

Steven Davey, Chair
John Haven, RLA, ASLA, Vice Chair
Paul J. Corey
Mollie Moran, AIA
Bryce Gibson



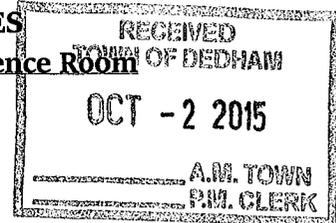
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TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW ADVISORY BOARD MINUTES
Wednesday, August 5, 2015, 7:00 p.m., Lower Conference Room



Present: Steven Davey, Chair
Paul J. Corey
Bryce Gibson
Mollie Moran, AIA
Richard J. McCarthy, Jr., Planning Director

The meeting was called to order at 7:02 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. Haven was not present for this meeting.

Dictation was again extremely difficult because people were talking over one another. Every reasonable attempt was made to understand and capture pertinent information.

Applicant: K & G Fashion Superstore #26
Project Address: 5 Stergis Way, Dedham, MA
Property Owner/Address: SIP Trust, 80 Boxford Road, Rowley, MA 01969-2420
Case #: DRAB-07-15-1997
Zoning District: Highway Business
Date of Application: June 19, 2015
Materials Submitted:

- DRAB application
- Letter of permission from Helen S. Bryant, Trustee, SIP Trust
- Narrative prepared by Chuck Kennedy, Men's Warehouse, Construction Project Manager, 6100 Stevenson Boulevard, Building B, Fremont, CA

94538-2453

- Exterior elevations prepared by MBH Arch, 2470 Mariner Square Loop, Alameda, CA 94501
- Photographs of existing conditions
- Renderings of proposed conditions

Representative: Chuck Kennedy

The Applicant is here for review of façade changes and signage for the former Travelers Building. This will become K & G Fashion Superstore #26, which is part of Men's Wearhouse. They met with DRAB about signage for the building, and went to the ZBA for a waiver to put the signage above the roofline. In the interim, they decided that they wanted to add additional signage, and are seeking DRAB's recommendation prior to returning to the ZBA next month for the other two roof signs. Mr. Kennedy said that there are roll-up garage doors in the front and the back of the building. These will be removed so there will be a front and rear entrance. Most of the parking seems to be in the back of the building, and Men's Wearhouse felt it would be beneficial to have signs over the both entrances.

Mr. McCarthy displayed the site plan and where they want to add signage. He said the signs will be seen from Legacy Place. Mr. Corey noted that there is no street frontage on the side of the parking lot or on the side of the building where they want to put the sign. He asked how this could be justified, as DRAB needs to justify it to the ZBA. Mr. Kennedy said that they would like signs above both entrances so people can see them. Mr. Corey felt this was overkill, and Mr. Gibson agreed. Ms. Moran liked the idea of putting something interesting in the back. Mr. Corey said that, if they would make the sign in the back smaller, i.e., the width of the door, just to identify the entrance, and forego the ones on the pylon in back, he would not have a problem with it. He liked the signage on the sign band, but not the roof. Mr. Davey said he did not see any visibility problems with the building, and did not see the value in setting a precedent by putting things on the roof and making it higher. He did not think it would advance the business at all. He agreed that it is overkill. Ms. Moran said that people will not know there is a back entrance; Mr. Corey said they would know when they got in the parking lot.

Mr. Corey said that the Applicant would have to go to the Zoning Board of Appeals, and needed to decide what fight he would want to fight. He said that if there was a 12 foot door and they put 10-12" lettering over it, it would just identify the door. He did not think it was anything that DRAB could improve because it is in the bylaw, but the Board could recommend it to the Zoning Board of Appeals. He said there was nothing in the back that would justify a sign. Mr. McCarthy said they can put a sign in the back code-wise, and they would not have to go to ZBA.

The Board did not have any issues with the actual façade, as nothing is changing on the outside other than creating the entrances. The site plan was submitted today, and the

Applicant will be going before the Planning Board in September. DRAB needed to review this prior to that time. No changes are proposed to the site. Mr. Corey asked about the landscaping, and Mr. Kennedy said this was approved in 2010, and will not change.

