

TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS



Design Review Advisory Board

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

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Planning Director
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**DESIGN REVIEW ADVISORY BOARD
MINUTES**

May 4, 2022, 7:00 pm

Virtual Meeting Via Teleconference and Telephone

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

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 **May 4, 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 Steve Davey called the meeting to order and asked for a roll call of participants on the video meeting:

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

270-290 Bussey Street – Dela Plaza East, Inc. (Continued from 4/6/22)

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 (a slightly lighter shade of grey as originally presented).

Bryce Gibson echoed his previous comments that the rendering made it hard to see the color but felt that this plan was a welcome improvement from the current site if this is the proposal that the property owners were set on.

Christine Perc seconded Bryce's comment and added that as much landscaping as possible would be welcome.

John asked about the dormer over the Dedham Savings storefront, which did not appear to be centered to the door. Mr. Annino said that currently the peak was centered over a column but that centering it over the door would make more sense.

Steve Davey asked about the landscaping in the left front corner of the lot, which currently has some plantings and a tree at the corner of the fire station lot. Mr. Annino said that the proposed plantings would add on this current landscaping. Steve recommended the final landscaping plan be presented to the Board since they can provide expert advice on the proposal.

A motion was made by Christine Perc to accept the proposal as presented, with the recommendation to come back before the Board with the landscaping plan and to center the peak over Dedham Savings Bank. The applicant is planning to return before the Board to present the sign package. The motion was seconded by Bryce Gibson and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

725 Providence Highway – Federal Realty Investment Trust (Dedham Plaza) (Continued from 4/6/22)

Proposed exterior façade improvements.

Corey Carreiro, designer with Harrison French and Associates (HFA) was present on the call representing Federal Realty Investment Trust. Mark Hebert, Vice President of Development for Federal Realty was also present.

Mr. Carreiro presented an updated version of the proposal to update the Dedham Plaza site. The columns were strengthened at the anchor tenant spaces on the far ends of the property, instead of removing the wrapping for the anchor spaces and adding them to the interior tenants. The use of wood was minimized to just several pop-out spaces along the façade which would make the interior tenant spaces look more open and welcoming. A light blue accent band was added to the proposal which would be placed underneath the signs along the façade. A new wood aesthetic was presented at one pop-out location which would better break up the monotony of the covered walkway. The new proposal added more plantings. The side of the large canopy near the center of the property was changed from wood to brick, and the top of the canopy was changed from metal to wood. The proposal included adding artwork and a mural honoring Dedham's historic Mother Brook. Mr. Hebert added that most of these updates came directly from suggestions from the Board last month.

Christine felt that the plans were much improved. She especially appreciated that the design of the columns was flipped to strengthen the end columns and to keep the interior tenants' columns exposed. John echoed these thoughts that it was a great improvement. Bryce also agreed that the proposal was an improvement but felt that light blue was a strange choice for the façade's accent band. He suggested a wooden tone or another color more in line with the color palate of the rest of the design.

Steve asked the applicants to consider raised beds instead of just landscaping at ground level. Mark Hebert mentioned that the landscaping was in its early stages and the current beds as shown were merely placeholders. Steve added that the Mother Brook mural might be strange since it is on the other side of Dedham and suggested using Dedham Pottery as an alternative historical motif.

A motion was made by John Haven to improve the exterior facades as presented. The motion was seconded, and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

612 High Street – Dedham Historical Society

New 7.5 ft. tall, 17.5 sq. ft. non-illuminated freestanding sign

Johanna McBrien, Executive Director of the Dedham Museum & Archive (previously the Dedham Historical Society), was present on the call. As part of their re-branding effort, the Museum seeks to add a kiosk to their front lawn to promote their offerings and events. They seek a waiver of required setback for the sign, from 5 feet to 3 feet. As this was not part of the original application or advertisement, the Board cannot vote on this portion of the proposal tonight but could still vote on the design of the sign.

John asked for clarification about the materials of the sign. It would be resin with acrylic sleeves for posters and the metal poles could be exposed or wrapped around. John liked the idea of the exposed poles if they matched the handrails on the building's front steps.

Bryce also liked the idea of the exposed metal poles and asked if anyone at the Museum had considered a brick landing under the sign. Ms. McBrien explained that this could only be possible if a pathway was made to the sign since the grass is on a grade and it could be dangerous for pedestrians to try to walk near the sign. Bryce also asked if the sign facing the street had been considered, and Johanna explained that the side position of the sign would allow the Museum to showcase four items instead of two.

