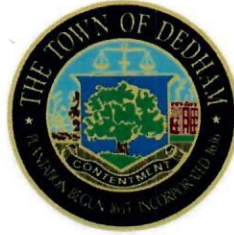


John Haven, RLA, ASLA, Chair
Bryce Gibson, Vice Chair
Paul J. Corey
Steven Davey
Christine Perec

Richard J. McCarthy, Jr.
Director of Planning
rmccarthy@dedham-ma.gov



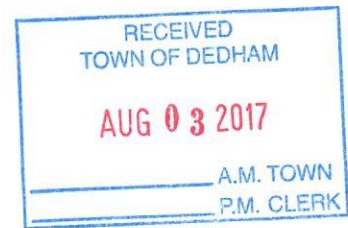
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TOWN OF DEDHAM

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

Present: John Haven, RLA, ASLA, Chair
Bryce Gibson, Vice Chair
Paul Corey
Steven Davey
Christine Perec
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. *This meeting was very difficult to transcribe because several people talked at once during the proceedings, making it difficult to understand what was said.*

Applicant:	Mother Brook Arts and Community Center (MBACC)
Project Address:	123 High Street, Dedham, MA
Case #:	DRAB-11-16-2163
Property Owner/Address:	Town of Dedham, 26 Bryant Street, Dedham, MA
Representative:	Jean Ford Webb, Executive Director Percy Fortini-Wright, Artist-in-Residence

The Applicant presented for review of the mural on the rear wall and minor site plan review for modification of the landscape plan. Mr. Haven recused himself for this meeting due to an association with the Mother Brook Arts and Community Center. He left the meeting room. Mr. Gibson assumed the chair.

Last summer, the Planning Board and the Conservation Commission reviewed plans for a park, structure, and landscaping to be performed by art students from Massachusetts College of Art and Design (MCAD). The area is the old playground, which is unusable. They did not plant last year because of the extreme drought, but are now about to begin. There is a minor change to the plans, which were drawn by Mr. Haven, hence his recusal. The original landscape plan had a gravel path that goes around inside the path and connects to a path going down to the water. Trees and low shrubs were proposed, but these would be too much to maintain. They plan to have performances on the lawn and to rent out the area for two large tents, which would hopefully contribute to the organization. The only change is the addition of grass by a long bench in

two locations. The plant list is the same. There is an area that is open to the neighborhood where they will add tall trees for screening. Whatever Mr. Haven proposed will remain the same.

This is the first review for the project because the Board never saw the previous proposal; it only went to the Planning Board and the Conservation Commission. Mr. Davey said the Board trusts Mr. Haven's design. He did question whether the spirea has enough sun. The applicant said there is an enormous amount of sun there. The Board tends to defer landscaping to Mr. Haven, so Mr. Gibson has no issues with the plans. Mr. Corey asked if there was a retention area. The applicant said this is why they needed to go to Conservation Commission. The applicant explained the drainage. They may put in more drainage with a very small berm, as the original pieces are there, but they are not sure. It is cleaned up now, even after the rain. The Conservation Commission has seen and approved the plans with the changes, with the exception of the grass. Mr. Corey asked if Conservation Commission needed to see those changes as a matter of policy. Mr. McCarthy said he would run them by the Conservation Agent, Elissa Brown. There will be three or four red maples and the rest are birch, and there are also arborvitae in the back, all of which will provide shade. Fred Johnson, 5 Pond Place, is a direct abutter and had no issue with this.

Mr. Davey moved to accept the plans as shown, seconded by Ms. Pereg. The vote was unanimous at 4-0.

The next issue was minor site plan review for the façade change. A mural was partially painted on the rear of the building. It was started a year ago, but has not been completed because it needed to come before DRAB for review. There is an area where equipment for T-Mobile is concealed. There is a tower in the chimney of the building, from which the Town receives compensation. There is a chain link fence with plantings and other things for the neighborhood. She spoke with Nancy Baker, Assistant Town Manager, and asked if something could be put there that is paintable so it can be incorporated into the mural. She arranged to change it from the chain link fence to a wooden enclosure. There is some graffiti on the building, i.e., a cross on the side, but it is hoped that the mural will make it look like an art center.

