

TOWN OF DEDHAM
COMMONWEALTH OF MASSACHUSETTS

Design Review Advisory Board
John C. Haven, RLA, ASLA, Chair
Bryce Gibson, Vice Chair
Christine Perec
Alexa Asakiewicz, AIA
Leslie Kepner

Planning Director
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Senior Planner
Michelle Tinger

Economic Development Planner
Jayson Schultz

Office Manager
Kelli Leahy

**DESIGN REVIEW ADVISORY BOARD
MINUTES**

May 3, 2023, 7:00 pm
Dedham Town Hall
450 Washington Street
Dedham, MA 02026

- Present:** John Haven, RLA, ASLA, Chair
Alexa Asakiewicz, AIA
Christine Perec
Leslie Kepner
- Staff:** Jeremy Rosenberger, Planning Director
Jayson Schultz, Economic Development Planner
- Regrets:** Bryce Gibson

The Town of Dedham's Design Review Advisory Board met at 7:00 p.m. on **May 3, 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.
2. 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**.

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:

- John Haven
- Alexa Asakiewicz
- Christine Perec
- Leslie Kepner

930 Providence Highway – iFly (continued from 4/5/23 and request to continue to 6/7/23)

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. The +/- 39,231 sq. ft. subject property is located at 930 Providence Highway, Map/Lot 149-18, and is located within a Highway Business (HB) Zoning District. Town of Dedham Sign Code Section 237-21(C)(1), 19(2).

A motion was made by Christine Perc to continue the discussion to the next meeting on June 7, 2023. The motion was seconded by Alexa Asakiewicz, and all were in favor.

A roll call vote was taken:

John Haven – Yes

Alexa Asakiewicz – Yes

Christine Perc — Yes

Leslie Kepner — Yes

Motion passed unanimously, 4-0.

172 Providence Highway – SCG Signs c/o The Joint Chiropractic

Proposed +/- 24 sq. ft. internally illuminated wall sign.

Stephen Bass, from SCG Signs, was present on behalf of the application. They are proposing a set of face lit LED letters attached to a one and a half inch deep black background panel. The overall size will be 25 inches high by 138 inches wide.

Stephen Bass confirmed the proposed signage is the same size as adjacent signage and will be centered above the front door of the façade. There may be an additional sign on the door, however that has not been finalized. The Board's feedback is requested on the façade signage only.

Christine Perc, Alexa Asakiewicz, and Leslie Kepner commented that they like the sign and appreciate that the size is consistent with the adjacent signage. Alexa Asakiewicz further commented that she likes the sign and thinks it looks sleek.

John Haven commented that the façade needs to be repainted; Stephen Bass replied he will speak with the management team and owners of the mall about repainting prior to the new signage being placed.

Christine Perc made a motion to approve the signage as presented, with the recommendation that any façade, repairs, and painting be added to the scope. The motion was seconded by Leslie Kepner.

A roll call vote was taken:

John Haven – Yes

Alexa Asakiewicz – Yes

Christine Perc — Yes
Leslie Kepner — Yes
Motion passed unanimously, 4-0.

125 Washington Street/29 Eastbrook Road – Gracie Jiu-Jitsu

Proposed +/- 15 sq. ft. banner sign.

Kuon Chan, the owner of Gracie Jiu-Jitsu, was present on behalf of the application. The previous tenant had a banner sign on the front of the building and a panel on the pylon sign. He would like to replace the existing signage and update it to reflect the name and logo of his business. He noted Gracie Jiu-Jitsu is an international organization, and the graphics on the new signage would reflect their black and white logo. The new signs will be in the same location with the same dimensions as those of the prior tenant.

The pylon sign is internally illuminated. Kuon Chan is using the sign company that was recommended by the landlord and so there will be no change to the existing lighting. The signage on the building will be vinyl and will not have any lighting. The banner sign is almost identical to the pylon sign, with the addition of an arrow and text at the bottom that reads 'Enter Side Door', so clients know where to enter the building.

