

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

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TOWN OF DEDHAM COMMONWEALTH OF MASSACHUSETTS

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

Present: Steven Davey, Chair
John Haven, RLA, ASLA, Vice Chair
Paul Corey
Bryce Gibson
Christine Perc
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.

Applicant:	7-Eleven
Project Address:	7 Sanderson Avenue (77 Cedar Street), Dedham, MA
Case # and Zoning District:	DRAB- 02-17-2202
Property Owner/Address:	77 Cedar Street, LLC, 23 DeFrancesco Circle, Dedham, MA
Materials Submitted:	Photographs of existing conditions Renderings of proposed signage Specifications for awning Letter of authorization from Paul DiCamillo, owner
Representative:	Hazel Wood Hopkins, 2 Phoebe Way, Worcester, MA 01605

Ms. Hopkins said the proposal is to remove two Tedeschi signs, one on the front of the building and one on the side. The existing signage is wood panels with gooseneck lighting, and 7-Eleven, who will take over all the Tedeschi locations, proposes to replace like with like and to re-cover the black awnings with Sunbrella Forest Green awnings. There will be no signage on the awnings. The front sign is about 35.5 square feet, and the side sign is about 30 square feet. She is not aware of any window signage other than what is existing. The sign is a carved composite material, which is what the existing sign is. Lighting is proposed to be gooseneck lights.

Mr. Gibson asked if the awning color could be kept black. Ms. Hopkins said green is what 7-Eleven typically uses. She said it is possible that they will change it. However, she said they will not like that because the black was Tedeschi's color, and green is 7-Eleven's color. She also said this color scheme is part of their branding. Ms. Perc thought that tying the window, which has a black

outline, to the black awning is more attractive. Mr. Haven agreed, and said it also works better with the red building color. He assumed that the building was not going to be painted a different color. It is to be noted that there is a mural on the side of the building facing Sanderson Avenue.

Mr. Haven's other observation was, when he first saw the renderings, that he felt like the font was wrong. He understood the size of the sign, but the scale of the writing vs. what was on the Tedeschi sign feels too large. It has been maxed out from top to bottom, and there is very little white space above and below the letters. The Tedeschi's logo floated in the middle with more white space. He said the 7-Eleven sign overpowers the whole storefront. He made the same comments on the sign on the side. Ms. Hopkins said the Tedeschi font is what it is because there is more terminology on the sign and has to be smaller, and the 7-Eleven sign fills the same amount of space. She believed that they are allowed a much larger sign than what is proposed. Mr. Haven understood what is allowable, but it is what the Board thinks looks good aesthetically for the Town. If she took the 7-Eleven and reduced it, not crowding the edges of the sign, it would be an improvement. He researched 7-Eleven signs, and there are other versions that have stripes on either side with a small logo in the middle. He said the Tedeschi sign is in scale with the building and the neighborhood; he felt that the 7-Eleven sign is overpowering the whole corner, and is "somewhat obnoxious."

Ms. Hopkins was glad the striping was brought up, because that is 7-Eleven's preferred branding, and they deliberately did not include it in this proposal. Mr. Haven said that the striping, even though it adds color, has some design element to it. He preferred this to the proposed sign. Mr. Davey said that this needs to be sensitive to the neighborhood, and a big sign is not needed. The traffic is local traffic, and the store is the centerpiece of Oakdale Square. Mr. Gibson said that, if anything, the scale takes away from the character of the square, and will deter customers. He said it would be a shame to go the wrong way. Mr. Davey said he saw several articles about 7-Eleven doing a different logo. Ms. Hopkins was not aware of that. She said they have permitted approximately fifteen locations in Boston thus far. She has not seen the new signage, and none of these locations have that logo. Mr. Davey said he cannot find any instances of it online. She has been working on signage for the 7-Elevens in New England, and they are not using the stripes. Mr. Davey pointed out a 7-Eleven on Bridge Street that has the 7 and the striping. This is a much bigger building and a busier area. Traffic is not all local traffic, so it needs a larger sign to get attention. The proposed sign does not need that much attention. Ms. Perc agreed about the space, and preferred it to be smaller, to scale, and with more white space around it. Mr. Haven agreed, saying that it would be a big improvement even if the black border was a little wider and the 7-Eleven was scaled down, and the awning remained black.

Mr. Haven said that if there are different versions of 7-Eleven, he would like to see them to determine what the options are. The Board has given some recommendations as to how it could be improved, but he thinks the building and the neighborhood deserve better. Mr. Corey said that scaling down the sign and the 7-Eleven would go a long way toward making it more attractive. Ms. Hopkins said she was sure that they would be willing to accommodate the Board on the scale and the font, and keep the sign the same size. Mr. Corey said the dimension of the sign would not change, but the white border around the letters would change. Ms. Hopkins is not authorized to agree, but she can certainly offer that. Once they get the recommendation letter, they can provide revised drawings.