Mr. Fortini-Wright is involved with the painting, and knows the environment and the context of the space. He has a Masters in Fine Arts. He has done a lot of public arts projects and has done a lot of work with the community, here and abroad. He explained how the mural was created, and showed his work. He reached out to the community in an attempt to find a theme to draw people in. The Board agreed that he has the qualifications. Mr. Fortini-Wright wanted to create a Mother Nature theme because of the brook and the MBACC. He wanted to do a portrait of a female and have things indicative of the area, community, and the arts coming out of her hair. Just the beginning of the face was shown tonight. There are no preliminary drawings to show the Board. The entire back of the building will be painted.

Fred Johnson, 5 Pond Place, was opposed to the mural at this time. He said that no one on the Board lives there, but he does. He is the one abutter who sits on his deck smoking cigars, and has to look at the mural. He said he did not think that anyone would want to sit on his/her deck or back yard and look at the mural. There has been some improvement in cleaning up the property since last December. There is a white portico on the right side of the building, and the paint is dilapidated and peeling. There is a door on that side, and they cannot find any paint to use. The fence has finally been fixed, but they left two old gates leaning against the fence; this abuts Pond Place. Three years of leaves and trash have been pushed against the fence from the snow plows.

He said he lives in Dedham, not an urban environment. He said the mural is trying to bring the city to Dedham, and if someone had done this 20 years ago, he/she would have been arrested. He understood that this is art today.

MBACC started the mural without going through the process. Mr. Johnson realized that they have a legal right to do that. DRAB is only advisory. However, the Board is also designed to protect the citizens of Dedham, and to work with commercial entities. If the Board gives the mural a negative recommendation but MBACC proceeds with it, cannot be stopped. If the Board gives a favorable recommendation, MBACC will say that the Town loves it. Out of all the people who own the property, he is the one sitting there and looking at it; no one lives in close proximity to it. He did not believe this was an appropriate thing to be done to the building. If MBACC goes forward with a restaurant, the Zoning Bylaw will require them to put up fencing, screening down the entire property line. Until the time that MBACC voluntarily puts up fencing and trees that grow to 20 feet, they should get a negative recommendation. If in fact they go forward with a restaurant and go through site plan review with the Planning Board, and do all the buffers and screenings required for a restaurant, it will be fine. He urged the Board to look at the condition of the building and the mural, but said that this is simply urbanization of a town that is not urban. He respectfully requested that the Board give a negative recommendation, tell the applicant to return after they have their restaurant plans and with plans to screen the neighborhood. He thanked the Board for its time.

Ms. Ford Webb understood Mr. Johnson's comments. She explained the improvements done since 2013, and that she is the only staff. During that time, they have put between \$500,000 and \$750,000 into the building. The leaking roof will need replacement soon. She has received three grants that will be enough to put in two accessible restrooms near the auditorium, and work will begin soon. The dilapidated playground has been replaced with a walking path. She has raised money bit by bit to buy the plants. Half of the leaves have been cleared, and there are about 125 bags of leaves to be removed. People are coming in this Saturday and next week to continue to clear that. There is a volunteer painter who has been very dedicated to the center, and has just finished totally clearing out and patching all the walls and the hallways. The basement has been painted. The doors are on the list to be painted. She said she felt they were doing an incredible job of fixing up town property with private and state money. There has been very little town money, although they do pay the town rent. Mr. Corey did not think anyone in the community has a question about what they are doing and what they have accomplished. There is an abutter with a problem, and the Board is listening to him, as well as the applicant, in order to make a decision.