Ms. Moran, looking at the west and the east elevations, said there were two signs, one at the front and one at the back. She questioned the sign on the north elevation. Mr. Kennedy said there would only two, one at the far entrance. He explained that this would be revisited. She said she liked the second sign and thought it balanced the building. Mr. Gibson thought it anchored it and gave symmetry. Mr. Corey disagreed. Mr. Corey said there was excessive signage despite having plenty of square footage and frontage. Ms. Moran said they were simply balancing what was there.

Mr. Davey was of the opinion that the recommendation would be split. Mr. McCarthy said this could be done, and it would be up to the Applicant to go to the Zoning Board of Appeals. Mr. Kennedy said he would convey this to his company and see in what direction they would like to go and what would make sense. Mr. McCarthy said that, alternatively, since they would not be going to the ZBA until September, if they wanted to return to DRAB prior to the meeting for more support that would be fine. Ms. Moran said that site photographs would really help, and Mr. Kennedy will supply these. Mr. McCarthy suggested tabling this until they return with the photographs in a month. Mr. Kennedy will see in what direction they want to proceed and return.

The Applicant is not proposing any changes to the site. He will recommend, however, that the landscaping be transplanted with shorter plants along Legacy Boulevard because it has grown too much and the line of sight is horrendous coming out of Stergis Way.

A motion was made by Mr. Corey and seconded by Ms. Moran to table the application until September 2, 2015. The vote was unanimous at 4-0. This meeting ended at 7:20 p.m.

Applicant:	Philosophe
Project Address:	65 Cedar Street, Dedham, MA
Property Owner/Address:	Thomas Theos, 65 Cedar Street, Dedham, MA
Case #:	DRAB-07-15-1998
Zoning District:	Local Business
Date of Application:	July 21, 2015
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Photograph of existing awning• Letter of permission from Thomas Theos, Landlord
Representative:	Planning Director Richard McCarthy

Mr. McCarthy said that the existing 7'6" awning had been destroyed by a front end loader when the Town was removing snow this past winter. The Department of Public Works will be replacing the awning for the Applicant. There will be no signage on the awning. Mr. Corey asked if it fit the Sign Code requirements, i.e., canvas, etc. Mr. McCarthy said it did, and it is made of Sunbrella. Mr. Corey said that the town took it down, and owes her a replacement. Ms. Moran said the awning gives the building a little character. It has to be a minimum of 8 feet from the ground. The Board agreed that the Town must fix it.

Ms. Moran made a motion, seconded by Mr. Corey, to recommend the application as presented. The vote was unanimous at 4-0. This meeting ended at 7:25 p.m.

Applicant:	Victory Grille
Project Address:	133 Elm Street, Dedham, MA
Property Owner/Address:	Jiten Patel/Bijan Hotel, LLC, 495 Westgate Drive, Brockton, MA 02301
Case #:	DRAB-07-15-2002
Zoning District:	RDO
Date of Application:	July 24, 2015
Materials Submitted:	<ul style="list-style-type: none">• DRAB Application• Renderings of proposed signage
Representative:	Mike Riley, owner

Mr. Riley said Victory Grille is taking the space formerly occupied by Vinnie T's and Buca di Beppo. They will be putting signage on the building, as well as signage on the pylon sign on Elm Street and the highway pylon. The previous tenants had a square box sign that stuck out. Initially, they were going to replace the panel, but the frame is rotten. They now want to replace it with their logo, which is a circular sign. By doing this, it brings it in off the street. There will be channel letters on the wall sign. He showed an example of the light box on the highway pylon, which is on a timing mechanism. All signs will be lit with LED. The building sign is believed to have individually lit channel letters that project off the building. He explained where the front entrance, function room entrance, and restaurant entrance will be.

