

DRAFT

**DESIGN GUIDELINES FOR  
— EAST DEDHAM SQUARE —**



**TOWN OF DEDHAM  
MARCH 2017**

***DRAFT FOR REVIEW***

## **ACKNOWLEDGMENTS**

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*Document prepared by the*

**Metropolitan Area Planning Council**



*(Placeholder Letter of Support from Town)*



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DESIGN GUIDELINES FOR  
— EAST DEDHAM SQUARE —



**TOWN OF DEDHAM**  
MARCH 2017

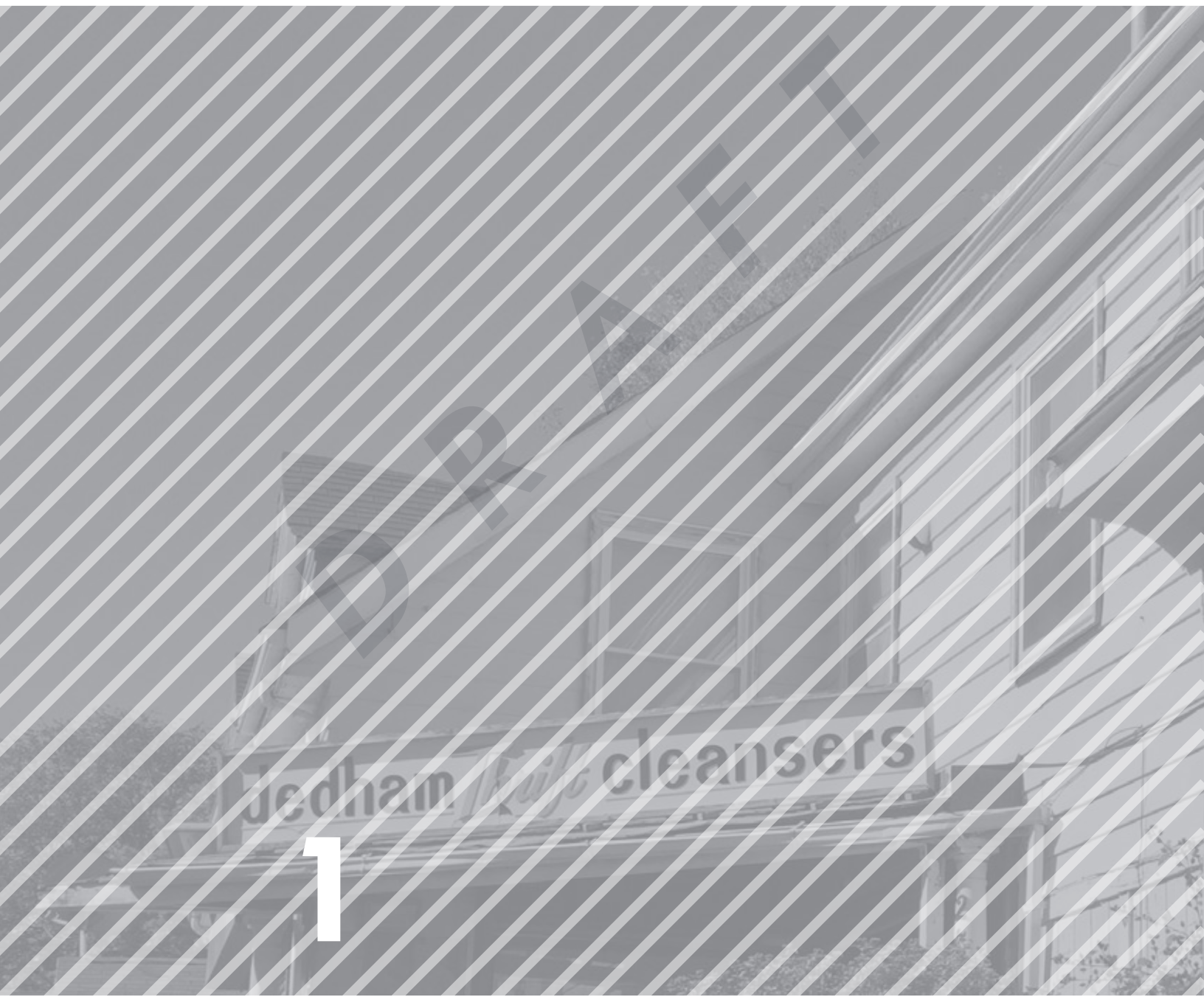
## CONTENTS

	PAGE
SECTION 1 <b>Introduction and Applicability</b>	... 6
SECTION 2 <b>East Dedham Square Background and Context</b>	... 8
SECTION 3 <b>East Dedham Square Vision - Statement and Principles</b>	... 10
SECTION 4 <b>East Dedham Square Design Guidelines</b>	... 12
<b>STREET</b> DESIGN GUIDELINES	... 14
<b>SITE</b> DESIGN GUIDELINES	... 16
<b>BUILDING</b> DESIGN GUIDELINES	... 18
<b>FACADE</b> DESIGN GUIDELINES	... 20
<b>LANDSCAPE</b> DESIGN GUIDELINES	... 22
<b>SIGN</b> DESIGN GUIDELINES	... 24
SECTION 5 <b>References and Resources</b>	... 26
SECTION 6 <b>Definition of Terms</b>	... 28

SECTION 1

Introduction and Applicability

1





## SECTION 1 Introduction and Applicability



*An oblique aerial of the East Dedham Square district from Google Earth*

Welcome to the East Dedham Square Design Guidelines document. This section will introduce the design guidelines, their intent, and applicability.

### **Why create Design Guidelines for East Dedham Square?**

Over the past several years, the community of East Dedham has been building a consensus vision for what the future of the district could strengthen and support. The Design Guidelines represent an effort to directly link the community vision that has been articulated to future investments in the district.

The Design Guidelines are intended to align each new investment in the district with that community vision, regardless as to whether the investment is privately or publicly funded or is a part of public or private property in the district. Major new investments often represent an opportunity that may only occur once in a generation. The Design Guidelines hope to clearly communicate the community's preferences for making the most of every opportunity.

### **Where do the Design Guidelines for East Dedham Square apply?**

The diagram to the right depicts the boundary for the East Dedham Square Design Guidelines. The Design Guidelines do not change the Zoning Districts that are part of East Dedham Square. The Design Guidelines offer further guidance for specific design characteristics beyond that addressed by the Zoning Bylaw. If a property is highlighted on the map to the right, it should refer to this guidance as it considers, designs and implements investments on the property.





The East Dedham Square Design Guideline boundary depicted above includes properties with frontage on Sawmill Lane, High Street west to the Mother Brooks Arts Center, Milton Street south a few properties past River Street, River Street east a few properties past Milton Street, and Bussey Street north to Clisby Avenue and Colonial Drive.

*Diagram depicting the East Dedham Square Design Guideline District with the current land use of district properties*

## SECTION 1 Introduction and Applicability

### What is affected by the Design Guidelines for East Dedham Square?

All investments that occur within this district should apply guidance from this document to the specifics of their project. The Design Guidelines are intended to apply to private investments that may be smaller, short term projects and apply to investments that are large, long term projects as well. Improvements to properties that include plazas, parking, buildings, landscape, or signs are all appropriate to consider under the Design Guidelines. Public investments to streets, open spaces, sidewalks, parking, and municipal facilities are also appropriate to consider under the Design Guidelines.

A simple illustration of the design guidelines concept is provided to the right. The overall “buildable envelope” of a potential development project remains unaffected by the design guidelines with requirements for maximum building height, minimum setbacks, minimum parking requirements, and many other characteristics determined by zoning district. The Design Guidelines provide additional guidance as to how the building should be positioned within the “buildable envelope”, what visual characteristics it should include, and how it should relate to other site components.

The Design Guidelines do not provide a comprehensive view of the regulatory requirements for a project and do not exempt projects from any other applicable requirements, such as requirements related to accessibility, safety, stormwater management, or building code.

Diagram illustrating the zoning characteristics of the CB District that may define the maximum “buildable envelope”

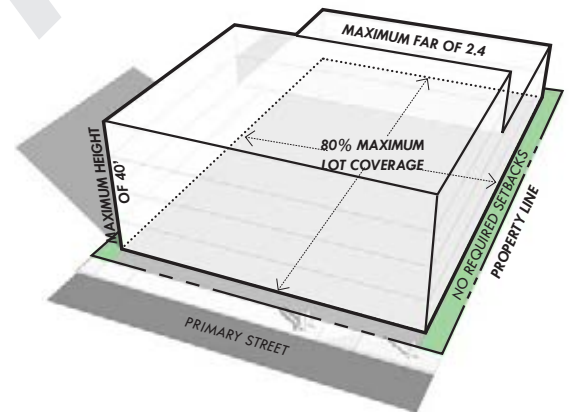
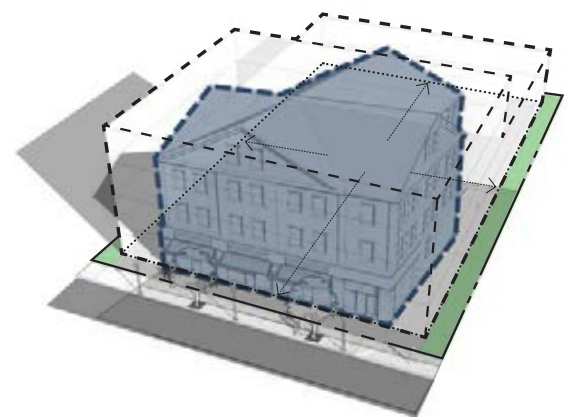


Diagram illustrating the type of characteristics the design guidelines may influence in addition to zoning requirements



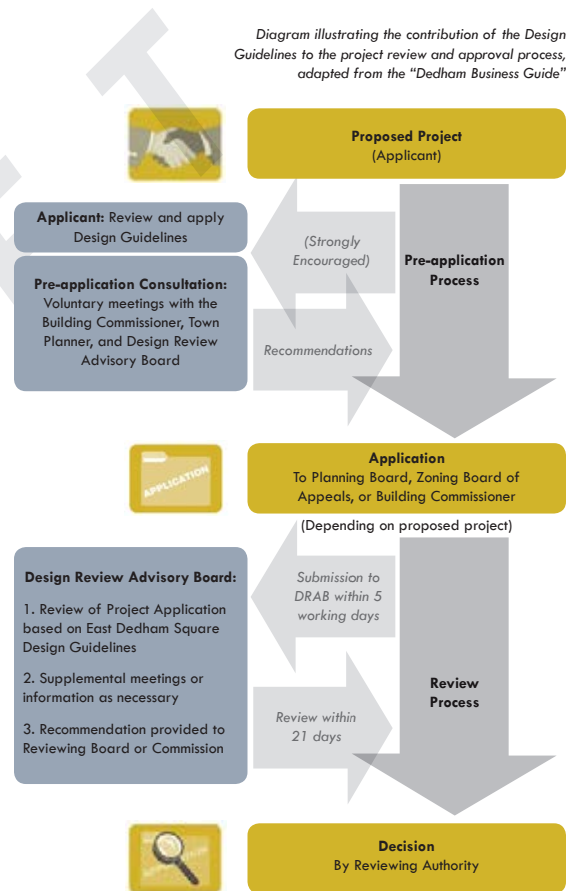
## SECTION 1 Introduction and Applicability

### How are the Design Guidelines administered?

The Design Guidelines are intended to guide projects in a number of ways. First, a project proponent is encouraged to read this document during the early stages of project planning to guide the concept for the project in a manner that is consistent with the community vision and guidance. Second, the Design Guidelines will be used by both the Planning Board and the Design Review Advisory Board during the review of a project application and approval process.