Mr. Davey asked Mr. Johnson if there are other abutters on Pond Place that are opposed to this. Mr. Johnson said there is one, but he is at a high school graduation this evening. Donald Ray, 1 Pond Place, is absolutely opposed to it. The people next door to Mr. Johnson are more concerned about a restaurant and a liquor license for that. They went to the initial hearing at MBACC regarding that. Mr. Johnson, speaking as a private citizen, said that the neighbors do not know that these meetings take place. *Some comments could not be understood.* The Zoning Board of Appeals sends notifications of Public Hearings, but because the Design Review Advisory Board is advisory, no notification is sent. *Several people spoke at the same time.* He again asked for a negative recommendation, saying that if all the things the applicant discussed do happen, and she returns in a year and he is convinced that he is not living next to an "urban jungle" forever,

he will be fine. However, he can sit on his deck and see the mural and the mess. He said the applicant is correct that they raked up many bags of leaves, but instead of removing the leaves on the side of the property that abuts the residents, they raked the side going to the brook. He said the abutters should be the first concern *(his comments were hard to understand because Mr. Davey was speaking at the same time).*

Mr. Davey has seen the mural many times, and thinks it is very impressive. Mr. Fortini-Wright is a well-recognized professional, and the MBACC and the Town are lucky to have people of his caliber willing and able to work on this scale and for this purpose. The Town decided that it wants the MBACC to be an arts center; Town Meeting voted on it, various boards passed it, and residents came out from time to time to support it. He understood that there are objections to certain things, but as a town, Dedham has decided that this is an arts center. The Board that was assembled for the center was like a "Who's Who" of those involved in Dedham. Mr. Johnson asked how many of those people live by the center; Mr. Davey said none. He said that Mr. Johnson has lived there for a long time. There has been graffiti on the building for years, and the building has been falling down for years. Whether he likes Mr. Fortini-Wright's style does not really come into it. Anything that happens in terms of setting up rules going forward will come down where other towns have come down. He does not think Dedham has a history of being on the cutting edge in terms of how it sets up boards.

Mr. Johnson asked to speak. Mr. Corey said there is a long agenda at this meeting, and he would like to move it along. He suggested that the Board not to vote tonight. He wanted to see the mural to make sure wall preparation is appropriate. He also wanted to talk with the applicant about the scope of the things it wants to do. The mural does not appeal to him at the moment, so he would like to see something that is better looking and more attractive to him, the Town, and the abutters before voting. He suggested that everyone go to the site, see the mural and vote in June. Mr. Gibson, Mr. Davey, and Mr. Haven have seen it, but Ms. Percec has not.

Mr. Gibson said, if it is a personal opinion about the art, this is a conversation about choosing an artist and letting it go. Mr. Corey did not think there is a *(unintelligible)* mural without seeing a preliminary drawing. Mr. Gibson said he did not know if that was realistic. Mr. Fortini-Wright said there are museums in Laguna Beach, and the artist basically has a subject that he sticks with so that people who commission pieces know what they are getting. Mr. Gibson said the Board would probably not get a drawing of what the mural will be; Mr. Corey said this could be a sticking point. Mr. Gibson did not foresee this happening in murals going forward. Mr. Fortini-Wright tried to make sure that there is nothing offensive to the community, and tried to choose a subject that appeals to the collective community; he chose nature because of the history of Mother Brook and fishing; it is not an urban theme.

Mr. Gibson asked Mr. Corey what preparation he would like to see. Mr. Corey, who does this for a living, wanted to know will be done to make sure it is not going to fall apart in two years, i.e., the right spray paint that would adhere to the surface and the preparation. Mr. Fortini-Wright said there are paints that are very specific for art purposes that have archival longevity that surpasses house paint. *(Mr. Corey's comment could not be understood due to Mr. Fortini-Wright speaking over him.)*

Mr. Corey said he would not vote tonight. Mr. Davey moved to recommend that painting of the mural proceed. He said that Mr. Fortini-Wright is a well-regarded artist, and one person being

against it does not outweigh the fact that the Town wants this to proceed. Ms. Perec seconded the motion. The vote was 3-1; Mr. Haven did not vote or sit on this application.

