

Steven Davey, Chair
John Haven, RLA, ASLA, Vice Chair
Paul J. Corey
Bryce Gibson

Richard J. McCarthy, Jr.
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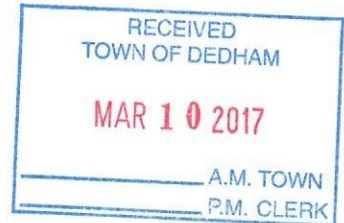


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TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW ADVISORY BOARD MINUTES
Wednesday, December 7, 2016, 7 p.m., Lower Conference Room



Present: Steven Davey, Chair
John Haven, RLA, ASLA, Vice Chair
Paul Corey
Bryce Gibson
Richard J. McCarthy, Jr., Planning Director

Mr. Davey called the meeting to order at 7:10 p.m. The plans, documents, studies, etc. referred to are incorporated as part of the public record and are on file in the Planning and Zoning office.

Applicant:	Ella's Gas
Project Address:	22 Bridge Street, Dedham, MA
Case # and Zoning District:	DRAB-11-16-2166, General Business
Property Owner/Address:	Elie Lakkis, 97 New Haven Street, West Roxbury, MA
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Renderings of proposed signage• Petition statement• Site plan prepared by Vineyard Engineering and Environmental Services, Inc., 400 West Cummins Park, Suite 4800, Woburn, MA 01801
Representatives	<ul style="list-style-type: none">• Bob Thompson, Jim Did It Signs and Awnings, 10 Draper Street, Unit 11, Woburn, MA 01801• Elie Lakkis, Owner of Ella's Gas

Mr. McCarthy provided a background on the property. The applicant is seeking recommendation of signage for his gas station. It had been closed for about a year-and-a-half, and just re-opened two weeks ago. An initial application was revised to reduce the amount of signage, but he will be going to the Zoning Board of Appeals on December 14, 2016, for waivers from the Sign Code:

- Total amount of signage
- Height of existing free-standing sign
- Internal illumination of free-standing sign
- Side setback for free-standing sign

The Board reviewed the photographs submitted in a revised application dated December 5, 2016. The canopy will have individual 1" deep Plexiglas letters mounted directly on the canopy on three sides totaling 8.78 square feet, which is less than 10% of the background of the canopy. The free-standing sign will be 20 feet tall instead of the allowed 8' above ground, requiring a waiver from the ZBA. A variance for side yard setback will be needed since the free-standing sign will be 3'6" from the sideline instead of the required 5 feet. The ID sign and price sign on the pole will be internally illuminated, also requiring a waiver from the Sign Code. The total amount of sign area including window signs will be 135.84 square feet instead of the allowed 136 square feet. The building has already been repainted.

Mr. Corey said the wall signs that are proposed are considered roof signs and are therefore not allowed, although Mr. McCarthy was not sure. Building Commissioner Ken Cimeno had reviewed the application and had not mentioned anything about it. According to the Sign Code, a roof sign is "a sign which is located above, or projected above, the lowest point of the eaves or the top of the parapet wall of any building, or which is painted on or fastened to the roof." A determination on this will need to be made. One wall sign is for vehicle inspections, and the other explains what services are provided. Mr. Corey asked if the free-standing sign had changeable letters. Mr. Thompson said these are digitally changed. Mr. McCarthy said the numbers can only change eight times a day and would need a variance if it changed more often. Mr. Gibson said that he understood that the free-standing sign had been externally illuminated with gooseneck lamps, which he thought would look better. Mr. Thompson said they would be using LED, which is more energy efficient. Mr. Davey said the gooseneck lamps would be more in line with the restaurant next door. Mr. Gibson said the individual letters on the canopy is an improvement over the originally submitted signage. These will not be illuminated. With regard to the two signs on what is considered the rooftop, Mr. Haven would prefer one sign centered over the two garage bays. Two separate signs is too cluttered. Mr. Davey said they are more of an advertisement than anything else.

After extensive discussion, Mr. Gibson moved to recommend all variances in terms of height of the sign and the location of the sign. All other signage was recommended with the exception of recommendations for the sign on the front wall/roof to be one sign, and for the Ella's Gas free-standing sign to be externally illuminated on the top and internally illuminated on the digital pricing. Mr. Corey seconded the motion. The vote was unanimous at 4-0. Mr. Haven seconded the motion. The vote was unanimous at 4-0. The applicant will return in January regarding the roof/wall sign determination.

