

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

**DESIGN REVIEW ADVISORY BOARD  
MINUTES**

**Wednesday, November 9, 2020**

**Virtual Meeting Via Teleconference and Telephone**

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

**Not Present:**

**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 **November 9, 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 November 9, 2020. The Chair Bryce Gibson read a statement regarding meeting protocols. He then asked for a roll call of participants on the call:

- Christine Perc, Vice Chair
- John Haven
- Bryce Gibson, Chairman
- Steven Davey

**865 Providence Highway – Starbucks/Serrato Signs**

*Proposed 12 sq. ft. illuminated monument sign*

Andy Serrato of Serrato Signs was on the video call or the Applicant. He explained that the Starbucks was located in the last part of the building and the sign that directed people into the drive through was only seen at the very last moment. If people on Route 1 had a green light they drive right through the light without seeing the entrance way to turn in. Therefore they wished to put a sign before the entranceway so people could see it and have enough time to turn into the drivethru.

Bryce Gibson asked if there was a reason why the sign was located in its present location. The answer was it was on the property line. If it were out closer to the road it would be on State highway property, which was not allowed. At this time Jeremy Rosenberger, Planning Director stated that originally the Applicant wanted to put the sign closer to the intersection but there were a number of mechanicals in that location, as well as the State restrictions. The Applicant had come back with the current proposal.

John Haven stated that he thought the location was odd but now that he understood the background it made more sense. He then asked about the placement in front of the old Sprint store. The Applicant explained that they did not want to block any of the store fronts and had therefore put it between two windows. A number of locations had been considered, however the restrictions dictated the location they were proposing.

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

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

The motion was approved unanimously 4-0.

**395 Providence Highway – Jersey Mike’s/Sign Pro USA**

*Proposed 32.7 sq. ft. halo-lit wall sign and reface 75 sq. ft. illuminated ground sign panel*

Tracy Becker of Sign Pro, Inc. was on the video call for the Applicant. She explained that they were refacing the existing pylon sign and putting up a new wall sign. The wall sign was halo illuminated. The pylon sign would be internally illuminated. They could not get a good survey of the sign at present due to the rental banner that was wrapped around it. If the fluorescent bulbs were in good condition, they would leave them, but if not they would replace the bulbs with LED strips.

Bryce Gibson asked about the wall mounted sign. He asked which part of it was illuminated. Ms. Becker replied that the outer oval red ring was illuminated, and the letters were as well. He then asked if the pylon sign was cropped on purpose and she answered it was typical of Jersey Mike’s to have their sign that way. Mr. Gibson asked if there was any proposed signage for the exit and entryway, and there was not.

Jeremy Rosenberger, Planning Director, gave some history of the property’s parking lot to the board members. Previously this board has spurred a discussion with the property owner regarding landscaping for the parking lot. The owner then went to the Planning Board to get approval for some landscaping improvements.

The awning color was one of the approved navy-blue color. The other colors were standard corporate for the Jersey Mike’s.

Christine Perc asked if she had ever seen a pylon structure like this one ever wrapped to make it more modern. Ms. Becker said that they had not been asked by the client to do that, but they had done it and were capable of it. The material used was usually aluminum. Her only concern would be if it blocked any traffic views by wrapping it. Chairman Gibson and Mr. Haven agreed that would be beneficial. He felt that any improvement to the pylon would be appreciated. Ms. Becker will tell the applicant.

A motion was made by Steve Davey to approve the wall sign and pylon sign with the recommendation to clean up the landscaping beneath the pylon and consider wrapping the pylon sign as well. A second to the motion was made by Christine Perc, and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

**222 Ames Street – Norfolk & Dedham Insurance Company**

*Demolish existing office building and construct three (3) story office building*

John Connolly of Hinckley and Jeff Tomkins of SGA architects were both on the video call for the Applicant, Norfolk and Dedham Insurance Company. The Norfolk and Dedham Headquarters Building project plans to demolish the existing building and construct a new 3 story building on the same footprint of the existing building. The new headquarters building will be +/- 51,700 GSF. The Headquarters building will consist of a brick facade with cast stone accents. The existing site will be improved with new landscaping and outdoor amenity areas for the N&D staff.

The Applicant had been before the Planning Board already and were currently in the final stages towards approval of the project. A peer review had been completed. They were not seeking any waivers from the Zoning requirements.

Jeff Tomkins from SGA architects spoke to the design of the building. The applicant needs more conference space and more space for the staff. They also wished to include more light into the new building. They had considered renovating the existing building however there were too many changes and it made more sense to build a new structure. They would be using the same red brick as before, and also introducing a new architectural cast. They wanted to maintain the landscaping as much as possible. They were installing an outdoor patio for employees, and there would be a garage with spaces underneath. Mr. Tomkins gave a detailed explanation of the project, materials, and floor plans.

Chairman Gibson stated that he appreciated the effort to maintain the landscaping at the building. He felt they struck a nice balance of traditional and modern.