Applicant: Dedham Retail Realty Ventures, Starbucks, and Red Wing Shoes
Project Address: 855-875 Providence Highway, Dedham, MA
Case #: [DRAB-09-15-2024](#)
Property Owner/Address: Dedham Retail Realty Ventures, 1410 VFW Parkway, West Roxbury, MA
Materials Submitted:

- DRAB application
- Statement of Hardship
- Layout plan dated 7/29/16, prepared by DeVellis Zrein, Inc., P.O. Box 307, Foxborough, MA
- Photograph of Starbucks window graphics
- Specifications for Starbucks and Red Wing window graphics

Representative: Justin Ferris, Dedham Retail Realty Ventures

Mr. Ferris explained why the applicants want the window graphics. The buildings were set back further, closer to Providence Highway. In doing this, the stock room for Red Wing Shoes and the manager's office and manager's office, storage, and prep area for Starbucks were exposed. To deal with that, Starbucks put up a white film with a graphic of coffee beans on the vine. This is not great, and could use sprucing up. Red Wing Shoes just has boxes of shoes in its window, also not very appealing. Their proposal is to cover the areas with window graphics to block the stock room. Starbucks submitted a design to improve the film that is currently being used. They will be going before the Zoning Board of Appeals on June 21, 2017, to seek the following waivers:

1. To be allowed a waiver from the Town of Dedham Sign Code to add an additional 531 square feet of exterior signage in addition to the allowed 696 square feet for the site to be able to cover the windows in excess of 25% of window area.
2. To be allowed signs that result in wall area coverage of over 20%.

Mr. McCarthy showed the front and back elevations. The basic idea is to take what is unappealing and replace it to make the building look better, especially on the Route One side. The film on Starbucks' window also made it look as though it was closed because it looks like it is under construction. He does not think it counts as signage because there is no advertising, but is going to the ZBA to be safe. Mr. Corey said it is a good precedent to set because there may be other occasions in which this happens. Mr. Ferris said the front is totally landscaped now.

Mr. Haven asked if this would be back lit at night with illumination of the store. Mr. Ferris said the light from the store does not come through. There are up lights on the building that were recently approved by the Planning Board and installed. The lights inside the store would back light the panels, but it is not being lit. Mr. Ferris said that when he drives by the site at night, he has only really noticed that the up lights of the building light it off; he has not noticed a glow from the interior. Mr. Haven said one should look it at night because it would look messy if half of it is covered with shelving or kitchen equipment, and one would see the silhouette of a broom or shelving. Mr. McCarthy has seen a broom and a pail through the window, but they were up against

the glass. Mr. Haven said that whether it is up against glass vs. what is open to the store and how it is lit differently at night is worth looking at because it could add another level of clutter and not solve the issue. Mr. McCarthy said it is opaque enough as long as there is nothing up against the glass, because the light behind it does cast the image forward.

Mr. Davey asked if lighting, either down the window or up the window, accompanied something like this so that back shadows and clutter are not seen. If this is supposed to solve a problem, it is not quite doing it because you can see whatever is up against the window. Mr. Ferris said he personally has not noticed any shapes in the background, and Mr. Davey agreed. Mr. Haven said that, as an advisory board, they are advising the applicant to *(unintelligible – multiple people speaking at once)*. Mr. Davey suggested using a secondary wall that is back lit from the inside.

Mr. Corey moved approval of the Starbucks application. Mr. Davey asked if he approved a secondary light, and Mr. Corey said the motion can be amended to say that. Mr. Davey said that would make more sense. Mr. Davey seconded the original motion with an amendment that Starbucks add a secondary light so that objects against the window do not show through. Mr. Corey seconded the amendment. The vote was unanimous at 5-0. Mr. Gibson said that making the screening opaque vinyl would have prevented seeing silhouettes. Mr. Davey said the image was a cut-out. Mr. Ferris said the Starbucks is a print on a screen. Mr. Davey said that Mr. McCarthy saw something on the window at Starbucks, so obviously one can see through it. His understanding was that it was a cut out. The Red Wing was more opaque. However, this is not the case, and it would make more sense for them to be the same.

Lengthy discussion took place regarding the screening, whether it was rolled up or stationary, as well as the materials to be used. *Much of the discussion could not be understood because three or four people were speaking at once.* Mr. Ferris said the screening would not be raised, but may be attached at the bottom. Mr. Davey asked why they would not just put a film on the window, and Ms. Percec agreed.