Leslie Kepner commented that the arrow and 'Enter Side Door' text are out of sync with the geometric and clean typography of the logo. She suggested using an all-black arrow to better balance the sign and make it more graphically consistent with the rest of the logo.

Alexa Asakiewicz echoed Leslie Kepner's comments. She suggested moving the corporate logo up on the sign to better balance the logo and the additional text. Alexa Asakiewicz commented that signage on the building would benefit from more permanent signage for all tenants.

Christine Perc and John Haven agreed with the above.

Leslie Kepner made a motion to recommend the signage as presented with two recommendations:

- Revisit the arrow and 'Enter Side Door' text and change it to be more consistent with the look and feel of the corporate logo.
- Request that the landlord consider a permanent signage solution to give a more professional and permanent presentation of the businesses in the building.

The motion was seconded by Alexa Asakiewicz.

A roll call vote was taken:

John Haven – Yes
Alexa Asakiewicz – Yes

Christine Perc — Yes
Leslie Kepner — Yes
Motion passed unanimously, 4-0.

160 Providence Highway – Philadelphia Signs c/o Citizens Bank (at Stop & Shop)

Proposed +/- 15 sq. ft. internally illuminated wall sign.

Heather Dudko from Philadelphia Signs was present on behalf of the application. The sign being requested is a replacement for the Citizens Bank located inside the Stop & Shop. There is existing signage on the raceway that reads 'Citizens Bank' and will be replaced with green internally illuminated letters that reads 'Citizens' and their logo; the word 'Bank' will be removed. The size of the proposed new signage is 15.1 square feet, which is slightly smaller than the existing signage.

Citizens Bank is rebranding; the current signage across all locations will be updated, and any new branches opening will reflect the rebranding.

In response to a question from Leslie Kepner, Heather Dudko confirmed the green in the new sign will be darker than the existing sign. commented that the new signage is similar to the existing signage. It was also confirmed that the new signage will be slightly smaller than the existing signage.

Christine Perc commented that she would like to see the building repaired or touched up prior to the new signage going up. John Haven agreed with Christine Perc's comments about building repairs.

Alexa Asakiewicz made a motion to approve the signage as presented with the recommendation that repairs and updates be made to the building. The motion was seconded by Christine Perc.

A roll call vote was taken:
John Haven – Yes
Alexa Asakiewicz – Yes
Christine Perc — Yes
Leslie Kepner — Yes
Motion passed unanimously, 4-0.

550 Providence Highway – Philadelphia Signs c/o Petco

Proposed +/- 82, 23, 17 and 87 sq. ft. internally illuminated wall signs and +/- 78 sq. ft. internally illuminated freestanding sign.

Heather Dudko from Philadelphia Signs was present on behalf of the application. The Petco building is being remodeled and the applicant requests updated signage as part of this process. Existing signage includes the internally illuminated red

channel lit letters, their red dog and blue cat logo, and red striping around the building.

The applicant is proposing to replace the Petco sign and logo on the front elevation of the building with white lettering and a blue outline. The 'Grooming' sign is currently on the left-hand side of the building and 'Vetco Total Care' sign will be added on the right-hand side of the building. Both new signs will reflect the new color scheme. All signage will be internally illuminated channel lettering. The Petco sign on the side elevation will be updated with the new color scheme, as will the tenant panels on the pylon sign.

There will be a brown background mounted on the front of the building and the Petco lettering will be installed flush against this background. Alexa Asakiewicz suggested that the applicant review the color of the building as it against to the color of the background to ensure a cohesive look.

Christine Perec commented that the blue outline around the Petco sign above the main entrance looks thin and suggested that it be made bolder to help the sign and logo be more eye catching. She also commented on the pylon sign, noting the size of the word 'Petco' looks too large for the sign. She suggested decreasing the size of the Petco and adding their dog and cat logo.

Leslie Kepner noted her agreement with Christine Perec about reincorporating the animals back into the in the logo. She commented that a triangular formation with the typography and the animals on top would make a nice, balanced sign.

