*Medway, Massachusetts*

*Adopted on September 15, 2015 by the*
*Planning and Economic Development Board*


**TOWN OF MEDWAY**

# Design Review Guidelines

**AUGUST 2015**

TOWN OF MEDWAY, MASSACHUSETTS

# DESIGN REVIEW GUIDELINES


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# TOWN of MEDWAY

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October 1, 2015

The Town of Medway is pleased to present these newly updated *Medway Design Review Guidelines* as adopted by the Planning and Economic Development Board on September 15, 2015. The Town recognizes the importance of well-designed sites, buildings and signage and how such can reinforce a sense of New England village character. The *Guidelines* reflect this recognition and are an implementation tool that is consistent with the *Medway Master Plan*. Design guidelines enhance the overall quality of the environment of a community, protect and enhance property values, and bring a community-based design review process to bear on incremental development.

The purpose of the *Design Review Guidelines* is to establish the minimum requirements and expectations for the quality of design for development and investment in Medway. The *Guidelines* are a useful and informative document to assist land developers and property owners and their architects and site engineers to prepare site design and building elevation plans that are consistent with the community's vision. Adherence to the *Guidelines* helps applicants to achieve land use permitting approval and accelerates the review process.

The new *Design Review Guidelines* are a substantive revision to Town's first *Design Review Guidelines* adopted in 2007. They are clearer, beautifully illustrated, and easier to use. The Medway Design Review Committee (DRC) will use the *Guidelines* to review proposed development projects that are referred to it by the Planning and Economic Development Board as part of its review process for site plans and special permits and by other Town departments/agencies who seek the DRC's advice. The *Medway Zoning Bylaw* also charges the DRC with the responsibility to review proposed signs for compliance with the *Guidelines.*

The development of the new *Guidelines* was undertaken by a Task Force comprised of a citizen member, representatives of the Planning and Economic Development Board and the Design Review Committee, and Town staff. The team was capably guided by The Cecil Group, a Boston based architecture/ landscape architecture/urban design consulting firm. We are grateful to The Cecil Group for their expertise and knowledge and their fine work in Medway. Throughout the process, public input was sought and provided, in particular from the Medway Business Council which we appreciate.

You are encouraged to contact Stephanie Mercandetti, Director of Community and Economic Development, at 508-321-4918 to discuss property development options and to gain a better understanding of permitting in Medway. Any questions regarding the *Design Review Guidelines* should be directed to the Planning and Economic Development office at 508-533-3291.

Best regards,

John A. Foresto, Chairman
Board of Selectmen

Andy Rodenhiser, Chairman
Planning & Economic Development Board

Matthew J. Buckley, Chairman
Design Review Committee

TOWN OF MEDWAY
DESIGN REVIEW GUIDELINES

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*Medway, Massachusetts, August 2015*


# Section 1. Introduction

**TOWN OF MEDWAY**
**Design Review Guidelines**

# SECTION 1. INTRODUCTION

## A. Purpose and Overview

The Town of Medway recognizes the importance of well-designed sites, buildings and signage to reinforce a sense of a rural New England village character. The *Design Review Guidelines* reflect this recognition and are an implementation tool that is consistent with the *Medway Master Plan*. Design guidelines enhance the overall quality of the environment of the community, protect and enhance property value and bring a community-based design review process to incremental development. The Medway General Bylaws – Section 2.15 established the Design Review process and Design Review Committee (DRC) in 2003. The Town has also adopted *Sign Regulations* which are part of the *Zoning Bylaw*. The regulations require DRC review of any free-standing sign and any individual sign with six square feet or more of sign surface area before a sign permit is issued by the Town.

