

**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**



Dedham Town Hall  
450 Washington Street  
Dedham, MA 02026-4458  
Phone 781-751-9242

Jennifer Doherty  
Administrative Assistant  
[jdoherly@dedham-ma.gov](mailto:jdoherly@dedham-ma.gov)

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

**August 4, 2021, 6:00 pm**  
**Virtual Meeting Via Teleconference and Telephone**

- Present:** Christine Perc, Chairperson  
Bryce Gibson  
John Haven, RLA, ASLA  
Steven Davey, Vice Chair (arrived after first application)
- Not Present:**
- Staff:** Jeremy Rosenberger, Planning Director  
Michelle Tinger, Community Engagement  
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 **August 4, 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 6:00 pm on August 4, 2021. The Chair Christine Perc read a statement regarding meeting protocols. She then asked for a roll call of participants on the call:

- Bryce Gibson
- John Haven
- Christine Perc, Chairperson

The applications were taken out of order as the first applicant was not on the video call.

### **380 High Street – Family Dentistry**

*Update/replacement of existing freestanding sign (2.25 sq. ft.)*

Brian Bonina from Signarama in Walpole was on the video call to represent the applicant. He explained that they would be replacing the sign that looked like a tooth with a plain, black, rectangle sign with white lettering. The letters were vinyl text, not carved. It would be double sided.

Chair Christine Perc asked if it was a new owner, and the representative believed it was. Her only comment was to remove the numbers on top of the sign, and all were in agreement.

Bryce Gibson commented that he was not sure the tooth logo on the new sign was necessary. He felt they should remove it and expand the name. The applicant responded that the owner wanted to keep the tooth logo.

A motion was made by Bryce Gibson to approve the sign as proposed with the recommendation to remove the top wooden blue phone number. John Haven seconded the motion, and a roll call vote was taken.

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

The motion passed 3-0 unanimously.

*At this time Steve Davey, Vice Chair, joined the meeting.*

**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*

Jim Souza and Bruce Bisbano of Bisbano Architects were on the video call representing the applicant. They had been before the Board previously and were now back with a revised plan. They explained they would now be keeping the plain brick without painting it white. They wished to make a change to the entrance way where the ATM vestibule and entrance to the bank was. They had changed the previous illuminated awnings to not illuminated but did wish to have illuminate signs. The monument sign out front would be an illuminated cabinet. They also had a change to one of the awnings, in place of two awnings on the front brick wall, it would be on long one. Some directional signs would be added around the side and back of the building to improve the drive-up access. They wished to add a drive-up ATM, and this would require Planning Board approval. A clearance bar would be added at the drive-up area.

Ms. Perc appreciated the plain brick staying, and it not being painted. She also liked the channel lettering. She asked about the allowable signage amounts. Planning Director Jeremy Rosenberger felt that they were within the allowable signage given the amount of frontage for the building.

Steve Davey was not in favor of the white mounts for the awnings. He preferred a more traditional, invisible bracket.

A motion was made by John Haven to accept the proposal with the following recommendations:

- 1) All awnings should be separated over the windows, not one continuous.
- 2) The mountings for the awnings should not be visible or should be as minimal as possible.
- 3) The amount of signage should be reduced by eliminating either the sign over the vestibule, or the free standing, monument sign out front.
- 4) The free standing, monument sign material should be changed to a carved PVC material which is common in other signs in the Square.
- 5) The board does not support internal illumination for any of the signs, rather they would prefer gooseneck lighting or uplighting, similar to other lighting in the Square.

This motion was seconded by Steve Davey and a roll call vote was taken.

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

The motion passed 4-0 unanimously.

The motion passed unanimously, 4-0, with recommendations.

**947 Providence Highway – CVS**

*Update/replacement of 10 (ten) existing signs*

The applicant was not on the call, however, the proposal was a corporate logo change only.

Jeremy Rosenberger, Planning Director, presented the signs one by one to show the changes. There were no questions.

A motion was made by Steve Davey to approve the proposal as presented, and the motion was seconded by John Haven. A roll call vote was taken.

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

The motion passed 4-0 unanimously.

**Sign Code Study**

*Proposed warrant article for Fall 2021 Town Meeting*

Jeremy Rosenberger gave an overview on where the department was to date regarding the Sign Code Study, and the plan to represented it at the Fall Town Meeting. The article was the same one they had previously put forth and shown the Board. He explained that if the Design Review Advisory Board wished to support the article, they could sign a letter indicating the support for changes to the bylaw.

Steve Davey made a motion to support the changes to the bylaw. John Haven seconded the motion and a roll call vote was taken.

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

The motion passed 4-0 unanimously.

Jeremy will draft a letter that the Chair can sign on behalf of the Board.

### **Design Review Process**

*Request by Planning Board to better coordinate design review of projects between boards.*

Jeremy Rosenberger explained that a number of large projects were planned for the fall that would be coming to the Planning Board. They would also need to go before the Design Review Board. The Planning Board wanted to have a discussion as to the role DRAB played with these projects. It has never been made clear where DRAB is in the process, and they should perhaps have earlier review of projects in order to give their recommendation.

### **Meeting Minutes**

*Review and approval of minutes from the May 5, 2021, and June 8, 2021 meetings.*

Bryce Gibson made a motion to approve both sets of minutes, and the motion was seconded by John Haven. A roll call vote was taken.

Bryce Gibson:	Yes
John Haven:	Yes
Christine Perec:	Yes
Steve Davey:	Yes

The motion passed 4-0 unanimously.

### **Adjournment**

A motion was made to adjourn the meeting at 6:52 pm. The motion passed unanimously.