Christine asked if the Museum had considered a different placement of the sign on the lawn. The current proposal would make the most sense as it would be most accessible to the public and to the future park next door, Johanna explained.

Steve asked if the posters that went in the signs will be able to be read from several feet away and hoped there would be no empty spaces in the sign. Johanna explained that they would try to make the signs as accessible as possible and that there would likely never be an empty spot on the sign as many of the posters will be long-term and/or permanent. Steve also suggested eventually lighting up the sign and the exterior of the building.

A motion was made by Christine Percec to approve the signage as presented. The Board will wait to make a recommendation on the location of the sign until the frontage waiver is granted. The motion was seconded by John Haven and a roll call vote was taken.

Christine Percec – yes

Bryce Gibson – yes

John Haven – yes

Steve Davey – yes

The motion passed unanimously, 4-0.

578 High Street – T-Mobile/Dedham Community Theater

New 8.5 ft. tall, 100 sq. ft. wireless antenna enclosure

John Morrison of SBA Communications on behalf of T Mobile was present representing the application. Currently, there is an approximately 4.5-foot by 4.5-foot enclosure for the existing antennas on top of the Dedham Community Theater, and T Mobile is proposing adding three antennas which would require the enclosure to be extended to 10 feet in width (the height would be the same, perhaps only 2 inches taller). The enclosure is not visible from High Street but can be seen from Washington Street.

A motion was made by Bryce Gibson to recommend the proposal as presented. The motion was seconded by John Haven and a roll call vote was taken.

Christine Percec – yes

Bryce Gibson – yes

John Haven – yes

Steve Davey – yes

The motion passed unanimously, 4-0.

5 Bryant Street – Citizens Bank

New 25 sq. ft. illuminated monument sign, 27 sq. ft. and 15 sq. ft. illuminated walls signs

Heather Dudko was present representing Philadelphia Sign for Citizens Bank. The bank is proposing a new monument sign facing Bryant Street that will eventually be externally illuminated, and two wall signs on either side of the building that would replace existing signs. The bank is also redesigning the drive-up ATM area, but these signs do not need a sign permit.

Planning Director Jeremy Rosenberger mentioned that while the proposed monument sign has the required front setback, it currently only has 2.8 feet of side setback, less than the required 5 feet. This means the Board cannot vote on this portion of the proposal as a waiver was not part of the advertisement, so this will need to be voted on at the next meeting.

Christine mentioned that she had previously suggested a more “upscale” monument sign, perhaps with a metal or wooden frame. She also mentioned that she had previously requested the awnings to wrap around the sides as well instead of just the front. Heather had not heard about these suggestions, but she will go back to Philadelphia Sign to discuss the recommendations.

Steve suggested that the canopy over the front vestibule fully wrap around the window to the main building.

A motion was made by John Haven to approve the building mounted signage as shown with the recommendation that the awnings wrap around the sides. The motion was seconded by Bryce Gibson and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

95 Commerce Way – Signarama c/o Fazenda

New 30 sq. ft. non-illuminated wall sign

Justin Barclay of Signarama was present representing the application. The new 3-foot by 10-foot aluminum sign is in a similar style to other signs in the industrial park.

Bryce approved the sign if it went with the style of others in property. The Board was then showed pictures of the other signs on site.

Christine recommended that the sign be centered above the company's front door, but Justin said that there are wires and/or pipes that go up the exterior wall that would make this impossible.

A motion was made by Christine Percic to approve the signage as presented. The motion was seconded by Bryce Gibson and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

Meeting Minutes

A motion was made by Bryce Gibson to approve the minutes of February 2, 2022 and March 2, 2022. The motion was seconded by roll call vote was taken.

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

The motion passed unanimously, 4-0.

Old/New Business

Steve Davey asked about the process of applicants returning before the Board. Planning Director Jeremy Rosenberger explained that this requires mutual consent when it comes to updated design proposals and recommendations. However, if a sign waiver is needed the applicant would be required to return before the Board if a final vote has not been taken. The bylaw is unclear if an appearance before the Board is necessary if the applicant changes the design of the proposal, but many applicants have been cooperative with the Board and appreciative of their feedback.

The Board is required to meet in person starting in July.

A motion was made by Christine Perec to adjourn the meeting at 8:47pm. The motion was seconded by Bryce Gibson and the meeting was adjourned.