Design Review is a required review to advise the regulatory boards and building commissioner on the design of projects. The review is performed by the Design Review Advisory Board (DRAB), a five-member board of volunteers who have experience in design, historic preservation, building, engineering, or business. The DRAB is tasked with reviewing the design of certain building projects and making recommendations. For East Dedham Square, this document will shape that review and subsequent recommendations.

The simplified diagram to the right shows the potential path of design review for projects that require Planning Board approval, such as Site Plan Review.



SECTION 2

East Dedham Square Background and Context

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## SECTION 2 East Dedham Square Background and Context

### **Brief historic summary of the significance of East Dedham Square**

East Dedham's origins and history have been shaped by the mill industry and the central natural feature of the Mother Brook. The brook was constructed in 1639 and is the oldest hand dug canal in the United States. It was constructed to provide hydropower for large flour, textile, and woodworking mills between the Charles and Neponset Rivers. East Dedham Village emerged from this mill activity with a concentration of mill worker housing and shops that formed the village center of East Dedham Square.

The vibrant village included a diverse mix of commercial enterprises, shops with residences above, and residential structures including mill worker cottages. The area was served by rail and streetcars connecting the village and its residents to Dedham Square and Boston.

### **Discussion of the Current Conditions in East Dedham Square**

A familiar story, East Dedham Square's vibrancy as a village center waned with the mill industries and was negatively impacted by the eras of development focused primarily on the automobile. The formerly dense and mixed-use village center has seen its identity and walkability erode site by site over many decades.

The current conditions of many of the properties in East Dedham Square today have prioritized the needs of vehicular circulation above most other site design and district enhancement considerations. The result is a physical environment that lacks continuity, attractiveness,

and a cohesive identity. Many of these same attributes reduce the safety and attractiveness of walking in the district.

However, East Dedham Square is poised for reinvention with new community amenities such as the Motherbrook Arts and Community Center and the Dedham Heritage Rail Trail. It is also experiencing renewed attention in terms of redevelopment investments.

### **Discussion of how the Community sees the future for East Dedham Square**

Generally, the community would like to recapture a sense of the spirit and vitality of place that East Dedham Square once had. A reinvention of the district with a focus on the creative economy and investments in private property are hoped to result in a village center that can once again be the vibrant, active, and walkable heart of a close-knit community. The word cloud to the right shows the ten most important and often repeated attributes of East Dedham Square from the community's perspective.

A vision statement for crafted with the community in 2013 is outlined in the next section of Design Guidelines. This statement provides a detailed and aspirational guide for how the East Dedham community sees the future of East Dedham Square.

For the Design Guidelines, a simplified test for this vision statement was created. A simple statement by which all investments in East Dedham Square could be measured. This is also included in the following section as the *Overarching Sentiment of the East Dedham Square Design Guidelines*.

The community's 10 most important aspects of the character of East Dedham Square

# east dedham area Brook character east dedham community mother people feel historic

Historic mixed-use building in East Dedham Square



Historic continuity of building frontage in East Dedham Square



Recent office streetcape investments

Historic building scale and character



Existing building scale and character



Existing front setback and signage



Existing vehicular site access



Existing parking adjacent to the sidewalk



Existing building and sidewalk character



SECTION 3

East Dedham Square Vision Statement and Principles

3





## SECTION 3 East Dedham Square Vision Statement and Principles

### East Dedham Square Vision Statement

East Dedham Square will once again be the **economically thriving, vibrant, and attractive center** of the East Dedham community.

Engaged, open, and coordinated communication between residents, community groups, Town leaders, business people, artists, and cultural groups will remove barriers to help **create a place where targeted public and private investment create new creative economy jobs, residential options, retail, services, and open space amenities** for a diverse range of people and incomes.

East Dedham Square will be **reinforced as a walkable neighborhood center with mixed-use development** that includes shops, cafes, restaurants, well design residential and working spaces, and other services, clustered to support a pedestrian environment rich in amenities that neighborhood residents and creative workers desire.

**Public realm improvements, including public art installations, improved connections and vehicle and pedestrian circulation** will draw residents and customers to the area, enlivening the streets, and strengthening positive perceptions of the neighborhood.

The **Mother Brook will once again take center stage**, this time harnessing its natural and historical identity to energize and activate a creative environment with waterfront walking trails, recreation, art festivals, as well as waterfront living, dining and entertainment options.

*The vision statement was crafted as part of the East Dedham Village Charrette and Strategic Action Plan in 2013. A community process facilitated by MAPC working with East Dedham residents.*

## Overarching Sentiment of the East Dedham Square Design Guidelines

***East Dedham, our friendly neighborhood – each new investment should make the physical place a reflection of the close-knit community and sense of pride that is at the heart of the neighborhood.***

### Principles of the Design Guidelines

- All investments should enhance the ability to safely and comfortably walk in East Dedham Square
- Each new investment should reinforce the creation of a place in East Dedham Square with high quality design and construction
- Investments should highlight the historical heritage and connect to narratives about Mother Brook and the mills
- All investments should contribute to the vibrancy and attractiveness of East Dedham Square
- All investments should enhance connections to and use of the Mother Brook as a natural feature, amenity, and identity that is central to the district

*A vibrant, attractive, and safe walking district*



*The Motherbrook Arts and Community Center in East Dedham Square*



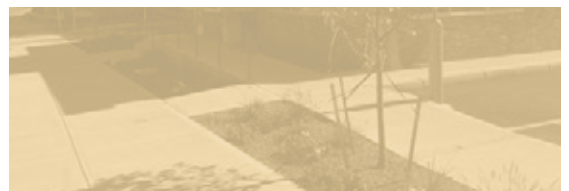
*Seasonal plantings adding to a sense of place*



