

**TOWN OF DEDHAM**  
COMMONWEALTH OF MASSACHUSETTS

Design Review Advisory Board  
John C. Haven, RLA, ASLA, Chair  
Christine Perec  
Bryce M. Gibson



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Dedham, MA 02026  
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Planning Director  
Jeremy Rosenberger

Senior Planner  
Michelle Tinger

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

**February 1, 2023, 7:00 pm**  
**Dedham Town Hall**  
**450 Washington Street**  
**Dedham, MA 02026**

**Present:** John Haven, RLA, ASLA, Chair  
Christine Perec  
Bryce Gibson

**Staff:** Jeremy Rosenberger, Planning Director  
Kelli Leahy, Office Manager  
Jayson Schultz, Intern

The Town of Dedham's Design Review Advisory Board met at 7:00pm on **February 1, 2023**, 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 John Haven called the meeting to order and conducted roll call:

- Christine Perec
- Bryce Gibson
- John Haven

**930 Providence Highway – iFly (Continued from 11/4/22 and 12/7/22)**

*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).*

Jeremy Rosenberger advised that the Board vote to continue this discussion until the March 1, 2023 meeting, at which time he expects that iFly will be prepared to present.

A motion was made by Christine Perec to continue the discussion to the next meeting on March 1, 2023. The motion was seconded by Bryce Gibson, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Christine Perec – Yes

Motion passed unanimously, 3-0.

### **168 Providence Highway – Snipes**

*Proposed +/-31.1 sq. ft. internally illuminated wall sign and (2) two +/-3 sq. ft. pylon replacement signs.*

Chris Ram, a permit expeditor from PointOn Signs, was present on behalf of the applicant. The business originally operated under the name Expressions and the applicant would like to update façade and pylon signage to reflect the name change. Chris Ram presented the proposed signage, which consists of raised letters and acrylic faces internally illuminated by LED on an aluminum backing.

Christine Perec inquired if the new signage is aligned with other business signage on the façade. She suggested the top of the new signage be aligned with the top of the business located next door.

Bryce Gibson inquired about the size of the proposed signage relative to the existing signage. Chris Ram noted the new width is 112 inches, which is significantly smaller than the current width. Bryce Gibson and John Haven both commented that they agree with Christine Perec on sign placement/alignment.

A motion was made by Bryce Gibson with the placement recommendations. The motion was seconded by Christine Perec, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Christine Perec – Yes

Motion passed unanimously, 3-0.

### **490 High Street – Batten Brothers Signs Inc. c/o Dedham Super Service**

*Proposed +/- 48 sq. ft. illuminated wall sign.*

Richard Batten from Batten Signs was present on behalf of Dedham Super Service. They are requesting updated signage that will replace the existing 18 inch X 23.5 inch

non-illuminated lettering with individual illuminated white letters. The letters will have white faces and white returns on a raceway painted to match the building.

A subsequent application was filed that requested an 18 inch halo illuminated letters on a 2 foot X 24 foot aluminum background.

Bryce Gibson commented the building is abutting a residential area and is closed in the evening. He inquired about the request for illumination. If there is a need for illumination, he suggested the use of down lighting instead a backlight or halo lighting. Richard Batten commented the business is open until 5 p.m. and it gets dark outside very early in the winter months.

John Haven commented that appearance-wise, the current proposal looks similar to the existing signage. Richard Batten replied the primary difference is the new signage has a 2 foot X 24 foot background panel on which the 2 inch X 2 inch letters will be mounted.

Christine Perec inquired if the panel would extend to the second row of lettering. Richard Batten replied that this row would be separate and individually mounted. Christine Perec recommended that all signage be lowered, and gooseneck rather than halo lighting be used.

Bryce Gibson agreed and encouraged Richard Batten and the applicant to survey the exterior at the 7-11 in Oakdale Square. It has gooseneck lighting and a black awning that gives the business a neighborhood feel. He is not in support of illumination only.

John Haven agrees with the recommendations above. He inquired if the flood lights present on either side of the building can be removed, and if so, suggested the installation of gooseneck lighting.

The Board discussed further and reached a consensus with their recommendations:

- Their preference for halo over internally lit lighting.
- The sign be lowered on the building façade.
- Addition of gooseneck lighting.

A motion was made by Christine Perec with the above recommendations. The motion was seconded by Bryce Gibson, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

Christine Perec – Yes

John Haven – Yes

Motion passed unanimously, 3-0.

### **700 Washington Street – Petruzzello Properties**

*Proposed parking lot and landscaping improvements.*

Jeremy Rosenberger noted that a representative from Petruzziello Properties had a last-minute conflict and will present on their behalf. He reported that the applicant would like to upgrade the landscaping, reorient parking spaces, and provide additional ADA accommodations to the property.

Bryce Gibson commented he is in favor of the plantings, grass, perennials, red maples and mulch beds along Washington Street as presented in the plans. Jeremy Rosenberger added the applicant is also repairing the fences on the property and repaving portions of the parking lot.