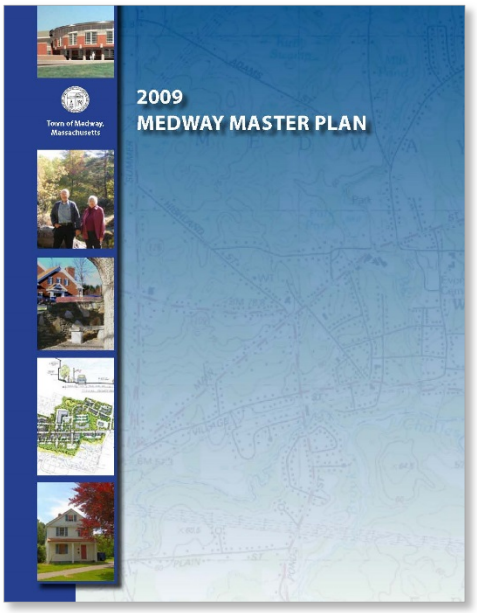



***Figure 1:*** *Medway Master Plan*

Any development that requires Site Plan or Special Permit Approval administered by the Planning and Economic Development Board is required to follow these *Design Review Guidelines* and is subject to recommendations of the DRC.

The purpose of the *Design Review Guidelines* is to establish the minimum requirements and expectations for the quality of design for development and investment in the Town of Medway. Applicants are encouraged, but not required, to achieve beyond the scope of these *Guidelines* in each topic area outlined. Adherence to the *Design Review Guidelines* helps applicants to achieve approval and accelerates the review process.

The *Design Review Guidelines* establish a framework for review by the Planning and Economic Development Board. The DRC is also responsible for signage review pursuant to the *Zoning Bylaw*. DRC members are appointed by the Planning and Economic Development Board. The committee is comprised of Medway residents with expertise in a design discipline who volunteer their time for the benefit of the Town.

The DRC provides advisory review of development design using the *Design Review Guidelines* to prepare the review. The DRC endeavors to serve the people of Medway in a capacity that openly, creatively and appropriately addresses issues of land, site, architectural and sign design. The DRC works within the broad intention of maintaining and/or improving the quality of life of Town citizens, the value of property and

the viability of commerce through the use of thoughtful and community-appropriate design and development practices. The *Design Review Guidelines* and review process encompass a range of topics across the multiple disciplines and perspectives required for the meaningful, purposeful, and aesthetically pleasing composition of places. These topics include architecture, landscape architecture, graphic design, site design and community planning.

## B. New England Village Character

The *Medway Master Plan* established a broadly shared community goal of maintaining Medway's *traditional New England village* character. This goal is a foundational premise for the *Design Review Guidelines* and underpins many of the components of the *Design Review Guidelines*. The following characteristics provide definition for what this important term means and offers examples of its application. For each part of the *Design Review Guidelines* (Commercial, Industrial or Residential) more specific terms and examples are provided to further define "New England village" character in each context pertaining to site, building and materials. Inspiration for Medway's New England village character should be drawn from Medway's two historic districts which are listed on the National Register of Historic Places, Rabbit Hill and Medway Village, as well as the heritage of historic mill structures in the Town and the scenic quality of Medway's Scenic Roadways.

One of the great attractions of historic development patterns is that they are well-proportioned as a human-scaled environment. Human-scaled is a fundamental component to the New England Village Character. Human-scale refers to a size, texture, and articulation of physical elements that match the size and proportions of humans and, equally important, correspond to the speed at which humans walk. Building details, pavement texture, street trees, and street furniture are all physical elements that contribute to human-scale. Human-scaled designs may include a building design that is made of materials that relate directly to the scale of the human hand, such as a brick, or include details that relate directly to the size of the human body such as steps, doorways, railings and windows.