Applicant:

Project Address:

Case # and Zoning District:

Property Owner/Address:

Sprint

865 Providence Highway, Dedham, MA

DRAB- 10-16-2157, RDO

865 Realty Ventures Nominee Trust and 875 Realty Ventures Nominee Trust, c/o Charles River Realty Group, P.O. Box 262, Norwood, MA 02062

Materials Submitted:

- DRAB application
- Elevations
- Site view (above, exterior front, exterior rear)
- Sign specifications

- Letter of Authorization from Justin Ferris, Dedham 865 Realty Ventures Nominee Trust

Representative:

Justin Ferris

This is a continuation from November 7, 2016, regarding new signage for Sprint. At the original visit, the tile used on the façade of the Sprint store was white. On site, the construction manager misread the plan and used a black tile and thought it should be applied to the whole building. Subsequently, all black tile was put on; the error was discovered when signage was reviewed with Sprint, who would have had to change all their lettering. The tenant approved it, but Mr. McCarthy recommended that he return to DRAB to review this change. He hopes that they will recommend keeping the black tile. The lettering will go from black to white as a result.

The Board reviewed the new pictures. Mr. Gibson thought it was a happy mistake, as the contrast against the other light stores is helpful. Mr. Corey and Mr. Haven agreed. Mr. Davey did not mind the color change, but he did not like the texture change from matte to high gloss. He had no problem with the color change. He asked if there is a way to sandblast it or something relatively inexpensive to dull the gloss, although it would probably not be even. Mr. Ferris said this was outside his expertise. Mr. Corey asked if awnings without end caps were recommended by DRAB, and Mr. McCarthy said they were. Mr. Ferris said they will still be yellow.

The façade on Redwing Shoes next to Starbucks was shown, and will be beige unless the Board has a different recommendation. It is currently just primed, and will be changed once the tenant comes in. Signage on the parking lot side has always been externally illuminated because it faces the neighborhood. They debated between gooseneck lighting and a base light that shines up, and they chose the base light. The Board was fine with this.

Mr. Corey moved to recommend the change from cream tile to black tile and the change in the color of the Sprint signage. Mr. Gibson seconded the motion. The vote was unanimous at 4-0.

Applicant:

Mother Brook Arts and Community Center

Project Address:

123 High Street, Dedham, MA

Case # and Zoning District:

DRAB-11-16-2163

Property Owner/Address:

Town of Dedham

Mr. McCarthy said the applicant received a notice from the Building Department to appear before DRAB because of a mural on the rear portion of the building, which is considered an exterior alteration. The Chairman of the Board of Directors and the Executive Director were unavailable for this meeting. The mural has been in place for a few months. The Town owns the building and Mother Brook Arts and Community Center leases it. There is no application or proposal from MBACC. It is located at the back of the building and cannot be seen from High Street, but there is a neighborhood that abuts it to the east.

Fred Johnson, Assistant Building Inspector, was present for this meeting, but spoke as an abutter living at 5 Pond Place. He said he has been extremely frustrated with the MBACC over the last four to five months, as have a couple of his neighbors on the street. Over the past four-and-a-half months, there was some construction in the back of the building. The parking lot was a disaster until this past Friday, when they finally cleaned up the trash. Well over two-and-

a-half months ago, the mural was painted on the back of the building without any visit to DRAB. He knows that DRAB is advisory, but it gives neighbors the opportunity to weigh in on the mural. He urged the Board to drive up and look at it. He has not spoken to the Jean Ford Webb, Executive Director of the MBACC, because there could be a conflict between his job as a building official and an abutter. James Sullivan, Assistant Building Inspector, has sent them letters, Mr. McCarthy has spoken to people, and Mr. Cimeno has visited them. Mother Brook Arts and Community Center has been extremely inconsiderate of the abutters. There are only four hours involved that can see the mural. He is speaking on behalf of two people who cannot attend every meeting. With the restaurant issue coming up, this can probably be resolved because, if they go for restaurant and site plan approval, there will be buffers, screening, and landscaping. He said he did not appreciate sitting on a deck that his landlord built for him, smoking his cigars, and looking at a dilapidated fence and "urban art" staring at him. Based on conversations that others have had with the Executive Director, the current mural is only part of a larger mural that they want to put up. He finds it amazing that a wireless carrier came in to DRAB and the Planning Board and put all their equipment on the ground and a stockade fence after going through all the effort as required to run the channel imitation brick up the back of the building to conceal the conduits, only to have the graffiti artists start spray-painting everything.