Mr. Corey moved approval of the additional Red Wings signs with the amendment that a secondary light be added so that objects against one of the two windows do not show through; the other window shows the sales area. Mr. Ferris said there is no push to add up lights *(conversation was unintelligible because of multiple people again speaking at once)*. Mr. Ferris said that there is no concern about a silhouette being seen. Mr. Haven said these windows face Providence Highway. The windows on the other side have black and white images. Mr. Ferris said they were, but *(unintelligible)*. Mr. Haven asked if there is a reason that the front windows are not black and white. Mr. Ferris said they had a number of different images from which to choose, but sometimes people do not know what Red Wing is selling (work boots), and this would help that. Ms. Percec said that all images should be consistently in color or in black and white. They should not be a combination of both.

Mr. Corey said that the Board found a solution to the problem, accepted it, and voted on it. He suggested moving on to Red Wing, for which he had made a motion and recommended that the Zoning Board of Appeals approve the waiver from the Sign Code. Mr. Gibson seconded the motion. Ms. Percec wanted to make a recommendation, but Mr. Corey explained that it was too late. Mr. Davey was not clear as to what the screening was. Mr. Ferris tried to explain that they are applied window graphics. Mr. Davey said the Board voted without really knowing what they were, so he was not sure how that works. Mr. Haven redirected the conversation to Red Wing, noting

there is already a motion and a second. Mr. Davey voted aye, as did Mr. Haven and Mr. Corey. Ms. Percec amended the motion with the recommendation that the graphics in the front and the back of the building match to be only color or black and white. They should not be a combination of both. Mr. Ferris said they have other color options from which they could choose. The main point would be that they just want to cover the windows with something tasteful and their product line. Mr. Davey seconded her amendment. The vote was unanimous at 5-0. The Board then voted on the main motion, and it was unanimous at 5-0.

Mr. Ferris said they have other color options from which they could choose. The main point would be that they just want to cover the windows with something tasteful and their product line. Mr. Davey seconded her amendment. The vote was unanimous at 5-0. The Board then voted on the main motion, and it was unanimous at 5-0.

Mr. Corey agreed with Mr. Davey's comment the Starbucks screening. He took it as being on the glass as well. It was never mentioned that it was a shade until the voting was over. Mr. Haven asked if there was an original application for Starbucks, and if it lists a material or specification. Mr. Ferris said it is just a printed screen. He thought the Board would agree that it is an improvement over the white film. Mr. Corey said that the Board voted on the wrong thing, having voted on solid, mounted to the window. He did not disagree with what Mr. Ferris proposed, but said that the Board voted something else and needs to change its mind. Mr. Corey moved reconsideration of the Starbucks previous vote, seconded by Mr. Davey. The vote was unanimous at 5-0. Mr. Corey moved to accept the Starbucks application as originally submitted, which would include the individual shades with the vinyl overlay, which will be light-blocking, seconded by Mr. Gibson. Mr. Davey said he did not understand it, and Ms. Percec said she did not think it would necessarily do what the applicant hopes it will. Mr. Davey and Ms. Percec voted no; Mr. Corey, Mr. Gibson, and Mr. Haven voted yes.

Applicant:	Emily & Addie Children's Boutique
Project Address:	570 High Street, Dedham, MA
Case #:	DRAB-05-17-2231
Property Owner/Address:	Locatelli Properties, LLC, 67 Leonard Street, Belmont, MA
Materials Submitted:	DRAB application Renderings of proposed signage
Representative:	Jodi Tormey, owner

Ms. Tormey would like to replace the Maribu sign. Her sign is the same rectangular shape with her logo on a white background. It will project on the awning, as the other tenants' signs do, and is created by the same sign company, Honan Sign Co., LLC, 66 Crest Avenue, Winthrop, MA 02152. Mr. Corey noted that there is no letter from the landlord approving this sign, although Mr. Haven said it is included.

Mr. Corey asked if there will be any window signage, which counts toward the amount she is allowed. Ms. Tormey said she has a small 21" circular decal that says "Emily & Addie;" this is currently on the window. Mr. Corey asked her to just take a picture of it and send it to the Board. Mr. Ms. Tormey asked how much signage she is allowed. Mr. Corey asked if she knew her lease line, and she did not. The application did not state this as well. The awning sign measures 24" x 81," or 13.5 square feet. The decal is one square foot, so there is no issue with the amount of signage.

