

TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS



Dedham Town Hall
450 Washington Street
Dedham, MA 02026
Phone 781-751-9240

Planning Director
Jeremy Rosenberger

Assistant Town Planner
Michelle Tinger

Design Review Advisory Board

Christine M. Perc, Chair
Steven R. Davey, Vice Chair
John C. Haven, RLA, ASLA
Bryce M. Gibson

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

April 6, 2022, 7:00 pm

Virtual Meeting Via Teleconference and Telephone

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

Staff: Jeremy Rosenberger, Planning Director
Michelle Tinger, Community Engagement
Jennifer Doherty, Administrative Assistant

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 **April 6, 2022**, as 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 several 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 Chair Christine Perc called the meeting to order and asked for a roll call of participants on the video meeting:

- Bryce Gibson
- John Haven
- Christine Perc

888 Providence Highway – Jason Perillo c/o Linear Retail

Two (2), 50 sq. ft., internally illuminated wall signs and two (2) free standing sign tenant panels for tenant Loyal Companion.

Jason Perillo was on the call representing Loyal Companion, presenting a proposal for two 50 square foot mounted wall signs and two free-standing pylon signs. The wall signs had the company’s logo and the words “The Pet Wellness Store,” while the pylon signs had the company’s name, “Loyal Companion.”

Christine liked how the blue of the signs matched well with the Sherwin Williams sign on the same building.

John asked why the font of the pylon sign was not the same as the wall sign. It seemed confusing to have two different fonts, and the addition of a third feature (the logo) made the marketing of the property seem even more confusing.

John Kollim, head of real estate for Loyal Companion, was promoted on the video call and responded that the wording “The Pet Wellness Store” is part of the company’s new branding. The company’s name was not yet trademarked in this new font.

Bryce asked if there was a possibility to add the company logo to the pylon sign, so the branding on the property was more consistent.

A motion was made by John Haven to approve the building mounted sign as shown. The applicant will decide if they would like to come back to present a revision on the pylon sign, the recommendation of the board being that the pylon sign font should match the wall sign and/or that it could include the company’s logo. The motion was seconded by Bryce Gibson and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

725 Providence Highway - Federal Realty Investment (Dedham Plaza)

Proposed exterior façade improvements.

Mark Herbert, Vice President of Development, and Rick Cataffa, Senior Director of Design, were on the call representing Federal Realty Investment Trust.

Mark began by going over the general project. The Dedham Plaza building is in significant need of aesthetic improvements, and the plan going forward is to emphasize the anchor tenants: Planet Fitness on one end, and a tenant to be determined on the other end. Both anchors will have a redesigned façade that will allow the units to stand out in the building. Rather than keeping a steady façade design throughout as is currently the case, the proposal will break up the monotony by changing materials every few units, to give the building a more pleasant and walkable aesthetic. Since the signs of the current tenants vary widely in shape and color, the building will have a dark roof and neutral wood tones, to keep the aesthetic as conventional as possible.

Rick added that the long corridor will be broken up with different heights, patterns, and signage types, and the area that contains the passageway to the lower side of the building will be entirely redone with a new roof that is meant to be striking from the building's entrance on Providence Highway. Landscaping is to be determined.

Christine liked the neutral palette and said the design is on the right track. She agreed it was right to break up the long corridor feel of the building. She raised questions about the use of the passageway area, to which Rick responded that a future tenant would be able to have an entrance in this area, but the current tenants have entrances facing the parking lot.

Steve liked the differing elevations of the units in the proposal, and that it was designed with flexibility in mind for future tenants. He asked about a pitched roof, to which Rick responded that the team had tried this in renderings, but it looked odd due to the size of the facades.

Bryce had issues with the color tones and the odd vertical design in some places of the building. Rick mentioned that the colors were chosen to minimize contrast with a wide variety of tenant signage in mind.

John felt the amount of composite wood material was a lot. He felt it would feel dated in 10 years. He noted how the roof is the building's only true dark element, and suggested more dark columns and less wood ones, instead of most columns being wood with only a few in dark colors as is currently proposed.

The discussion of the proposed façade improvements to Dedham Plaza will be continued at next month's meeting.

270-290 Bussey Street – Dela Plaza East, Inc.

Proposed exterior façade improvements.

Doug Annino, architect with Annino Associates was on the call representing the applicants. Mr. Annino presented the plan which would remove the building's current stucco look in favor of a dark grey color scheme.

Christine felt the cooler colors do not seem to tie in with the existing brick. She asked about landscaping and the much-needed parking lot improvements, to which Planning Director Jeremy Rosenberger responded that this was an active process with the Planning Board. She was curious to see the potential sign package that would go along with the proposed renovations.

Steve echoed concerns about pedestrian friendliness and that the parking lot needs significant improvements. He felt the proposal does not go far enough to improve the site. A proposal should ideally eliminate the strip mall feel to make it feel friendlier to small businesses.

Bryce felt the renovations were not significant enough, but it was also hard to tell with only the elevation pictures. He was interested in seeing more accurate color schemes in a rendering, and more information about signage.

John liked the color scheme but echoed others calling for a more accurate rendering.

Christine made a motion to continue the discussion at next month's meeting when the sign package, a more detailed rendering, and potentially a new color scheme options could be presented.

700 Washington Street – Petruzzello Properties, LLC

Proposed exterior façade improvements.

Giorgio Petruzzello was on the call representing his application. The small office building can hold two tenants, and Mr. Petruzzello proposes new windows and doors and siding improvements (painted brick, white wooden panels, and two parapets on the roof to eliminate the flat roof look).

Christine felt the proposal was a welcome improvement, although a bit ornamental for such a small building, and asked about signage and landscaping. Mr. Petruzzello responded that he would submit another application with signage and landscaping features when these details were finalized.

Steve asked for clarification about signage. The existing monument sign will be upgraded, and there will be a sign for one of the tenants on the entryway awning.

Bryce appreciated the updates but felt the parapets were not necessary. Why not just give existing brick a paint job and emphasize landscaping?

John would appreciate a simpler design as well and asked if there could be more brick above and/or below the windows.

The Board agreed with Mr. Petruzzello's suggestion that he increase the size of the windows, reducing the wood panels to just one under the front windows instead of two.

John Haven made a motion to approve the design as presented with recommendations that the applicant increase size of windows to reduce white paneling below, and potential to reduce ornamentation. Applicant will come back with landscaping and sign package designs, including the awning. The motion was seconded by Steve Davey.

Steve Davey – yes
Bryce Gibson – no
John Haven – yes
Christine Perc – yes

The motion passed, 3-1.

DRAB Re-Organization

Discussion and/or approval of new Chair and Vice Chair

Bryce made a motion for Steve Davey to be the Board's new chair and John Haven as Vice Chair. This was seconded by Christine and the motion passed unanimously.

Meeting Minutes

Review and approval of February 2, 2022 and March 2, 2022 meeting minutes

The review and approval of minutes from February and March was tabled to the May meeting. Bryce asked for staff to add a detail about the 725 Providence Highway portion of the March minutes.

Old Business/New Business

Planning Director Jeremy Rosenberger mentioned that the option for virtual meetings is ending in July, and while it will be possible to have one or two members join in virtually, an in-person quorum will become necessary again.

A motion was made by Chair Steve Davey to adjourn the meeting at 9:25pm.