Steve Davey agreed with the Chairman, as did Christine Pereg. She did ask what was remaining of the building and the answer was nothing. They were taking it down to the ground and starting over. They were intending to reuse some of the retaining walls. Ms. Pereg then asked what material was concealing the mechanicals on the roof. It was a metal louver material that would match the window metal. The color was not determined yet as they were trying to make it a lighter grey, but it may need to be darker to conceal the mechanicals.

John Haven asked about the landscaping and made some recommendations. Off to the right where there was a fence perhaps having some taller plantings there. He also wondered if there was any opportunity to add additional greenspace where some of the parking lot was proposed. The applicant answered that could be considered, as well as softer materials being considered.

John Haven made a motion to approve the proposal as presented with the recommendation to add some taller plantings to the right of the facade and some additional landscaping measures at the entrance. A second to the motion was made by Steve Davey and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

**725 Providence Highway-Federal Realty Investment Trust/Arrowstreet Inc.**  
*Proposed exterior façade and site improvements*

Mark Hebert of Federal Realty Trust was on the video call for the Applicant. He was joined by colleagues Sean Selby and Claudette L’Huiller from Arrowstreet Architects, landscape architect, Ian Ramey from Copley Wolfe, and Zach Richards from Bohler Engineering.

Sean Selby gave a detailed overview of the proposal.

The Dedham Plaza redevelopment project consists of updates to an existing in-line, double-sided, two level shopping center originally constructed in 1959. The overall project goals are to create a “sense of place”, enhance the shoppers’ experience, and connect front and back plaza while maintaining almost all of the existing building’s infrastructure.

The Route 1 / Boston Providence Highway scope includes:

- Renovation of the current covered walkway while keeping the complete length of the existing structure and all structural columns.
- Selective demolition of upper truss canopy structure at two (2) areas. The former 1959 flat roof canopy will remain throughout except at on central section of the passageway “Connector”. Refer to the elevations/plans/canopy section drawings for “Zone 2”.
- Materials/canopy re-cladding (standard roofing details + finishes) over existing canopy front slope and sign band only. No new materials for rear sloping portion (roof-facing) of existing canopy.
- All existing storefront/retailer signage to be removed and preserved during canopy renovation and then replaced per former signage guidelines and approvals.
- Selective walkway structural demo will be needed for 100’ +/- length at the new central passageway “Connector”.

Route 1A / Washington Street scope includes:

- Renovation to the current covered walkway fascia to re-clad the full length of the upper facade.
- Update two walkway entry points with a new feature element.
- Repaint the existing CMU walls where no new feature entry constructed.
- All existing storefront/retailer signage to be removed for canopy renovation and replaced per former signage guidelines and approvals.

Central “Connector” Passageway scope includes:

- Construction of new +/-100’ long central gable roof pavilion on Providence Highway side; New +/-50’ long gable roof pavilion at lower level on Washington Street side. Selective interior corridor ceiling demo and new interior finishes only.

- Reconfiguration of upper to lower level connecting stairway and location of new two-stop passenger elevator.
  - New conforming signage above both plaza entries.
- Site improvement scope includes:
- Parking upgrades at central “Connector”.
  - Landscape and planting upgrades along drive pathways.

Chairman Gibson was appreciative of the thorough presentation. He asked if the corridor was being widened or was it just highlighted more? It was being widened. He then asked about tenant signage. Over time the existing signs would be taken down, but some of them have to remain if tenants were remaining, which would make a blend for a while. Chairman Gibson was concerned about the this, about the blending of materials.

Claudette L’Huiller gave a presentation of the materials. She had constructed a palette of possibilities, but they were not set yet. It would depend on specific tenants. Bryce Gibson asked if the connector would be brushed concrete. The center section where the connector was would be new surface material, the rest of the paving would be cleaned and upgraded on the surface. He also asked if there was any additional way finding. There would be a directional although it was not on the plans.

Steve Davey commented on the parking lot. He felt it was treacherous and would like to see improvements. He felt the Panera next to the street was an improvement and he wondered if there was anything considered for the other side. He liked the connector in the middle that was proposed. A discussion ensued as to the parking lot and wayfinding. Jeremy Rosenberger stated that the site did have a waiver for parking.

The Applicant would be back at a later date with a more detailed sign package proposal.

A motion was made by Christine Perc to approve the center promenade as presented with the materials that were shown to the board, as well as the upgrades to the parking lot and landscape changes with the request for additional renderings to be brought back to the board when the applicant is ready, and the recommendation that some wayfinding signage be added. The motion was seconded by Steve Davey and a roll call vote was taken.

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

The motion passed unanimously 4-0 with the recommendations.

**Update from Planning Director**

Jeremy Rosenberger, Planning Director, stated that the consultant for the sign code study would be at the next meeting on December 2, 2020 to update them as to their findings.

## Minutes

A motion was made by Christine Perc to approve the minutes of August 5, 2020. The motion was seconded by Steve Davey and a roll call vote was taken.

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

The motion passed unanimously 4-0.

A motion was made by Steve Davey to adjourn the meeting. The motion was seconded by John Haven, and a roll call vote was taken.

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

The motion passed unanimously 4-0. The meeting was adjourned at 9:32 p.m.