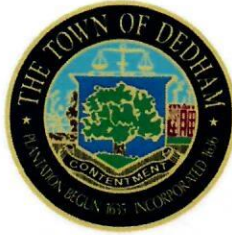


Steven Davey, Chair  
John Haven, RLA, ASLA, Vice Chair  
Paul J. Corey  
Bryce Gibson

Richard J. McCarthy, Jr.  
Director of Planning  
[rmccarthy@dedham-ma.gov](mailto:rmccarthy@dedham-ma.gov)



Dedham Town Hall  
26 Bryant Street  
Dedham, Ma 02026-4458  
Phone: 781-751-9242  
Fax: 781-751-9225

Administrative Assistant  
Susan Webster  
[swebster@dedham-ma.gov](mailto:swebster@dedham-ma.gov)

**TOWN OF DEDHAM**  
**COMMONWEALTH OF MASSACHUSETTS**

**DESIGN REVIEW ADVISORY BOARD MINUTES**  
**Wednesday, February 8, 2017, 7 p.m., Lower Conference Room**



**Present:** Steven Davey, Chair  
John Haven, RLA, ASLA, Vice Chair  
Paul Corey  
Bryce Gibson  
Richard J. McCarthy, Jr., Planning Director

Call to order 7 p.m. The plans, documents, studies, etc. referred to are incorporated as part of the public record and are on file in the Planning and Zoning office. The recording was not optimal due to soft speaking and paper rustling.

Applicant: Hooters  
Project Address: 850 Providence Highway  
Case # and Zoning District: **DRAB-01-17-2186**  
Property Owner/Address: 850 Providence Highway Associates, c/o McNeil Associates,  
75 McNeil Way, Suite 301, Dedham, MA  
Materials Submitted:

- DRAB application
- Photographs of existing and proposed conditions

Representatives: Colin Parker, Dedham Wings, LLC  
David Rodriguez, Dedham Wings, LLC

Mr. Davey arrived late. The applicant is represented by Colin Parker and David Rodriguez of Dedham Wings, LLC, who are present for review of lighting, awning, and signage.

Signage: Proposal is for six internally lit replacement signs, which will be orange and black and have "bubble" lettering on the owl. The pylon will conform to the existing sign. The signs will be a parody image of the owl sign facing northbound. The monument sign, which is a directional sign at the entrance, will not have the owl, but will be in the same colors with a slight halo or "glow" effect behind the wording. There will be a back lit lens panel. The prior tenant's temporary banner on the large pylon will be removed. Mr. Parker was asked if there were any plans to address it with a more permanent solution. The materials they are using will not cause the sign to fade. *Further comments could not be understood because of extensive paper rustling on top of the microphones.*

Lighting/Awnings: Proposal is for replacement of existing goosenecks with ten or eleven 12” Benjamin Moore Hooter Orange angle shades that will shine back on the building. The existing landscaping lighting of the walkway will be replaced with similar fixtures. Mr. Haven suggested black fixtures instead of orange for better contrast from the plain Sunbrella awnings, and sets it off from the top of the building. The top is a very rich chocolate brown/gray. Mr. Parker will take this under advisement. Mr. Haven requested that he submit revised proposed elevations showing the awnings without the design for the record.

Wall Signs:

There is nothing facing the east (parking lot). There will be two signs facing south, one with the Hooters “bubble” letter trademark over the entrance. They were originally going to use a material called Awnex, but because this is considered sign and goes toward the square footage, they will not use that. They will recreate (thru PVC and cement board) a similar look that is not internally lit. The sign will be combined with the owl, which will be more toward the road, and fall within the allowed square footage for that side of the building. Mr. Parker pointed out various areas but did not identify them for the record. The sign and the owl will fall below the roofline. Mr. Corey noted that people have asked if the owl, which will be internally lit, would be visible on the building; they would prefer it not to be visible. Mr. Haven initially thought the 9’ owl, with the awnings and the façade treatment over the door, it is too large and out of proportion, and asked that it be made smaller. Mr. Parker explained the proportion and the scale spec size that is used, and that the eyes of the owl are the same size as the O’s in Hooters. The owl cannot be combined with the sign because the ears would be higher than the maximum allowed. On the other side of the building on the property line with Tesla, the existing sign would be replaced with a Hooters bubble letter sign at the bottom of the roof line.

