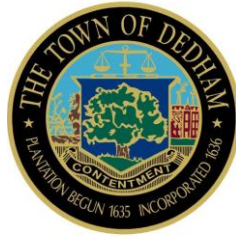


TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

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

Planning Director
Jeremy Rosenberger

Senior Planner
Michelle Tinger



Design Review Advisory Board

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

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

July 6, 2022, 7:00 pm
Dedham Town Hall

Present: Steve Davey, Chair
Christine Percic
Bryce Gibson

Regrets: John Haven, RLA, ASLA, Vice Chair

Staff: Jeremy Rosenberger, Planning Director
Michelle Tinger, Senior Planner

The July meeting of the Town of Dedham's Design Review Advisory Board began at **7:00 pm** on the night of **Wednesday, July 6, 2022**. The Chair Steve Davey called the meeting to order and conducted roll call:

- Bryce Gibson
- Christine Percic
- Steve Davey

20 Eastbrook Road – Sign Design Inc. c/o TILL, Inc.

Request for a Waiver from the Dedham Sign Code to allow for a +/- 16 sq. ft. non-illuminated wall sign located +/- 34 ft. above the ground level where a maximum of 25 ft. is allowed. The +/- 13,542 sq. ft. subject property is located at 20-30 Eastbrook Road, Map/Lot 77-8-3401, and is located within a Highway Business (HB) Zoning District. Town of Dedham Sign Code Section 237-19(N)(2.)

Nicole Handricken from Sign Design was present representing the application. The sign is proposed to be on the top corner of the three-story building which faces Washington Street, which would be above the permitted 25 feet height for signs.

Bryce Gibson was hesitant to grant the waiver and felt that the sign placed above the second story was wiser as it would be within the height restriction of 25 feet and could potentially be in a better line of sight to motorists on Washington Street. Steve Davey and Christine Perec agreed that it was best to not grant the waiver and lower the sign to above the second floor.

A motion was made by Christine Perec to not grant the waiver to allow for the height of the sign at 34 feet, with the recommendation that the applicant returns proposing the sign to be above the second story which would keep it within the allowed height regulations. The motion was seconded by Bryce Gibson and a roll call vote was taken.

Christine Perec – yes

Bryce Gibson – yes

Steve Davey – yes

The motion passed unanimously, 3-0.

19 Ames Street – Kara Kennedy c/o 33 McDonald St LLC

Request for a Waiver from the Dedham Sign Code to allow for a +/- 32.2 sq. ft. wall sign above the lowest point of the roof. The +/- 10,942 sq. ft. subject property is located at 19 Ames Street, Map/Lot 55-124, and is located within a General Business (GB) Zoning District. Town of Dedham Sign Code Section 237-19(N)(3).

John LeClerc of Station-Glo of New England was present representing the application. The gas station is changing from Sunoco to Shell, and the rebrand includes changing the signage on the building's façade and the canopy over the pumps, as well as a new pylon displaying the price of the gas. A waiver is required as the façade sign and canopy signs would be slightly higher than the lowest point of the roof.

A motion was made by Bryce Gibson to accept the sign package as presented and to grant the waiver to extend the canopy sign and Service Center sign above the lowest point of the roof. The motion was seconded by Christine Perec, and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

300 Providence Highway – Batten Bros. Signs c/o DSW

Proposed new +/- 95 sq. ft. illuminated wall sign and window signage

Edward Batten of Batten Bros. Signs was present representing the application. DSW is moving across the parking lot to the former AC Moore location in the Dedham Mall, and the proposed signage is the company's logo which will be directly over the new location's façade. The windows at the entrance will have a frosted crystal design.

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

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

The motion passed unanimously, 3-0.

300 Providence Highway – Signarama c/o Pearle Vision

Replacement of existing wall sign for +/- 28 sq. ft. illuminated wall sign and +/- 2.5 sq. ft. non-illuminated wall sign.

Stephanie Huot of Signarama was present representing the application. The company is changing the façade signage to their new logo which is a different shade of green and contains spectacles between the words "Pearle" and "Vision," and a small green sign will be placed above the door reading "Eye Care Center."

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

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

The motion passed unanimously, 3-0.

110 Stergis Way – Stergis Lots 3, 4, and 5 Owner, LLC

Proposed exterior façade changes and site improvements.

Todd Nordblom was present representing the application. He presented a synopsis of the project designed for the property’s new tenant, the radio company Audacy. The architect Werner Hoffman from Stantec gave a detailed presentation of the renovation, which will be significantly updated from the building’s current state. He shared renderings of the proposal which would give the building a more modern look and seeks to better blend in with the neighborhood and especially with the nature nearby.

Bryce wondered if the choice of materials would be long-lasting, but overall he appreciated the update to the building and especially the talks to build a path to Wigwam Pond. Christine appreciated the color scheme and the landscaping plans but also wondered about the quality of the materials. Steve echoed the opinions of Bryce and Christine. Todd and Werner offered to bring material samples for board members to feel at the next meeting.

A motion was made by Christine Perec to continue the discussion to the next meeting. The motion was seconded by Bryce Gibson and a roll call vote was taken.

Christine Perec – yes

Bryce Gibson – yes

Steve Davey – yes

The motion passed unanimously, 3-0.

Meeting Minutes

The minutes from the June 1 meeting will be voted on at the next meeting.

Old/New Business

Planning Director Jeremy Rosenberger announced that virtual meetings will likely be allowed starting next month, at the Board’s discretion. Senior Planner Michelle Tinger announced that the Department is searching for applicants for the Wigwam Pond Advisory Committee.

A motion was made by Steve Davey to adjourn the meeting at 8:05pm. The motion was seconded by Bryce Gibson and the meeting was adjourned.