*The historic legacy of a strong neighborhood center*



*Recent attractive streetscape investments*



*The Mother Brook in East Dedham Square*

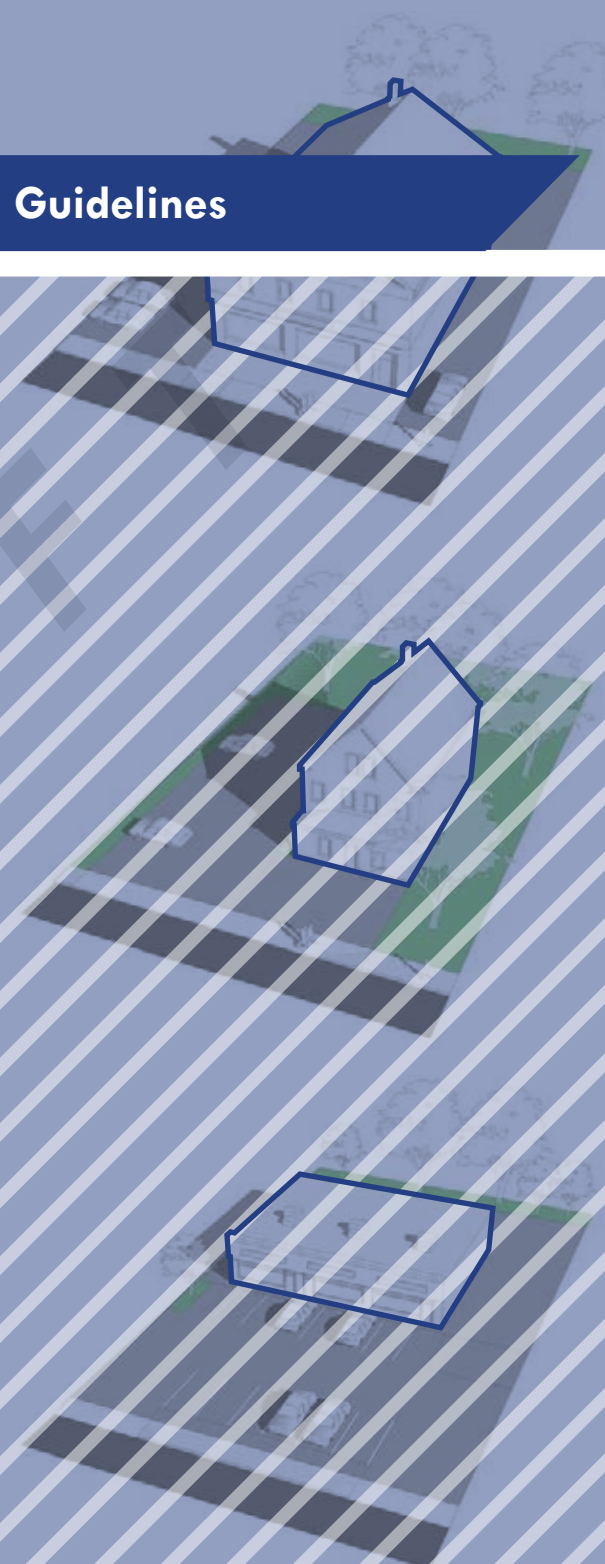


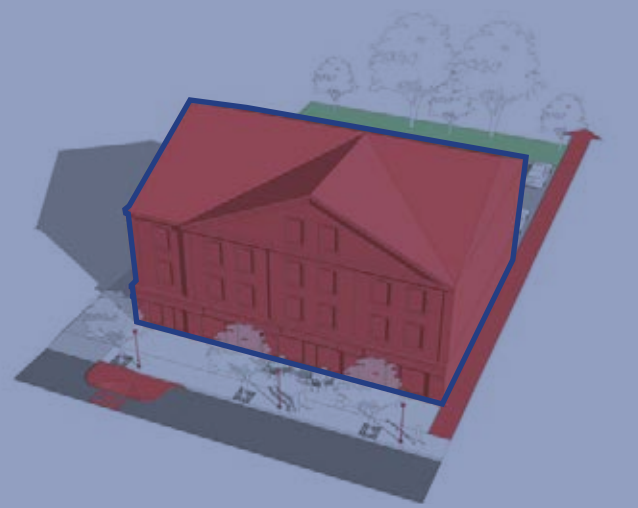
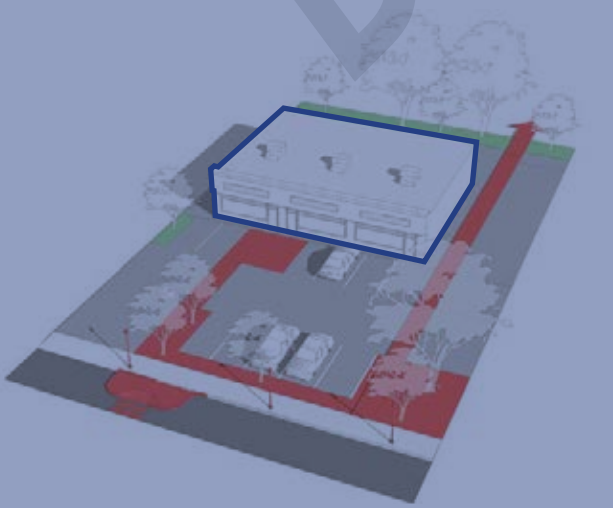
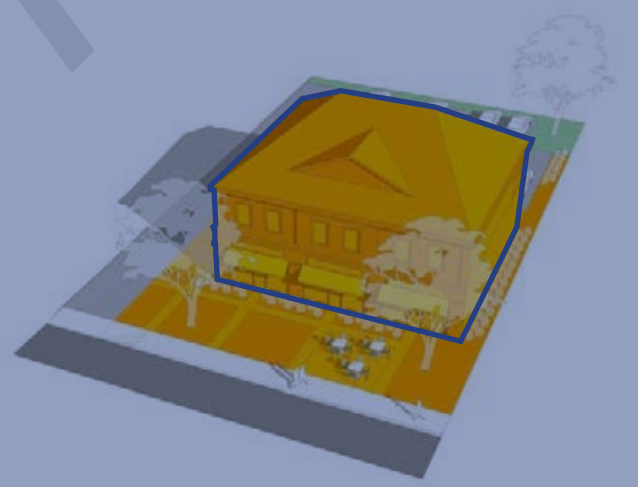
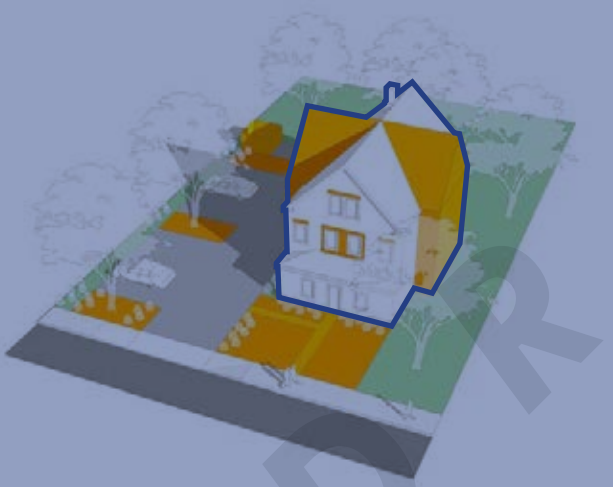
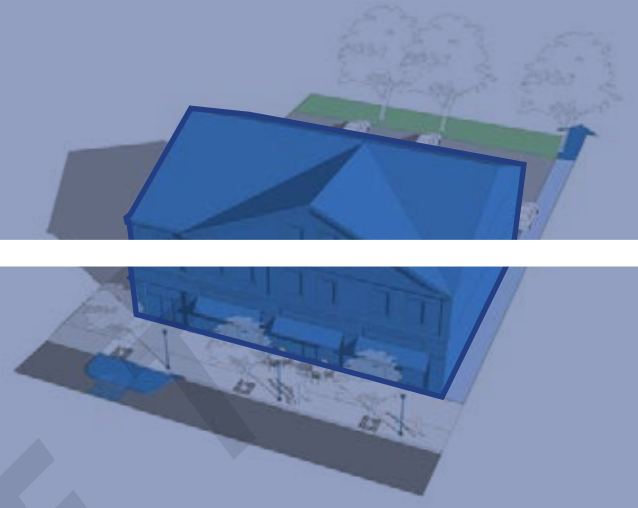
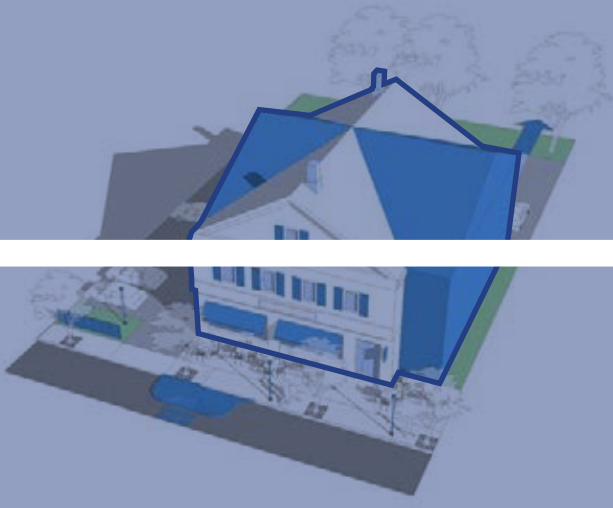
SECTION 4

**East Dedham Square Design Guidelines**

**4**

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## SECTION 4 Design Guidelines

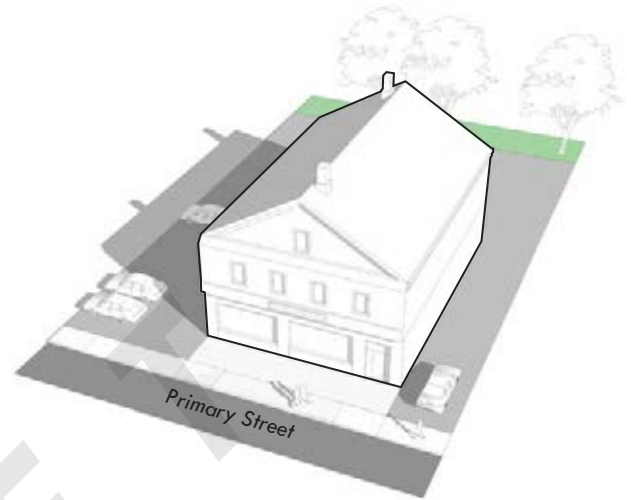
### Potential Application of Design Guidelines

The illustrations to the right depict simple diagrams of some of the types of investments that are intended to be influenced by the East Dedham Square Design Guidelines. Three prominent building and site types are used to illustrate the general existing patterns of the district, the potential short term improvement of each building and site type, and the potential long term improvement of each building and site type. These are general diagrams to illustrate the potential scope and scale of district investments and the scope and scale of design guidance. The specific design guidelines are described in the following six topic areas.

### Topic Areas

The East Dedham Square Design Guidelines are presented in (6) six topic areas: Street, Site, Building, Facade, Landscape, and Sign. Not all topic areas may be applicable to a particular project, but all should be reviewed and considered in the early stages of planning for investments in East Dedham Square.

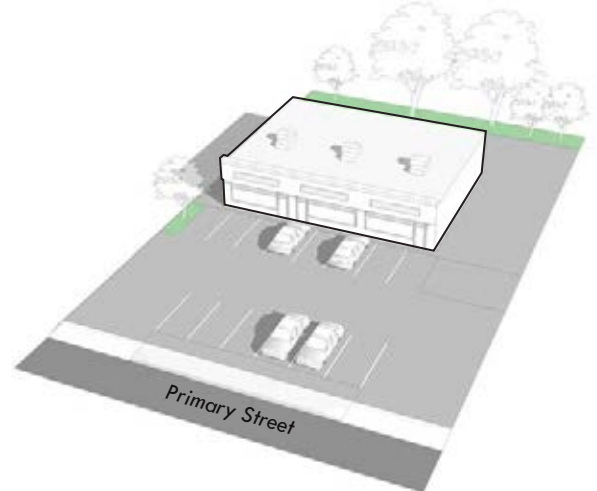
### GENERAL EXISTING PATTERN



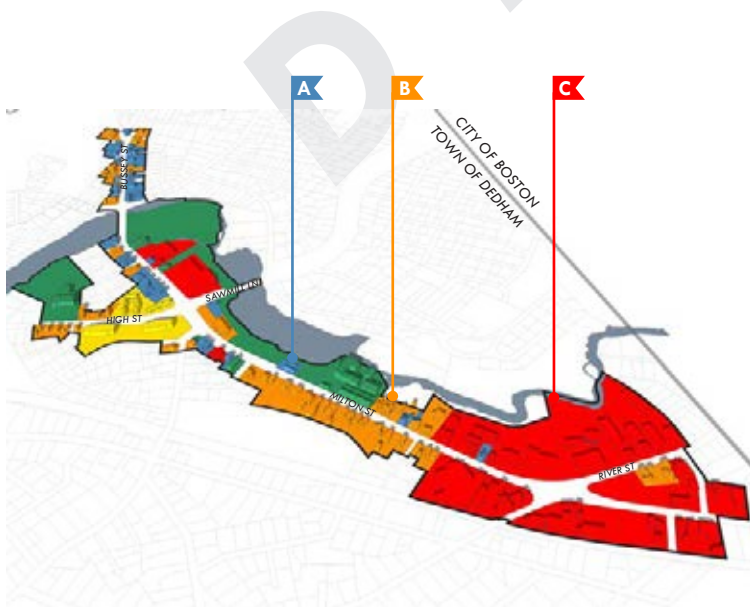
**General Type A:** Minimal front setback



**General Type B:** Moderate front setback



**General Type C:** Deep setback with parking



**General District Property Types**

# Diagrams showing how future investments may be guided by the Design Guidelines.

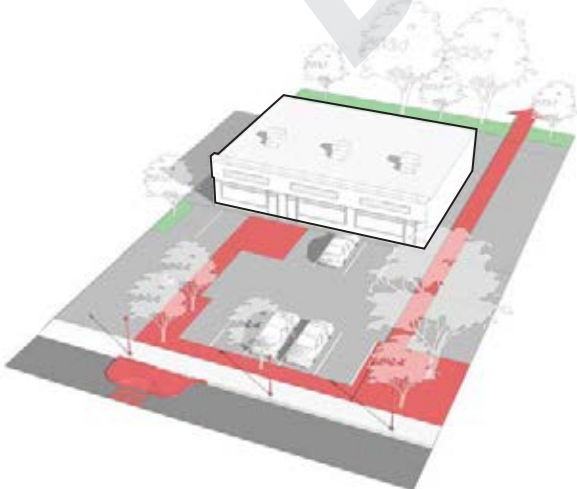
## POTENTIAL SHORT TERM IMPROVEMENTS



*Enhance existing patterns, add pedestrian amenities*



*Reduce paving in front of buildings, add landscape*

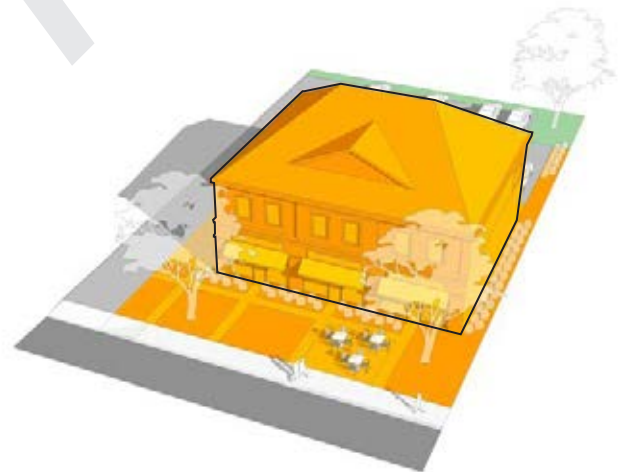


*Strengthen pedestrian environment, add landscape*

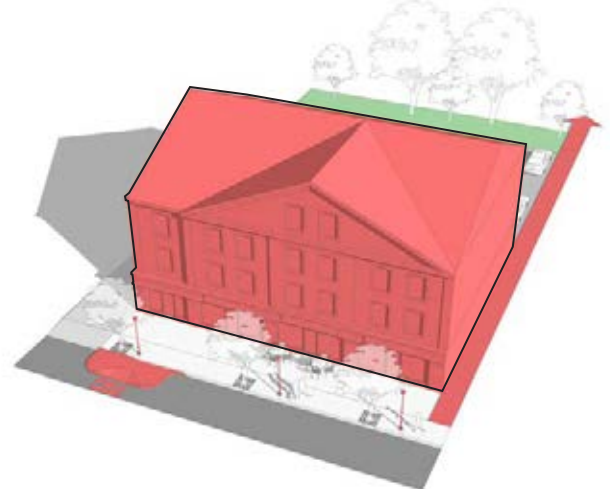
## POTENTIAL LONG TERM IMPROVEMENTS



*Strengthen existing patterns, frame street, conceal parking*



*Maintain building setback, add modest plaza and landscape*



*Building oriented to street, parking in the rear*

Diagram showing general applicability of:  
**Street Design Guidelines**



## SECTION 4.1

# Street Design Guidelines

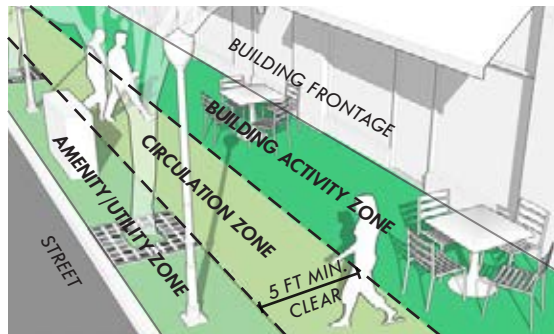
# 4.1





*Investments in streets in East Dedham Square should prioritize walking with improvements that strengthen a pleasant and safe pedestrian experience, enhance a welcoming and attractive streetscape, and encourage safe driving.*