RK Centers is the owner, and their logo must remain in the top right-hand corner of the building. Leslie Kepner recommended shifting the Vetco sign on the left-hand side so the façade is better balanced.

John Haven commented that some of the logo's warmth is lost without the animals on the pylon sign. He added that the blue and white signs look more generic than the original multi-colored sign.

Leslie Kepner made a motion to approve the signage with the below recommendations:

- Reintroduce the dog and cat on the pylon sign
- Revisit the front of the building to confirm there is adequate contrast between the panel and the sign on the building
- Ensure there is space between the existing RK sign and the addition of the Vetco sign so the façade is balanced

The motion was seconded by Christine Perec.

A roll call vote was taken:
John Haven – Yes

Alexa Asakiewicz – Yes
Christine Perc – Yes
Leslie Kepner – Yes
Motion passed unanimously, 4-0.

29 Bryant Street – 29 Bistro

Proposed +/- 17 sq. ft. non-illuminated wall sign and +/- 6 sq. ft. non-illuminated projecting sign.

Ricky Zeng from New CC Sign was present on behalf of the application. The applicant is requesting a 14 square foot non-illuminated wall sign with ¾” PVC black and orange lettering. It was confirmed that the letters will be individually mounted on the building itself.

The applicant is also requesting a 6.25 square foot non-illuminated projecting sign. The metal on the sign itself is black in color with the logo and orange and white lettering. There is no window signage proposed currently.

Leslie Kepner suggested adding nighttime illumination both above the projecting sign and outside the restaurant to help drive business to the area. She suggested adding window signage and likes the logo overall.

John Haven and Alexa Asakiewicz agreed with Leslie Kepner’s recommendation about adding illumination.

Christine Perc commented that she likes the logo and the color scheme. She also echoed the recommendation to addition lighting and suggested the business consider the use of a more creative font.

Christine Perc made a motion to approve the signage as presented with the recommendation that nighttime illumination be added above the projecting sign and outside the business. The motion was seconded by Leslie Kepner.

125 Washington Street – Sushinoya

Proposed refacing of existing +/- 25 sq. ft. internally illuminated wall sign, +/- 25 sq. ft. non-illuminated wall sign, and +/- 9 sq. ft. internally illuminated pylon panel.

Dong Lei from AZ Signs was present on behalf of the application. She noted that the existing signs and proposed signs are very similar, however the signage on the front façade needs to be updated to reflect the name change. John Haven noted these are signs that the Board has previously approved.

The existing internally illuminated aluminum panel signs on the front and side of the business will remain, as will the existing white light channel lettering that reads ‘Sushi-Hibachi.’

The name of the restaurant is changing from to 'Sushinoya'; this new name will be in the same ½" red acrylic lettering as the original lettering. The name update is the only change being made to the front and side signage. The existing pylon frame will remain, and the lettering on the panel itself will be updated to reflect the name change.

Christine Perc made a motion to approve the signs as presented. Alexa Asakiewicz seconded, and a roll call vote was taken:

John Haven – Yes
Alexa Asakiewicz – Yes
Christine Perc — Yes
Leslie Kepner — Yes
Motion passed unanimously, 4-0.

Meeting Minutes

A motion was made by Christine Perc to approve the minutes of the March 3, 2023 meeting. The motion was seconded by Alexa Asakiewicz. A roll call vote was taken:

John Haven – Yes
Alexa Asakiewicz – Yes
Christine Perc —Yes
Leslie Kepner—Yes

Motion passed, 4-0.

John Haven inquired whether the use of banners is permitted under the new sign code. Jayson Schultz confirmed that banners are allowed in zoning districts LB, GB, HB, LMA, LMB, and RDO.

Adjourn

John Haven made a motion to adjourn the meeting at 8:05 p.m, and a roll call vote was taken:

John Haven – Yes
Alexa Asakiewicz – Yes
Christine Perc — Yes
Leslie Kepner — Yes
Motion passed unanimously, 4-0.