

Design Review Advisory Board

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

**TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS**



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**DESIGN REVIEW ADVISORY BOARD
MINUTES**

Wednesday, December 6, 2017, 7 p.m., Lower Conference Room

Present: John Haven, RLA, ASLA, Chair
Bryce Gibson, Vice Chair
Paul Corey

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. Ms. Perec and Mr. Davey were unable to attend this meeting.

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| Applicant: | Leader Bank |
| Project Address: | 130 Bridge Street, Dedham, MA |
| Case #: | DRAB-11-17-2283 |
| Property Owner/Address: | 124-126 Bridge Street, LLC, c/o Marianne McCarthy, 139 South Street, Medfield, MA 02052 |
| Materials Submitted: | DRAB application Letter of permission from Gerry McCarthy Photograph of existing conditions Renderings of proposed signage |
| Representative: | Richard Batten, Batten Bros., 893 Main Street, Wakefield, MA 01880 |

Mr. Batten represented Leader Bank. The business is opening a lending office with the goal of doing residential and small business lending for mortgages, etc. They are seeking a recommendation for wall signage and awnings. He believes that an employee of Leader Bank owns the property.

The wall sign will measure 4' x 12', and will be single faced and nonilluminated. The background will be a burgundy satin finish (Leader Bank's corporate colors), white lettering, and be composed of 2" deep fabricated aluminum. There is an existing awning with white letter on the face that which covers a walkway. They would like to change the front panel and put an aluminum face on it with white vinyl lettering. They initially had the background color as burgundy, but this has been changed to bronze. They may eventually cover the whole awning in the future if they stay at this location, but not now.

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Mr. Corey said the property should be cleaned up. There is a sign package (sandwich board) that is not being used, and it would be appreciated if it was removed. Mr. Batten said that the owner would be willing to remove it if the Board wanted. Mr. Gibson asked about the entrance on the street facing side, and wondered if any wayfinding was needed there. Mr. Batten said the owner indicated to him that this application is what they are primarily interested in. He thought this may be a residential entrance on the corner, and the primary entrance is up the stairs underneath the awning. They may not want to attract people to the other entrance. Mr. Gibson questioned keeping the burgundy on the wall sign, but using brown for the awning. Mr. Batten said the sides of the awning are brown, so that is why the color was changed. The owner felt that since all the trim is brown and the awning is brown, it was part of the accent color of the building, and did not want to introduce the burgundy there. Mr. Gibson said it made sense to leave the brown on the awning as long as the brown matches.

Mr. Haven said the linear footage is not listed on the application. They are allowed one square foot of signage per linear foot of street frontage. The proposal is almost 75 feet. This needs to be confirmed. He noted that the burgundy wall sign is larger than the old Tae Kwon Do sign, so they may need to consider a replacement sign of the same size depending on the street frontage. Mr. Batten was advised to measure the lot line.

Mr. Corey moved to approve the signage as presented with the conditions that the old sandwich board sign be removed, and the linear street frontage be measured and the Board informed of the measurement. Mr. Gibson seconded the motion. The vote was unanimous at 3-0. The Applicant will not need to return to the Board unless the linear street frontage is less than five feet. *(NOTE: Mr. Batten called the office on 12/7/17 and said the linear street frontage is 121 feet, so the proposed signage is fine.)*

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| Applicant: | Maria Eden Gianan, NP |
| Project Address: | 1 Union Place, Dedham, MA 02026 |
| Case #: | DRAB-11-17-2286 |
| Property Owner/Address: | Same as above |
| Materials Submitted: | DRAB application Renderings of proposed signage Town of Dedham Assessors property information |
| Representative: | Maria Eden Gianan, NP |

Ms. Gianan bought the property in June 2017 from Renato Reda, owner of San Marino Landscaping. She is a nurse practitioner and plans to open her therapy business at this location. She wants to be able to reface the existing wall signs with her own information; these signs had never been properly permitted and did not come before the Design Review Advisory Board.

The proposal is for replacement of two wall signs in front, side by side, one sign on the side, and the addition of an 18" x 20" heart mounted on a post in front of the entrance. She is a psychiatric nurse practitioner and wants to convey emotion to her patients. The signs will stay the same size. The existing sign on the side is for San Marino Landscaping, but this must come down. At the time of the closing, she gave Mr. Reda permission to keep his sign there until July 2018. Section 237-24 of the Town of Dedham Sign Code states that "The owner shall remove a sign within 30 days of discontinuance of the activities, business, goods or services described on the sign."

Therefore, Mr. Reda is not allowed to have a sign on the building. Ms. Gianan is awaiting her lawyer's recommendations since she had given Mr. Reda permission to leave his sign there.

Mr. Corey asked why she is doing side by side signs in front when she could have one sign. She said she did not want the front of the building to be "blah." She has one tenant in the one-bedroom apartment, and also has an electrician. Mr. Corey said that when she puts up her signs, no one else can put up a sign because she is taking up all the square footage. Ms. Gianan said she will tell any new tenant that there is no availability for a sign.