## SECTION 4.1 Street Design Guidelines



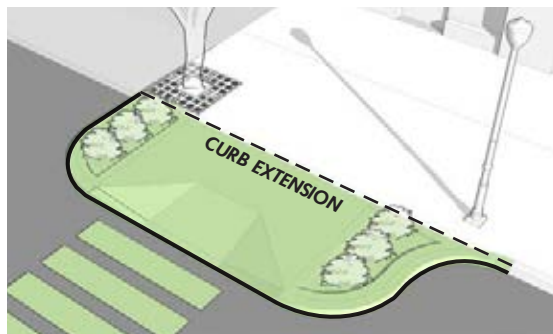
**Multi-functional Sidewalks** - Provide generous and multi-functional sidewalks that are safe, accessible, and visually engaging. Three distinct zones should provide adequate space for circulation with a minimum clear width of 5 feet, adequate space for utilities, streetscape, and amenities and adequate space for activity in front of the building. These three distinct zones should be accounted for in the overall width of the sidewalk.



**Sidewalk Seating Areas** - Strengthen a sense of community and sense of place through the integration of modest plazas and seating areas throughout the district that are part of the design of the frontage of a private property and combined with the multi-functional sidewalks.



**Pedestrian Landscape Buffers** - Strengthen the walkability of the district by buffering pedestrians from vehicular traffic with landscaping buffers either at the curb or between sidewalks and parking areas, or both where applicable. Interrupt large areas of paving where the street, sidewalk and parking are adjacent.



**Visible and Well-marked Crosswalks** - Enhance the pedestrian safety of the district with visible and well-marked street crossings and driveway crossings. The change in materials should be easily maintained and used to indicate pedestrian right-of-way through painted crossings or a change in paving materials.

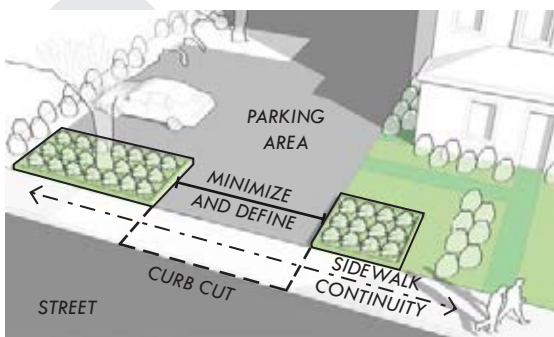
**Safe and Short Crossings** - Add curb extensions to enhance the pedestrian safety of the district. The curb extensions reduce the street crossing distance for pedestrians, reduce the speed



of turning vehicles and add sidewalk space for additional amenities and landscape. Curb extensions should be used at intersections, mid-block crossings, or in locations where added sidewalk width would benefit the site frontage, sidewalk activities or provision of landscape. Also, reduce vehicular travel lane widths, center medians, turn lanes, or other components that contribute to wide street crossings.



**Welcoming Streetscape** - Strengthen a district-wide approach to thoughtfully designed landscape that is appropriate to the context of the building and surrounding streetscape. Public and private investments should be coordinated and integrated to provide consistent street trees at a spacing of no more than 35 feet per tree. Other planting beds, potted plants, or streetscape features should reinforce a consistent district feel through consistent placement to define sidewalk activity areas and buffer pedestrians from vehicles and consistent species of streetscape plantings. Private investments in bike rack, trash receptacles, benches, lights, or other amenities should also be coordinated and integrated with public investments in the district.



**Reduce Curb Cuts** - Strengthen the walkability of the district by placing priority on the continuity of sidewalks and crosswalks and clearly defining the places in which pedestrian and vehicular circulation overlaps. Reduce the frequency and width of curb cuts that interrupt the sidewalk for vehicular circulation.



**Durable Materials** - Select materials for quality, durability and climate. Match or complement adjacent materials and coordinate between public and private investments to reinforce continuity of the community character.


Diagram showing general applicability of:  
**Site Design Guidelines**



## SECTION 4.2

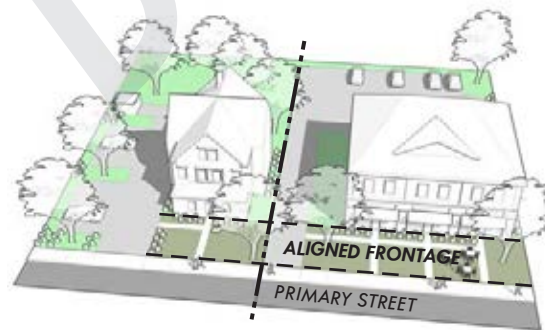
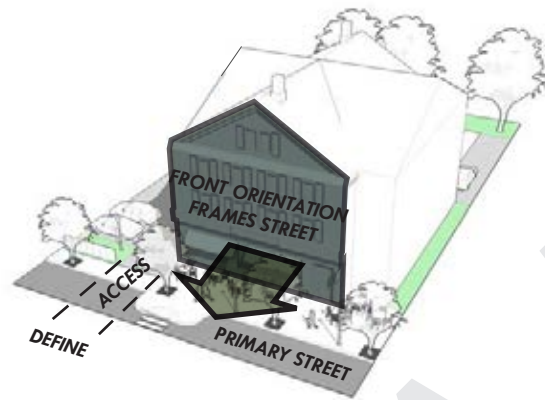
### Site Design Guidelines

**4.2**



*Site investments in East Dedham Square should prominently position positive features, conceal negative aspects of a property, and reinforce a sense of community through thoughtful response to the patterns of neighboring properties.*

## SECTION 4.2 Site Design Guidelines



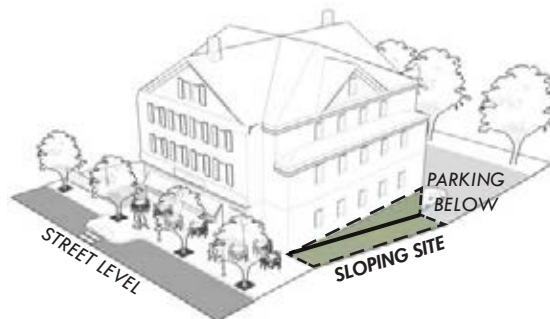
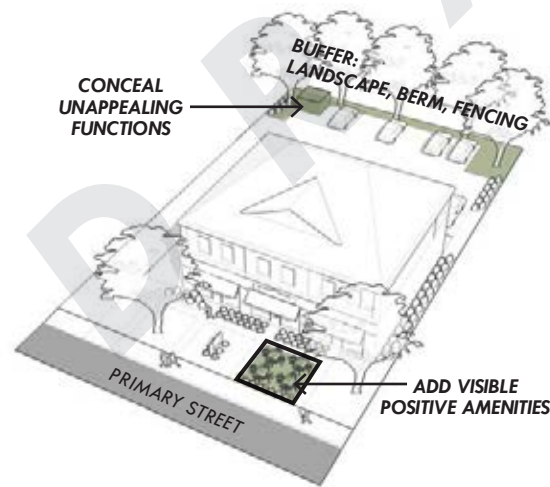
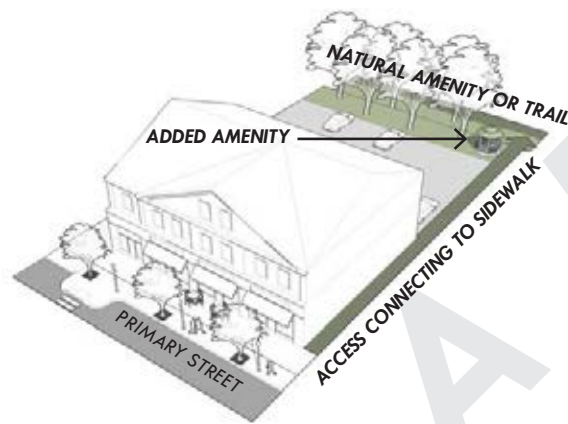
**Strengthen the Street Frontage** - Design the primary orientation of the site and building to define the street frontage of the property. This definition is created through the placement of the building on the site, building entries, storefront windows, and signage. Parking should not be a part of the street frontage with a location in the rear of the building or setback behind a generous landscape buffer.

**Define Site Entry and Exit** - Reinforce the site patterns of circulation for the site through clearly defined sidewalks, paving patterns, curbed driveways, landscape beds and features, signs, or other means to guide pedestrian and vehicular access to the site and building entries and exits.

**Minimize Parking Visibility** - Design the site to place all parking areas to the rear of buildings. Minimize the visual impact of parking on the district and position buildings to more directly contribute to the character and pedestrian orientation of the district.

**Respect the Neighboring Context** - Relate the pattern of building and site layout to abutting properties to create similar building setbacks and street frontage conditions. Do not emulate existing patterns that are discouraged by these guidelines, for example, by relating to a property that places all of its parking in front of the existing building.

**Recognize and Enhance Mother Brook** - Highlight properties with access to Mother Brook or Mill Pond to recognize and strengthen connections to the natural features. Public access should be provided where possible on each



property. The natural district amenity should be celebrated as a primary community feature.

**Strengthen Recreational Connections** - Design site circulation to strengthen connections to parks, riverfront trails, rail trails or other community amenities that connect to or that are nearby the property. Specifically, the community is leading an effort to transform a 1.5 mile stretch of abandoned railway into a linear park and cultural greenway called the Dedham Heritage Rail Trail. The path of this trail abuts the East Dedham Square area and connections to it should be reinforced.

**Expand Positive Amenities** - Use unused corners or edges of the property to expand positive amenities with new small plazas, sitting areas, landscape areas, or locations for public art. Redeveloped properties should be designed to use the site as efficiently as possible to strengthen the district vibrancy and amenity.

**Conceal Unappealing Functions** - Design the site layout to minimize impact, visibility, and public view of parking areas, service areas, loading docks, dumpsters, utilities, or other utilitarian functions of the property. The site layout should place these components to the rear of the building and buffered with site landscaping and fences.

