

**TOWN OF DEDHAM**  
COMMONWEALTH OF MASSACHUSETTS



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Planning Director  
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**DESIGN REVIEW ADVISORY BOARD  
MINUTES**

**June 1, 2022, 7:00 pm DRAFT**  
**Virtual Meeting Via Teleconference and Telephone**

- Present:** Steve Davey, Chair  
John Haven, RLA, ASLA, Vice Chair  
Christine Perc
- Regrets:** Bryce Gibson
- Staff:** Jeremy Rosenberger, Planning Director  
Michelle Tinger, Senior Planner  
Jennifer Doherty, Administrative Assistant

The Town of Dedham's Design Review Advisory Board met on **June 1, 2022**, via remote participation. Members of the public were advised that they could access the virtual meeting several 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 Chair Steve Davey called the meeting to order and asked for a roll call of participants on the video meeting:

- Bryce Gibson
- John Haven
- Christine Perc
- Steve Davey

**612 High Street – Dedham Museum & Archive**

*Request for a Waiver from the Dedham Sign Code to allow for a 17.5 sq. ft. freestanding sign located 3 ft. from the front property line where 5 ft. is required*

Johanna McBrien, Executive Director of Dedham Museum & Archive, was present representing the application. The design of the sign was approved at the Board’s May meeting, but the applicant has returned to obtain a waiver for the setback of the sign, proposed to be 3 feet instead of the required 5 feet.

There were no comments by the Board.

A motion was made by John Haven to grant the waiver to allow for a 3-foot setback of the sign. The motion was seconded by Christine Perec and a roll call vote was taken.

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

The motion passed unanimously, 3-0.

**5 Bryant Street – Philadelphia Sign Co. c/o Citizens Bank**

*Request for Waivers from the Dedham Sign Code to allow for a 25 sq. ft. freestanding/monument sign located 2.5 ft. from the front property line where 5 ft. is required and to exceed the allowed sign area for a freestanding sign (20 sq. ft. maximum).*

Heather Dudko of Philadelphia Sign was present representing the application. The applicant seeks relief from the setback requirement of 5 feet (2.5 feet proposed) and from the maximum sign area of 20 square feet (25 square feet proposed). Ms. Dudko presented the updated design of the monument sign which has a brick base to match the brick of the building. She mentioned that the height of the updated sign was 7 feet instead of the previous proposal of 6 feet.

Christine Perec felt the new proposal was an improvement and had no issues with the setback and the size increase. John Haven asked if the size increase included the new base or if it was just related to the sign itself. Planning Director Jeremy Rosenberger confirmed that the area only included the commercial sign and not the base. He also mentioned that the maximum sign height in the zoning district was 8 feet. John preferred the 6-foot sign as he felt it was more to scale with the building and landscaping. Steve and Christine both agreed.

A motion was made by Christine Perc to grant the waivers to allow for the 2.5-foot setback and a 25 square foot sign, with the recommendation that the sign be 6 feet tall. The motion was seconded by John Haven and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **326 Washington Street – Needham Bank**

*Proposed new canopy over existing exterior ATM*

Giorgio Petruzzello was present representing the application. The bank seeks to add a canopy on top of the existing ATM, which will be maroon matching the bank's colors.

Steve Davey asked if the frame holding up the canopy was already in place and Christine asked what material the canopy would be. Mr. Petruzzello confirmed that the frame was already in place and that the canopy would be metal.

A motion was made by John Haven to accept the proposal as presented. The motion was seconded by Christine Perc and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **390 Washington Street – Coldwell Banker Realty**

*Replacement of existing wall sign and window signs with new logo signs*

Vickie Ashmead of Coldwell Banker was present representing the application. The company wants a new sign to reflect their new branding, which prioritizes the new logo to the wordmark.

Christine mentioned it would be better if the size of the font were slightly larger. John recommended using a carved PVC sign like others in Dedham Square that would give the sign dimension. Steve suggested three separate lines (“Coldwell/Banker/Realty”) instead of two (“Coldwell Banker/Realty”) which would allow the font to be larger.

A motion was made by John Haven to accept the proposal as submitted with recommendations of a larger font and carved PVC for sign material. The motion was seconded by Christine Perc and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **222 Ames Street – Norfolk & Dedham Group**

*Replacement of existing monument directional signs and proposed 49 sq. ft. illuminated wall sign*

Jim Treacy of SignWorks Group was present representing the application. The proposal includes new entrance and exit monument signs and a large “halo” illuminated sign for the building’s façade.

Christine recommended making the “Enter” and “Exit” font smaller as it seemed to dominate the sign. Steve agreed and suggested that “Enter” and “Exit” be the same size as the building’s address. John asked for clarification about the sign’s height.

A motion was made by Christine Perc to accept the proposal as presented with recommendation that the font sizes for “Enter” and “Exit” be reduced. The motion was seconded by John Haven and a roll call vote was taken.

Christine Perc – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **110 Elm Street – Capital Grille**

*Proposed exterior façade changes and new signage*

Drew Johnson of Darden Restaurants was present representing the application. He presented the plans to convert the existing P.F. Chang’s restaurant at Legacy Place into a new Capital Grille location. The site will use the restaurant’s characteristic black and white design for the building’s exterior and will have several decorative accents.

The Board members asked several clarifications on the design details, and all agreed that the design looked appealing.

A motion was made by John Haven to accept the proposal as presented. The motion was seconded by Christine Percic and a roll call vote was taken.

Christine Percic – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

**300 Providence Highway – Eastern Bank**

*Proposed refacing of existing free-standing sign and three (3) wall signs*

There were no comments by the Board.

Nicole Handricken of Sign Design was present representing the application. The bank desires to change the color scheme of the free-standing sign, from blue and white to a darker blue with orange. The wall signs would look similar to the existing ones but would be the same shade of blue as the new free-standing sign.

There were no comments by the Board.

A motion was made by Christine Percic to accept the proposal as presented. The motion was seconded by John Haven and a roll call vote was taken.

Christine Percic – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

**420 High Street – St. Mary’s Church**

*Proposed new non-illuminated monument sign to replace existing monument sign.*

Cathy Brown of The Sign Center was present representing the application. The church is erecting a new 6-foot tall HDU sign held up by granite posts that would be dark blue with carved letters painted gold. The sign will have a removable vinyl panel that will allow the church to change their posted schedule.

Christine asked questions clarifying the design and color, and all agreed that the new sign is a welcome improvement from the current wooden sign.

A motion was made by Christine Percic to accept the proposal as presented. The motion was seconded by John Haven and a roll call vote was taken.

Christine Percic – yes  
John Haven – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **391 Common Street – The Linden**

*Proposed new non-illuminated monument sign to replace existing monument sign.*

Ann Durso of Express Sign and Graphics was present representing the application. The new sign for the Linden contains two shades of blue and are in line with the company's branding.

A motion was made by John Haven to accept the proposal as presented. The motion was seconded by Christine Percic and a roll call vote was taken.

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

The motion passed unanimously, 4-0.

### **Meeting Minutes**

A motion was made by Christine Percic to approve the minutes of April 6, 2022 and May 4, 2022. The motion was seconded by John Haven and a roll call vote was taken.

John Haven – yes  
Christine Percic – yes  
Steve Davey – yes

The motion passed unanimously, 3-0.

### **Old/New Business**

The Board is required to meet in person starting in July.

A motion was made by Steve Davey to adjourn the meeting at 8:02pm. The motion was seconded by John Haven and the meeting was adjourned.