The front will have a Hooters bubble letter sign lighted at the maximum height. Building Commissioner Kenneth Cimeno says this is a separate piece of the building and has its own roofline. The top of the sign would be no higher than 8½ feet. They could move the sign to the south on the actual building without a Special Permit from the Zoning Board of Appeals, but they feel that this area lends itself to a sign because of the dimensional nature of the vestibule, and the fact that a previous sign was there. They are scheduled to go before the ZBA on February 15, 2017 (Note: that meeting was moved to March 1, 2017, due to a snowstorm).

Mr. Haven moved to approve the proposed signage as shown, lighting as shown, with the recommendation that the lights be changed from the proposed orange to the dark color proposed on the building as shown in the colored rendering, and the awnings with a solid orange fabric and not the design shown on the plans. The applicant will submit revised plans that reflect the solid color awnings, the revised placement of the signage and the changes in the siding recommended with documentation on the plans. Mr. Gibson seconded the motion. Mr. Davey asked if anyone in the audience could like to speak, and no one spoke. Mr. Gibson, Mr. Haven, and Mr. Davey voted in favor of the motion, while Mr. Corey voted against the owl. Thus the vote was 3-1 to approve.

**Applicant:** Red Wing  
**Project Address:** 873 Providence Highway, Dedham, MA  
**Case # and Zoning District:** DRAB-01-17-2184  
**Property Owner/Address:** Dedham Retail Realty Venture, P.O. Box 262, Norwood, MA  
**Materials Submitted:**

- Design Review Advisory Board application
- Landlord Authorization from Justin Ferris, Property Manager, Dedham Retail Realty Ventures, c/o Charles River Realty Group, P.O. Box 262, Norwood, MA 02062
- Layout plan prepared by DeVellis Zrein, Inc., P.O. Box 307, Foxborough, MA
- Rendering of proposed signage prepared by National Awning & Sign, 417 Hillside Drive, Alledo, TX 76008

Ed Hanlon represented the applicant. There are two sides of the building that will have signs, one on the Providence Highway side and one in the back of the building, which is where the store entrance is. He wants to be sure that the rear lighting will not affect the abutting neighborhood. The store will be leasing one third of the new building, which will have Starbucks to the left of the store. The façade is dark brown, and the proposed sign wording is white with a red wing next to it. Mr. Davey commented about the placement of the sign over one of the three windows. He asked if the wing could be centered on top of the name. He felt that it was placed awkwardly, and it should be like the sign on the pylon. Mr. Hanlon said that is their logo. Mr. Davey said it falls within the Sign Code, but wondered if the placement could possibly be changed. Mr. Corey moved to approve the sign as presented, seconded by Mr. Haven, and voted unanimously, 4-0.

Mr. Hanlon asked the board if it was all right to put in a graphic on the left window, front and back, where the storeroom would be. Mr. Corey said that as long as it is 25% of the glass area, it can be put in. He said that DRAB should see it before he does that. Mr. Hanlon showed renderings of the graphic, and said he just wants to black out the window so the storeroom does not show. Mr. McCarthy said that, according to the Sign Code, the whole picture would be the sign, and it is covering the entire glass, so he would need a waiver from the Zoning Board of Appeals. Mr. Hanlon said they would do this in the future.

**Applicant:** Boston General Store - Dedham  
**Project Address:** 626 High Street, Dedham, MA  
**Case # and Zoning District:** DRAB-01-17-2185  
**Property Owner/Address:** Oddfellows, 626 High Street, Dedham, MA  
**Materials Submitted:**

- DRAB application
- Rendering of proposed sign prepared by i.d.sign Group, Inc., 9 Bristol Drive, South Easton, MA 02375

The applicant was represented by its owner, April Gabriel. She met with Mr. McCarthy today about the two signs, a blade sign and a larger wall sign. With both signs, she is over the allowed square footage. She would like to focus on the wall sign first, and will do the blade sign and the Zoning Board of Appeals at a later date.

The wall sign will measure 216" x 24," which is 36 square feet. Mr. Corey explained that her lease line is 33 linear feet, and she is allowed 34 square feet for both signs. There is another wall sign on the building for the Oddfellows, and they need to be allowed some square footage as well. He said the wall sign would be more visible than the blade sign. She said she would then just have a wall sign since it is more visible by car than by pedestrian, and she would not have to go before the Zoning Board of Appeals for a waiver. Mr. Haven asked if she would ever consider cutting off the "Estd. 2015" and the "Purveyors" to give her more room, saying they would be more appropriate on the blade sign and might give her the square footage to do both. Ms. Gabriel said the only problem is that it is perfectly aligned for the window lines, and general store signs are traditionally long. Mr. Gibson said one has to be right in front of the sign to see it straight on. He said the blade sign would go a long way in advertising it. She said she really wants to have the blade sign.