Ms. Moran said the front entrance looked lost. Mr. Riley said it sets back and goes into the function room entrances on the side. There is no longer stucco on the right. The entry way is too closed in, so they want to open it up to bring in more light and symmetry. There will be no other signage in the parking lot. Mr. Gibson said there were three different visuals on the signs. Mr. Ryan said they want to keep "grille" in the round sign. The wall sign is more rectangular, and they wanted to keep it simple with just lettering, basically fitting the space better. Mr. Corey suggested a white base behind the Victory sign on the building to give it more pop. Mr. Gibson agreed that the circle would make sense. The Board

suggested that he Photoshop something in because it may make the front entrance pop a bit since it is set back quite a way from the street. The building color will be Chelsea gray, so the white circle will not be necessary. They sandblasted the brick so it is all open-face brick. They chose a color that matched the mortar on the brick to make everything pop more. The trim will be charcoal. He explained where the brick will be. The sign will be mounted on the stucco wall.

Ms. Moran asked what color the hotel is, and Mr. Riley said it is a yellowy-beige, faded vinyl siding. She asked why the Board is not looking at materials and colors for the building. Mr. McCarthy said it is because the building is being painted, and this is not considered an exterior alteration. She said she did not like the two different colors on the brick and the stucco, but Mr. Corey thought it would look fine. Ms. Moran said she would prefer a bright red/orange to it can be seen. Mr. Corey said that all they are doing is making sure people driving by see the restaurant and not the hotel.

Mr. Davey asked about the pylon sign and the square footage. Mr. McCarthy said they will need to go to the Zoning Board of Appeals for the setback. The square footage is fine. Mr. Davey thought the sign could use some detail work, and that it does not measure up to the signs at Legacy Place. He said that it is possible that Vinny T's and Buca de Beppo did not work well in this location because of the multitude of restaurants at Legacy Place. The branding there is high-end and expensive, and they are well known commodities. He said it would be a tough location, and there are some things that do not look right on the branding. He said they are going to compete with the restaurants, and things have to look right. He gave some examples:

1. The V in Victor looks like it was the same font but just enlarged. It is disproportionately thick and does not look like it belongs.
2. The curve around the Y is very awkward.
3. The "Grille" looks awkward because of the way the letters are strangely bent back, and the "I" with the flame is not useful.
4. The grading around the circle seems pretty dated and not sophisticated.

Ms. Moran thought that this was because the sign is retro, and she likes it for that reason. She would like to see this on the building as well. She said it reminds her of a Krispy Kreme type of sign. Mr. Corey said the issue is continuity. He asked Mr. Riley to Photoshop the red out and make it gray to see what it looks like, and then put the white around it if needed. The idea is to make the sign pop. Ms. Moran said he may have to make the blue a little darker to make it stand out more. Mr. Riley said he would go with the round. Mr. Corey suggested painting the white circle on the building and not make it part of the sign itself, and light it to make it stand out. Mr. McCarthy asked if this could be done on the highway sign as well. The shape of the sign could remain, but continue the concept of the circle. The concern is visibility. Mr. Riley said that this is the reason why they went with larger letters. Mr. McCarthy said the only value of the highway sign is for

Route 1 coming up the ramp, not Route 128. Mr. Davey said the circle is not doing them any favors, so it might be cleaner if they take it out and make a square sign. Ms. Moran disagreed, saying the circle signifies sports. Unfortunately, Mr. Corey and Mr. Davey were talking with different people at the same time, so nothing could be understood. It is believed that Mr. Corey was discussing a gray color and then another one with the white around the lettering, and e-mailing a rendering of this to Mr. McCarthy so the Board could look at it.

Ms. Moran asked Mr. Riley how ready he was to open, and he said he was just about ready. Mr. McCarthy said they can do the wall sign and the one on the highway. They will go to the Zoning Board of Appeals on September 16, 2015, for the pylon sign. They will work with temporary signs in the meantime.

Ms. Moran made a motion to support the application as presented with the suggestion that they use the round sign on the building to keep the branding consistent. The only proviso is that once Mr. McCarthy sees the rendering as discussed, the Board will comment. Mr. Corey seconded the motion. The vote was 3-1 with Mr. Davey voting no. This meeting ended at 7:45 p.m.

