

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

Richard J. McCarthy, Jr.  
Director of Planning  
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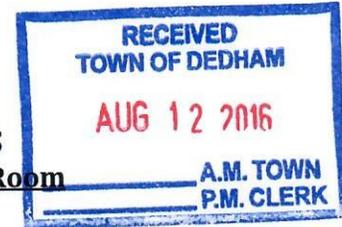
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**TOWN OF DEDHAM**  
COMMONWEALTH OF MASSACHUSETTS

**DESIGN REVIEW ADVISORY BOARD MINUTES**  
**Wednesday, July 13, 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 7:05 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:** Starbucks Coffee, Dedham Mall  
**Project Address:** 300 Providence Highway, Dedham, MA  
**Case # and Zoning District:** DRAB-06-16-2101  
**Representative:** Dan Brennan, Starbucks Agent

Mr. Brennan presented plans to change the exterior color of the Starbucks building at the Dedham Mall. The existing yellow on the building would be painted light gray, and the existing white top would be painted dark gray. All other colors remain the same. The current green vinyl sign would be changed to white. Mr. Corey moved approval as presented, seconded by Mr. Gibson, voted unanimously 4-0.

**Applicant:** Liz McCabe Interiors  
**Project Address:** 26 Norfolk Street, Dedham, MA  
**Case # and Zoning District:** DRAB-04-16-2081  
**Representative:** Liz McCabe

Ms. McCabe would like to put a sign in front of her business. There was no rendering provided for the record. The outside color would be cream, which is the main color, and the lettering would be brown. She showed her business card, which is what the sign would look like; The Board offered suggestions, but Ms. McCabe rejected them. The sign would be located between the door and the window casings. The sign company was supposed to come before the Board to explain the sign, but told her that no renderings were necessary. The Board said this was incorrect, and that the sign company had been before them

previously and provided renderings. Mr. Davey said the sign is readable, but thought a change in color would make it more visible. However, if this is what she wants, he did not see a reason to oppose it. Mr. Gibson agreed. Mr. Haven moved to approve the signage as shown, seconded by Mr. Gibson, voted unanimously 4-0.

<b>Applicant:</b>	<b>RK Associates, Inc.</b>
<b>Project Address:</b>	<b>550 Providence Highway, Dedham, MA</b>
<b>Case # and Zoning District:</b>	<b>DRAB-06-16-2106</b>
<b>Property Owner/Address:</b>	RK Associates, Inc., 50 Cabot Street, Suite 200, Needham, MA 02494
<b>Representative:</b>	Scott Spaulding, Viewpoint Sign and Awning, 35 Lyman Street, Northboro, MA 01532
<b>Materials Submitted:</b>	DRAB application Renderings for proposed monument sign Town of Dedham Assessors database for property Photograph of existing conditions

Mr. Spaulding proposed a free-standing sign for Petco that meets Zoning Bylaw requirements. The face would be polycarbonate with translucent back-lit vinyl graphics, and the base would be brick stone with a bluestone cap. The sign would go in the existing plant bed next to a light pole. Although it would be located after the entrance, it would be seen well before that. It will be 18 feet high and internally illuminated with fluorescent lighting. No plot plan was provided that showed the location or the types of plantings.

Mr. Haven would like the sign to be embedded more, rather than just sitting in the parking lot. Mr. McCarthy explained that according to the ZBL, there should be a minimum of three feet on all sides of a sign base for landscaping. Mr. Spaulding said this would be done, but the stone base will need to be removed. Mr. Haven said that having "RK Centers" on the sign causes visual clutter, and advocated its removal. Mr. Spaulding said this a naming of the plaza, and is a matter of right. Mr. Davey said they are allowed to have it, but in order to reduce the clutter on the sign, it would be best to remove it or shrink it since it is quite tight. He asked Mr. Spaulding to suggest to them that it would look better if it was smaller. Mr. Spaulding will tell the owners the Board's comments.

Mr. Haven asked if the small strip of island in the photo is directly on Providence Highway. Mr. Spaulding said that is where the access road starts. Mr. Haven said it would be better visually if the island was enlarged around the front sign and a parking space removed. There is so much asphalt in that area around the sign, and it would help the sign and the value of the property. Mr. McCarthy said that this would require Planning Board site plan review. Mr. Haven said that all this money is being spent on the sign, and it will look like all the other signs in asphalt along Providence Highway if the Board does not step back and have the applicant go a step further on the project.

Mr. Davey said the Board needs to see a plot plan that shows the plantings, as well as revisions as discussed. Mr. Haven said that RK Centers can make more of an effort on the project to improve it. The applicant will return on 8/10/16.