Mr. Davey moved to approve both signs as shown, seconded by Mr. Gibson. The vote was unanimous at 5-0.

Applicant:	Salon Centric
Project Address:	600 Providence Highway, Dedham, MA
Case #:	DRAB-04-17-2223
Property Owner/Address:	Dedham Marketplace, LLC, P.O. Box 2350, Acton, MA
Materials Submitted:	DRAB application Rendering and specifications for proposed signage
Representative:	Jason Parillo, Back Bay Sign, 65 Industrial Way, Unit 1, Wilmington, MA

Salon Centric has moved from Frank Gobbi's building to Papa Gino's Plaza at Dedham Marketplace. Mr. McCarthy explained the location, which is second to the end on that side. It is replacing an existing business. Mr. Parillo said the sign will need to go before the Zoning Board of Appeals because the entire plaza is currently over what is allowed. The landlord will be seeking a waiver from the Sign Code for total amount of allowable signage on the property, and it will include this sign. He is looking for a recommendation from the Board for this particular sign. The sign meets the Zoning Bylaw as far as what is allowed for tenants. The sign consists of channel letters mounted on a background; just counting the logo and the letters is 16.22 square feet. If one takes the entire panel, which is existing on the wall, it is 47.16 square feet. There will be LED internal illumination, which will light up the blue and white colors. There will be a couple of small window decals. There will be no signage on the pylons because there is no room.

Mr. Gibson asked if the landlord will be asking for more signage, or if there is a possibility that each sign will have to be shrunk. He wanted to know if it affected this recommendation if the Board approves it. Mr. Corey said he cannot ask the businesses to shrink their signs, so as the businesses change, they can allow them less signage. Mr. McCarthy said that the landlord could ask the tenants to remove some of the window signage to get the numbers more in line with what the allowable amount is. *Mr. Parillo made a comment about the other signage, but he could not be understood due to paper rustling.* Mr. McCarthy said he met on site with the property manager and discussed the signage for the entire building, as well as the building on Eastern Avenue. They will need to have a sign package for the property. The building is L-shaped, but the businesses fronting on Eastern Avenue are on the lot that fronts Providence Highway. While the businesses face Eastern Avenue, they count against signage for Providence Highway. They also have frontage on the back side of the property on Eastern Avenue, which is why they need a sign package. Some of the signage needs to be distributed, and there may need to be some reduction in signage as well to make it all work. Some of the tenants have a significant amount of window signage. The landlord is working on that piece. This application is for a single tenant and it is in line with the existing signage.

Mr. Corey moved approval of Salon Centric's application with the proviso that the Board recommend that the Zoning Board of Appeals approve the owner's waiver application. Mr. Davey seconded the motion. The vote was unanimous at 5-0.

Applicant: K & G Superstore
 Project Address: 5 Stergis Way, Dedham, MA
 Case #: [DRAB-05-17-2236](#)
 Property Owner/Address: Helen S. Bryant, 80 Boxford Road, Rowley MA 01969
 Materials Submitted:

- DRAB application
- Letter of permission from Helen S. Bryant, owner
- As-Built plan prepared by Level Design Group, 249 South Street, Unit 1, Plainville, MA 02762
- Photograph of existing conditions
- Renderings of proposed conditions
- Specifications for new signage

Representative: Jason Parillo, Back Bay Sign, 65 Industrial Way, Unit 1, Wilmington, MA

Mr. Parillo explained that the application is seeking a recommendation from DRAB to go before the Zoning Board of Appeals for a waiver from the Sign Code. This is a free-standing sign for K & G. There are existing footings and poles where the sign would be installed. It would be on the right near a parking area. It is very close to the corner of the building, but it does meet the setback from the street for a free-standing monument sign. The reason why the sign needs a waiver is because there is already a free-standing sign on the corner of Legacy Boulevard and Stergis Way for all the different businesses. K & G would like to have its own free-standing sign, figuring that there are already footings there that can be used. It would give the store a little more identification. Another thing that could be added to their waiver is that they are pretty much maxed out on signage, even in Stergis Way, if all the wall signs facing Stergis Way and the free-standing sign are added up. The proposed sign would put them slightly over what would be allowed for their total square footage. There is around 450 feet of frontage on Stergis Way; they would like 476 square feet of frontage to include the existing free-standing monument sign and the other business building (Fertility Solutions, which has a 22 square foot wall sign, and which has to count toward 5 Stergis Way). The proposed sign would be 39 square feet.