Mr. Gibson suggested going to 7-Eleven in a black font. Ms. Hopkins said she does not think it is fair to make them do a black awning and black lettering when their branding is orange and green. Tedeschi's branding is black, white, and red. Mr. Gibson understood, and said he was not suggesting that they copy Tedeschi's sign. He just felt that too many colors were being used. Ms. Hopkins said the proposed signage is 7-Eleven's branding and corporate color and their first choice. Mr. Corey said that most big corporations are willing to bend toward what the community likes, so maybe the Board has an opportunity to make them bend a little bit. Ms. Hopkins said that the Board is asking them to bend with a black awning, smaller lettering, and a thicker black border, and she thinks that is enough to ask of them, and not give up their corporate logo colors. Mr. Gibson said that they are going into a small square, and they do not need the advertisement. Ms. Hopkins will ask them what they are willing to offer; they may be willing to offer more than she knows. Mr. Haven was unaware that they had a version of their logo in which the typeface of the "Eleven" was not so bold. Even if it is scaled down, it will still feel very heavy. Mr. Gibson said there is clearly precedent that, if they want to fit into a neighborhood, i.e., Beacon Hill, they have done it because they want to fit and look good there, and not be offensive. That is all he is suggesting. Ms. Hopkins felt that they were doing that with this proposal, but will bring the Board's concerns back to them.

Mr. Corey moved to approve the application with the following strongly suggested changes:

1. The size of the lettering of "7-Eleven" on both signs be reduced.
2. The black border of the sign be increased by at least half again of what it is.
3. The awnings remain black.

Mr. Haven seconded the motion. The vote of the board was 4-1, with Mr. Gibson voting no. Mr. Gibson said he voted no because he did not think it went far enough. Mr. Corey said he should have said something. He felt that the Board should ask for more, i.e., black lettering, a different font, or something that was more fitting with the neighborhood. Mr. Davey said this is still green lettering, and Mr. Gibson suggested a different font. It is significantly different than what the Board is asking for. That is his point. Mr. Corey said they are not changing anything but the size and the color of the awning. Mr. Gibson said he did not know if that was enough. Mr. Corey said that if they diminish the size of the lettering, the 7-Eleven coloring would not be as obtrusive as it is now. He has no issue leaving the 7-Eleven green and red. Mr. Gibson said he did not disagree, but asked if it was what the Board wanted there. Mr. Gibson moved to reconsider, seconded by Mr. Corey.

Verbatim Discussion:

Mr. Gibson: All I'm suggesting is that – I agree with the motion that was approved – I think it's an improvement over what's presented. But I think it would be a significant improvement to go to a font that's already been showing precedent, that's more of a serif, and/or go to a monochrome one color.

Mr. Corey: I'm not sure of the procedure, of what we have to do after we have reconsideration. There's a whole motion on the table and we can do the main motion again, or we can just amend the main motion. I think we can just amend the main motion.¹

Mr. Davey: If I may show you, Hazel, what Bryce is talking about. This is one that was on Beacon Hill.

Ms. Percec: It took a lot of work to improve that corner and that circle. We just don't want it to go back.

Mr. Davey: So obviously, *unintelligible* – *two people talking at once*.

Ms. Hopkins:on that site. Backup one photo. He noticed that new logo look – is that it?

Mr. Davey: No, no - this is one that *unintelligible* has, but the new logo look...

Ms. Hopkins: Beacon Hill architectural committee – you're going to get black and gold. This is their first choice, right there, which they certainly did not offer to Dedham.

Mr. Corey: Which is fine because that wouldn't have been accepted either.

Ms. Hopkins: Well, of course, and then I think to give them their due, they understood that.

Mr. Davey: And also, like this one's in their green color.

Ms. Hopkins: And it's a much smaller space and it's just a sign over the door.

Mr. Gibson: But who thinks this sign is going to get overlooked if it doesn't have a big screaming 7-Eleven sign? Everybody knows it's a corner store. They're going know it's a corner store. I don't see, it's not a Route One branding opportunity is what I am saying.

Ms. Hopkins: But sir, I don't think it's fair to call it a "big, screaming 7-Eleven" sign. It's a moderate sign, and it's a cardboard sign, which this town likes. And I think they would be very willing to reduce the size of the copy and increase the black border. I know they're not going to be happy with the black awning, but, knowing the company as well as I do, I believe they will acquiesce to that. I just think, to ask them to do even more than that in a location that is not historic but sensitive, it's not Beacon Hill, is asking an awful lot of a new business, to come in and to radically change their signage from what has been for years.