Mr. Gibson noted that the graphics for the front sign are not the same. He advised her to choose a font and a font size and repeat it on both signs. It will look cleaner and more like one sign. He also advised her to remove the italics and keep it consistent. Ms. Gianan will tell her sign company to do that. Mr. Corey advised her to make the letters line up. Mr. Haven made notes on one of her renderings about this. He also advised her to have the bands of the signs the same thickness and the same color. Copies of this will be attached to these minutes and the recommendation letter. It will make the sign more cohesive. The heart will hang from the post; it will not be wrapped around the post. *(NOTE: Linear frontage of the property is 58.75 feet. The proposed amount of signage is 25 square feet.)*

Mr. Gibson moved to approve the signage with the changes as outlined on Mr. Haven's sketch, which include making the top and lower bands the same size, and making the font in the middle white area the same. The Board also approved the heart sign that was included in her application. Mr. Corey seconded the motion. Ms. Gianan will e-mail the revised sign to Mrs. Webster, who will send it to the Board. She will return if necessary. The vote was unanimous at 3-0.

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| Applicant: | Studio Barre |
| Project Address: | 95 Eastern Avenue, Suite 113, Dedham, MA 02026 |
| Case #: | DRAB-12-17-2287 |
| Property Owner/Address: | Dedham Marketplace, LLC, c/o Acton Management, Inc., 69 Great Road, P.O. Box 2350, Acton, MA 01720 |
| Materials Submitted: | DRAB application Renderings of proposed signage |
| Representative: | Richard Dooley, Signarama Raynham, 1470 New State Highway, Raynham, MA 02767 |

The Applicant is opening an exercise studio at Dedham Marketplace in a suite facing Lechmere Road, and wants to erect wall signage and two pylon signs, one on Providence Highway and the other on Lechmere Road. It is to be noted that Dedham Marketplace, LLC, is before the Zoning Board of Appeals for approval of a sign package. The ZBA felt that this new tenant should not be held up by that, and should go forward with their signage.

The two pylon signs will be different sizes because the pylons are different sizes. The sign on Providence Highway will be an aluminum sign face with digital print, and will go in the existing sign cabinet. It will measure 12" x 96." The sign on Lechmere Road will be a polycarbonate sign face with digital print, and will go in the existing sign cabinet. It will measure 8.5" x 42." The wall sign will be on the property's sign band, and will be aluminum with acrylic faces of LED lit channel letters. It will measure 90.54" in length. The word "studio" will be white, and measure 14.22" with

the letters “t” and “d” being exaggerated in height and above the sign band. The rest of the letters will be yellow and measure 15” in height. The two pylon signs will be replicas of the wall sign. The signs are the company logo for Studio Barre, which is a franchise.

Mr. Corey asked about the letters that are proposed to be above the sign band. Mr. Dooley said that Studio Barre is a franchise, and this is their logo. Mr. Corey wondered if the Board would want this, as it would set a precedent. This was discussed in detail. Mr. Dooley suggested that it be extended above and then put a small bracket on the back side of it to ensure its integrity. The business is located on the Lechmere Road side of the building. Mrs. Webster noted that the owner of Dedham Marketplace, LLC, is proposing a sign package. They were seen on November 14, 2017, and the hearing was continued to December 13, 2017. In the meantime, the Chairman of the ZBA did not want the business to be without a sign. Mr. Gibson thought the extended letters worked in this situation, and it would be detrimental to the sign to change it to all small letters. Mr. Haven said it would be different if it was in Dedham Square. He said it was only minimal in this case. Mr. Gibson said that if a future sign is obtrusive and distracting, it will likely not be recommended.

Mr. Gibson moved to approve the signage as presented, seconded by Mr. Corey. The vote was unanimous at 3-0.

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| Applicant: | 1000 Washington Street Realty, LLC |
| Project Address: | 1000 Washington Street, Dedham, MA |
| Case #: | DRAB-07-17-2251 |
| Property Owner/Address: | 1000 Washington Street Realty, LLC, 14 Atwill Road, West Roxbury, MA 02132 |
| Materials Submitted: | Rendering of proposed building and landscaping |
| Representative: | <ul style="list-style-type: none">• Natalie Adams, Verdant Landscaping, 318 Harvard Street, Suite 25, Brookline, MA 02446• Michael McKay, AIA, 35 Bryant Street, Dedham, MA |

Ms. Adams reviewed the proposed landscaping. She has made adjustments to the plan as requested by the Planning Board. They wanted the trees to be smaller Callery pear trees instead of red maple; they specifically mentioned the trees at McGolf. The streetscape along Washington Street is restricted by overhead wires in one area. They have added shrubs that are compatible with salt and snow spray. There will be lawn behind the trees. The trees will be kept trimmed. The streetscape along Gay Street will have only one tree because there is not enough room for another one. There are abutters at the rear, and they wanted a buffer and a screen, so there is a row of red maples. There is a stormwater swale in the left rear of the property that will be planted with shrubs, evergreens, and grasses, including Clethra, all tolerant of snow banks, as this will be the area of snow storage. The Planning Board wants this area to be kept neat and clean, as swales can look “native.”

