

Design Review Advisory Board

Christine M. Perc, 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**

July 12, 2021, 5:00 pm

Virtual Meeting Via Teleconference and Telephone

**Present:** Christine Perc, Chairperson  
Bryce Gibson  
John Haven, RLA, ASLA

**Not Present:** Steven Davey, Vice Chair  
Michelle Tinger, Community Engagement

**Staff:** 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 Monday, **July 12, 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 5:00 pm on July 12, 2021. The Chair Christine Perec read a statement regarding meeting protocols. She then asked for a roll call of participants on the call:

- Bryce Gibson
- John Haven
- Christine Perec, Chairperson

### **800 Providence Highway - Lumber Liquidators**

*120 sq. ft. illuminated wall sign, 57 sq. ft. illuminated tenant panel, 30 sq. ft. temporary banner, eight (8) windows signs.*

Heather Dudko was in attendance to represent the applicant. She explained the proposal in detail: “Sign number one is a wall sign 120 square foot in that faces the parking lot area not facing Providence highway. The second sign is the tenant panel in the existing ground sign that will just be a reface of the top panel. And then I had originally proposed the awnings on the sign proposal, the black recover of the awnings, but we did find out that the another there's another sign installer who will handle that portion of it. For the ease of the proposal to leave it in and make it a comprehensive proposal and then we can carve that if those are approved, we can carve those out and let the other side, install and know that those are approved. Sign number five they'd like to have a banner displayed on the Boston Providence highway elevation so those these two banners proposed I think one says coming soon and then one now open so those would be temporary of nature and they would be removed once the store was open. And then signs six and seven are a window vinyl window cling that they've proposed on the front elevation and the parking lot elevation in the Boston Providence highway elevation. Jeremy and I had a discussion about those and we do think that including those in the sign proposal brings them way over what they're allowed for signage, but we did leave them in the proposal and I just kind of like to discuss them with you and I have advised the client.”

Christine Perec had some questions about the window signs. A discussion ensued regarding these. She preferred a cleaner approach to the windows. Bryce Gibson had questions as to the banners facing Providence Highway. They were not permanent. He also inquired as to the gold film on the window. Bryce Gibson and John Haven agreed with the Chair that a cleaner approach to the windows would be better. Typically, the Town prefers to keep the windows clutter free.

Other than the window clings, the Board was in favor of the signage. If the applicant prefers to proceed with the window clings, they would need to apply to the Zoning Board of Appeals for a sign allowance waiver.

A motion was made by John Haven to approve the building signs as presented, with the exception of the window signs/clings. The motion was seconded by Bryce Gibson and a roll call vote was taken.

John Haven: Yes  
Bryce Gibson: Yes  
Christine Perc: Yes

The motion passed unanimously, 3-0.

### **800 Providence Highway - Lumber Liquidators**

*New awnings*

Representing the applicant was Drake Bobay, Permit Manager from Beagle One. He explained that the awning frames already existed with a blue awning. The proposal was to remove the blue fabric and replace it with a new, updated, plain black fabric. There were no graphics or lettering of any kind.

John Haven made a motion to approve the proposal as presented. The motion was seconded by Bryce Gibson and a roll call vote was taken.

John Haven: Yes  
Bryce Gibson: Yes  
Christine Perc: Yes

The motion passed unanimously, 3-0.

### **75 Stergis Way – Boston’s Best Chimney Services**

*33 sq. ft. wall sign*

Becca Clifford was on the video call for the application. She explained the proposal was a wall sign for Best Chimney Services at 75 Stergis Way. It would be an aluminum frame sign with vinyl graphics nonlinear 33.33 square feet and it would be mechanically fastened to the building facade.

Chair Christine Perc asked if this was a new logo. It was their current logo. She mentioned the tagline might be a little small to read from far away. Her only recommendation was to think about changing the awning to black in the future, otherwise she liked the sign.

Bryce Gibson asked if this location housed only the one business. Yes, it was just this business.

Bryce Gibson made a motion to approve the signage as presented, John Haven seconded the motion. A roll call vote was taken.

John Haven: Yes  
Bryce Gibson: Yes  
Christine Percec: Yes

The motion passed unanimously, 3-0.

### **700 Providence Highway – Best Buy**

*Proposed alterations/new entrances on front façade*

Lisa Weaver of GPD group was on the video call for the applicant. She explained that Best Buy is going through a major remodel of the interior of the store which kind of expands their customer pickup area. A lot more customers are doing online pick up in store, or the online ship from store. In response to that they are looking to convert one of their existing vestibule areas to an online pick up center. This would mean installing pickup lockers for customers to be able to come and pick up their merchandise. They would also like to add an additional sliding door, which would match their current vestibule door off to the left hand side. It would align on the interior with a new storage area for customer pickup. There is no additional signage, just a change to the doors. In addition, they would also be repainting to a new blue.

Chairperson Percec stated that she thought the changes would be a good improvement and that the changes seemed straightforward.

Bryce Gibson had a request regarding the modular energized ramps. He asked if they could be made to look more permanent. The rest of it he felt looked good.

Bryce Gibson made a motion to approve the proposal as presented with attention to detail on the installation of the ramp. John Haven seconded the motion.

John Haven: Yes  
Bryce Gibson: Yes  
Christine Percec: Yes

The motion passed unanimously, 3-0.

### **928 Providence Highway – The Residences at Dior**

*100 sq. ft. illuminated free standing sign*

Jay Khan was on the video call for the applicant. He explained the new mixed use building and signage for it. The colors and the trends all come out of the architecture; the brand come out of the brand for the apartment. The setbacks and height were all in accordance with the zoning regulations for the Highway Business zone.

Christine Percic did have a question regarding the height of the main sign. Jeremy Rosenberger, Town Planner, stated that the height was on the lower side in relation to other signs in the same area, and it was within code.

John Haven asked about the base of the sign, he felt the brick columns look disproportionate to the rest of the sign. Down the road when tenant began occupying space if the signage could remain monochromatic, he would like to see the look of the building and signs maintained.

John Haven made a motion to approve the signage as presented with the recommendation that the applicant extend the brick base all the way from side to side underneath the sign, and with a future recommendation that tenant signage potentially be monochromatic or stay within a refined color palette. The motion was seconded by Bryce Gibson, and a roll call vote was taken.

John Haven:	Yes
Bryce Gibson:	Yes
Christine Percic:	Yes

The motion passed unanimously, 3-0.

**5 Bryant Street – Citizens Bank** *(continued from 3/3/21)*

*25.1 sq. ft. illuminated monument sign, two (2) illuminated wall signs (27.3 sq. ft. & 15.1 sq. ft.), new awnings, and various directional/identification signs*

The applicant had requested a continuance.

A motion was made to continue the application to the August meeting. All were in favor.

**Minutes**

The minutes were tabled until the next meeting.

**Adjournment**

A motion was made to adjourn the meeting at 5:53 pm. Motion passed, 3-0, unanimously.