**TOWN OF DEDHAM**

Dedham Town Hall

26 Bryant Street

Dedham, MA 02026-4458

Phone 781-751-9242

Susan Webster

Administrative Assistant

[swebster@dedham-ma.gov](mailto:swebster@dedham-ma.gov)

**Design Review Advisory Board**

John Haven, RLA, ASLA, Chair

Bryce Gibson, Vice Chair

Paul J. Corey

Steven Davey

Christine Perec

**COMMONWEALTH OF MASSACHUSETTS**



**DESIGN REVIEW ADVISORY BOARD**

**MINUTES**

**Wednesday, March 14, 2018, 7 p.m., Lower Conference Room**

**Present:** John Haven, RLA, ASLA, Chair

Bryce Gibson, Vice Chair

Paul Corey

Christine Perec

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. Mr. Davey was not present for this meeting.

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| **Applicant:** |  | **Dr. Anna Vishart** |
| **Project Address:** |  | **418 Washington Street, Dedham, MA** |
| **Property Owner/Address:** |  | Petruzziello Properties, LLC, 21 Eastbrook Road, Dedham, MA |
| **Materials Submitted:** |  | DRAB application |
| **Representative:** |  | Bryan Clayman, Signarama, 485 High Plain Street, Walpole, MA 02081 |

Mr. Clayman was difficult to hear because he spoke very softly. The proposal is for signage for Dr. Vishart’s Digital Dental Studio. The sign will be nonilluminated channel dimensional letters, similar to the existing signs on the building. They are fabricated out of dark aluminum material and they are pin mounted on the building with stand offs. There is no proposed signage on the door or the windows at this time. The renderings do show signage on the door, but this is not approved by the Applicant yet.

Mr. Haven noted that the allowed signage is one square foot per linear foot of the lease line. Based on the renderings, one sign is roughly 27 feet and the other is close to 9½ feet. As a result, this is over the amount of allowed square footage. Mr. Clayman said they took a measurement of the glassed area in the front. They tried to keep the sign consistent with the other signs on the building. Mr. Haven understood that, but they are limited to the amount of allowed signage unless they go to the Zoning Board of Appeals for a waiver from the Sign Code. He said the sign over the door on the corner of Bryant Street and Washington Street is in keeping with the scale of the sign next to it, but the issue will be the longer sign. He asked that the measurements be confirmed.

Mr. Clayman asked whether taking the logo off would work. Mr. Haven said it would not because any window signage other than business hours counts toward total signage. They would need to return to DRAB for that. Mr. Corey said that they might consider making the signs small enough to fit in the space. In addition, if they wanted window signage, that would have to go to the ZBA as well. The allowable amount is defined by the lease lines. The Applicant has 50 square feet of signage right now. This must be cut down to what the lease lines are. The consensus of the Board was that the design is fine.

Mr. Haven said that Mr. Clayman should confirm the linear frontage for all streets. He should return to the Board at the next meeting on April 4, 2018, with this information. Mr. Clayman will submit an addendum to the application. The Board gave him instructions for this.

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| **Applicant:** |  | **AT & T** |
| **Project Address:** |  | **860 Providence Highway, Dedham, MA** |
| **Property Owner/Address:** |  | 850 Providence Highway Associates, c/o McNeil Associates, 75 McNeil Way, Suite 301, Dedham, MA |
| **Materials Submitted:** |  | * DRAB application * Letter of permission from Francis McCarthy, 75 McNeil Way, Suite 301, Dedham, MA * Aerial view of site with indications where signage and awnings will go, prepared by Jones Sign Co., Inc., 40 Mack Drive, Croydon, PA 19021 * Renderings and specifications for proposed signage, prepared by Jones Sign Co., Inc., 40 Mack Drive, Croydon, PA 19021 |
| **Representative:** |  | Erik S. Merliss, Project Manager, Arnco Sign Company, 1133 South Broad Street, Wallingford, CT 06492 |

Mr. Merliss explained that AT & T is changing its sites to a new logo. This will reduce the square footage. They will also be replacing the awning material, which will not have lettering on them. Illumination will be with LED. Mr. Corey noted that the building is also being repainted per the plans. Mr. Merliss said a different company will come in for the fascia. Mr. Corey said that the fascia requires insulation and are then painted.

Signage Proposed:

1. Sign 1 will remain in the same location, but more condensed than the previous sign. It will be raceway mounted and illuminated with LED.
2. Sign 2 will be moved to a better location on the side of the building over the awning. It will be raceway mounted and illuminated with LED.
3. Sign 3 will be moved to the left side of the building in back instead of in the middle. It will be raceway mounted and illuminated with LED.
4. Awning in front will be changed to solid gray/charcoal and will have no writing on it.
5. Awning on the side of the building will be solid gray/charcoal and will have no writing on it.
6. Awning on the side of the building will be refaced with solid gray/charcoal material and will have no writing on it.
7. Pylon sign on Providence Highway will be changed to and Iron Ore color with a blue logo and white writing
8. The tenant pylon will be will be changed to and Iron Ore color with a blue logo and white writing
9. The door vinyl will be replaced with white opaque vinyl stating the AT & T logo and the store hours.