Ms. Gabriel already has an application in to the Historic Districts Commission to paint the mullions and the door Benjamin Moore Iron Mountain Grey. The mullions will be repaired before they are painted. The sign will have an off-white background with Benjamin Moore Iron Mountain Grey lettering. Mr. Gibson suggested a white background, which would be a good contrast with the red brick and grey door. Mr. McCarthy said the wall sign needs to be shrunk, but Ms. Gabriel said she did not think it would be needed if she does not do the blade sign. The variance would only be for the blade sign, not the wall sign. The wall sign would be lit by black gooseneck lamps as shown on the rendering.

Mr. Haven asked if she was going to have signage on the doors or the windows. Ms. Gabriel said she would have the hours of operation. Mr. McCarthy said this would count as signage. She said she would probably hang something on the inside, but Mr. Corey said it would be visible from the outside, so it would count toward signage. She will think about this. This would also require a waiver from the Sign Code.

Mr. Gibson moved to approve the wall signage as presented with the change suggested and the black gooseneck lighting. The necessary waivers were discussed. E. Patrick Maguire, 93 Richards Street, Zoning Board of Appeals member, said that he was not speaking for the entire board, but would plan accordingly. When you apply for a waiver, it is not generally looked upon favorably or well received to fill up your signage and then come back to the ZBA for a waiver. Ms. Gabriel should plan for what she really wants to do and do her square footage accordingly. Again, he said he did not speak for the whole board. Ms. Gabriel said she does not have too many options, either make the sign smaller but harder to read, or have the blade sign. Mr. McCarthy explained that the total amount of signage for the entire property is more than the lease line amount, so it is more of a lease line issue for signage, not the total the total amount of allowable signage.

Mr. Gibson repeated his motion to approve the wall sign as presented with the gooseneck lighting in black as shown. Mr. Haven seconded the motion. The vote was unanimous at 4-0.

Applicant:	Town of Dedham Parks and Recreation
Project Address:	Gonzales Field, Dedham, MA
Case # and Zoning District:	<a href="#">DRAB-01-17-2187</a>
Property Owner/Address:	Town of Dedham Parks and Recreation, 269 Common Street, Dedham, MA
Materials Submitted:	<ul style="list-style-type: none"><li>• DRAB application</li></ul>

- Letter from Stephen Crisafulli, ASLA, Landscape Designer, Activitas, Inc., 16 School Street, Dedham, MA
- Photographs of existing conditions
- Materials package
- Lighting specifications and illumination summary
- Equipment layout
- Control System Summary

*Please note that there was a meeting in the adjoining room of the Lower Conference Room, and there were times that it was louder than the speakers.* E. Patrick Maguire, MLA, RLA, CLARB, LEED AP,<sup>®</sup> Mark Novak, RLA, and Stephen Crisafulli, ASLA, Activitas, Inc., represented the applicant. The site is basically three parcels, bounded on the south by Staples and Memorial Field, to the west by Route 1, to the north by High Street and East Street, and to the east by the electrical substation. Wigwam Brook runs in the general direction, and there is a special flood hazard area. The access easement goes through Staples' parking lot. The Spectra Energy Gas Line runs through the site, so they have submitted a design review set to Spectra with a list of what they can and cannot do within the easement. The easement is 30 feet long: 10 feet for the Route 1 side, and 20 feet for the facility side. There are currently two handicapped parking spaces. An aerial view of existing conditions was shown. They are only proposing re-striping of the parking lot, which had been renovated as part of Dedham Square's renovation. The only signage will be for handicapped parking spaces. Mr. Haven suggested signage for way finding. Parks and Recreation may want to do this in the future. They will maintain some of the existing vegetation, specifically one of the trees on the slope; some of the other trees are overgrown. They will maintain as much of new vegetation planted along Route 1 as they can, but this depends on the Spectra Pipeline. There cannot be trees or shrubs in the pipeline, and they are basically limited to ground cover. They are in talks with the Conservation Commission addressing some of the downward slopes that fall down toward Wigwam Brook.