When Mother Brook Arts and Community Center comes back in, Mr. Johnson urged the Board to delay a recommendation, and respectfully requested that nothing else be painted on the building until the site issues for the restaurant are resolved with the Planning Board. There will be lighting, dumpsters, trash issues, etc., and it is the job of the Planning Board to protect the immediate abutters. When the area was re-zoned, the zoning for MBACC was changed, but they left his street as residential. As a former member of the Planning Board, he understood that these issues happen from time to time when commercial or institutional entities directly abut residential properties; these can be resolved. However, he thought it was extremely inconsiderate for them to leave all the trash outside for four months, and then they spray-painted the building without seeing DRAB or ask any questions. They arbitrarily allowed the artist full access to the back of the building. He said that if someone in the Town does not show these people up a bit, they will do whatever they want. No one knocked on abutters' doors and asked them what they wanted. Abutters should not have to go to the meetings to find out what they are doing. He understood about the construction, but they could have cleaned up. As far as the mural is concerned, abutters should have been consulted; no one came to see them.

In closing, Mr. Johnson respectfully requested that the Board ask them to stop, and tell them that the Board will consider what they can do to the outside of the building facing the abutting residential properties after they have finished with the Planning Board. He again asked the Board to drive down and look at the mural, and ask themselves if, as abutters, they would want to look at that.

Mr. Davey asked Mr. Johnson if he wanted them to stop what they are doing and leave things as they are for the short term. Mr. Johnson said he would like them to stop and come up with a plan for the whole back of the building that would be presented to DRAB and the Planning Board. This has been a piecemeal approach with no consideration for the immediate abutters. Mr. Davey said Mother Brook Arts and Community Center would be in at some point, and it is important for DRAB to understand. Mr. Johnson said he would be back at that time, but in the meantime, he would like them to stop.

Mr. Corey asked Mr. Johnson if this is an enforcement issue or a DRAB issue. Mr. Johnson said it is not an enforcement issue because DRAB is advisory. He said that members of the community need to stand up and speak, or Mother Brook Arts and Community Center will continue this. He understood that MBACC has its friends, but that does not mean that they should steamroll over the abutting properties in the back because they are able to do that. If DRAB gave it a negative recommendation, it would make a difference. The last four-and-a-half months have subjected the neighbors to a trash pit in the back. He has complained as an abutter. After a lot of work and phone calls from a lot of people in the Town Hall, a dumpster was finally put in last Friday. The only reason that happened was that, in theory, they were supposed to be at this meeting and at the Planning Board tomorrow night. He said that if they have these big plans, they should rip down the dilapidated chain link fence, put up a stockade fence, pine trees that will grow like the Zoning Bylaw requires, and stay on their own side of the fence. He said he should not have to sit there and watch the spray-painting while sitting on his deck, with more to come.

Mr. Haven asked if Mother Brook Arts and Community Center came before DRAB for the alterations on the back. He did not recall them ever being in front of the Board. Mr. Davey said they have not been before the Board for anything, including changing the front doors or putting up the addition. Mr. Johnson said they were not required to come in until the zoning was changed. *It was hard to understand part of this dictation because several people were talking at the same time.* Mr. Davey said that he was aware of these issues, knew there were a lot of complaints, and complained about it as well.

Mr. Johnson said that DRAB cannot stop MBACC because it is only advisory, but if they give a negative recommendation and they continue, he can hold them accountable. If a favorable recommendation is given without at least some concern from the neighbors, he would be ashamed not to be here. Mr. Davey said they need to respect the process, and put up a fence, pine trees, etc. Mr. Johnson said they will likely be required to do that if they go for a restaurant. No one knows that the finished mural is going to look like because they are not following the process. If they get a negative recommendation but continue to do it, it does not say much for them. Someone needs to be held accountable.

Applicant:	McGolf
Project Address:	150 Bridge Street, Dedham, MA
Case # and Zoning District:	DRAB-11-16-2171 , General Residence
Property Owner/Address:	Eric McInerney, 150 Bridge Street, Dedham, MA Representative from sign company
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Renderings of proposed signage• Photographs of existing conditions• Specifications for signage

Mr. McInerney brought in a sample of the material for the proposed wall sign at the hitting bay. He is trying to modernize the appearance so he can provide lessons by using a simulator. He wants to put a sign above the door in the material that he brought in. It would be LED illuminated and made of polished stainless steel in reverse halo lit channel letters. There are no other signs on the building, although there is a free-standing sign on the side of the building.