Mr. Merliss also requested a temporary banner for the business. He was told to obtain that from the Building Department.

The Board as a whole thought this was a big improvement over the existing signage. Mr. Haven asked about the color of the building. Mr. Corey said this is a restoration with new paint. The building will be Sherwin Williams color 7074 (dark gray) and the trim will be 7072 (lighter gray). The Board was satisfied with this.

Mr. Corey moved to recommend the signage replacements at 860 Providence Highway, as well as the color of the building, seconded by Mr. Gibson. The vote to approve was unanimous at 4-0.

**DISCUSSION RE: Dedham Marketplace, LLC**

An applicant at Dedham Marketplace, LLC, Arthur Murray Dance Centers, was supposed to come before the Board this evening, but cancelled because the sign was being redesigned. Mr. Corey asked about the sign package for Dedham Marketplace, LLC, and if it was in effect. Mrs. Webster will contact the applicant and inform them that they should contact the owner to have them approve their sign[[1]](#footnote-1).

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| **Applicant:** |  | **Washington High, LLC** |
| **Project Address:** |  | **574-585 High Street, Dedham, MA** |
| **Property Owner/Address:** |  | Washington High, LLC, P.O. Box 1299, Dedham, MA 02027 |
| **Materials Submitted:** |  | * DRAB application * Rendering and specifications for signage |
| **Representative:** |  | Mollie Moran, AIA, 64 Dwight Street, Dedham, MA |

Ms. Moran, who is now the architect, said the Applicant is adding a sign, and presented an addendum to the application. The storefront has already been approved. It should be noted that the entire storefront, including Blue Bunny, is being replaced. They will return for the Blue Bunny signage. The location of the entry has been moved closer to Blue Bunny because it went right into the restaurant and there was no protection against the weather. There will now be a vestibule with a double door. Because there is now an alcove that is open to the street, there will be a wall that fills the entire space behind the storefront. This will be reclaimed wood with a “branded” black, almost looking burned on looking logo. This is therefore a material change. The rest of the storefront is the same. The only difference between this and the original application is that the wood wall will go all the way to the ceiling, as opposed to having a transom.

With regard to signage, Ms. Moran presented a memo with all eight original signs.

1. Blade sign. This will have the logo as noted previously. There are additional details and dimensions to this.
2. Logo at entry. This will be burned on, as noted this evening.
3. Signs 3, 4, and 5: They are going to the Zoning Board of Appeals for these signs. Signs 3 and 4 are just the window band. With regard to the lettering size, Fred Johnson, Assistant Building Inspector, said it has to be the entire height of the band, even though it is frosted. If they are black letters, it would just be the letters on the band. If they were on an awning, it would just be the letters. Mr. Corey said the precedent has been set with Oscar’s across the street. The Building Commissioner said that it did not include all the frost, just the lettering, but Mr. Johnson did the opposite. Ms. Moran said that the frost will only cover the food and the table so that patrons cannot be seen. The frost on Oscar’s does not allow people to see anything. Mr. Gibson questioned needing the signage, saying that having only the frosting is great. Ms. Moran said the owners thought they should have something. She thinks they should delete the whole thing at the entry. There is a lot going on, and they are still doing construction drawings and actual construction.

Mr. Gibson said he liked the signs and the alcove. Ms. Moran said they are thinking about a nice door inside, possibly an antique leather door. They are considering opening in June.

Ms. Moran said the things in question, which she put on the Zoning Board of Appeals application, are Signs 3, which is the window band on High Street, and 4, which is the window band on Washington Street. Mr. Haven advised her to return to the Building Department because there are now contradictory opinions. The Board already made a recommendation for Oscar’s that the frosting is not considered signage. Mr. Gibson said that the cleanliness of the rest of the signage is beautiful, and putting something so generic makes it look like a placeholder. Mr. Haven agreed, and said that “food and drink” should be removed from the frosting. He also said the frosting on the entry should be removed.

With regard to Sign 5, which is the mural, they are going to the Zoning Board of Appeals. Even though it is not 25% of the façade, it is over the allowed 1 square foot per linear foot. Mr. Haven asked about the artist, and Ms. Moran said he will do the lithograph as shown in the application. She said the menu board has not yet been designed, but it will not have changeable letters. They added two transom window frostings with the logo. There is a secondary egress on Washington Street, and they added a door panel inside. There is another wood sign with the same reclaimed wood and burned-on logo and lettering in the sign band.

