

Minutes of the September 14, 2022, Regular Meeting of the Design Review Board

WELLESLEY DESIGN REVIEW BOARD
WEDNESDAY, SEPTEMBER 14, 2022, 6:30 P.M.
ONLINE REMOTE MEETING

Design Review Board Present:

Chair Jose Soliva, Vice-Chair Juann Khoory, Sheila Dinsmoor, Iris Lin

Absent: Amir Kripper

Staff Present: Senior Planner Eric Arbeene, Planner Emma Coates

Call to Order:

Mr. Soliva called the meeting to order at 6:30 PM. Roll Call was taken: Soliva-present, Khoory-present, Dinsmoor present, Lin present

Citizens Speak – Public Comment on Matters not on the agenda

No comments were brought before the Board.

New and/or Continued Applications

DRB-22-45 M - 90 Washington Street

Present: Joseph McDonough, P.E. - Town of Wellesley Facilities Director; Leonard Izzo, MS, RS – Town of Wellesley Director of Community and Public Health

Mr. McDonough highlighted aspects of the project, which is being funded by ARPA (American Rescue Plan Act) allocation.

Mr. Soliva confirmed the proposed generator is intended for stand-by emergencies only.

Ms. Khoory stated the plantings around the generator should be evergreens.

Ms. Lin inquired if the unit could be placed closer to the center of the building. Mr. McDonough replied that an existing drain is located in the area, which affects the placement of the generator.

Ms. Lin motioned to approve DRB-22-45 M for 90 Washington Street, as presented, with a recommendation to screen the generator with evergreens. Ms. Khoory seconded the motion. The vote was unanimous 4-0; Dinsmoor-aye, Khoory-aye, Lin-aye, Soliva-aye.

DRB-22-41 M - 37 Central Street

Present: Cristina Rodriguez, Retail AMP Design, David Magic, Retail AMP Design

Ms. Rodriguez provided project detail. She noted the proposed mural would be hand painted by local artist/s.

Mr. Soliva inquired if the mural reflects branding signage. Ms. Rodriguez replied not.

Ms. Dinsmoor expressed concern that the proposed mural might set precedence. Mr. Magic stated each store uses the same theme for the murals.

Ms. Khoory stated the proposed mural appeared to be very pleasing to the eye.

Mr. Arbeene noted that each mural uses different flowers. Mr. Soliva commented the floral theme appeared to display branding.

Ms. Khoory stated the building was white, and the only color would be reflected by signage or awnings. Mr. Soliva acknowledged that such branding could be included on awning/s.

Ms. Khoory opined since the building is uniform in color, and reads like one unit; therefore, the only articulation with colors would appear on the signage and/or the store front.

Mr. Soliva motioned to continue DRB-41 M for 37 Central Street to the 9/28/22 DRB meeting, with revisions including neutral piers, signage-band neutral armature of the building, with modification on the storefront. Ms. Dinsmoor seconded the motion. The vote was unanimous 4-0; Lin-aye, Khoory-aye, Dinsmoor-aye, Soliva-aye.

DRB-22-42 S - 451 Worcester Street

Present: Mary Doll, Arts Studio Sign & Neon

Ms. Doll described the project.

Mr. Arbeene noted the height allowance was 17 inches by right, since the building is located on Worcester Street.

Mr. Soliva inquired on the makeup of the sign. Ms. Doll confirmed that lighting would not be included with the sign.

Ms. Khoory inquired if “VV” and “Beauty Spa” would be centered on the sign. Ms. Doll replied in the affirmative.

Ms. Lin commented the proposed sign would be smaller than the sign on the next storefront. Ms. Dinsmoor indicated her preference that the sign be in alignment with the sign to the right.

Ms. Khoory motioned to approve DRB-22-42 S for 451 Worcester Street, as presented, including recommendation to center the “VV” and “Beauty Spa,” both vertically and horizontally; providing additional space on both ends for the lettering, and that the sign align with the sign to the right. Ms. Lin seconded the motion. The vote was unanimous 4-0; Dinsmoor-aye, Lin-aye, Khoory-aye, Soliva-aye.

DRB-22-43 S 42 Elmwood Road

Present: Brad Gardner, Facilities Manager - Veritas Christian Academy

Mr. Gardner explained the modification of decreasing lettering on the bottom banner of the sign.

Mr. Soliva agreed fewer words would be preferred. Board Members agreed with the assessment made by Mr. Soliva.

Ms. Dinsmoor motioned to accept DRB-22-43 S for 42 Elmwood Road, as presented. Ms. Lin seconded the motion. The vote was unanimous 4-0; Khoory-aye, Lin-aye, Dinsmoor-aye, Soliva-aye.

DRB-22-46 S - 269 Washington Street

Present: Dan Gordon Landscape Architect

Ms. Coates confirmed aspects of the proposed awning and door decal signage were the focus of the application.

Ms. Lin stated the spacing below the name appeared to be different on the two doors. Ms. Gordon noted that the name was eliminated from one of the doors. Mr. Khoory stated the spacing needed to be consistent.

Mr. Soliva stated the Board cannot comment on another company's sign.

Ms. Khoory motioned to accept DRB-22-46 S for 269 Washington Street, as presented. Ms. Dinsmoor seconded the motion. The vote was unanimous 4-0; Lin-aye Dinsmoor-aye, Khoory-aye, Soliva-aye.

DRB-22-44 S - 267 Washington Street

Present: Dan Gordon, Landscape architect; Maureen Gordon

Mr. Gordon detailed aspects of the application.

Mr. Soliva encouraged the applicant to file for a Special Permit in consideration of the proposed lettering.

Ms. Khoory motioned to accept DRB-22-44 S for 267 Washington Street, as presented, including with recommendation that the height of the wording on door align with the white line on both doors; and also recommended that the Zoning Board of Appeals approve the proposed sign. Ms. Lin seconded the motion. The vote was unanimous 4-0; Dinsmoor-aye, Lin-aye, Khoory-aye, Soliva-aye.

Minutes - 5/11/22, 5/25/22, 6/8/22, 6/22/22

Ms. Dinsmoor motioned to approve minutes for 5/11/22 and 6/8/22, as presented; and to approve the minutes of 5/25/22 and 6/22/22, as edited. Ms. Khoory seconded the motion. The vote was unanimous 4-0; Lin-aye, Khoory-aye, Dinsmoor-aye, Soliva-aye.

Adjourn

Mr. Soliva motioned to adjourn the meeting. Ms. Khoory seconded the motion. The vote was unanimous 4-0; Lin-aye, Khoory-aye, Dinsmoor-aye, Soliva-aye

There being no further business, the meeting was adjourned at 8:02 P.M.

MINUTES APPROVED – Wednesday, October 19, 2022