They will replace the existing natural grass field in its current location with synthetic turf. The grass field has had a lot of use and is in poor condition, and the maintenance cannot keep up with it. The lower parking lot along High and East Streets remains largely unchanged. They will move a few of the handicapped parking spaces to the corner, which is close to a small drop-off area, wrapping around the back end of the site. The existing wooden staircase to access the upper field will be moved to the western part of the site and replaced with granite stipes and granite sheet walls with handrails (budget may dictate concrete, however). There will be 4.5 foot walkway running along the southern edge of the existing parking lot, taking you up to the handicapped accessible walkway. There is a walkway running loop completely around the field with a small seating area at the top of the stairs. There will be granite cobbles with some steel benches and a flagpole. They propose a new parking lot on the southern end of the site; this will be for people using the park, businesses, or people using the businesses in the Square. They propose gentle earthen berms, some steeper than others, around the outside of the field. The steeper gardens will be natural grass on field side of the berm and perennial rye grass on the non-field side of the berm. The rest of the berm will be used for informal spectator seating. The spectator seating will be portable bleacher units for 70-100 people. The field will be lit with a four pole sports lighting system, which will be about 70-80 feet tall. They are looking at Musco Sports Lighting, which is the leader in athletic sports lighting. There is an area reserved for a future field house with restrooms, storage, etc. There will be a watering system to keep the fields cool. The slopes will be re-vegetated and the steeper slopes will be natural grass with perennial rye. The entire slope

between the field and the parking lot will be graded to a consistent slope. More deciduous trees and lower plantings will be added in some of the other islands. There is a FEMA flood zone, 200 river front area, which goes into a culvert with a drainage easement running across the field. There is a 100 foot wetland buffer. They have submitted to the Conservation Commission.

**Materials:** They are attempting to match the materials in Dedham Square. Please see the file for renderings. The western and eastern ends of the field will have 30 foot high netting to corral balls and provide protection to pedestrians from balls flying out. He showed renderings of proposed lights, and said the field will be lit to 30 maintained foot candles, which is basically the minimum for high school play. The parking lot fixtures will match the lights in the Square. Please see renderings in the file. Pedestrian level lights go around the outside of the walkways. The flagpole will be up-lit. Mr. Haven understood the desire to match Dedham Square, but preferred less traditional light fixtures since it is a sports facility. Lighting was discussed in detail. Mr. Davey thought that a misting station would be of better use of money than antique light poles. Mr. Corey asked if there is enough ambient light at night to make using the stairs safe. Mr. Novak said they will not be lit, and if the sports lights are not on, it will be dark. Mr. Corey was not pleased with this, and asked if a pole could be moved closer. He also asked if the lighting will spill over to the residences on the corner of East Street. Mr. Novak said this is the advantage of a sports lighting system, which does not spill over.

The bleachers will be set on rectangular areas of concrete. The walkway will be asphalt. Mr. Davey questioned the handicapped accessible path, noting that there are stairs up to it. There will be a slope that comes up about 12' in elevation, sloped properly for handicapped accessibility. Mr. Haven asked if there is any concern with the synthetic turf meeting asphalt. Mr. Novak explained that they have to put in concrete in the event that the Town wanted to put in a fence around the field in the future. At the east end, it appears that the asphalt pathway bows out at the end. This is a training area/warm up area that abuts the netting system. Shade is a major issue on fields, and Mr. Haven suggested filling in an area near the bleachers for shade to the seating. He suggested more naturalized groupings around the perimeter, rather than formal tree placement. They reviewed the existing parking lot lighting, and it was decided that the lot would remain virtually as is. This is controlled by the Board of Selectmen. A plan was submitted that was significantly more organized and improved, but it was not financially feasible. This was discussed at length. Mr. Gibson brought up the proposed Rail Trail, and whether it would potentially dead-end into the field. Mr. Novak said it is set up for it in the event it is approved.

**Schedule:** They have submitted to the Planning Board for site plan review. They have submitted to Spectra Energy. They anticipate receiving some kind of comment from Spectra Energy, hopefully next week. They are meeting with the Conservation Commission on 2/16/17, and the Planning Board on 7/23/17. They hope to advertise in early March, put documents out for bid in the middle of March, and hopefully receive bids in early April. They want to get in the ground as soon as possible. They anticipate that the renovation will take four months. The budget is \$2.5 million.