Mr. Haven asked if the square footage on the application included the frosting. Ms. Moran said it does not. This is also the case with the door. Again, this will be discussed with the Building Department.

Mr. Haven asked for Board comments regarding the signage (other than the sign bands), egress door, the two transom windows, and the newly proposed wood sign. Ms. Moran said the wall will be stucco and will be painted. Mr. Gibson said that it seems jammed to have the horse thieves circle and the Horse Thieves Tavern above the reclaimed wood. He suggested just doing the circle like the rest of the frosts, or just Horse Thieves Tavern in a line. He said that it should be consistent with the other window signage. *Another comment could not be understood.*  Ms. Moran said she had not seen it until the other day. She said that, as you come up Washington Street and you see the mural, there is nothing else that tells that there is a restaurant there, so the owners wanted something at the corner. Mr. Gibson said that they have already written out Horse Thieves Tavern, and it seems that the stacking does not seem clean. He suggested either adjusting the circle or doing it in one line. He asked about lighting, and Ms. Moran said there would not be any lighting other than a downlight in the ceiling of the recess and a light on the menu board. Mr. Haven asked if the mural was putting them way over the allowable signage. Ms. Moran said it is. Mr. Haven said that, other than not liking the “Food and Drink,” the signage is subtle, and he has no issues with it. He agreed with Mr. Gibson’s comments.

Ms. Perec asked for clarification of a window on the plan, saying it looked like glass on the back wall. Ms. Moran said there is going to be a reclaimed wood window, long and linear, up high.

Mr. Gibson moved to recommend the application with the following notes as follows:

1. There will be no frosted glass at the entry.
2. All text from the remaining frosting will be removed other than a linear band for interest.
3. The logo on the wood signage on the corner will be relocated and reorganized.
4. Mr. Corey noted that the menu board is not included in this recommendation. He wanted to see what it looks like. It was described, but he said Ms. Moran describes a lot of things, and then returns with changes. He understood that it is a work in progress, but there is a limit to what the Board can understand and what they can support. *Multiple people were talking at the same time.* Ms. Moran said it will be on their letterhead.

Ms. Perec seconded the motion. The vote to approve was 3-1 with Mr. Corey voting nay.

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| **Applicant:** |  | **At Home – Dedham** |
| **Project Address:** |  | **300 Providence Highway, Dedham, MA** |
| **Property Owner/Address:** |  | OCW Retail-Dedham, LLC, c/o The Wilder Companies, 800 Boylston Street, Suite 1300, Boston, MA 02199 |
| **Materials Submitted:** |  | * DRAB application * Letter of permission from Kelli A. Burke, Vice President of Development Services, The Wilder Companies, 800 Boylston Street, Suite 1300, Boston, MA 02199 * At Home Branding Book   + Inventory/Site Plan   + Inventory/Recommendation Detail   + Code Research   + Overview Photographs * Elevations prepared by PKWY Architects, LLC, 1000 Civic Circle, Lewisville, TX 75078 |
| **Representative:** |  | Dane Ridenour, PKWY Architects, LLC, 1000 Civic Circle, Lewisville, TX 75078 |

Mr. Ridenour explained that At Home – Dedham, which is an economically priced home décor store, is the first store in the Boston market. He gave a brief history of the company. They will be taking the ground floor of the former Sears store; something else will go on the second floor. They would like to change the signage and make façade changes. They submitted plans to relocate the entry to the center of the store and to remove the previous entry to the Sears and matching the architecture along the front. They will also repaint the building.

Signage:

1. “At Home” in channel letters over the main entry
2. “The Home Décor Superstore” in channel letters on the main elevation
3. “At Home” in channel letters on the side elevation
4. “At Home” in channel letters on the rear elevation
5. “At Home” pylon refacing
6. “At Home” pylon refacing

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

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| **Applicant:** |  | **Cellco Partnership d/b/a Verizon Wireless** |
| **Project Address:** |  | **387 Washington Street, Dedham, MA** |
| **Property Owner/Address:** |  | New England Tel & Tel Co (Verizon New England) c/o Duff & Phelps, P.O. Box 2479, Addison, TX 75001 |
| **Materials Submitted:** |  | * DRAB application * Photo simulations of existing and proposed conditions * Plans and equipment specifications entitled “Verizon, Dedham SC MA, 387 Washington Street, Dedham, MA 02026” prepared by Hudson Design Group, LLC, 1600 Osgood Street, Building 20 North, Suite 3090, North Andover, MA 01845 * Narrative description prepared by Christopher A. Swiniarski, Esq., McLane Middleton, 900 Elm Street, P.O. Box 326, Manchester, NH 03105-0326 |
| **Representative:** |  | Christopher A. Swiniarski, Esq., McLane Middleton, 900 Elm Street, P.O. Box 326, Manchester, NH 03105-0326 |

Mr. Swiniarski came to the Board to discuss the materials for the fiberglass enclosure that will go on the roof of the building at 387 Washington Street. At the last meeting, the Board requested that the Applicant show samples of the enclosure, which will be painted to look like the brick. There was a great deal of skepticism on whether it would look like brick, and some members felt that seeing the wireless equipment would be better than the enclosure, and that the enclosure would be a detriment to the building because it would change the architecture of the building. The Board was also unhappy that the proposed enclosure was not centered on the rooftop.