**Optimize Sloping Sites** - Design site layouts to take advantage of topography that may naturally slope. Many district properties slope down toward Mother Brook or Mill Pond. The lower portion of the slope should be used to the advantage of the property by concealing parking, service or loading areas below street level.

Diagram showing general applicability of:  
**Building Design Guidelines**



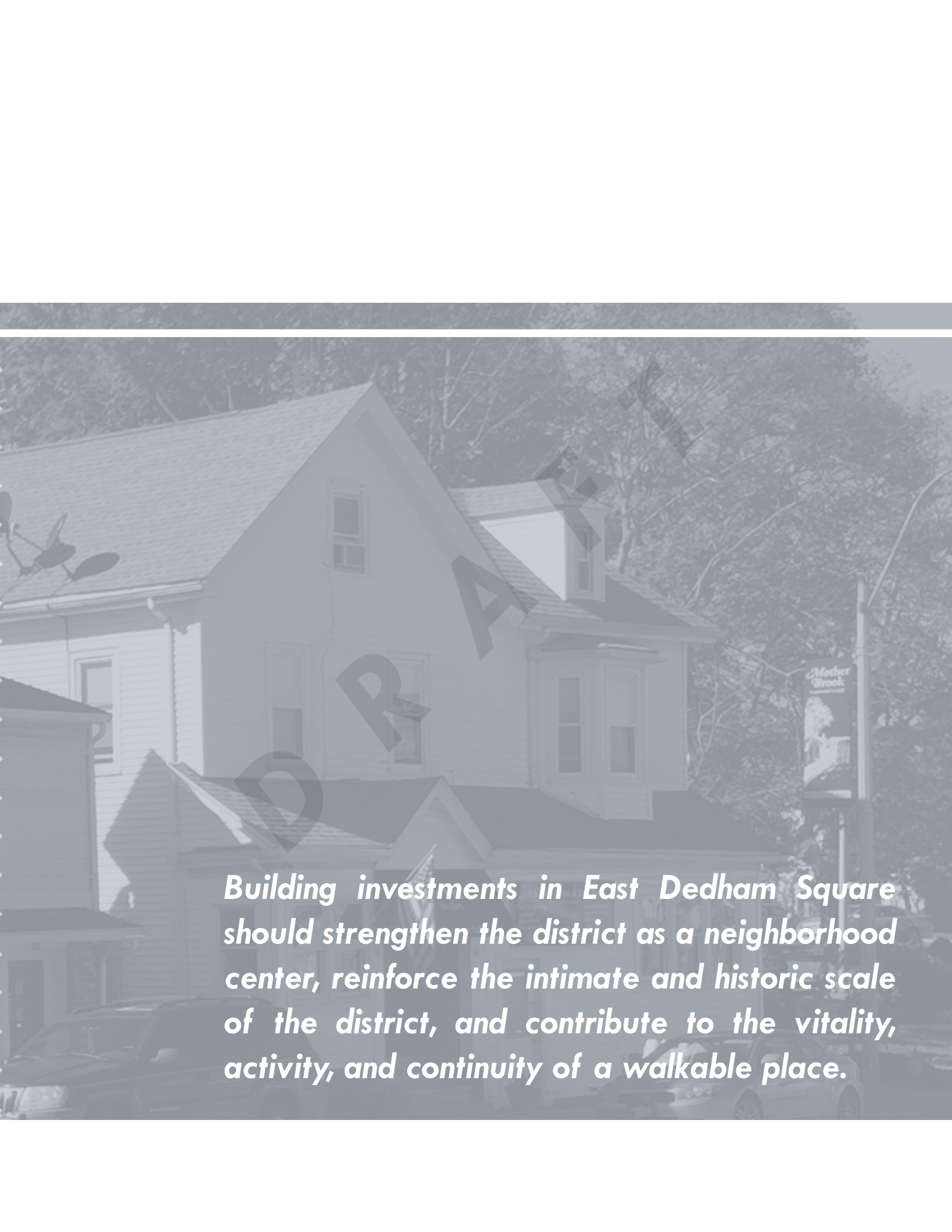
## SECTION 4.3

# Building Design Guidelines



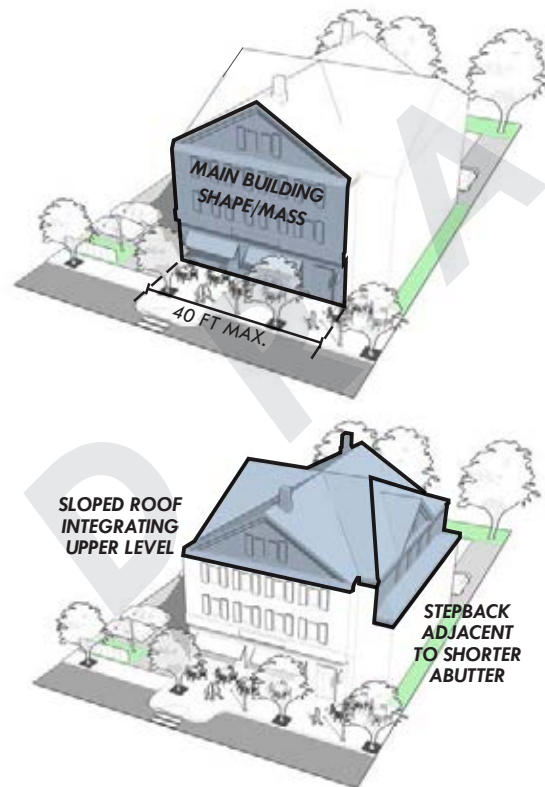
# 4.3





*Building investments in East Dedham Square should strengthen the district as a neighborhood center, reinforce the intimate and historic scale of the district, and contribute to the vitality, activity, and continuity of a walkable place.*

## SECTION 4.3 Building Design Guidelines

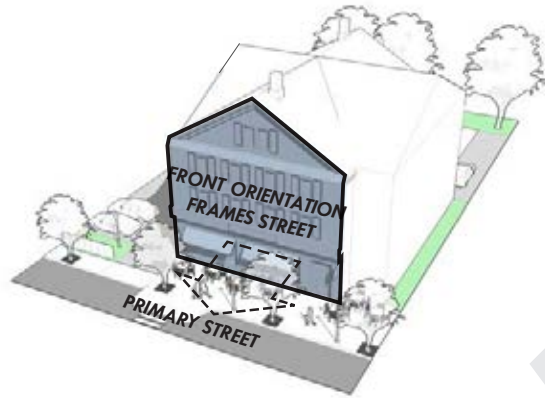


**Sensitive Building Size and Shape** - Respect the historic context of East Dedham Square that includes relatively modest stores, houses and mills. The building size and building form of future development should be sensitive to this context. Typically, the width of historic buildings was no more than 40 feet. This should be reflected in new building massing to reinforce the modest scale of the district.

**Sensitive Building Height and Shape** - Respect the historic context of East Dedham Square that includes relatively modest stores, houses and mills. The building size and building form of future development should be sensitive to this context, while creating opportunities for buildings taller than one-story. New buildings which are taller than surrounding properties should respect neighboring properties by stepping down a portion of the building near property lines or providing a setback at the upper levels to reduce the visual impact.

**Interesting Rooflines** - Reinforce the village aesthetic of East Dedham Square with interesting and sloped rooflines. Most of the historic buildings and historic photographs of the district reflect a relatively consistent application of sloped roofs that should be a part of the character of future buildings. Flat roofs or parapet roofs are not consistent with the mill village character and are discouraged. Sloped roofs should be used to reduce the overall perceived height of taller buildings by integrating the upper most floor within the slope of the roof.

**Building Orientation** - Strengthen district continuity with the orientation of buildings. All aspects of the building should reinforce



an orientation to the primary street or streets on which it is located. The primary facade, building entries, placement of the building on the property, location of signage, and location of storefront windows should all reinforce an orientation toward the street and a framing of the street frontage to create a sense of enclosure and continuity of the street wall.



**Leverage Historic Structures** - Respect and reinvent original structures, if redevelopment involves a property with historic structures. The preservation or restoration of an existing or historic structure or adjacency to a historic structure should result in redevelopment that is respectful and deferent to the original building or portion of the building retained. The past legacy of East Dedham Square should be elevated through thoughtful reuse of structures.



**Strategic Modifications** - Respect and reinvent original structures through strategic additions that will enhance the visual interest and reinforce the modest scale of the district. Minor modifications to existing structures should be used to better align them with the quality and character of the future district with new roof features, dormers, window bays, cupolas, storefronts, awnings, porches, or other strategic modifications and additions.



**Preserve Variety of Uses** - Reinforce East Dedham Square as a neighborhood center. At minimum, space should be provided on the ground floor for a mix of uses that would complement the neighborhood center. Additional residential uses may be part of future redevelopment, but residential uses should not completely eliminate all other uses in the center.

Diagram showing general applicability of:  
**Facade Design Guidelines**

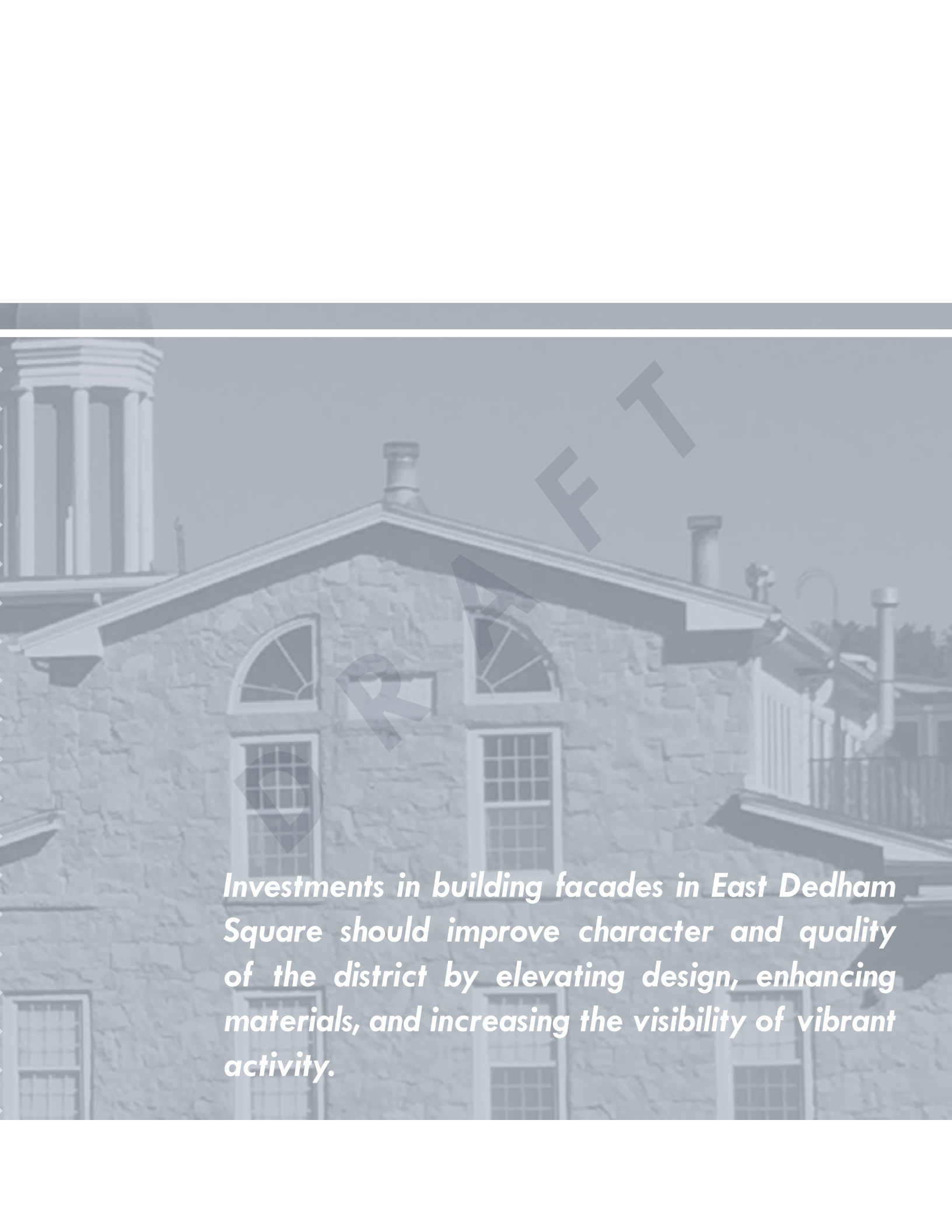


## SECTION 4.4

# Facade Design Guidelines

The background of the lower half of the page is a photograph of a building facade, featuring a prominent gable roof and several windows. The image is overlaid with a pattern of diagonal white lines that create a grid-like effect across the entire section.

