

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

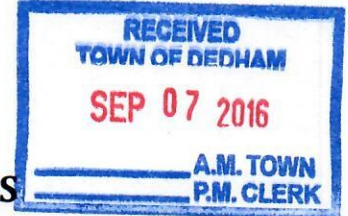


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TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW ADVISORY BOARD MINUTES
Wednesday, August 10, 2016, 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

Mr. Haven called the meeting to order at 7:00 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: RK Associates, Inc.
Project Address: 550 Providence Highway, Dedham, MA
Case # and Zoning District: DRAB-06-16-2106 - *continued from 7/13/16*
Property Owner/Address: RK Associates, Inc., 50 Cabot Street, Suite 200, Needham, MA 02494
Representative: Scott Spaulding, Viewpoint Sign and Awning, 35 Lyman Street, Northboro, MA 01532
Materials Submitted: DRAB application
Renderings for proposed monument sign
Town of Dedham Assessors database for property
Photograph of existing conditions

Mr. Spaulding provided a full-sized plot plan as requested, and scaled out where the sign is going. There is a three foot radius in front of the sign, as required for landscaping. The setback will be about 28 feet; it will be staked and inspected by the Building Department. He provided pictures of landscaping on other RK Associates sites. The old landscaping will be removed, and new landscaping will be planted and mulched. Mr. Davey suggested that they put a wall sign on the side of the building instead as it would be more visible from both directions of the highway, but Mr. Spaulding said they do not have the setback. It would also affect the neighborhood across the highway. There is a sign on the back of the building but it is covered by trees. He said that the owner prefers the free-standing sign.

Applicant: Apex Property, LLC
Project Address: 320 Washington Street, Dedham, MA
Case #: DRAB-11-14-1911
Representative: Elizabeth Pella, Apex Property, LLC, 31 Thorpe Road, Needham, MA 02494

Materials Submitted:

- DRAB application
- Site plan of existing conditions prepared by Douglas Land Surveyors Consulting, Bay Tower Lower Level, Suite C, 101 Plain Street, Providence, RI 02933
- Town of Dedham GIS map
- Photograph of existing conditions
- Renderings of proposed conditions

Ms. Pella explained that Joshua Glass, with whom the Board deals, was unable to make the meeting because his wife just came home from the hospital after having a baby. She explained that the applicant would like to put up two separate awnings, forest green for Papa John's and red for UBREAKIFIX. Samples were shown on the screen. They would like to use the same material, which is vinyl. However, the Town of Dedham Sign Code states that awnings should be made of cloth. Mr. Haven said the Sunbrella colors would be forest green tweed and crimson red, which are acceptable to the Board. Ms. Pella was not sure if they got quotes for Sunbrella. Mr. Gibson asked if the building was going to be painted, as it might affect the colors of the awnings. Ms. Pella showed a color that will be close to what they want to use. Once it is chosen, she will send an e-mail with the building color. She will also send an e-mail of the Sunbrella for the file. Mr. Corey moved to approve the awnings with the recommendation that they conform to the Sign Code. Mr. Gibson seconded the motion. The vote was unanimous at 4-0.

Applicant: Dedham Square Artists Guild (DSAG)
Project Address: Salon 561
Case #: 553-555 High Street, Dedham, MA
Representative: DRAB-08-16-2116
 Paula Queiros, Salon 561
 Kerry Hopkins, DSAG

Materials Submitted:

- DRAB application
- Photograph of existing conditions
- Rendering and specs for proposed signage
- Letter of permission from Mark Gottesman, Trustee, L & M Realty Trust, 43 Stearns Street, Newton Center, MA 02459

Part of the recording could not be heard, and what was heard was difficult to understand because people were talking at the same time. There are panels on a long white board over both businesses. The applicants think it is PVC board, not wood. The landlord removed the awning and replaced it with a white panel because bricks were loose. The applicants do not like the paneling on the board. The DSAG sign will be similar to the vinyl banner on the rendering. It will be green and blue like the business logo. Mr. Gibson wondered if the DSAG

sign could be oval without the blue box. It could be expanded and scaled up and the font underneath it. The green would not work on a white background, and it may need to be blue to be visible. He was concerned about visibility. Mr. Corey thought it would look better if it was in an elliptical shape and matched Salon 561. There was discussion about a blade sign; if it was used in conjunction with the wall sign, they would need to stay within the allowed square footage and height limitations.