Christine Perc noted the addition of landscaping is a significant improvement over the current property. She would like to see more landscaping to separate 700 Washington from the adjacent property. John Haven agreed and recommended several more corner shrubs to better fill out the property.

A motion was made by Christine Perc with the recommendations that seasonal plants and additional shrubs be added to the upper corner on Washington street, existing trees should remain, and that additional trees be added to the property's borders. The motion was seconded by Bryce Gibson, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Christine Perc – Yes

Motion passed unanimously, 3-0

### **300 Providence Highway – Signature Signs c/o Total Wine**

*Proposed +/- 237 sq. ft. and +/- 59 sq. ft. illuminated wall signs.*

Dorena Costa from Signature Signs was present on behalf of Total Wine, who is moving into the space previously occupied by DSW Shoes. Total Wine is asking for channel letters on the building in the same position as they were for DSW Shoes. They are requesting one sign at front entrance, a second sign on the side of the building, and two pylon signs.

The front signage will be 236.5 square feet and the side sign will be 59.3 square feet; both will have the same content. The signage will include individual facelit channel letters.

Christine Perc is comfortable with the size and placement of signs, however, commented on the color scheme. She noted that at the last meeting attended by a Total Wine the Board made the recommendation to use a monochromatic color scheme. The Burlington Total Wine has a monochromatic color scheme so there is precedent for this within the business.

Christine Perec further commented that she and Jeremy Rosenberger recently met with the property manager at the plaza to discuss use of a sign package that includes a color palette tenants can use for their signage. Currently, most tenants in the plaza use a limited number of colors in their signs.

Christine Perec recommended Total Wine keep the black background and black awnings on the front of the building and add white letters for a more elegant look. The current colors look dated, a monochromatic scheme would be more appropriate for this location. Dorena Costa will speak with the client.

John Haven mentioned that the plaza is moving in the direction of reducing and streamlining the colors in pylon signs for continuity. He encouraged the applicant to speak with the property manager about a color scheme before proceeding further.

Bryce Gibson noted his agreement with a monochromatic color scheme.

A motion was made by Bryce Gibson with the recommendations that the number of colors used in signage be reduced to white or monochromatic. The motion was seconded by Christine Perec and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Christine Perec – Yes

Motion passed unanimously, 3-0.

### **700 Washington Street – Sign Design c/o F45 Training**

*Proposed +/- 13.2 sq. ft. and +/- 12.3 sq. ft. non illuminated wall signs and +/- 12.5 sq. ft. freestanding sign.*

Marie Mercier with SignDesign was present for the applicant, F45, who is looking for signage on the building. The building houses one business, however one side of the building is dedicated to intensive work outs and the other is dedicated to yoga and pilates.

For the façade, they are requesting a sign above each entrance, one for F45 and FS8; they are also requesting a sign for the address number. Facelit channel letters with acrylic faces and translucent vinyl will be used on all signage.

An illuminated pylon sign is also being requested; bushes/shrubbery will be planted around the sign. Jeremy Rosenberger noted that signage must be 5 feet from the front yard setback.

Christine Perec commented she likes the color scheme. Bryce Gibson agreed noting the color and design fit the building well.

John Haven commented the signs look under scale and suggested they consider signage that is 20 % larger. He also suggested they consider adding a business description on the pylon sign.

A motion was made by Bryce Gibson to recommend that client consider signs be increased in size by 20% or consider a width adjustment on the F45 sign to match the width on FS8. The motion was seconded by Christine Perc, and all were in favor.

A roll call vote was taken:

Bryce Gibson – Yes

John Haven – Yes

Christine Perc – Yes

Motion passed unanimously, 3-0.

### **Minutes**

A motion was made by Christine Perc to approve the minutes of October 5, 2022.

The motion was seconded by Bryce Gibson, and all were in favor.

Motion passed unanimously, 3-0.

A motion was made by Christine Perc to approve the minutes of December 7, 2022.

The motion was seconded by Bryce Gibson, and all were in favor.

Motion passed unanimously, 3-0.

### **Old Business/New Business**

Jeremy Rosenberger reported the Select Board will vote on new DRAB member this Thursday. The candidate is an art teacher with a graphic design background. A second candidate, an architect, will soon be reviewed by Historic Commission. If both are approved, the Board will have all five members.

Delapa Plaza and use of a ‘sign package’ will be on the March meeting agenda. This package will encourage the Plaza to use an agreed upon color palette for all signage. This will minimize the number of signage requests that will come before the Board.

Lastly, Jeremy Rosenberger reported the Governor’s Executive Order is set to expire in April and it appears unlikely it will be extended. The Board can meet virtually in April, however may resume in-person meetings in May. He will keep the Board informed.

### **Adjourn**

Christine Perc made a motion to adjourn the meeting at 8:08 p.m., Bryce Gibson seconded the motion, and the motion passed unanimously, 3-0.