Mr. Gibson: If it wasn't, if there wasn't precedent for it, I would completely agree.

Ms. Hopkins: There's lots of precedence for it. I can show you black signs within gold, but it's not where this store is located.

¹According to *Roberts Rules of Orders, Article 6, Section 36*, a motion to reconsider must be made by a member who voted on the prevailing side. Any member can second it. Thus, Mr. Gibson's motion cannot be considered, as he voted against the prevailing side.

Mr. Gibson: I understand. So to say that it's okay for another community, but not this corner store is also not so far.

Ms. Hopkins: Well, I'm not going to continue to argue with you, sir. I will bring back whatever motion you make, and they will make a decision on that. And I will also tell them that your advice is advisory. But they do try to be accommodating.

Mr. Davey: Of course.

Ms. Hopkins: This is a landmark building.

Mr. Davey: It's the location. *Unintelligible*

Ms. Hopkins: No, I've never seen it.

Mr. Davey: I was just curious.

Ms. Hopkins: So I will wait while you...

Mr. Gibson asked how to do that.

Mr. Corey said to make a motion to amend the other motion.

Mr. Gibson: I make a motion to amend the previous motion with the addition of:

Mr. Corey: Change one of the other suggested...I won't put words in your mouth... but make a suggestion that, in line with the other suggestions, that one of them be that the lettering be all black with a red 7.

Ms. Gibson: So in addition to the other, or in place of the previous...

Mr. Corey: Along with, not going to replace them.

Mr. Gibson: ...Along with the previous suggestions, to add that the font be all one color, black, and/or to consider a font with a serif that has been used in other historic neighborhoods.

Mr. Corey: Second.

Ms. Hopkins: Did you say red logo, sir?

Mr. Corey: I said the logo should be red with black lettering.

Mr. Davey: So, there's a motion with an addition on it.

The vote of the Board was unanimous at 5-0.

Mr. Gibson made a motion to amend the previous motion by adding:

4. Along with the previous suggestions, to add that the lettering font be all black, and/or to consider a font with a serif that has been used in other historic neighborhoods.

Mr. Corey seconded the motion. The vote of the Board was unanimous at 5-0.

Because *Roberts Rules of Order, Article 6, Section 36* states that a motion to reconsider must be made by a member who voted on the prevailing side. Any member can second it. Thus, Mr. Gibson's motion cannot be considered, as he voted against the prevailing side. The motion that is to be carried is:

Mr. Corey moved to approve the application with the following strongly suggested changes:

1. The size of the lettering of "7-Eleven" on both signs be reduced.
2. The black border of the sign be increased by at least half again of what it is.
3. The awnings remain black.

Mr. Haven seconded the motion. The vote of the board was 4-1, with Mr. Gibson voting no.

On March 21, 2017, the Applicant provided new renderings of the proposed signage for 7-Eleven. This signage showed a red 7, black ELEVEN, and a thick black border. It was sent to the members of DRAB for their approval.

OLD/NEW BUSINESS

- **AFC Urgent, formerly Doctors Express, 370 Providence Highway:** Mr. McCarthy still questioned the 25% square footage. Mr. Davey said he did not think there need to be five logos on the building. He thought they could put what they do, not what the logo is. (***Unintelligible due to several people talking at once***) Once the logo is seen, it does not do anything to repeat it; it is just noise on the window. Mr. Gibson said it takes away from the messaging underneath. Mr. Corey said they have three other windows that they can put signs on; Mr. McCarthy pointed these out to the Board. The Applicant went to the Zoning Board of Appeals for a waiver for height location. The window signs were not approved by DRAB.

Mr. McCarthy said they could lose "AFC" and then there probably would not be an issue with percentage of signage after careful measurement. Mr. Davey said that maybe then they could increase it just a little bit. He thought it would help them to say "Open Seven Days a Week," or something like that. Mr. Corey suggested putting "AFC" in the red band at the top, and not increase any signage. They would take two Band-Aids out and gain extra space. Mr. McCarthy said they may have a compliance issue with signage in the window area. Mr. Corey advised making a suggestion to them that they eliminate the Band-Aids, put "AFC" at the top red stripe, and return to the Board with the new design. However, Mr. Corey said the Board still needs to know what the dimensions would be and the applicant would need to return, so no vote needed to be taken. Mr. Davey said the Board could make a motion to recommend against it. Mr. McCarthy will tell the applicant what was said.

