument sign, 15 sq. ft. wall sign and 19.5 sq. ft. window sign*

Jessica Keys was on the video call for the Applicant. They were refacing with some new wall signage. The freestanding sign was preexisting, and they were hoping to illuminate it but they are not sure at present if it can be done, the electrician is attempting to make it a double sided illuminated sign. The refacing is on the sliding door and above the door.

Christine Perc stated that the Behavioral Care sign seemed to get lost and was very light. Jessica Keys explained that the color was light blue and the Pantone color was on the application. She was confident it would stand out more once it was installed, it was only the proof that is got lost. Ms. Perc liked the design otherwise.

A motion was made by John Haven to approve the signage as presented. The motion was seconded by Christine Perc and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Bryce Gibson – yes

The motion passed unanimously, 3-0.

### **360 Washington Street – C2 Pilates**

*Proposed window signage*

Sean Martin, the owner of C2 Pilates, was on the video call. He explained the window signage. Everything was in white and it was frosted. It was a premium vinyl.

Chairman Gibson asked about the font, it was the one shown. He also asked specifics about the lettering, colors, and frosting. He also asked how it affected the allowable versus proposed signage. It was supposed to be at 25% of the square footage of the property.

John Haven asked if the design was considered signage on the window. The Planning Director did not feel that it was. The design on the windows would need to be considered. It was calculated that they had at least 40 square feet of signage by right.

A motion was made by Christine Percic to approve the signage as presented, as long as the signage was within the allowable limits per their zone. John Haven seconded the motion, and a roll call vote was taken.

Christine Percic – yes  
John Haven – yes  
Bryce Gibson – yes

The motion passed unanimously, 3-0.

### **95 Eastern Avenue – Saletin Group**

*Construct a six (6) story, 120 room hotel and 435 off-street parking spaces*

On the video call for the project were Cris Crecelius of Saletin, Brandon Carr of DiPrete Engineering, Rolf Biggers of BMA World, Richard Frazier of BMA World, Michael Radner of Radner Design, and Jeffrey Dirk of RDVA. Cris Crecelius explained the project in detail.

Chairman Gibson stated that he felt the proposal was a little bit modern for the area. He appreciated the nod to recent trends but felt that brick would bridge the gaps better between residential and Dedham Square.

John Haven agreed with the Chairman. A discussion ensued with the architects about the more traditional designs versus more modern designs. It was agreed that a change of materials may satisfy everyone. Mr. Haven suggested perhaps they look at the Public Safety Building drawings as an example.

The Design Review Board will write a letter for the Planning Board recapping what was discussed and would welcome back the Applicant at a later unspecified date.

A motion was made to adjourn by John Haven, and the motion was seconded by Christine Percic. A roll call vote was taken.

Christine Percic – yes  
John Haven – yes  
Bryce Gibson – yes

The motion passed unanimously, 3-0. The meeting adjourned at 9:03 pm.