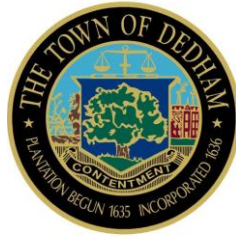


TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

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 Perec

Bryce M. Gibson

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

December 7, 2022, 7:00 pm

Dedham Town Hall

450 Washington Street

Dedham, MA 02026

Present: Steve Davey, Chair
Christine Perec
Bryce Gibson

Regrets: John Haven, RLA, ASLA, Vice Chair

Staff: Jeremy Rosenberger, Planning Director
Michelle Tinger, Senior Planner
Jayson Schultz, Intern

The Town of Dedham's Design Review Advisory Board met at 7:00pm on **December 7, 2022**, via remote participation. 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 conducted roll call:

- Christine Perec
- Bryce Gibson
- Steve Davey

930 Providence Highway – iFly (Continued from 11/4/22 and request to continue to 1/4/23)

Request for Waivers from the Dedham Sign Code to allow for a total signage area of +/- 426 sq. ft. where 228 sq. ft. is allowed; and for a sign height of +/- 52 ft. where 25 ft is allowed. Town of Dedham Sign Code Section 237-21(C)(1), 19(2)

A motion was made by Bryce Gibson to continue the discussion to the next meeting on January 4, 2023. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 4-0.

339 Washington Street – Image One c/o Santander Bank

Request for Waivers from the Dedham Sign Code to allow a total signage area of +/- 127.6 sq. ft. where a maximum of 90 sq. ft. is allowed and to allow a freestanding directional sign to be located +/- 1 ft. from the front yard setback, where a minimum front yard setback of 5 ft. is required. The +/- 21,856 sq. ft. subject property is located at 339 Washington Street, Map/Lot 92-47, and is located within a Central Business (CB) Zoning District. Town of Dedham Sign Code Section 237-21(B)(4)

Ricardo Sousa of Prince Lobel and Ana Hemingway of Image One were present for the application. Mr. Sousa explained that Santander is looking to refresh the building with new white signage, replacing the red signage currently in place. 90 square feet of total signage is allowed, and the proposal is 127.6 square feet, which is equal to the current signage. Santander is also requesting a waiver for a directional sign which is about one foot from the sidewalk and would allow better traffic flow in directing customers to the back of the building and to the drive-up teller.

Steve Davey clarified with the client that they are back for the waivers, as they already appeared before the Board with the wall signage a few months ago. Christine liked the concept but suggested to add some red to the directional sign to match the sign for the drive-up teller. Bryce Gibson suggested the two directional signs match in font and color, and for both signs to read the same language for the drive-up teller (one reads “Drive-Up Banking”, the other “Drive-Up Teller”). Steve Davey asked about the setback of the directional sign, and requested it be at least 12 to 18 inches from the sidewalk.

A motion was made by Bryce Gibson to grant a waiver to allow 127.6 square feet of signage where 90 feet is allowed, and to allow a directional sign to be no less than 12 to 18 inches set back from the sidewalk. The Board recommends that the two directional signs match in color, font, and language. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 3-0.

300 Providence Highway – Main Street Architects c/o Total Wine

Façade, landscaping and parking area improvements as part of tenant-fit out for Total Wine.

Paul Beaulieu of Main Street Architects presented the new façade, landscaping, and parking area improvements for the new Total Wine space that will be before the Planning Board. Bryce Gibson asked if the Board was commenting on signage, and Planning Director Jeremy Rosenberger responded that they were commenting on the site plan and façade changes but not necessarily the signage. Bryce Gibson favored a monochrome logo on the façade like those that exist at other Total Wine locations and suggested removing the signage from the cart corrals. Christine Perec and Steve Davey agreed.

A motion was made by Christine Perec to approve the site plan as presented. The motion was seconded by Bryce Gibson, and all were in favor.

Motion passed unanimously, 3-0.

160 Meadow Road– Abex Logistics

Install three (3) new exterior overhead doors.

Matt Sherman was present for the application. He explained that Abex is looking to add three overhead doors onto the side of their warehouse, each about 12 feet by 12 feet. Bryce Gibson asked if this addition would increase local traffic. Matt explained that there will not be an increase in trucks to the warehouse, and the addition will simply make deliveries more convenient within the building.

A motion was made by Bryce Gibson to approve the design as presented. The motion was seconded by Christine Perec, and all were in favor.

Motion passed unanimously, 3-0.

300 Providence Highway – Main Street Architects

Discussion regarding future rebranding and signage program for Dedham Mall property.

Paul Beaulieu of Main Street Architects presented the new sign package for the Dedham Mall, proposed to be styled as “Dedham Pointe.” The business logos on the proposed new pylon and wayfinding signs were black and white, but it was still to be determined whether the signage on the facades would be the same or have the businesses’ conventional logos in color. Paul presented four options for additional signage on the side of the building which is currently blank.

Bryce Gibson questioned whether the side signage is necessary or effective but favored the third concept with vertical banners and suggested it also be in black and

white. Paul asked whether the Board favored this type of signage on the facades themselves or just the pylon signs. Bryce felt that the company's own branding was fine on the store façades, but he recommended all shared pylon and wayfinding signs be consistent in color.

Christine pointed out a potential shadow on the side façade showing the "Dedham Pointe" sign and questioned whether it was necessary to have it at all. Steve Davey suggested a grey or silver color instead of the black and white to better match with landscaping, and much preferred the side façade option with the vertical banners. He suggested for the mall to pick a scheme of two or three colors to give a more natural, varied look.

Minutes

A motion was made by Bryce Gibson to approve the minutes of November 2, 2022. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 3-0.

Old Business/New Business

Chair Steve Davey's last meeting as a full-time member of the DRAB.

Adjourn

Bryce Gibson made a motion to adjourn the meeting at 7:48 pm, Christine Perc seconded the motion, and the motion passed unanimously, 3-0.