- **Boston General Store, 626 High Street:** Clarification was made regarding the color of the sign. Originally it was to have a white background with black letters. Mr. Davey said he saw her and she agreed. However, at the end of the meeting on February 8, 2017, the applicant said it would be a black background with white lettering. Mr. Davey saw her and said she is using the original proposal. Mr. Corey said the Board voted thinking she would have a black sign with white lettering, and she is changing it again to what was shown originally. He questioned whether the Board's vote was affected by that. **(Unintelligible due to several people talking at once)** Mr. Davey thought it was a very nicely designed sign, and whether it was black background with white lettering or white background with black lettering would not have made a difference in his vote. Mr. Corey did not think this precedent should be set, that is, to allow applicants to go against what they originally proposed and on which the Board voted. Mr. Davey said that Mr. Corey is right about her changing her mind at the end of the meeting. Mr. McCarthy said that if this is the case, the Board could make a new motion and reverse what it already decided when she left. Mr. Corey did not know if the Board could legally rescind the previous motion and make a new one. Mr. McCarthy will speak with the Applicant and clarify this, and the Board can vote on it again. Mr. Gibson asked, now that the blade sign is going up, whether the Applicant proposed which side it will be on. It will be on the right side as you face the building. The Oddfellows blade sign is fairly large, and they will be coming before the Board to do it over, i.e., making no changes, but just repainting it. In addition, it has always been there, so it is grandfathered. This will be on the opposite side.

Board Reorganization

- Mr. Davey moved to appoint John Haven as Chairman, seconded by Mr. Gibson, voted unanimously 5-0.
- Mr. Corey moved to appoint Bryce Gibson as Vice Chairman, seconded by Mr. Haven, voted unanimously 5-0.
- No clerk was nominated.

Mr. McCarthy said he was considering taking all the names off the application so it would not need updating every year (Note: the newest application does not have names on it).

Review of Minutes

- Mr. Corey moved to approve the minutes of February 8, 2017, seconded by Mr. Gibson, and voted unanimously 4-0 (Ms. Perec did not vote because she was not a member of the Board).
- Mr. Corey moved to approve the minutes of February 8, 2017, seconded by Mr. Haven, and voted unanimously 4-0 (Ms. Perec did not vote because she was not a member of the Board).
- Mr. Corey moved to approve the minutes of December 7, 2016, seconded by Mr. Gibson, and voted unanimously 4-0 (Ms. Perec did not vote because she was not a member of the Board). Mr. McCarthy said he reached out to the building owner for the Oakdale Square mural to come before the Board.

Design Guidelines

Mr. McCarthy said there was a community meeting on the East Dedham Design Guidelines on March 1, 2017. There were about 20 people in attendance. He thought it was overall better than the first meeting. Mr. Davey thought it was a good presentation that clarified a lot of things. There were some questions from the audience for further clarification. He said that, with a couple of exceptions, it was all constructive in response to what was presented. There were still a couple of comments from left field, but nothing major. Mr. McCarthy thought it was helpful to discuss where things related to design elements would be in the final product. The role of design guidelines was explained well. There may be some things that could be spun off that would be codified within the bylaw at some point. Guidelines can only go so far, so if people want something more permanent and more authoritative, it would have to be dealt with in legislation. It was suggested that some design elements should be codified, i.e., height and setting a building further back. The study was broken down by areas, i.e., the square, Four Corners, the lumber yard, municipal space. Based on these meetings, when Dedham Square is studied, they will have to do better with the first meeting so people will come and know the purpose of it, i.e., design aspects. There will be another community meeting.

Mr. McCarthy went into detail about the presentation and architectural review. Campbell Associates did the design guidelines for Watertown, but also does peer review for Watertown on projects. David Campbell, Michael McKay, Giorgio Petruzzello, and he discussed architectural peer review and how it can be done more productively. Mr. Davey explained who Mr. McKay and Mr. Petruzzello are. Efforts would not be duplicated with engineering peer review. It would also get applicants in earlier with schematic designs, which give more flexibility to designs. Mr. Campbell's perspective was that giving less opinion about architectural design would let the architects have artistic expression. Mr. McCarthy is trying to work on a scope that can be helpful to everyone and not duplicate work. Mr. Davey thought that DRAB was the place to have architectural peer review, and the Planning Board is used for engineering. Mr. McCarthy discussed Starbucks and Red Wing, and how this type of review would have helped.

Mr. Corey moved to adjourn, seconded by Mr. Haven, voted unanimously at 5-0. The meeting ended at 8:05 p.m.

Respectfully submitted,


Steven Davey, Chair

/snw