# 4.4



*Investments in building facades in East Dedham Square should improve character and quality of the district by elevating design, enhancing materials, and increasing the visibility of vibrant activity.*

## SECTION 4.4 Facade Design Guidelines



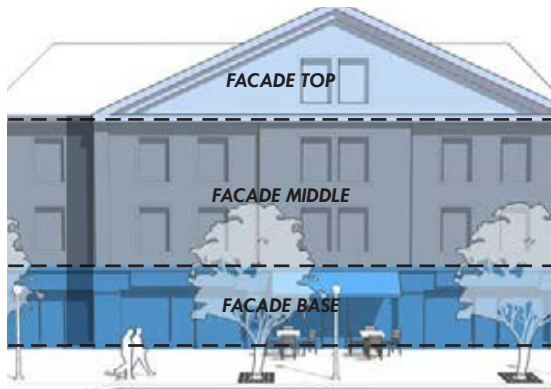
**Define Facade with Detail** - Reinforce district architectural patterns characterized by understated and simple facade details that are constructed of high quality materials and finishes that are durable. The focus of facade details were typically designed to draw attention to doors, windows, ground floor levels, cornices, and eaves. Facade details and materials should also be used to break down large scale facades by dividing them into a pattern of smaller bays.



**High Quality Materials** - Employ authentic natural materials such as brick and stone for the exterior of structures and landscape features. Construct windows, storefronts and public doorways of wood where possible. Any synthetic materials should be as close in appearance and detail to the natural material it simulates.



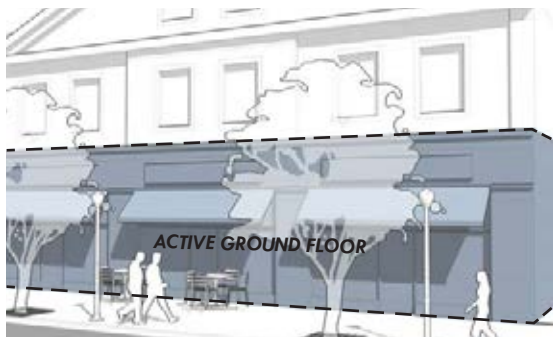
**Historic Mill Village Materials** - Emulate the palette of materials historically used in East Dedham Square, linked to its origins as a mill village, including quarried stone facades, wood clapboard siding, brick with simple decorative patterns, and granite features and details. The palette includes durable and high quality materials that have supported the longevity of the district's historic structures.



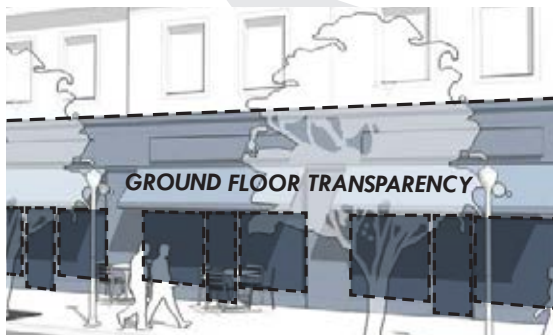
**Facade Organization** - Divide the facade vertically into a base, middle, and top to emulate historic facade patterns. The base of the building providing a visual anchor for the structure while displaying ground floor activity. The middle portion reflecting the different use of upper floors, often with smaller, regularly spaced windows and different facade materials. The top of the building typically designed as a transition to the roof or integrated with the roof.



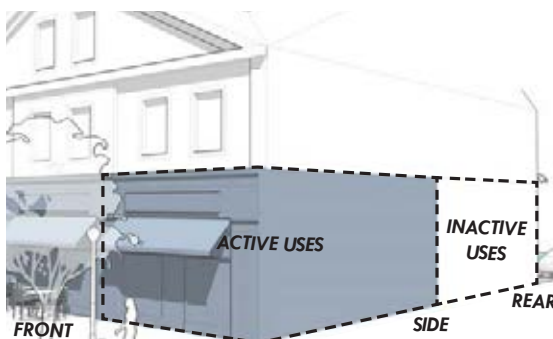
**Local Character** - Emphasize the local character of the district with facade design, details, and colors, including prioritizing local character over national franchise colors or other standardized design features.



**Active Ground Floor Uses** - Strengthen the vibrancy of the district with activity and visibility of that activity at the ground level facing primary streets. This activity traditionally includes shops, businesses and restaurants, but may also include residential lobbies, community rooms, exercise rooms, cafes, or art gallery spaces, among others. Transparency should be provided through storefront window systems.

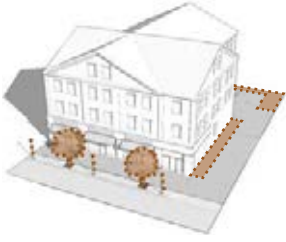


**Ground Floor Storefront Windows** - Increase the visibility of active ground floor uses to contribute to district vibrancy. The ground floor of buildings should include a higher percentage of transparent windows, typically at least 60%. These ground floor storefront windows are typically more frequent, if not continuous and taller, matching a ground floor which is typically taller than other levels. Glass in the storefront should be clear, as opposed to reflective, tinted, or mirrored.



**Feature Active Interior Activities** - Arrange the building program and interior activities to display the most active portions of the program at the ground floor street level. The most active uses should be oriented to the primary street on the ground floor with a storefront window. The least active uses should be oriented to the rear or side of the building. No blank walls greater than 20 feet, devoid of windows, doors, or other features should be visible from the street.

Diagram showing general applicability of:  
**Landscape Design Guidelines**

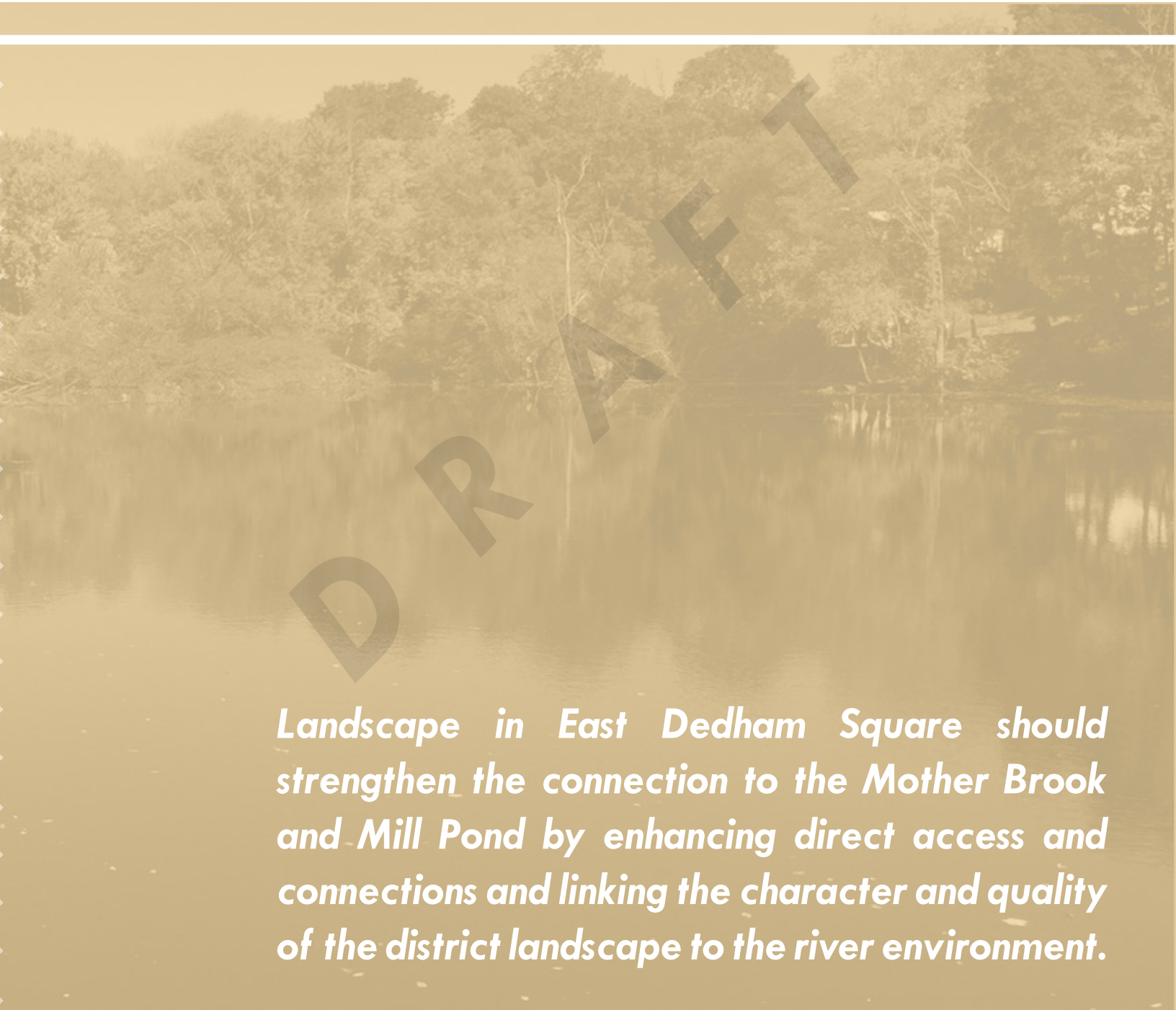


## SECTION 4.5

# Landscape Design Guidelines

4.5





*Landscape in East Dedham Square should strengthen the connection to the Mother Brook and Mill Pond by enhancing direct access and connections and linking the character and quality of the district landscape to the river environment.*

## SECTION 4.5 Landscape Design Guidelines

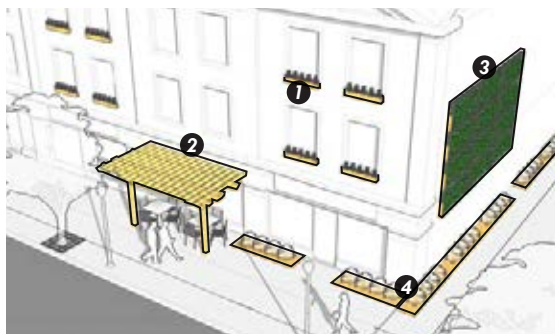


**Landscape Details** - Integrate landscape components thoughtfully into the site with focus on the location of plantings, selection of plantings, integration with hardscape features, and integration with other amenities such as outdoor seating, benches, bicycle racks, fences, lighting, and trash receptacles.