The Salon 561 sign has been re-designed and is larger than the DSAG sign because the business is larger. They are still working on materials, and trying to get quotes from some companies. Both signs will be flat. The Board liked the signs, but Mr. Haven preferred a gray background or something more toned down. Mr. Corey asked if Mr. Cimeno needed to be consulted about whether the painted background is part of the sign, and referred to the DeSario Systems sign a few doors down. Mr. McCarthy said it would not be part of the sign, but he will discuss it with Mr. Cimeno. Mr. Davey said it is hard to read with the white paneled background, and the panels are not symmetrical over the doors. The applicant said it is because of a tree that will eventually grow. Mr. Haven asked if she would consider painting the panel light gray with white lettering. He said the gray should not compete with the silver on her sign.

The applicant will have to send more information to the Board once they find a sign company. If they decide to add a blade sign, they should give the information on that. The meeting was continued to September.

Applicant:

Project Address:

Case #:

Property Owner/Address:

Representative:

Materials Submitted:

Dunkin Donuts

806 Providence Highway, Dedham, MA

DRAB- 07-16-2115

David Spiegel, P.O. Box 890, Norwood, MA

Massimo Renale, contractor, representing IST

- DRAB application
- Rendering and specs of proposed menu board
- Photograph of proposed site
- Photograph of existing menu board
- Photograph of new menu board

Mr. Renale is representing IST and Dunkin Donuts for replacement of the exiting menu board. This is a pilot program that has been done in Hopkinton, MA, one in Maine, and one in Wilmington, MA. It will take one day to remove the old sign, put in the 4' x 2' footing with steel rods, wait for it to dry, and put in the new sign. The frame is black and the same size as the existing one. The only difference is that it is digital and can be controlled from inside to change the menu. The sign will otherwise be the same and will still be back lit. It does not face the highway. He does not know if it is animated, but by code, it could only change up to eight times a day. Animated signs are prohibited by the Town in Sign Code Section 235-15.

Mr. Davey said that the menu could change frequently, and he is not sure what role DRAB will play in this. Mr. Corey said the Town has changeable lettering at gas stations, but it does not change frequently. Mr. Gibson said it is like a computer screen and anything could be put on it; it could even be hacked. Mr. Davey said theoretically it could be used as a billboard to advertise whatever it wants. Mr. Corey said the Town may not want to start a precedent.

Mr. McCarthy said the Board could okay this, or if there is an issue, he could talk to Mr. Cimeno. Mr. Corey said that an issue could develop in the future, the unintended consequences, and he would like to know the Town's feeling about what they could be. He does not have a problem with this proposal, but wants to make sure it does not become a problem. It is a trend, and the Town should come up with regulations for this. Mr. McCarthy said this it is fine in this location facing Wigwam Pond, but if they do this in East Dedham, that is a different story because it would have visibility from the other side of Mother Brook. Mr. Corey wanted to see what the Building Department thinks about the future of this application and the implications to the Town. The Board could still recommend this with conditions.

Mr. Haven moved to approve the signage as presented with the stipulation that this approval is based on the location and orientation of this particular sign at 806 Providence Highway, and is not a blanket approval for digital signs throughout Dedham. Mr. Gibson seconded the motion. The vote was unanimous at 4-0.

Old/New Business

Review of Minutes:

- June 1, 2016: Mr. Davey wants to listen to the recording before these minutes are approved.
- June 8, 2016: Mr. Corey moved approval, seconded by Mr. Gibson, voted unanimously 3-0 (Mr. Davey was not present for that meeting).
- July 13, 2016: Mr. Corey moved approval, seconded by Mr. Gibson, voted unanimously 4-0.

Mr. McCarthy discussed something, but he could not be understood. The rest of the Board talked among themselves, and the topic(s) was unknown due to people mumbling and talking at once. Mr. McCarthy said the Board had discussed allowing a sign be closer to the street, i.e., Petco. The Board had talked about an amendment to the front yard setback to allow this. This was discussed in detail.

Mr. Corey moved to adjourn, seconded by Mr. Gibson, voted unanimously 4-0. The meeting ended at 8:05 pm.

Respectfully submitted,


Steven Davey, Chair

/snw