

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, May 5, 2021

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 **May 5, 2021** 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.
- 3.

The meeting began virtually at 7:07 pm on May 7, 2021. 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
- Steve Davey
- Bryce Gibson, Chairman

820 Providence Highway – Bed, Bath & Beyond

Proposed updates to front façade.

Raven Migliaccio was in attendance on the video call representing the application. Bed, Bath & Beyond were proposing a façade update. This included blue around the entry and a new wood panel around the glazing. They will take the signage down to do the painting and then reinstall the exact same sign in the exact same location.

They also were going to update the pylon signage. The size and illumination of the sign would be the exact same, they were only replacing it with a different color background.

Bryce Gibson commented that he likes the upgrade.

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

Steve Davey – yes

Christine Perc – yes

Bryce Gibson – yes

The motion passed unanimously, 3-0.

There was an issue with the technology which required 322-326 Washington Street to be taken out of order from the agenda.

322-326 Washington Street – Needham Bank/Back Bay Sign

Five (5) illuminated wall signs and one (1) illuminated projecting sign, totaling 191 sq. ft.

Jason Parillo of Back Bay Sign was on the video call for the application. They had six (6) signs as part of the proposal. They were a combination of channel letters, logos, a time and temperature sign, etc. They were internally illuminated signs, which he was aware did need approval from the Zoning Board of Appeals. Mr. Parillo gave an overview of each sign and location.

The time and temperature sign would only show the time and temperature, it would not flash or be animated, or used for any additional purpose.

Bryce Gibson asked about the renderings, they looked different from the past ones they were presented. Jeremy Rosenberger, Planning Director, thought it was just the renderings, and he knew there had not been changes to the plans.

Mr. Gibson stated that he felt there was a lot of signage for a small building, causing the façade to look too busy.

Christine Perec asked about the color scheme. Jeremy Rosenberger thought it might just be the rendering that was confusing the board. He shared his screen to show a more accurate representation of the colors. Mr. Gibson said that based on Jeremy's rendering he felt the signs looked much better, however he still had some concerns about it being too busy.

Steve Davey asked the applicant to run through the six (6) proposed signs again. The Applicant did. He did not feel the signage was too much for the building because there were cars coming from all directions, so the signage on each side was necessary.

Steve Davey made a motion to accept the proposal as shown. The motion was seconded by Christine Perec, and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

25-47 Cottage Circle - Charlesbend Homeowners Association

13 sq. ft. free standing sign

Sarah Mahoney was on the video call to represent the application. She explained the condominium association would like to erect a small sign at the end of their private road with the association's name, and the words "private way". The sign would be constructed of wood, and would be painted white with black lettering, and a green border. The sign itself would not be lighted but they would like to use a solar powered ground light to show it.

Bryce Gibson suggested that it might look nice with a little bit of landscaping around the bottom of the sign. Mrs. Mahoney agreed and said they were thinking of putting small plantings around the base.

Steve Davey felt the sign may be redundant since there was a street sign already there. Mrs. Mahoney explained that the sign read "Cottage Circle" but the condominium name was "Charlesbend", therefore they wished to erect a new sign.

Mr. Gibson asked Jeremy Rosenberger about the sign code for this proposal. Mr. Rosenberger explained that they were allowed an allotment to erect a sign as long as it was five (5) feet off the property line.

Christine Perc stated that she liked the sign, and she appreciated the use of wood as the material to blend with the surroundings.

A discussion ensued as to the necessity of the words “private way” on the sign, and if it was necessary.

A motion was made by Christine Perc to approve the sign with the recommendation that it highlighted the word “Charlesbend”, and either removed or reduced in size the words “private way”. The motion was seconded by Steve Davey, and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

300 Providence Highway – OCW Retail (Dedham Mall)

Proposed 438.12 sq. ft. illuminated multi-tenant directory wall sign

Kelli Burke, Senior Vice President for the Wilder Companies was in attendance on the video call for the applicant. She explained they would like to install wayfinding signs for the mall for directional purposes. The sign met all codes and the mall was still way under in allowable signage per a square foot for the Highway Business zoning district.

Bryce Gibson had questions as to the additional signs, he did not feel they were particularly helpful for wayfinding purposes. Steve Davey agreed with him, although he liked the idea of more wayfinding. He recommended moving it to a different location.

Steve Davey recommended coming back with a new proposal.

The board voted to reject the proposal as presented, and made the following recommendations:

- 1) Business signs be added to the existing pylon.
- 2) The existing pylon’s size and location be reconsidered.

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

The motion to reject the proposal (with recommendations) passed unanimously, 3-0.

16 Milton Street – Motherbrook Realty Trust

Proposed 12 sq. ft. free standing sign.

Antonia Reda was on the video call to represent the proposal. He explained they wished to erect a pylon sign on the ground floor for the tenants. There was to be no lighting on the sign at this time. The board had some questions as to the material being used, and the color chosen for the sign. Steve Davey mentioned that he would like if the posts for the sign were granite in order to keep with the neighboring signs.

A motion was made by Steve Davey to approve the proposal as presented, with the recommendations that 1) the signpost be made of granite, and 2) the sign be in black or grey, not the blue presented, and 3) they would consider less empty slots on the pylon when there were vacancies. The motion was seconded by Christine Pereg, and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

Reorganization

Reorganization of the board was discussed. Steve Davey nominated Christine Pereg as the new Chairperson. Bryce Gibson seconded the motion and all were in favor.

Bryce Gibson nominated Steve Davey to be Vice Chair. The nomination was seconded by Christine Pereg, and all were in favor.

The new Chairperson was Christine Pereg, and the new Vice Chair was Steve Davey.

Sign Code

Jeremy Rosenberger gave an update on the sign code. He said they were very close to a draft to present to the board. The report is completed, they are just waiting for the Town's counsel to go over some of the legal edits. They were also working on a community meeting for the sign code in June.

Minutes

The minutes were postponed until the next meeting since John Haven was not at the meeting.

Adjournment

Bryce Gibson made a motion to adjourn the meeting, Steve Davey seconded it, and all agreed. The meeting was adjourned at 8:15 pm.