Applicant:	Anthony's Wine and Liquors
Project Address:	243 Bussey Street
Property Owner/Address:	Michael Ferullo, 237 Bussey Street, Dedham, MA
Case #:	DRAB- 07-15-2001
Zoning District:	General Business
Date of Application:	July 24, 2015
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Photograph of existing conditions• Plan and Elevation prepared by Signature Architecture, 73 Bishop Road, Sharon, MA 02067
Representative:	Anthony Ferullo

Mr. Ferullo came before the Board for awnings and signage on the awnings. The Board has not seen the façade changes.

With regard to the awning, Ms. Moran did not understand whether it stuck out from the building. Mr. McCarthy said it is triangular and sticks out at a 45° angle. The writing is on the angled front of the awning. The awning color is dark green, and the lettering is white. Mr. Corey asked what the material was, noting that the plan says vinyl, which cannot be done. He can use canvas, duck cloth, sailcloth, or Sunbrella-type material, and will need to change it to that. There will be a couple of lights underneath the bottom to illuminate the letters, which will have white filament inside. Mr. Davey is familiar with the existing awning, which has this filament, but is not sure it will work with the new awning. Ms.

Moran said the name will not be lighted, and Mr. Corey said there is a safety issue in that the window and the sidewalk need to be lighted. There will be no signage in the window except for a small sale sign at the bottom. Nothing permanent will be there, however. Ms. Moran said that the signs could not be lighted from above because there are apartments upstairs. Mr. Corey said he could use goosenecks. Review of the façade was fine.

Mr. Davey said that people know where the store is since it services primarily East Dedham. He is not sure if he needs to light the sign. The windows are bigger and will be lit up at night. He does not think there will be big issues with people not being able to find them.

Mr. Gibson made a motion to support the awning as presented but change the awning material to an approved material from the Sign Code, the lighting as presented, and to support the windows as presented on the plan. Ms. Moran seconded the motion. The vote was unanimous at 4-0. This meeting ended at 8:00 p.m.

Applicant:	The American Red Cross
Project Address:	180 Rustcraft Road, Suite 115, Dedham, MA
Property Owner/Address:	DIC Rustcraft, LLC, CCM, 125 High Street, 21 st Floor, Boston, MA 02110
Case #:	DRAB-07-15-2000
Zoning District:	RDO
Date of Application:	July 24, 2015
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Letter of authorization from Brian Bishop, Senior Property Manager, The Davis Companies, 125 High Street, 21st Floor, Boston, MA 02110• Photographs of existing conditions*• Photographs of proposed conditions*• Building elevations*• Signage location and plan*• Sign specifications* <p>*All prepared by Spagnolo Gisness and Assoc., Inc., 200 High Street, 2nd Floor Boston, MA 02110</p>
Representative:	Brian Bishop, Senior Property Manager, The Davis Companies, 125 High Street, 21 st Floor, Boston, MA 02110

The plan is to remove the existing signage at various locations in front of the building, including the wooden Red Cross sign on the north side. There is another existing Red

Cross sign on the west side for the loading area. They are proposing placement of two 46" high monument signs, one in the front of the Red Cross in a bed with the flagpole, and another in front of the new General Dynamics building. The Red Cross sign will include two or three other tenants. There will be smaller 78" directional signs on each end for the loading dock area and for parking. He showed the specifications for the monument signs, which will be Matthews brushed aluminum paint, satin finish, 3M Dark Gray 220-41 (vinyl) for the smaller lettering, and rust-colored PMS 7587C matte finish for the word "Rustcraft." The larger signs will measure 38.75 square feet, and the smaller ones 21.125 square feet. The signs themselves will not be lit, but they are proposing LED lights on either face to illuminate them. The lighting will be up-lighted.

Mr. Gibson asked about the two tenants on the Red Cross sign, saying that their employee parking is on the side of the building, not near the sign. Mr. Bishop noted that they will need to go before the Zoning Board of Appeals for a third monument sign, but they would like today's submission approved because General Dynamics is seeking their sign. He assured the Board that he will return for the third sign prior to going to the Zoning Board of Appeals. There will be no landscaping around the two larger monument signs. Only the Iron Mountain Storage has signage on the building; this has been present for many years. Mr. Gibson asked how they would change the names of tenants on the monument signs if someone left and someone new came in. Mr. Gibson said the letters are vinyl, so they can be replaced easily.