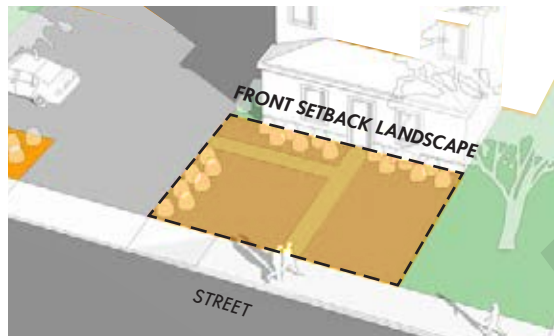
**Site Lighting** - Use simple lighting of landscape and site features to enhance the overall evening and night appearance of the district and to highlight district features. Lighting should be energy efficient, pedestrian-scaled, and dark-sky compliant (full cut-off lighting) that focuses illumination downward or directly onto the highlighted feature.



**Landscape Integration** - Coordinate private landscape investments at the property frontage with public and abutting investments. This approach should link seamlessly to adjacent properties and provide an opportunity for enhanced landscape features. Additional landscape should be provided to supplement public investments to define areas for sidewalk seating or frame building entries.



**Building Landscape** - Introduce planting features as part of the building design on building facades through the use of (1) window boxes, (2) entry or seating area trellises, (3) vertical gardens and green walls on blank facades, and (4) foundation plantings to anchor buildings to the site.



**Front Setback Landscape** - Integrate landscape into front setbacks with a simple approach integrating signs with a planting bed, focal tree in the yard, and side edges that may also include denser planting or additional trees.



**Landscape Site Features** - Anchor site features or site signs with plantings that will integrate the features or signs with the overall site and landscape design. Landscape should be designed and selected as to support, but not obscure the sign or site feature.

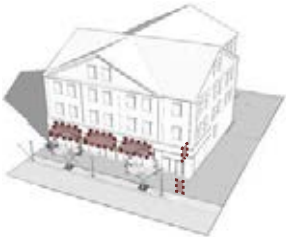


**Parking Landscape** - Integrate landscape into larger parking lots of more than 10 cars to reduce the visual impact of large areas of paving. Integrated landscape should replace 1 out of every 10 parking spaces with a landscape bed the size of a parking space. Landscape beds may be curbed or uncurbed and should include shrubs and trees.



**Consistent Plant Species** - Select plant materials to reflect the character of the district and species native to Eastern Massachusetts and appropriate to the climate conditions. Plantings selected should be low-maintenance, long-lived, hardy, and sturdy with salt tolerance when adjacent to roadways or parking lots. The Town of Dedham Subdivision Regulations provide a list of Street Tree species in Section 7.0 Design Standards that would be appropriate.

Diagram showing general applicability of:  
**Sign Design Guidelines**

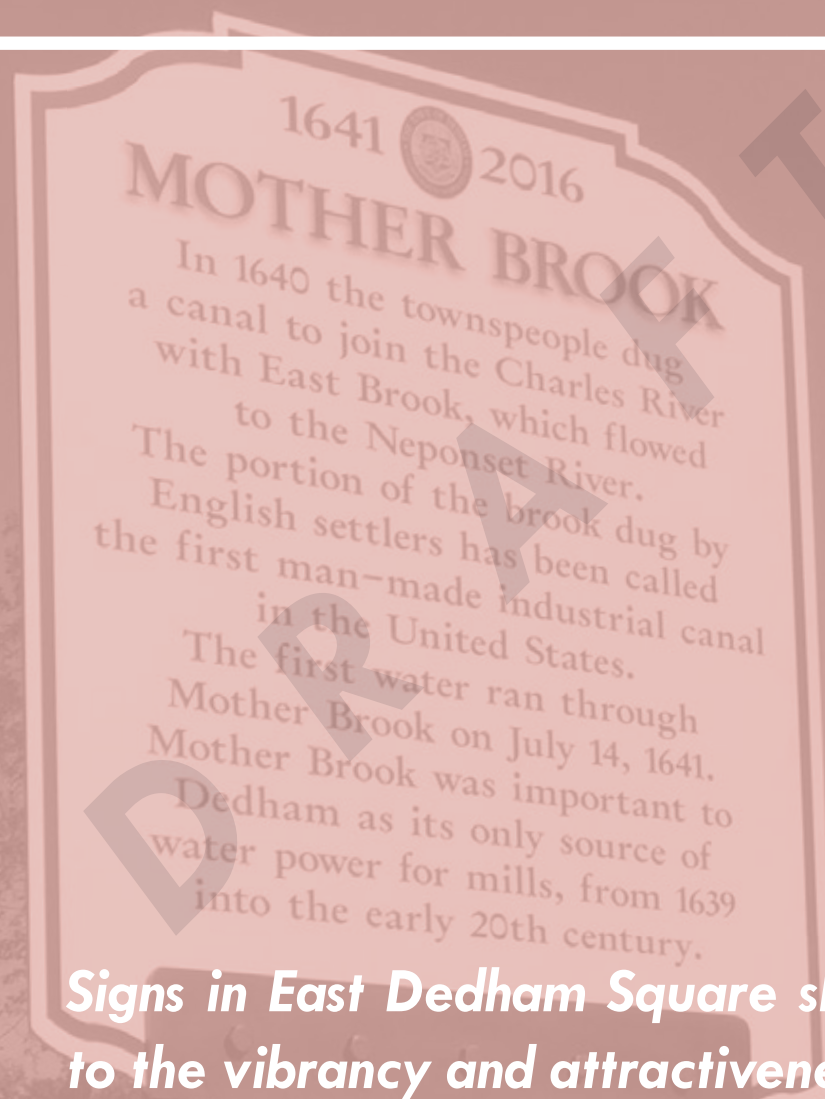


## SECTION 4.6

### Sign Design Guidelines

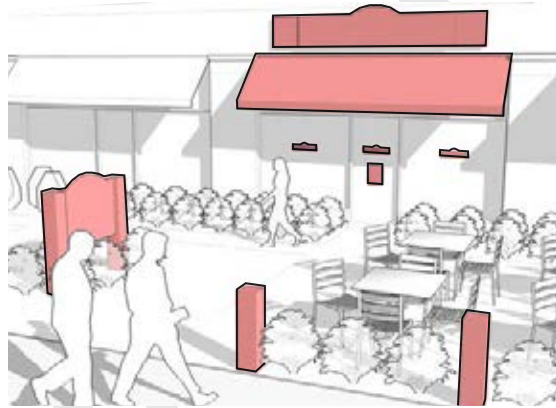
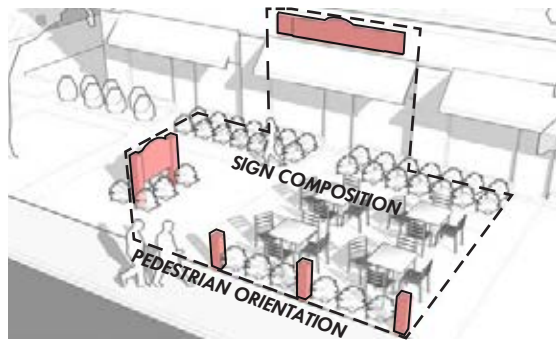
DRAFT

# 4.6



*Signs in East Dedham Square should contribute to the vibrancy and attractiveness of the district reflecting the close-knit community, sense of pride, and historic narrative that is at the center of the neighborhood.*

## SECTION 4.6 Sign Design Guidelines



ALL SIGN TYPES AND COMPONENTS INTEGRATED WITH A COMMON DESIGN THEME AND MATERIALS



**Signs to Reinforce Walkability** - Select and design signs to reinforce a pedestrian scale and walkability in the district. Free-standing and auto-oriented signs should be minimized in size. Signs should be scaled to pedestrians in the district.

**Integrate Signs with Design** - Coordinate and integrate signs as part of the site and building design to reinforce the overall character and quality of the property. All sign elements and sign details, such as address numbers, should be consistent with the *Dedham Design Bulletins* and be integrated with the overall approach to the overall design and other signs on the property.

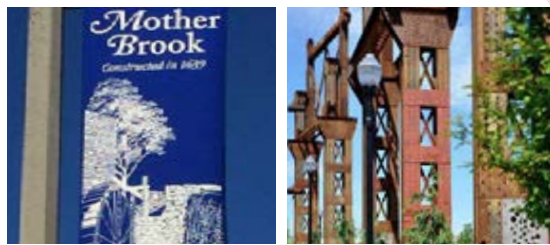
**Sign Types** - Restrict sign types to those outlined in the *Dedham Design Bulletins*, including address numbers, freestanding signs, wall signs, projecting signs, shop front window, awnings, and temporary signs.

**Sign Placement** - Integrate sign placement with the building design, facade design, and site design to be an integral part of the composition. All combinations of signs should be coordinated and integrated to support a single design theme and approach.

**Public Art for Blank Facades** - Integrate public art (murals, sculptures, lighting, etc.) with building facades that are blank (absent of walls, doors, or other architectural treatments). For example, shown to the left, the exterior wall of a store facade in Oakdale Square integrates a mural that features community assets.



**Public Art for Utilities** - Contribute and integrate public art (murals, sculptures, lighting, etc.) with utility structures or components that are part of the nearby public realm or private frontages, utilitarian in nature, and absent of decorative features. For example, shown to the left, a metal sculpture surround for a utility box and the traffic signal control box near the center of East Dedham Square painted with a mural.



**Public Art for Streetscape and Plazas** - Contribute and integrate public art (banners, sculptures, lighting, etc.) with streetscape (street lights or utilities) or components that are part of the nearby public or private plazas. For example, shown to the left, banners on light posts in East Dedham Square and a metal sculpture that highlights the industrial past of a district.



**Interpret History** - Research and interpret the significance of buildings, sites, past events and historic contributions of individuals or organizations through interpretive signage, commemorative plaques, public art, or building signage.



**Local Character** - Emphasize the local character of the district with sign design and colors, including prioritizing local character over national franchise colors, logos, or other standardized design features.



**Materials and Durability** - Select and design sign details and materials for durability, ease of maintenance, and consistency with the character of the building on which it is placed and the character of the district overall.

SECTIONS 5 AND 6

References and Resources and Definition of Terms

**5+6**





## SECTION 5 References and Resources

The East Dedham Design Guideline document does not provide comprehensive guidance for all project requirements, project approvals, or zoning or building code compliance. The following documents and Town of Dedham contacts are available for additional information.

### TOWN OF DEDHAM REGULATORY DOCUMENTS



#### Bylaws and Charter

A comprehensive electronic database of the Town of Dedham's Bylaws and Charter information is maintained by the Town Clerk's office, and available online through a link on the Town's website.

#### Zoning Bylaw

The Town of Dedham Zoning Bylaw is available online through a link on the Town's website.

#### Sign Code

The Town of Dedham Sign Code is available online through a link on the Town's website.

