

**TOWN OF DEDHAM**  
COMMONWEALTH OF MASSACHUSETTS

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

Design Review Advisory Board  
John C. Haven, RLA, ASLA, Chair  
Christine Perec  
Bryce M. Gibson  
Alexa Asakiewicz, AIA

Planning Director  
Jeremy Rosenberger

Senior Planner  
Michelle Tinger



Economic Development Planner  
Jayson Schultz

Office Manager  
Kelli Leahy

**DESIGN REVIEW ADVISORY BOARD**  
**MINUTES**

**March 1, 2023, 7:00 pm**  
**Dedham Town Hall**  
**450 Washington Street**  
**Dedham, MA 02026**

**Present:** John Haven, RLA, ASLA, Chair  
Alexa Asakiewicz, AIA  
Bryce Gibson

**Regrets:** Christine Perec

**Staff:** Jeremy Rosenberger, Planning Director  
Jayson Schultz, Economic Development Planner

The Town of Dedham's Design Review Advisory Board met at 7:00 p.m. on **March 1, 2023**, 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.
2. 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**.

Recordings of this meeting have been made public and are available upon request.

The Chair John Haven called the meeting to order and conducted roll call:

- John Haven
- Alexa Asakiewicz
- Bryce Gibson

John Haven welcomed Alexa Asakiewicz to the Board.

**930 Providence Highway – iFly (continued from 2/1/23 and request to continue to 4/5/23)**

*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. The +/- 39,231 sq. ft. subject property is located at 930 Providence Highway, Map/Lot 149-18, and is located within a Highway Business (HB) Zoning District. Town of Dedham Sign Code Section 237-21(C)(1), 19(2).*

Jeremy Rosenberger advised that the Board vote to continue this discussion until the April 5, 2023 meeting, at which time he expects that iFly will be prepared to present.

A motion was made by Bryce Gibson to continue the discussion to the next meeting on April 5, 2023. The motion was seconded by Alexa Asakiewicz, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Alexa Asakiewicz – Yes

Motion passed unanimously, 3-0.

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

*Discussion of proposed sign package.*

Bryan Bonina from Signarama was present for the application. Mr. Bonina explained that the sign package proposal includes one (1) common sign reading “Dela Park Plaza” with brushed silver formed stainless steel letters, nine (9) tenant panels, all with white PVC with acrylic dimensional letters. Gooseneck lighting will be used to highlight the signs. The Plaza is allowed 453 square feet of signage. The proposed building signage is 365.15 square feet, including the existing 154 square feet of signage at CVS approved by DRAB in 2022.

Planning Director Jeremy Rosenberger commented that approval of the sign package will ensure efficiency for the property owner, tenants, and the Board. Future signage does not need Board approval if it complies with the size, placement, and/or illumination styles approved in the sign package. If a tenant wants to increase the size of the signs or add signs, they will return to the Board for approval.

John Haven and Bryce Gibson asked about the materials used, as the signage appeared to not align with the recent improvements to the building. Mr. Bonina stated that the signs were similar to the recent Islington redevelopment in Westwood, which the Board felt was an encouraging comparison. Alexa Asakiewicz asked about the shade of silver for the “Dela Park Plaza” sign, to which Mr. Bonina explained it would be a brushed metal color.

A motion was made by Bryce Gibson and seconded by Alexa Asakiewicz, to recommend the sign package as submitted with the recommendations that the “Dela Park

Plaza” lettering be in proper contrast with the building and that the gooseneck lighting be black.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Alexa Asakiewicz – Yes

Motion passed unanimously, 3-0.

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

Carolyn Burke from WDA Design Group, Barry Yashen of WDA Design Group, and Paul Beaulieu from Main Street Architects were present for the application. Carolyn Burke reviewed existing site photos, noting the property is 35 acres, and the building comprises 27,330 square feet.

The goal of the project is to create safer, more attractive, and pedestrian friendly environment. Total Wine will have an expanded entrance on the northeast corner of building with a curb that is in compliance with ADA regulations. There is also a proposed crosswalk for the existing parking area with a safety divider for pedestrians. Fifteen (15) foot tall pedestrian lighting will be installed in the parking lot.

The Board discussed the sidewalk proposals, the safety of walking paths, and truck/loading areas. There was further discussion about landscaping, including the types of trees, shrubs, grasses, and perennials that will be planted.

John Haven provided a summary of the Board recommendations:

- Consideration given about a future link/sidewalk to the office and other businesses
- Pedestrian corridor with permanent bollards; moving curbs to create a raised sidewalk or permanent bollard solution
- Reconsideration of the loading dock/transformer storage area layouts
- Exploration of opportunities for additional screen plantings between the pedestrian walkway and loading dock; it was suggested that parking in that area could be redistributed to allow for a wider planted area
- Walkway should be reduced on the side of the building that accesses the customer pick up area to only what is necessary.
- Consideration as to how pedestrian access can be made through the loading dock area

A motion was made by Bryce Gibson and seconded by Alexa Asakiewicz, to recommend the project with the recommendations above.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes  
Alexa Asakiewicz – Yes  
Motion passed unanimously, 3-0.

### **Meeting Minutes**

The tabling of a vote on the February 1, 2023 meeting minutes was discussed. John Haven would like to give Christine Percec an opportunity to provide feedback.

A motion was made by Bryce Gibson and seconded by Alexa Asakiewicz to continue the February 1, 2023 meeting minute vote until the next meeting on April 5, 2023.

### **Old/New Business**

Mr. Rosenberger commented that 300 Providence Highway/Total Wine will present a site plan review to the Planning Board next week. The Planning Board echoes concerns raised by this Board about the need for safe pedestrian circulation throughout the site. Jeremy Rosenberger will ensure the Planning Board received the recommendations made by this Board. He added the project will likely go to transportation peer review through McMahan.

John Haven inquired about the status of iFly. Jeremy Rosenberger commented the project is the midst of site plan and peer review through McMahan and will not be complete until April.

Lastly, John Haven encouraged members to refresh their knowledge of the Dedham Sign Code, paying particular attention the new section granting the Board the authority to approve waivers.

### **Adjourn**

Alexa Asakiewicz made a motion to adjourn the meeting at 8:20 p.m., Bryce Gibson seconded the motion, and the motion passed unanimously, 3-0.

A roll call vote was taken:  
Bryce Gibson – Yes  
John Haven – Yes  
Alexa Asakiewicz – Yes  
Motion passed unanimously, 3-0.