

Design Review Advisory Board

Christine M. Perec, Chair  
Steven R. Davey, Vice Chair  
John C. Haven, RLA, ASLA  
Bryce M. Gibson

**TOWN OF DEDHAM**  
COMMONWEALTH OF MASSACHUSETTS



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**DESIGN REVIEW ADVISORY BOARD**  
**MINUTES**

Tuesday, June 8, 2021

Virtual Meeting Via Teleconference and Telephone

- Present:** Christine Perec, Chairperson  
Steven Davey, Vice Chair  
Bryce Gibson  
John Haven, RLA, ASLA
- Not Present:** Michelle Tinger, Community Engagement
- Administrative:** Jeremy Rosenberger, Planning Director  
Jennifer Doherty, Administrative Assistant

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitations on the number of people that may gather in one place, the meeting of the Town of Dedham's Design Review Advisory Board on Tuesday, **June 8, 2021** was conducted via remote participation. No in-person attendance of members of the public were permitted, but every effort was made to ensure that the public could adequately access the proceedings as provided for in the Order.

Members of the public were advised that they could access the virtual meeting a number of ways:

1. Virtually through the Zoom software program, details of which were given on the agenda and the town website prior to the meeting.

Secondly, members of the public can participate via conference call by dialing toll-free, **1-646-558-8656**. The meeting ID is **941 7027 2416**.

2. Recordings of this meeting have been made public and are available upon request.

The meeting began virtually at 7:07 pm on June 8, 2021. The Chair Christine Percec read a statement regarding meeting protocols. He then asked for a roll call of participants on the call:

- Steve Davey, Vice Chair
- Bryce Gibson
- John Haven
- Christine Percec, Chairperson

### **300 Providence Highway - Ashbrook Furniture**

*172.6 sq. ft. illuminated wall sign*

On the video call for the applicant were Ashooke Rampuria, owner, and Brandon Currier of Barlo Signs. The Chair stated that the board had seen previous renditions for this location. Mr. Currier explained the current proposal. The letters would have remote power supplies which would mean there would be no wires. The word “Mattresses” was added from the previous proposal and they wished people to know they had more than just furniture. Mr. Rampuria added that they did wish to add the word so that people understood what they carried.

Mr. Percec stated that she did not have any issue with the word being added or the layout of them. She had questions about the colors. Mr. Rampuria replied that the background was charcoal color and the letters were all white. She asked if there were any changes to the height or size of the sign. There were no changes to the dimensions. The font sizes had been reduced slightly to fit within the code.

Steve Davey mentioned that the previous proposal had “Ashbrook Furniture and Outlet” with “Outlet” being in a different font. He preferred that to the current proposal which had “Ashbrook Furniture and then Outlet and Mattresses” all in the same font. He felt it would be a good idea to separate the words “Outlet and Mattresses” in a different font which would separate it slightly for clarity. John Haven agreed with Mr. Davey. He also said you could reduce the size of the words slightly to separate them.

A motion was made by Steve Davey to approve the proposal as shown with the option to either reduce the size of the words “Mattress” and “Outlet” or to change their font. The applicant may submit new drawings to the Administrative Assistant for Administrative Approval. The motion was seconded by John Haven, and a vote was taken.

Steve Davey – yes  
Bryce Gibson – yes  
John Haven – yes  
Christine Percec – yes

The motion passed unanimously, 4-0.

## **725 Providence Highway – Star Market**

*26 sq. ft. illuminated wall sign*

Jamie Fisher of ID Sign Design Group was on the video call to represent the applicant, Star Market. He explained the proposal as a 36 inch wall mounted sign with internally illuminated Roundel capsule that would read “Drive up and Go”. It would be located by the Star Market sign at the entrance. The façade would be remaining the same.

Ms. Perec asked if it would appear white during the day. Mr. Fisher replied it would be white with red graphic and at night it would illuminate the same, white with red. It would appear the same day or night. She felt it did not tie in with the Star Market sign as there was no blue or green, although she understood the red sign being similar to the stop sign. Mr. Fisher explained that the branded guidelines were established as they were a national program being rolled out among 180 stores.

Ms. Perec asked about the drive up signs. Mr. Fisher replied that was being handled by a different contractor, although he understood there would be three drive up signs similar to this one.

Mr. Gibson had a question as to the location. He was not sure if it would be visible enough from that location and with the size. Mr. Fisher stated that the stall signs were already in place. In addition, his scope of work was only for the wall sign.

Steve Davey made a motion to approve the proposal as shown. Bryce Gibson seconded the motion. A roll call vote was taken.

Steve Davey – yes  
Bryce Gibson – yes  
John Haven – yes  
Christine Perec – yes

The motion passed unanimously, 4-0.

## **Sign Code Study**

*Discussion with consultant team to review Study Report and Draft Sign Code Bylaw update.*

Emily Innes and Steve Cecil were on the video call to explain the current status of the sign code study. Jeremy Rosenberger, Town Planner, explained that the Sign Code ByLaw study had determined that parts of Sign Code could be kept, the whole thing did not need to be overhauled, but some changes were necessary to bring it up to date. With some tweaking and upgrades it will be a more modern Sign Code that will help to make it a clearer, easy to follow document. This will be presented to Town Meeting for adoption in the fall.

Emily and Steve explained their presentation to the board.

### **Minutes**

A motion was made by John Haven to approve the minutes of April 7, 2021. Steve Davey seconded the motion, and all were in favor. The minutes were approved unanimously, 4-0.

A motion was made to adjourn the meeting at 8:56 pm, the motion was seconded and all were in favor, 4-0.