Mr. Haven said the trees at McGolf are pears kept trimmed. He asked if the Planning Board understood that the *Carpinus Fastigiata* is similar to a pear tree. Ms. Adams did not know. Mr. McKay said the Board actually asked for trees that were identical to McGolf trees. Mr. Haven liked the original trees (*Acer rubrum* “Armstrong” maple), as he does not like pear trees, saying it would

be the last tree that he would plant at this location, as it does not have good longevity, has issues with splitting, and would need pruning. He said either the original selection of Carpinus or the Armstrong maple would be more suitable than the pear tree. He suggested that they tell the Planning Board that the tree has a very similar growth habit, and said that this will be included in the recommendation letter. Otherwise, he was satisfied with the landscaping.

Mr. McKay reviewed the proposed mixed-use building. He said that the Fire Chief wanted a fire lane, so this was added. He showed new renderings of the building, which is now being treated as a commercial building. He is hoping for a waiver-free approval and decision from the Planning Board. The building now has a cleaner look. There are extended sign bands for two tenants. There are 10' thick structured bands that extend over to the signage. The residential entrance is on the side. The towers and garage pillars are now 3" thick ledgestone veneer. Canopies will extend out one foot. The mid piece is fibrous cement board with half-inch reveals. The upper towers have 8" exposure cement siding with wide corner boards. They will all be painted the same color. They propose a dark color at the top of the building, siding in the middle, and then a lighter color. The ledgestone will be more gray than brown. The cap of the building will be small and dark grey. Mr. Corey said dark grey is too dark, and suggested a lighter grey. Mr. Corey said it all seems too heavy. He said he prefers light and airy for a residential building. Mr. McKay said he was flexible, but did not think it is as dark as Mr. Corey thinks. He said that it is a lighter color when viewed outside. Mr. Gibson and Mr. Haven both thought the dark contrast was needed. Mr. McKay said they will paint in the field, and he would be happy to return with samples. He showed the dark bronze sconce that they are proposing for either side of the entrances and the retail. The windows also will be bronze.

Mr. Corey moved approval with the condition that the applicant return to DRAB with the final color choices, and approval of the landscape as presented with the original plantings. Mr. Gibson seconded the motion. The vote was unanimous at 3-0.

Review of Minutes, November 1, 2017: Mr. Gibson moved to approve the minutes as presented, seconded by Mr. Haven. The vote was unanimous at 2-0. Mr. Corey did not vote because he was not present for that meeting.

Discussion: John Sisson, Economic Development Director

Mr. Sisson said that Gamble Associates, 678 Massachusetts Avenue, Cambridge, MA 02139, was chosen in the RFP for Dedham Square Design Guidelines. They have done three site visits, and have gone to the Historical Society to look at maps. They presented patterns of development at the Steering Committee meeting on December 5, 2017. He said that parking is not sufficient, although it looks like a lot, but when the Police Department moves, there will be more parking on that site. They will be working on parking separately.

Mr. Haven said he was impressed by the response to the RFP, saying they recognize the potential for the Square. They have a copy of the East Dedham Design Guidelines. Mr. Haven said there is a lot of overlap and repetition. Mr. Corey said there are different areas to study, as well as different traffic patterns, and more specific guidelines are necessary.

The Steering Committee is comprised of George Papadopoulos, Mark Gottesman, Giorgio Petruzzello, Michael Butler, Michael Podolski, Peter Smith, Amy Haelsen, Michelle Persson-Reilly, and Ryan McDermott. Mr. Sisson is not sure why there is no member of DRAB on the committee. The committee will be meeting in January 2018, and he would like the members of DRAB to come. He will share the presentation by Drop Box. There has been no public input yet, so he is not sure in what direction they will be going. Mr. Sisson said the committee will probably meet in February, March, and April, and there will be a community meeting at the Middle School in the third week of January. He was happy that Gamble is a small company; they will not have many clients at the same time.

Discussion: Oscar's, 380 Washington Street

Mr. Corey said that Oscar's has window signage that is "awful." When they came before the Board on April 5, 2017, Anne Francis, the owner/operator and representative, said they would not have window signage. He asked that the Board send a letter to Building Commissioner Kenneth Cimenno, requesting that he look into the situation. He asked that he answer the Board by the January 2018 meeting.

Mr. Corey moved to adjourn, seconded by Mr. Gibson. The vote was unanimous a 3-0.

Respectfully submitted,



John Haven, RLA, ASLA, Chairman

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