The wording on this will be changed. His brother used it for his golfing academy, but he will be moving to Natick. This sign has not even been discussed yet. The door will be changed to a glass, commercial-looking door, and will not have signage. Mr. McCarthy said he may need to obtain a waiver from the Zoning Board of Appeals for the sign because it is in Single Residence B and it is larger than four square feet. He will confirm this with Mr. Cimeno. Mr. McInerney said they are supposed to have a grand opening in February. In the meantime, he could put up a temporary banner sign. He can obtain a permit for this from the Building Department. The applicant did not think he would do a banner. Mr. Gibson asked if he had considered putting the sign in the right above the door, making "McGolf" larger and "Swing-Lab" smaller underneath it. Mr. McInerney said his sign designer chose the location. If he cannot get a waiver and this is his only option, he would consider that. **Discussion could not be understood because there were four people talking and laughing at the same time.** Discussion then turned to the color of the building, which was just re-caulked and repainted. The Board suggested that the building be repainted to match an abutting McGolf building.

Mr. Corey moved to recommend the signage as presented with the proviso that, if the applicant returns with another design, the Board would reconsider and potentially reconsider the signage. Mr. Corey also moved to recommend the change in the two doors to commercial-looking doors. Mr. Gibson seconded the motions. The vote was unanimous at 4-0. Mr. McCarthy said this approval is not binding if the applicant needs a waiver. He will check with Mr. Cimeno.

After the meeting, the Board discussed allowance for signage in a residential neighborhood. Mr. McInerney is able to use the frontage on the golf property. Mr. Corey asked why he is going for a variance if the abutting building is in the same zone as McGolf. Mr. McCarthy said there is no allowance for a commercial sign in SRB. Mr. Corey said it is a separate piece of property and has its own lot line. Mr. Gibson said that either way, the Board's recommendation will be okay. Mr. McCarthy explained this, and said he would look into it.

Old/New Business

Schedule for 2017: There was an error on the date for the September meeting. This will be corrected to September 6th. Mr. Corey moved to approve the schedule, seconded by Mr. Gibson, voted unanimously 4-0.

Review Sleep Number Sign and Lighting: The applicant wants to increase the size of the sign. They will not have the arrows on the door. They will still be within the allowable signage. If the new lighting submittal is considered gooseneck, then it should be okay. The Board discussed this at length, with Mr. McCarthy providing a rendering of the lamp.

Recap of East Dedham Square Guidelines: The meeting on 11/30/16 had good attendance and participation. One issue was that the presentation did not get across what design guidelines are and their purpose. It was also felt to be an "Urban Renewal 2.0 plan." This sidetracked the presentation. Mr. McCarthy feels that it would be relevant to have an open view presentation on the design guidelines and their spectrum, i.e., how far you can go or not go. This gives people a better sense of it. There were questions such as "do I have to do it if I don't want to?" He will talk with John Sisson about putting something together to assist the people in understanding. Mr. Sisson's idea of getting more community input is for the community to say what has weight in that the community has agreed that this is what they would like to see. Developers can ignore it or use it, although they have to be within reasonable proximity to the

Design Guidelines. Mr. Davey thinks they are much more likely to get approval and the process should be smoother should they adhere to what the community likes. Developers want something to “bounce off of.”

Mr. McCarthy said there could be some zoning changes from this, but it could end up being a better relationship between the permitting process and what comes of it. He wondered if there could be a way for a Board member to vet things to see if there is significance that the Board needs to review. This would be a filter who could say what is of significance and whether to weigh in on it. Mr. Davey thought this happened ad hoc right now. Mr. McCarthy said it would be better to have a member as a filter. This was discussed. According to the Design Guidelines, there would probably be some code changes that could potentially be changed. The Board discussed possible zoning amendments. The other aspect is there is one potential building proposal, but the whole issue of height may be affected by a design issue that may improve the design and be more acceptable to the neighbors. There are two factors: 1) the economics of the development, and 2) the 40' height requirement, yet some of the first floor issues may improve the whole look if they were taller. This was discussed in detail. Mr. Corey pointed out that the community wants to be a major part of the decision making. Mr. Davey said the Board would see if this happens. Mr. McCarthy said the goal is to have them come back and weigh in on it. The other homework assignment of the committee is to come up with a building design that could be considered. Mr. McCarthy will e-mail the presentation to the Board. Three buildings currently have proposals for mixed use.