Mr. Davey thought the Board addressed Stergis Way in many ways when people on the other side of the road all wanted individual signs, and these were consolidated. There is a monument sign on the corner, and a picture was shown of this. Mr. Gibson said he did not think there is any chance that people will miss the building, so he is curious about the need for the additional sign. Mr. Parillo said it is really just to further identify the site and where there is additional parking for the site. Mr. McCarthy said Mr. Parillo is doing what he can for his client, but there is a lot of signage on the site. Mr. Davey agreed, saying it is a case of someone who is not part of Legacy Place and shoppers do not go there.

Mr. Corey moved that the Board recommend against the applicant and that it not recommend approval by the Zoning Board of Appeals. Mr. Gibson seconded the motion. The vote of the Board was unanimous at 5-0 to not recommend action.

Applicant: Panera Bread
 Project Address: 725 Providence Highway, Dedham, MA
 Case #: [DRAB-04-17-2213](#)

Property Owner/Address: Federal Realty Investment Trust, 450 Artisan Way, Suite 320, Somerville, MA 02145
Materials Submitted: Renderings of proposed signage
Representative: • Jason Berg, Hamra Enterprises, Inc., 1855 S. Ingram Mill Road, Springfield, MO 65804

Mr. Berg explained that Panera Bread will be a free-standing building in the parking lot at Dedham Plaza. Dedham Plaza has a sign package, but it does not allow for a building in a parking lot because there has never been one. The proposal is to put signage on the parapet wall, which is designed to cover the mechanical equipment on the roof. It conforms to the Sign Code requirement of not having a sign above the roofline. They are restricted on overall height within their lease. Mr. Berg said there are four signs around the building; these have been brought closer together. *He pointed out the various signs on the map on the TV screen; it was not possible to know where he was pointing.*

Mr. Corey asked what the next plan would be if the Zoning Board of Appeals voted no on the roof signs. Mr. Berg said he had no clue. He said that Mr. Davey had recommended that the roofline be *unintelligible due to multiple speakers and loud laughter*. Mr. Corey thought the Building Department would rule on what the roofline is. Mr. McCarthy said they had already done that. Mr. McCarthy said the applicant is limited because of the lease, and they do not want to show the mechanicals on the roof. Mr. Corey said the parapet is probably two feet high, and you do not want to chop that off; Mr. Berg said it is four feet high. Mr. Haven thought of a possible solution. As he looked through all the elevations, he noted that in certain elevations, the Panera sign protrudes above the line of the parapet; it does not in other elevations. He suggested that they make it all consistently below the parapet. The minute it is pushed above the parapet, it shows that the applicant is pushing the envelope. He agreed that it looked in scale with the building. No one would ever know that this is not the roofline.

Mr. Berg said that one of the Planning Board's comments was, in looking at the site plan and looking at the building itself, to add some depth and character to the building. He showed examples of this, including a setback of four feet and roof height changes (*Again, these could not be described because there was no picture to reference*). They can lower it six inches. Mr. Haven said that if this is the direction that the applicant would head and not violate the top of the parapet, the sign should float and the background material, whether it is brick or EIFS, should surround the sign entirely, rather than it being aligned with the top of it. He preferred brick at the top. Another alternative would be to have the sign below the top of the parapet. Mr. Corey said this is a great option for Panera to explore with the Zoning Board of Appeals. Mr. Berg said neither would be a problem. He said that what Mr. Haven is suggesting is he bring both options to the ZBA. Mr. Davey also said the Zoning Board of Appeals should note that the surrounding parapet is effectively the roofline. Mr. Corey said that any motion must clarify why the Board recommends this particularly instance of a sign being above a roofline. Mr. Corey added that he did not think the roofline is proper usage of the height of the sign. *It was very difficult to understand what was said because of multiple speakers*. Mr. Corey did not think the sign being uniform would be a problem. Mr. Berg said it adds to the dimensional build. Mr. Corey said it also tells people that this is Panera. The clearance bar, order speaker canopy and speaker, preview board, and the menu board were discussed at length. There is one directional sign that says "Thank You, Do Not Enter."

