

TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

Design Review Advisory Board

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



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Planning Director
Jeremy Rosenberger

Senior Planner
Michelle Tinger

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

November 2, 2022, 7:00 pm

Dedham Town Hall
450 Washington Street
Dedham, MA 02026

Present: Steve Davey, Chair
John Haven, RLA, ASLA, Vice Chair
Christine Perc
Bryce Gibson

Staff: Jeremy Rosenberger, Planning Director
Michelle Tinger, Senior Planner
Jayson Schultz, Intern

The Town of Dedham's Design Review Advisory Board met at 7:00pm on **November 2, 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 conducted roll call:

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

125 Washington Street – AZ Signs c/o Hayashi

Request for Waivers from the Dedham Sign Code to allow a total signage area of +/- 59 sq. ft. where a maximum of 21 sq. ft. is allowed, and wall signs that exceed the 10% of total wall area allowed. Town of Dedham Sign Code Section 237-21(C)(1), (C)(2)

Josie ___ was present representing Hayashi Sushi & Hibachi. She presented the three proposed signs, one of which (reading “Hayashi Sushi and Hibachi”) would hang above the front door and the other two (one reading “Hayashi Sushi” and the other “Hayashi Hibachi”) would be placed on the side of the building above the windows.

Christine Perec felt having separate “Sushi” and “Hibachi” signs was unnecessary on the side of the building, and all agreed. Bryce Gibson felt that the side signs were not helpful to exposure as they are hidden from street view by the building’s overhang, and Steve Davey suggested putting the sign over the white band above the overhang instead of above the side windows. This would give the sign more visibility from Providence Highway.

A motion was made by Christine Perec to reduce the signage on the side façade with the recommendation to place the sign over the side sign band. The motion was seconded by John Haven, and a roll call vote was taken.

- Bryce Gibson – Yes
- John Haven – Yes
- Christine Perec – Yes
- Steve Davey – Yes

Motion passed unanimously, 4-0.

930 Providence Highway – iFly

Request for Waivers from the Dedham Sign Code to allow for a total signage area of +/- 426 sq. ft. where 228 sq. ft. is allowed; and for a sign height of +/- 52 ft. where 25 ft is allowed. Town of Dedham Sign Code Section 237-21(C)(1), 19(2)

Anthony Gioia was present representing the application for iFly. He explained the current design of the building, which has been recently updated to be parallel to Providence Highway and to include more landscaping. The current signage includes a large red square logo sign on the top left corner of the façade, and wordmark logo signs on either side of the building and over the front door.

Steve Davey asked about the height of the building, which will be 54 feet at its highest point. The applicant has already been before the Zoning Board of Appeals for the

height variance. John Haven felt that there was too much signage, and Bryce Gibson suggested a pylon sign in front of the building which would reduce the signs on the building itself. Steve suggested lowering the sign so that it was more in line with signage on nearby buildings and more visible to motorists. John Haven suggested wrapping the dark gray tone around the building as well as increasing the windows on the façade.

A motion was made by Bryce Gibson to continue the discussion to the next meeting. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 4-0.

725 Providence Highway – Sign Design c/o Milan Laser Hair Removal

Proposed illuminated +/- 22 sq. ft. wall sign and tenant panel

Nicole Handricken of Sign Design was present representing Milan Laser Hair Removal. She presented the non-illuminated sign made up of white letters with a blue background behind “Laser Hair Removal.” Christine Perc recommended centering the sign over the store’s windows, and Bryce Gibson suggested making either making the “Milan” letters blue or putting a blue panel behind the white letters so it would be in greater contrast to the light color of the building.

A motion was made by John Haven to approve the signage as presented with the recommendation that the signage be centered along the storefront windows and that the “Milan” letters be blue or have a blue panel behind the white letters. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 4-0.

270-290 Bussey Street – Poyant Signs c/o CVS

Proposed replacement of two wall signs totaling +/- 154 sq. ft.

Chris Ramm of Poyant Signs was present representing CVS. He presented the new sign, which is the same as the old CVS wordmark but includes a heart which is part of the new company branding. The gooseneck lighting, which was part of the renderings, may be added as part of Delapa Plaza’s remodel, but Mr. Ramm was only involved with the signage itself. There were no comments from the board.

A motion was made by Christine Perc to approve the signage as presented with the recommendation that the gooseneck lighting be added. The motion was seconded by Bryce Gibson, and all were in favor.

Motion passed unanimously, 4-0.

960 Washington Street – Learning Experience

Proposed +/-12.76 sq. ft. nonilluminated monument sign.

Scott Thousand was present representing Learning Experience. He presented their proposed monument sign, which had a beige base and had the company's logo and elephant mascot. Christine Perc suggested making the base white to match the building and to make the words larger on the sign. Bryce Gibson suggested removing the elephant from the sign so the words could be larger.

A motion was made by John Haven to approve the signage with the recommendation that the pylon be white, and the letters be enlarged. The motion was seconded by Christine Perc, and all were in favor.

Motion passed unanimously, 4-0.

Minutes

The October 5, 2022 meeting minutes will be voted on at the December meeting.

Old Business/New Business

Chair Steve Davey announced that he will be leaving the DRAB in the coming months.

Adjourn

Bryce Gibson made a motion to adjourn the meeting at 8:55 pm, Christine Perc seconded the motion, and the motion passed unanimously, 3-0.