Mr. Corey made a motion to support the signage as presented on the four locations, seconded by Mr. Gibson. The vote was unanimous at 4-0. The Applicant will return to the Board for the third monument sign after it has been to the Zoning Board of Appeals.

The applicant was also present for discussion of façade changes to the building.

Applicant:	Rustcraft Corporate Center
Project Address:	100-260 Rustcraft Road, Dedham, MA
Property Owner/Address:	DIC Rustcraft, LLC, CCM, 125 High Street, 21 st Floor, Boston, MA 02110
Case #:	DRAB-07-15-2000
Zoning District:	RDO
Date of Application:	July 24, 2015
Materials Submitted:	<ul style="list-style-type: none">• DRAB application• Letter of authorization from Brian Bishop, Senior Property Manager, The Davis Companies, 125 High Street, 21st Floor, Boston, MA 02110• Photographs of existing conditions*• Photographs of proposed conditions*• Building elevations*• Signage location and plan*

- Sign specifications*

*All prepared by Spagnolo Gisness and Assoc.,
Inc., 200 High Street, 2nd Floor
Boston, M 02110

Representative:

Brian Bishop, Senior Property Manager, The Davis
Companies, 125 High Street, 21st Floor, Boston, MA 02110

Mr. Bishop said there is a very large pergola covered entry with a canvas awning behind it that leads to the door for the American Red Cross. This will be removed and replaced by a vestibule that is more in keeping with the other on the west end of the building. The wood windows will be replaced with an anodized aluminum window system like that on the rest of the building.

The entry will be a glass box like the one on the west end, but will have a canopy covering. Ms. Moran liked the new entry a lot. Mr. Corey commented that it is very commercial looking, and it is a shame to lose the columns, although he can understand why they are doing that. He was concerned that the neighbors would not like it. Mr. Bishop commended that the columns are in very poor shape. The sidewalk will remain. The pergola sits on footings on a walkway at this time, but it does not impede the walkway. It also does not impede the parking area in that it is not attached. It simply sits to the left and the right of the walkway at the entrance to the American Red Cross. The idea is saw cut it out them out, leaving the existing walkway, parking lot, and ramp as is. The majority of the landscaping around the pergola will remain, although some will need to be restructured to make it fit the new layout. They may move the overgrown trees toward or away from the building by a couple of feet so the new glass vestibule will look appropriate. Smaller vegetation will not survive the demolition, so it will need to be replaced. Nothing as far as the site exists now will be affected.

Ms. Moran made a motion to support the changes as presented, seconded by Mr. Gibson. The vote was unanimous at 4-0.

Mr. Corey asked about the location of the clock tower on the far corner. He asked why it is so far from the edge of the building. The answer could not be understood because there were three people talking at once, but it is believed that it has to do with a wireless installation. A tenant's entry comes out to that point as well and putting it closer would impede the necessary elements of that tenant. These two meetings ended at 8:15 p.m.

Applicant: Dunkin' Donuts (Legacy Donuts, LLC)
Project Address: 36 Sawmill Lane, Dedham, MA
Property Owner/Address: Roma Realty Trust, Renato Reda, Trustee, 15 Felix Street, Dedham, MA 02026
Case #: DRAB-08-13-1709
Zoning District: General Business
Date of Application: July 27, 2015
Materials Submitted:

- Revised exterior elevation, prepared by Aharonian & Associates, Inc., 310 Washington Highway, Smithfield, R.I.

Representative: Chris Dacosta, owner, 360 Turnpike Street, Canton, MA 02021

Mr. McCarthy gave a brief history of the project to date. It had last been seen by DRAB in 2013. It was approved by the Planning Board on July 23, 2015, at which time the Planning Board requested that the brick wall on either side of the building be opened up so people in the drive through lane could have better visibility of the oncoming traffic.