Mr. Gibson moved to recommend the signage as shown at this meeting, with one possible alternative: should the parapet not be considered the effective roofline, the signage would be lowered proportionally below the parapet. The Board also recommended that, as an alternative, the signage fall below the line of the parapet wall. The reason that the Board recommended the waivers for the signage being above the roofline is that it feels architecturally in this case that the top of the parapet qualifies as the roofline because it completely surrounds the perimeter of the building. Mr. Corey questioned the motion, asking if it meant the Board was approving the signs above the parapet. Mr. Haven said yes. Mr. Corey said the original motion and the possible alternative cannot be said together. Mr. Haven said the Board is approving the package as prepared by the Applicant with the recommendation that they prepare a secondary alternative that drops the signs below. Mr. Corey asked why the Board could not just approve the alternative. Mr. Haven said that he personally approved of the signs above the parapet, and said the Board could vote however they want.

Mr. McCarthy said there are two things going on in the motion. The Board recommended as submitted, but then added an alternative. These should be two separate motions. Mr. Davey moved that the drawings be approved as submitted, and that the Zoning Board of Appeals make particular note that DRAB sees the parapet as the roofline, as it goes completely around the building and is effectively the roofline. Mr. Corey said this does not solve the issue. He said that Mr. Davey is agreeing with Mr. Haven that the sign should be above the parapet. Mr. Gibson said he was agreeing to that as well. Mr. Corey said this will end up being a political item because everyone will want to say that something should be done to get below the parapet. DRAB is giving them an option.

Mr. Berg said the green on the building is not a backer panel; it is EIFS. He could physically make it larger and brought the letters below the roofline, below the parapets. There will still be a bump in the parapet, but it is not a backer panel, just a bump in the roofline. It is not part of the sign; Mr. Corey said it is not part of the sign now. Mr. Berg agreed, but said it is an issue because the letters are above the parapet, if he understands it correctly. There was extensive discussion about his reasoning.

Mr. Davey moved that the Board recommend the plans as shown, and that the Zoning Board of Appeals pay particular attention to the Board's contention that the parapet is effectively the roofline. Mr. Corey did not think the latter could be included. Mr. Davey changed the motion to recommend the signage as presented, and that the Zoning Board of Appeals approve a waiver from the Town of Dedham Sign Code. Mr. Corey seconded the motion. The vote was unanimous at 5-0.

Final Comments on East Dedham Design Guidelines

Mr. Davey said he was going to send some photographs to either Mr. McCarthy or John Sisson, the Economic Development Director. These may or may not replace some of the examples in the guidelines. Ms. Percec moved to approve the East Dedham Design Guidelines revised and dated April 2017. Mr. Corey seconded the motion. The vote was unanimous at 5-0.

Review of Minutes

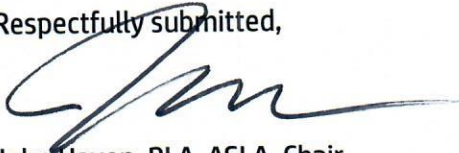
- March 8, 2017: Mr. Corey moved approval, seconded by Mr. Gibson. The vote was unanimous at 5-0.
- April 5, 2017: Mr. Gibson moved approval, seconded by Ms. Percec. The vote was unanimous at 3-0. Mr. Corey and Mr. Davey were not present at that meeting.
- May 3, 2017: Mr. Gibson moved approval, seconded by Mr. Davey. The vote was unanimous at 3-0. Mr. Corey and Ms. Percec were not present at that meeting.

Next Meeting

The next meeting is scheduled for July 5, 2017. Mr. McCarthy will be on vacation at that time. Mr. Haven was also not sure he would be available, and Mr. Gibson would not be in town.

Mr. Davey moved to adjourn, seconded by Mr. Corey. The vote was unanimous at 5-0. The meeting ended at 9:05 p.m.

Respectfully submitted,



John Haven, RLA, ASLA, Chair

/snw