350 Washington Street: With regard to Giorgio Petruzzello's building at 350 Washington Street, Mr. Davey asked if anyone thought it odd that he did not do the cornices gray like the rest of the back of the building. The Board agreed that it did not look right. Mr. Corey said he did the gray to break up the sameness of the look, but did not go far enough. Mr. Gibson said the intent was, like on the front of the building, to separate the verticality, but it is not doing that. Mr. Haven had not noticed it. Mr. Corey said the problem now is that he will not be able to re-EIFS but will have to paint instead. Mr. Corey said that if he does a nice line on the cornice, it will bring it out more. **Again, there were multiple people speaking at once so dictation could not be heard.** Mr. McCarthy sent the Board an e-mail on 10/5/16 with the color change rendering, but Mr. Haven was unable to see the attachment.

Riverside Office Park, 280 Bridge Street (windows): In the back building, where the visiting nurses and Little Sprouts are, the landlord installed two new windows. The Board thought it looked fine. Mr. McCarthy was not sure what the frame is, and Mr. Corey said it probably did not make any difference. He said that as long as the trim matched the existing trim, it was fine. Mr. Corey moved to recommend the windows, seconded by Mr. Gibson, voted unanimously 4-0.

Review of Minutes:

- October 5, 2016:

350 Washington Street – the last sentence should read “The Board reviewed and advised on various changes to the design.” The Board discussed speaking to Mr. Petruzzello's father regarding **unintelligible because of multiple conversations taking place.** Mr. Davey said that in order to achieve what he is trying to achieve, Mr. Petruzzello needs to do the whole thing. Mr. Gibson agreed that this would probably be best. He said the Board approved it originally, but the second is better than what is

there. Mr. Corey said he was the one who came back to the Board and his father or someone said something should be done in the back of the building. He did not see any reason why the same person could not come back to the Board and be told to finish the job. The Board can talk to him and suggest that it does not look finished. Mr. Gibson said it was his opinion that what he was trying to achieve was to segment the building vertically. To do that, all of it would be gray up to the cornice. What is existing is that neither the top cornice nor the middle one is gray; just the flat portions are gray. If the Board was going to talk with him to make any changes, it should say that it is not as presented. Mr. Gibson went one step further by saying that, if he was going to paint it, he should do the top one. Mr. Davey said it is a conversation just to achieve what he is trying to achieve. Mr. McCarthy will talk with him about that. Mr. Davey said that the way it is now is not as shown.

360 Washington Street – Mr. Haven’s only comment was the last sentence (“The Board reviewed and recommended the building.”). He wanted to change it to “The Board reviewed and suggested various changes to the design, with which he was acceptable.” The Board did not recommend the building, which will be mixed use. The applicant is coming back to the Board. He has not yet gone to the Planning Board. Mr. McCarthy said he is waiting for the traffic report before he can file the application.

Mr. Corey moved approval of the October meeting with the changes as noted by Mr. Haven. Mr. Haven seconded the motion. The vote was unanimous at 4-0.

- September 6, 2016:

Mr. Corey moved approval of the September minutes, seconded by Mr. Haven, voted unanimously 4-0.

Doctors Express: Mr. McCarthy informed the Board that Doctors Express will need to go to the Zoning Board of Appeals for a waiver from the Sign Code. They received waivers previously, but it was not “generally waived.” The exhibit was that sign as it was previously requested, but they need to go to the ZBA.

Mother Brook: Mr. Haven said that Mother Brook is coming in to the Board because it is considered a change to the façade. He asked about the mural, which is like the one that was painted on Tedeschi’s and which the Board did not review. Mr. McCarthy said it will have to come before the Board, and Tedeschi’s has to come in retroactively. Mr. Corey said this is why he asked Fred Johnson of the Building Department about the enforcement issue. He said the precedent has been set. ***Again, there were multiple people speaking and laughing at the same time, so dictation could not be heard.***

Mr. Corey moved to adjourn, seconded by Mr. Gibson, and voted unanimously 4-0.

Respectfully submitted,



Steven Davey, Chair