

# APPENDIX C

## Signage Application and Action Evaluation

**Update to the Town of Dedham Sign Code**  
Harriman  
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June 4, 2020

## **Dedham Signage Code Planning Study**

### Applications and Town Board Actions: Summary and Evaluation

#### **Introduction**

To better understand how the Town administers Dedham's Signage Code, the planning team reviewed Town files regarding applications, recommendations and actions taken by two Boards that are most involved in administering the Code. Files the results of the deliberations were provided for projects reviewed from 2018 through 2020 (to date).

The Design Review Advisory Board (DRAB) provides an advisory review of sign applications that come within its purview, as indicated in the Code. Sign types that are not reviewed by DRAB include categories of public safety, temporary, and identification signs (occupant name and address), and several other types.

The Zoning Board of Appeals reviews and makes decisions on applications for waivers from the Signage Code. They have broad powers to allow signs that would otherwise not be permitted within the standards listed in the Code.

The following tables summarize the applications and actions of both the DRAB and the ZBA.

## Dedham Signage Study

### Summary of DRAB Reviews and Recommendations

2018 through May 2020

Time Period	Number of Reviews	Signs as Topic	DRAB Recommend with no Changes	DRAB Recommend with Changes	DRAB Not Recommended	Review Anticipated a Sign Waiver Request	DRAB Recommend to ZBA for Waiver	Notes
2018	31	23	12	9	2	3	3	<ul style="list-style-type: none"> <li>Graphic changes were request in some instances, such as on a sign for the House of Bundles.</li> <li>Addition of landscaping at the base of a pylon was recommended.</li> <li>For awning and signs, the applicant for a project at 243 Bussey Street failed to return with requested information about a sign, and DRAB had withheld a recommendation on that topic.</li> <li>In two cases of waivers, the DRAB recommendation included requested changes (Horse Thieves and Oscar's).</li> </ul>
2019	43	0	20	16	0	2	2	<ul style="list-style-type: none"> <li>Requests for changes including alterations in colors, graphic changes, awning color coordination changes in illumination, and similar items,</li> <li>In the case of a waiver recommendation to ZBA for Horse Thieves, a change in the design was requested.</li> </ul>
2020	9	7	6	1	0	1	1	<ul style="list-style-type: none"> <li>DRAB recommended incorporation of proposed signage and waivers by the ZBA for changes to the Sign Program for Legacy Place.</li> </ul>

**Dedham Signage Study**  
Review of ZBA Signage Decisions  
May 2018 to May, 2020

Location	Date	Waiver	DRAB Recommendation	ZBA Decision	Establishment	Location	Topic
574-585 High St.	5/16/18	Sign area	To approve	Approved	Horse Thieves Tavern	Dedham Square	Providing for an artistic wall mural depicting a commercial theme
380 Washington St.	6/20/18	Window sign area	Not indicated	Approved	Oscar's Bar	Dedham Square	Providing for graphic treatment greater than 25% of sign area
150-370 Providence Hwy	11/2/18	Increase in freestanding signs from 13 to 16	To approve	Approved	Dedham Mall	Dedham Mall	Provides for a total of 16 freestanding wayfinding signs
694 Washington St.	11/2/18	Pylon sign exceeding setback and height standards	Not indicated	Approved	Fabian Gas	Washington Street near Dedham Plaza	Replacement of existing changeable sign with internally illuminated, digital changing letters for gas station
175 Providence Highway	1/9/19	Setback for pylon sign	Not indicated	Approved	Dedham Plaza	Dedham Plaza	
750 Providence Highway	1/30/19	Setback distance for previously approved pylon sign	Not indicated	Approved	Dedham Plaza	Dedham Plaza	Note that the decision record seems to refer to a different matter, and does not correspond to the requested waiver.
983 Providence Highway	7/1/19	Total allowable sign area, an additional freestanding sign for a total of 2, wall sign above the lowest point of the roof	To approve	Approved	Medical facility	Route 1 near I-95	Applicant and Building Commissioner agreed that the Code is ambiguous in regards to applicable HB standards relative to RDO sites.
150-370 Providence Hwy	7/24/19	Wall sign above lowest height of roof	To approve	Approved	Burlington Coat Factory	Providence Highway near Dedham Mall	Sign is above nearby parapets
850 Washington St.	9/26/19	Six wall signs above height limit, a new (third) freestanding sign, and exceeding allowable area for freestanding signs	To approve	Approved	Bank of America and others	Washington Street near Elm Street	Site is very large and has auto entrances and parking lots on multiple sides of buildings
360 Washington St.	12/31/19	Internally illuminated wall and blade signs in CB district	To approve	Approved	Mixed use building	Dedham Square	
235 Bridge St.	12/31/19	Internally illuminated wall sign in a LB Zone.	To approve	Approved	Audy Auto Center	Bridge Street	Illuminated sign on a boundary with are residential district and area
581 High St.	12/31/19	Additional total sign area	To approve	Approved	Horse Thieves Tavern	Dedham Square	Modest additional sign area relative to Code standards
235 Bridge St.	1/17/20	Internally illuminated wall sign in a LB Zone.	To approve	Approved	Audy Auto Center	Bridge Street	Illuminated sign on a boundary with are residential district and area
31 Eastern Ave.	3/5/20	Signage in excess of total area standards, provide internal illumination in CB zone, and extend hours of illumination	To approve	Approved	Mobil Gas Station	Dedham Square	Rebranding program for a gas station on Eastern Avenue at Route 1
858 Washington St.	3/5/20	Internally illuminated signs, additional freestanding signs, and waiver to sign height	To approve	Approved	Bank of America	Washington Street near Elm Street	Lighting for a bank on a large site and within an office building