Mr. Davey questioned the Planning Board's request. He said that changing the building from a Cape-style building took away from the residential appearance, which is what DRAB had wanted. The original idea was to make the building look more residential and not like those on Route One. Mr. Dacosta agreed that making it more residential in appearance was the goal. Ms. Moran said that the building has a pitched roof, which is different than most commercial buildings. Mr. Davey agreed with that, but said that was not the plan. He said that the change was probably made because some people disagreed with having a Dunkin' Donuts drive-thru, but he thought it badly weakened the intent of the design. Mr. Corey said that there could be a brick wall on which the side windows could be placed, similar to the front of the building. Ms. Moran asked where the doors of the building are, and was shown on the monitor. The storefront is made of aluminum. Mr. Dacosta said that the glass was to add visibility when pulling out of the drive thru.

As stated at the beginning of these minutes, dictation was again difficult because people were talking over one another. Every reasonable attempt was made to understand and capture pertinent information for these minutes, but it was impossible. In addition, when the Board discussed some areas on the map, it could not be determined where they were because there was no way to know where the members were pointing.

After the Board settled down, Mr. Davey commented that the brick should be brought up to the bottom of the side windows, which would also be brought up to the same height as the front windows. The aluminum should be brown. There was discussion regarding putting brick above the aluminum façade, and Ms. Moran said this is not possible. She also said another material should not be introduced on the vestibule. She would prefer that it remain glass.

With regard to the orange band around the building, Mr. Corey said this will be on the building long after this discussion. He thought it should be removed because it made the building look more commercial. Ms. Moran thought it should remain because it is their branding. Mr. Corey said that Dunkin' Donuts nationally has been very amenable to local changes and requests, and the Board could make a local request that the orange band be removed. Their branding is on their signs. Mr. Gibson agreed with removal of the band.

Mr. Corey made a motion to approve the application with the recommendation as follows:

- a. The windows be uniform in size and height as shown on the rendering of the front of the building.
- b. The window aluminum be a brown tone.
- c. The bricks continue under all windows and around the vestibule.
- d. The orange band be eliminated.

Ms. Moran seconded the motion for discussion. She was concerned that the 2.5 to 3 feet of brick under the windows will not satisfy the Planning Board's concern for visibility. Mr. Corey said that is why he did not mention the height. Once the Planning Board sees what the Board talks about, they can agree to lower it to 1.5 feet and still give them the visibility. Mr. McCarthy will show the Planning Board this letter. Again, dictation was difficult because several people were talking at once. The renderings will need to be amended to reflect DRAB's comments. Mr. Corey suggested that the renderings show the brick to be lower than 2 feet. He said it is also practical to have the brick under the windows because there would be a lot of abuse on the windows. He felt that dropping it down still addressed the Planning Board's concern about visibility.

Ms. Moran then seconded Mr. Corey's motion for vote. The Board voted unanimously to approve as stated. Mr. Corey asked if Mr. Haven had seen the landscaping plan, as he did not recall this. The Board said that this had already been done. Mr. Corey suggested that this be sent to Mr. Haven again to be sure. Ms. Moran noted that there was a concept plan but no landscaping. Mr. Corey asked Mr. McCarthy if he had a list of plantings, and he said there would be one coming. Once it is received, it should go specifically to Mr. Haven for review. This meeting ended at 8:57 p.m.

OLD/NEW BUSINESS

Review of Minutes: There were two sets of minutes to review.

1. June 3, 2015: These could not be reviewed because Mr. Haven was absent, and there were only two other board members present to vote. Thus there was no majority, so these will be reviewed at the September 2, 2015, meeting.
2. July 1, 2015: Ms. Moran made a motion to approve these minutes, seconded by Mr. Corey. The vote was unanimous at 4-0. Mr. Davey signed them.

Ms. Moran made a motion to adjourn, seconded by Mr. Corey. The vote was unanimous at 4-0. The meeting ended at 9:00 p.m.

Respectfully submitted,


Steven Davey
Chairman

/snw