**Applicant:** NTB – Dedham  
**Project Address:** 900 Providence Highway, Dedham, MA  
**Case # and Zoning District:** DRAB-06-16-2104  
**Representative:** Robert Nitishin, AIA, 2265 Roswell Road, Suite 100,  
Marietta, GA 30062

The applicant proposed exterior remodeling of the existing building. There will also be a new interior and new signage in the form of two building signs and the refacing the pylon sign. The business had been looking for another site and moved out, but never found a suitable location and so they worked with the landlord and returned to this site. NTB has a new re-imaging of all its stores. There will be a tower at the entry door; this will have signage. There will be a stone pilaster on the corner; Mr. Nitishin showed a sample. There will be a blue and yellow metal canopy.

The tower will be a combination of two different EIFS colors in earth tones. The rest of the building will have a pilaster at the right corner and another in the front. They are not proposing any in the back. The rest of the building will be painted to match the EIFS colors. The building is approximately 110 linear feet of frontage, which comes to 220 square feet of signage. There will be a new NTB sign on two sides of the tower, and the existing pylon sign will be refaced. All the identifications will be removed over the garages, and there will be panels of blue and yellow, but there will be no signs. They would like stone veneer pilasters up to a certain point to improve the aesthetics of the building. Mr. Gibson suggested that the existing pylon be cleaned up, in particular, the NTB sign on the building is larger than the pylon, and the one on the building gives better visibility. Mr. Haven said looked “junky,” and a remnant of an idea in an old building. Now that there is a tower, the signage does not make any sense at all because they are adjacent to one another. The rendering of the proposed changes makes look like the pylon is blocking the sign facing Providence Highway. Mr. Nitishin said he would need to go back to NTB to broach this with them. Mr. Haven said that this would open up square footage to do the nice logo and give meaning to the bump up by the garage doors. Mr. Nitishin said he had a conversation with the director of architecture today, and they want to maximize signage. If the pylon is eliminated but stay within their allowed square footage, they could do at least one bigger building sign. Mr. Haven did not think it made much sense to have a two-color EIFS bump up without anything there. Having the logo there helps the character of the entire building and is a much larger benefit than having the redundant pylon sign. Mr. Nitishin said it is a two-sided tower, not four sided. If a third side was added, a sign could be put on the tower that so it would be seen from the other side of Providence Highway. He is a little skeptical about adding more weight to the structure. He would have to figure out how to beef the structure up, as it is not a load bearing wall.

The Board reviewed landscaping. There is some parking in front of the building and a couple of handicapped spaces on the side. The rest of the parking is across from the bay doors. Mr. Haven asked if there was an opportunity to extend the existing island in front of the building and replace asphalt with greenery to help the front of the building. Mr. Nitishin said this is an access easement to the adjacent property. There is a handicapped sidewalk there. Mr. Gibson noted that there is a sidewalk between the island and the building that could be maintained. It would be a protective corner of the sidewalk so that handicapped customers would be able to use it. It would also prevent people from parking directly in

front of the glass doors. It would, however, trigger site plan review. Mr. Nitishin said he could look into some landscape improvements.

Mr. Corey moved that the Board approve the façade changes to the building with the bump up as presented, and with the strong recommendation that the property value be increased by putting a third wall onto the bump up, and that the pylon sign be removed because it is blocking the sign on the wall. Mr. Haven added, if there is no logo on the garage, it be made one color of EIFS. The Board recommended that the applicant explore increasing the amount of planted green space that currently exists in front of the building in an effort to dissuade vehicles from parking directly in front of the building, based on experience. Mr. Gibson seconded the motion. The vote was unanimous at 4-0.

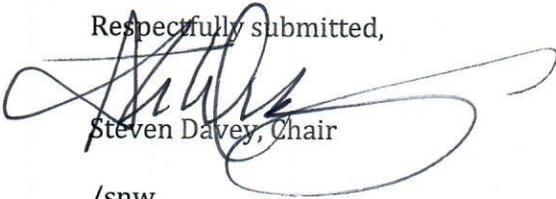
### **Old/New Business**

#### **Review of Minutes**

- *April 6, 2016:* Mr. Corey moved approval of the minutes as read, seconded by Mr. Gibson, voted unanimously 4-0.
- *June 1, 2016:* Vote on these minutes will be at the next meeting.
- *June 8, 2016:* Vote on these minutes will be at the next meeting.

Mr. Corey moved to adjourn, seconded by Mr. Haven, voted unanimously 4-0. The meeting ended at 8:15 p.m.

Respectfully submitted,



Steven Davey, Chair

/snw