Mr. Swiniarski did not have a sample of the enclosure. Mr. Corey expressed doubt that it can look like brick, and said he needed to see a visual. Mr. Haven was not sure how the painted fiberglass would match the existing brick. Mr. Swiniarski said the fiberglass is painted by an artist, so it can be customized to look like the aged brick. Mr. Gibson asked what the equipment looked like, saying it may be better than the enclosure. Mr. Haven asked if screening of the antenna and equipment was a concern with abutters. Mr. Swiniarski said they always try to conceal the equipment in a downtown area. There was one abutter who was concerned, but she saw the materials and was satisfied. He noted that the application was approved by both the Zoning Board of Appeals and the Planning Board. He said that the former Town Planner, Richard McCarthy, told him not to go to DRAB. Mr. Corey said that DRAB recommends design changes, that Mr. McCarthy does not work here now, and that the Planning Board decision depended on DRAB’s recommendation.

Using his phone, Mr. Swiniarski showed examples of enclosures done at other sites. He said an artist would come to the site and would custom paint the fiberglass, which would be in four pieces. Mr. Gibson said that if the execution is good, it would be fine, but the photos given to the Board were all photoshopped and were not acceptable. With regard to the location of the enclosure, the Board was unhappy that it is not centered on the rooftop, and asked if this could be centered so it looks like it is a planned part of the building. Mr. Swiniarski said there is weight involved, and the enclosure has to be over a load-bearing part of the building. Placement is precise, and wind forces can be a problem. The placement is pretty precise, and if they could move it, they would. He will, however, check to see if it can be done, but feels that it will be unlikely. Mr. Gibson asked if the fiberglass could be elongated to make it centered, and Mr. Swiniarski said that is probably possible. The Board recommended that this be done.

Mr. Corey moved to approve the application provided the size of the enclosure is balanced over the roof building. Mr. Gibson seconded the motion. The vote to approve was unanimous at 4-0.

Discussion

The Board discussed the minutes from February 13, 2018, and made changes per Mr. Haven.

Mr. Corey discussed the gym in Dedham Square next to Blue Bunny. The owner put a black background up, and Building Commissioner Kenneth Cimeno claimed that it was signage and he could not do it. This was discussed by the Board. Mr. Corey thought the Board’s suggestion of doing two frostings at Oscar’s without signage was a good idea. Mr. Gibson said that if they legitimately wanted sun blocking, that is fine. In the case of Horse Thieves Tavern, they want the frosting for privacy, not sun blocking. Mr. Corey said that there is too much sun in the afternoon, so sun blocking is needed. He did feel that Ms. Moran misled the Board to some degree, and that she overpowers the staff, which is not good. He and Mr. Gibson made further comments, but they could not be heard. Discussion took place about the difference between pebbled and black fiber. Mr. Haven said that Oscar’s may have misunderstood the Board’s recommendation.

The Board also discussed setting specific deadlines for submission of materials for review. In the application for Horse Thieves Tavern, Ms. Moran brought in new information only a few days prior to the meeting, giving the Board little time to review it. Mr. Corey, in particular, was adamant about submission deadlines, saying that Ms. Moran has changed the drawings and her presentation three times. He said the Board voted on deadlines a couple of times, but the former town planners did not enforce them. Mrs. Webster will make sure applicants are aware of deadlines in the future, and will make sure it is on the application.

Mr. Haven said he drove by Hooters last night, and it appears that there are orange lights above the sign in front. This was not approved by DRAB. Mrs. Webster will refer this to Mr. Cimeno since the Building Department is the code enforcement agency.

Review of Minutes

Mr. Gibson moved to approve the minutes of February 13, 2018, seconded by Ms. Perec. The vote to approve was unanimous at 3-0, with Mr. Corey not voting because he was not present at the meeting.

Mr. Corey moved to adjourn, seconded by Mr. Gibson. The vote to adjourn was unanimous at 4-0.

Respectfully submitted,

Bryce Gibson, Vice Chair

/snw

1. Mrs. Webster contacted Bryan Clayman of Signarama in Walpole. The new design was submitted to Dedham Marketplace, LLC, and falls within the guidelines of their sign package. The design was approved and will be forwarded to her. It will then be determined whether they need to come to DRAB. [↑](#footnote-ref-1)