Mr. Davey was satisfied with the proposal, but said he preferred a misting station for the players instead of the antique lights. Mr. Corey moved approval as presented. Mr. Haven added shade trees in the spectator seating area to provide long-term shade, a more naturalized approach to tree placement on the bank surrounding the field, the recommendation of future signage, and

possible consideration of pedestrian lighting to connect to the two parking lots. Mr. Corey accepted the amendment to his motion. Mr. Gibson seconded the motion. Mr. Davey added consideration of a misting station as opposed to the high end lights. The vote was unanimous at 4-0.

Applicant: Greater Boston Urology  
Project Address: 910 Providence Highway, Dedham, MA  
Case # and Zoning District: [DRAB-01-17-2192](#)  
Property Owner/Address: Dedham MOB, LLC, 70 North Second Street, New Bedford, MA 02740

Materials Submitted:

- DRAB application
- Letter of permission from Joseph R. Irvine, Senior VP, Whelan Associate, LLC, 70 North Second Street, New Bedford, MA 02740
- Narrative prepared by Poyant, 125 Samuel Barnet Boulevard, New Bedford, MA 02745
- Design Development packet prepared by Poyant Signs, 125 Samuel Barnet Boulevard, New Bedford, MA 02745

Stephanie Poyant Moran, Poyant Sign, represented the applicant. Both signs accommodate a larger space tenant and a smaller space tenant, which right now is filled with "For Lease" information. This is temporary until the first floor is occupied. Greater Boston Urology will occupy the second floor starting in March. They would like a nonilluminated dimensional set of letters on the northeast corner of the building just outside the main entrance to direct patients. The letters are acrylic, white on the half-inch edges with a flat graphic. Ms. Moran pointed out the locations on the plans. Signage is calculated from the Washington Street side of the building. Mr. Davey said it would make sense now to calculate how much signage the second tenant will need and how much will be allowed based on the square footage they have now. Mr. McCarthy said that if there were additional tenants that wanted signs, they would have to come back to DRAB. Ms. Moran said the building sign will not be ready for the March opening but that is fine since they have the pylon sign. The placement and size of the sign probably works for them, but Mr. Davey wants to be sure that it does not take up all the allowable signage when they have not taken up the whole building yet. Mr. McCarthy will work out the calculations for that based on the square footage of each space available, and that will be the decision. Locations for a second tenant were discussed.

The applicant's corporate office will also be moving to the building, and they would also like an awning over a door labeled "Corporate Office Entrance" over the east entrance, and a nonilluminated door plaque beside the door that has Greater Boston Urology's sign. The black awning would be made of a vinyl Cooley with white cop, but Mr. Corey said it has to be made of Sunbrella. Ms. Poyant said she would change the material.

Mr. Corey moved approval of the sign as presented, seconded by Mr. Gibson. The vote was unanimous at 4-0.

Applicant: Donovan Electric  
Project Address: 127 Milton Street, Dedham, MA  
Case # and Zoning District: DRAB-01-17-2190

Mr. McCarthy represented the applicant, who wants to build a garage for his business equipment. The land is split zoned as General Residence and General Business. Under the Design Review Advisory Board bylaw section, a site plan review is required. The garage will be in back of the property. The Board had been send an e-mail with the renderings, and needed to comment on the materials, color, and design of the building. The garage matches the house on the property. Mr. Donovan has to go to the Zoning Board of Appeals because he needs to move the garage back into the residential zoning district to provide more area for parking.

Mr. McCarthy asked the Board if some of these little things need to be seen. Mr. Corey said they could not streamline the process, and the Board needs to see them, discuss them, and approve them. He asked Mr. McCarthy what he wants to do to streamline it. Mr. McCarthy said this is an example of this type of problem. Mr. Corey said it is a commercial application, so the Board needs to look at it. Mr. McCarthy wondered if the Chair or Vice Chair could be empowered to make a determination as to whether it needed to be reviewed. He will work on a change in the bylaw for the Board to review.

Mr. Corey asked if there are any other pictures of the building. Mr. McCarthy showed the plans to the Board. The garage measures 30' x 32'. The door will be 12'6" to enable the bucket truck to get in. There is landscaping on the property, but no additional landscaping will be added. The materials on the building will be the same as what is on the house.

Mr. Corey moved to approve the design of the garage and the site provided the garage will match the existing building and sign in all aspects. Mr. Haven seconded the motion. The vote was unanimous at 4-0.

**Old/New Business:** Review of minutes was not done.

Mr. Corey moved to adjourn, seconded by Mr. Haven, and voted unanimously 4-0. The meeting ended at 9:02 p.m.

Respectfully submitted,



Steven Davey, Chair

/snw