#### Planning Board Rules and Regulations Governing the Subdivision of Land

The Town of Dedham Subdivision Regulations are available online through a link on the Town's website and include a section on Design Standards.

### TOWN OF DEDHAM PLANNING DOCUMENTS

#### Town of Dedham Master Plan

Final Report dated April 2009 prepared by Community Opportunities Group available online through a link on the Town's website.



#### Dedham Building Better - A Design Manual for Building Improvements

Adopted in May 2013, to promote high-quality and architecturally appropriate development. The manual establishes specific Town-wide design standards, as well as design principles unique to individual commercial areas. Final Report dated November 2012 prepared by Brown & Keener available online through a link on the Town's website.

#### Design Review Advisory Board (DRAB) Design Bulletins

Eight design bulletins address design principles for elements of building facades, storefronts, signage, and landscaping. Available online through a link on the Town's website.

#### Dedham Business Guide

A user friendly guide for small businesses in Dedham, dated 2012 prepared by Harriman.

### EAST DEDHAM COMMUNITY GROUPS

#### East Dedham Square Revitalization Committee

Town Meeting voted on May 19, 2014, to establish the East Dedham Revitalization Committee, which studies and proposes ways to improve the economics, land uses, and natural and cultural resources of East Dedham

- Members include: Dennis Guilfoyle, James O'Brien, Steve Davey, Linda McKee, Eileen Kelly, Dan Hart, Dan Megan

#### Mother Brook Community Group

Founded in 2008, the Mother Brook Community Group strives to bring together the residents and business owners who are interested in promoting a vital and thriving community among the neighborhoods connected by historic Mother Brook.

## SECTION 5 Other References and Resources (continued)



### Mother Brook Arts and Community Center

MBACC's mission is to use the arts to build a vibrant and sustainable center that enriches the Dedham community and stimulates the revitalization and growth of the Mother Brook neighborhoods.

### OTHER USEFUL INFORMATION

#### Design Review Advisory Board

The Town of Dedham's Design Review Advisory Board (DRAB) provides information, recommendations, and professional design review of proposed buildings and signage to:

- Maintain and improve the overall character and appearance of the Town,
- Encourage the reduction of visual clutter, and
- Work with other agencies, boards, and interest groups to improve the quality of life in Dedham.

#### National Register of Historic Places

The official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's program coordinates and supports efforts to identify, evaluate, and protect American's historic resources.

#### The Secretary of the Interior's Standards

The Secretary of the Interior's Standards for the Treatment of Historic Properties are common sense historic preservation principles in non-technical language. They promote historic preservation best practices that will help to protect our nation's irreplaceable cultural resources.

### TOWN OF DEDHAM CONTACTS

#### Town Clerk

Paul Munchbach  
Town Clerk  
(781) 751-9201  
pmunchbach@dedham-ma.gov

#### Planning and Zoning

Richard McCarthy Jr.  
Planning Director  
(781) 751-9241  
rmccarthy@dedham-ma.gov

#### Economic Development

John Sisson  
Economic Development Director  
(781) 751-9175  
jsisson@dedham-ma.gov

#### Building Department

Kenneth Cimeno  
Building Commissioner  
(781) 751-9182  
kcimeno@dedham-ma.gov

## SECTION 6 Definition of Terms

Technical terms that may require further explanation are defined in this section. The following documents also define terms: Town of Dedham Zoning Bylaw Section 10.0 Definitions, Town of Dedham Sign Bylaw Article II: Definitions, and “Dedham Building Better” Appendix. Terms most relevant to the Design Guidelines are repeated below with reference to the source of the definition. Several terms used in the East Dedham Square Design Guidelines are not defined in these sources and are defined below.

**Awning** - *Defined in Town of Dedham Sign Bylaw* - An awning or canopy is any device, fixed or retractable, made of canvas or duck cloth, which extends over or otherwise cover a sidewalk, courtyard, walkway, eating area, driveway, or other area or space, whether that area or space is intended for pedestrians, vehicles or other purposes.

**Blank Wall** - A portion of the exterior of a building that does not include doors, windows, or other defining features.

**Block** - *Defined in the Appendix of Dedham Building Better* - A unit of land bounded by streets or by a combination of streets and public land, railroad rights-of-way, waterways, or any other barrier to the continuity of development.

**Buffer Zone** - *Defined as per Town of Dedham Zoning Bylaw* - Areas of land maintained in a landscaped fashion or in a natural state that are open, unpaved, unbuilt upon, and not used for buildings, parking areas, or storage of any kind.

**Building** - *Defined as per Town of Dedham Zoning Bylaw* - A structure having a roof and designed, intended, or used as a shelter for occupancy, by persons, animals, or things, provided that any other building, structure, or part thereof sharing a wall with, touching, or having a permanent above-ground structural connection to a building shall be considered part of such building.

**Building Massing** - The overall size, shape and form of a building, including the geometry of the floor plan, height of the building, and form of the roof.

**Building Sign** - *Defined in Town of Dedham Sign Bylaw* - Any wall sign, projecting sign, suspended sign, or any sign attached to any exterior part of a building.

**Building Type** - *Defined in the Appendix of Dedham Building Better* - A structure that is determined by a building’s height, scale, use, and location of the building on its lot.

**Eave Line** - *Defined in the Appendix of Dedham Building Better* - For a pitched roof, the lowest point of the primary roof structure.

**Fence** - *Defined as per Town of Dedham Zoning Bylaw* - An enclosure or barrier, such as wooden posts, wire, iron, etc. used as a boundary, means of protection, privacy screening or confinement, but not including hedges, shrubs, trees or other natural growth. Any fence installation proposed to be in excess of six (6) feet six (6) inches in height shall require a Special Permit from the Zoning Board of Appeals.

## SECTION 6 Definition of Terms (continued)

**Front Facade** - Defined in the Appendix of Dedham Building Better - The side of a building that faces a street; corner buildings have two front facades.

**Frontage** - Defined as per Town of Dedham Zoning Bylaw - A continuous segment of the exterior street line between intersections with lot side lines or other lot boundaries, including an intersection of street lines, or street lines extended with an interior angle of 135 degrees or less. If a lot is bounded by more than one street, as defined herein, the lot owner may designate any of them as the frontage street, if it provides legal and physical access to the lot for the requisite distance and if the building on the lot is numbered on that street.

**Freestanding Sign** - Defined in Town of Dedham Sign Bylaw - Any sign supported by structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure.

**Glazing** - The part of a building wall or window that is made of glass.

**Ground Floor** - Defined in the Appendix of Dedham Building Better - The first floor of a building that is level with or elevated above the sidewalk, excluding basements.

**Lot** - Defined as per Town of Dedham Zoning Bylaw - An area of land in single ownership with definite boundaries, established by a recorded plan or deed, including a lot created by combining several previously recorded lots, and used or available for use as the site of one or more buildings or for any other purpose.

**Massing** - See definition for *Building Massing*.

**Multi-tenant Lot** - Defined in Town of Dedham Sign Bylaw - Any lot with more than one business or more than one use with exterior signs.

**Parking Lot** - Defined as per Town of Dedham Zoning Bylaw - An area dedicated and exclusively used, in whole or in part, for parking of motor vehicles on a lot, in a garage, or on a parking deck, including aisles, accessory structures, and landscaping, provided that the horizontal area on the lot available for parking, whether paved or not, and the parking layout meet the provisions of [the Zoning] Bylaw applicable at the time of approval, and further provided that any increase in the required parking due to a change in use or to an increase in building floor area or outdoor area served by such parking shall require approval or a revised parking or site plan.

**Planting Strip** - Defined in the Appendix of Dedham Building Better - The area between the curb and the sidewalk, intended to provide a buffer between pedestrians and vehicles, where grass and street trees are often located.

**Principal Facade** - Defined in Town of Dedham Sign Bylaw - Any facade that constitutes the primary visual and functional orientation of the building or tenant space, characterized by a combination of such features as principal entry, storefront, and visibility from streets or parking areas.

**Property** - See definition for *Lot*.

## SECTION 6 Definition of Terms (continued)

**Public Realm** - All components of publicly owned facilities including streets, sidewalks, pathways, right of ways, parks, open spaces, and civic or municipal buildings.

**Roof** - The structure covering the upper portion of a building.

**Scale** - *Defined in the Appendix of Dedham Building Better* - The proportion of a structure's mass and bulk in relationship to other structures in the structure's neighborhood; or the relative size of a building, street fixture, sign, or other architectural element.

**Setback** - *Defined in Town of Dedham Sign Bylaw* - The distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicularly to the property line.

**Sign** - *Defined in Town of Dedham Sign Bylaw* - Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify a person or entity, or to communicate information of any kind to the public.

**Site** - See definition for *Lot*.

**Stepback** - A setback that is part of the building design, typically modifying the vertical plane of the front facade to reduce the visual impact of taller buildings. For example, a 5-story building may require a stepback at the top of the 4th story to push the front of the 5th story back 5' from the front of the building.

**Storefront** - The display and entry areas of a ground floor or street level space that attracts visual attention to retail, business, or restaurant activity.

**Street or Way** - *Defined as per Town of Dedham Zoning Bylaw* - A town way, a way laid out by county or state, a way shown on a definitive subdivision plan approved in accordance with the Subdivision Control Law and constructed or with construction secured as provided in said Law, or a way in existence when the Subdivision Control Law became effective in Dedham which has in the opinion of the Planning Board sufficient width, suitable grades, and adequate construction for the needs of vehicular traffic in relation to the proposed use of the land and for the installation of municipal services to serve such land and the buildings erected or to be erected thereon. The naming of a private right-of-way, easement or driveway serving one or more lots for the purpose of facilitating emergency access or for any other purpose shall not confer upon it the legal status of a street or way for frontage or zoning purposes. No more than two lots meeting street frontage requirements may share an access driveway.

**Street Frontage** - *Defined in Town of Dedham Sign Bylaw* - A linear measurement of the distance between side lot lines along the street where the signage will be viewed.

**Streetscape** - The components and character of the street right-of-way that may include the sidewalk surface, street trees, street lights, curbs, benches, planters, tree grates, trash receptacles, bicycle racks, transit shelters, bollards.

## SECTION 6 Definition of Terms (continued)

**Transparent** - The use of clear glass in a facade to strengthen the visual connection to retail, restaurant, and commercial activity inside of a building.

**Wall Area** - *Defined in Town of Dedham Sign Bylaw* - The area of a wall within a single plane.

**Wall Sign** - *Defined in Town of Dedham Sign Bylaw* - Any sign parallel and attached to a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and displays only one sign surface.

**Window Sign** - *Defined in Town of Dedham Sign Bylaw* - Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service that is placed within a window or upon the interior face of a window pane or glass, including lettering applied to the window surface and a sign panel hung within or mounted close to the transparent portion of a window so as to be visible from the exterior of the window.

**Yard, Required Minimum** - *Defined as per Town of Dedham Zoning Bylaw* - A strip of uniform depth specified by [the Zoning] Bylaw along and contiguous to frontage, side, and rear lines, measured at right angles or radially to said lines. Within the required minimum yards there shall be no buildings or structures, except for building projections and minor structure allowed by the [Zoning] Bylaw, including buildings accessory to residences in side and rear yards and subject to yard requirements for such accessory buildings.

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DESIGN GUIDELINES FOR

— EAST DEDHAM SQUARE —



**TOWN OF DEDHAM**  
MARCH 2017