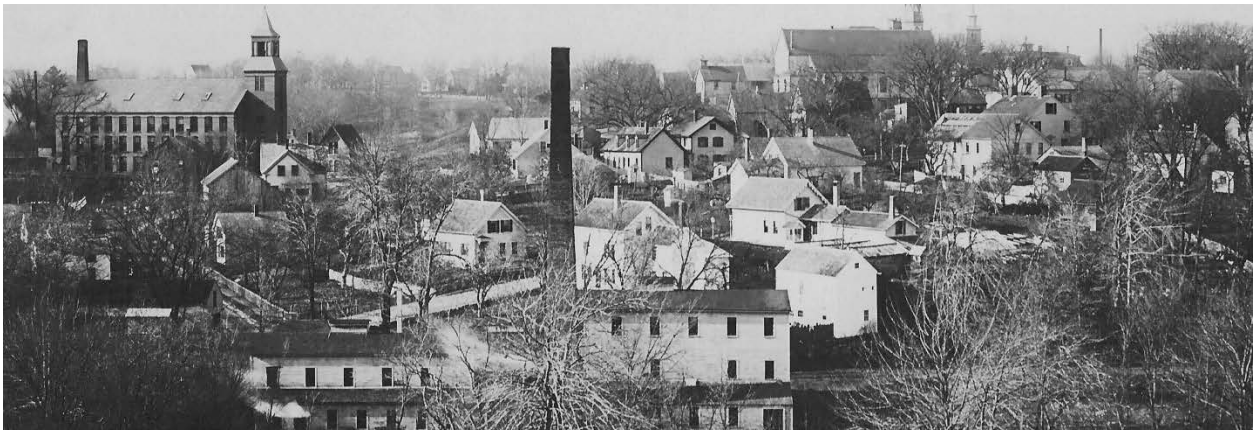


***Figure 2:*** *Historic image of Medway Village and its New England village character at Sanford Street looking north*

On May 5th, 2015, the Town of Medway held a Community Workshop as part of the *Design Review Guidelines* update process. The attendees of the workshop were asked to write down several words that came to mind when asked the following question – *How would you define New England Style?* The following figure is a word cloud that represents the responses to that question. The larger the word appears, the more frequently it was used as a response by those in attendance at the meeting. The words in the diagram below offer specific descriptions of New England village character that are consistent with the use of the term throughout the *Design Review Guidelines.*


***Figure 3:*** *New England character word cloud*

In addition to the New England character word cloud results, the following characteristics describe a pattern of development that is consistent with Medway's New England village character.

## 1. Site Character

The arrangement of buildings on a site should be purposefully composed. A New England environment has several key site characteristics that reflect its utility and function:

- Prominent site and building features are highlighted as the focal point in the assembly of the surrounding pieces. One such example, is a church or civic building that visually and physically anchors a village with other surrounding buildings and site features highlighting these focal points.
- Buildings are arranged to frame open spaces around a central green, or along a main street with buildings sited at or close to the sidewalk.
- Residential development in villages occurs where buildings are clustered and establish relationships to surrounding buildings and site features. Buildings may be set close to the street or with deep front setbacks, but are addressing the surrounding context, structures and street frontages.

### 2. Building Character

The composition of buildings that reflect New England village character are varied and eclectic, but several distinct characteristics of New England buildings are identifiable:

- A classic village character is one that has evolved incrementally over time. The composition of places and buildings should reflect the additive nature of building a village gradually over time through a variety of architectural features and rooflines. For example, building forms may reflect this through telescoping additions, dormers, or multiple rooflines.
- Agricultural and early industrial architecture is characterized by a simplicity and elegance of form, in which form follows function, and the building's purpose and structure are evident. This type of simplicity has allowed these building types to be adaptable for reuse.
- Medway's architectural character is varied in terms of architectural style. Historically, styles in the community have included Federalist, Colonial, Shingle, Georgian, and Greek revival. All new construction should respect this historical context of style. However, a single project should not attempt to incorporate or reflect more than a single style.

### 3. Material Character

Traditional building and landscape materials contribute significantly to the sense of New England village character. The following materials reflect that character.

- Informal cottage-style landscape, with native and indigenous plantings, loose groupings, and a casual appearance is reflected in New England landscapes with tree lines, picket fences, and stone walls demarcating property lines and the edges of clearings.
- **T**raditional New England building materials may include wood, brick, granite, and slate with the materials reflecting a sense of permanence and durability.

## C. Organization of Guidelines

The *Design Review Guidelines* are organized by the three principal land use types (Commercial, Residential and Industrial) and the zoning districts in which these uses would be located. This organization includes *Part II – Commercial Zones, Part III – Residential Zones, and Part IV – Industrial Zones*. For example, an industrial development, located in the Industrial I (IND-I) zoning district would be subject to the design guidelines contained in *Part IV – Industrial Zones*. Each major part of the *Design Review Guidelines* is organized with a parallel structure and hierarchy which includes guidelines for site improvements, building and signage.

# D. Administration

## 1. Pre-Application for Development

Applicants are encouraged to meet with the DRC prior to submitting a development application to the Planning and Economic Development Board and its formal review. During the pre-application phase, both site and building designs can be discussed as they relate to the *Design Review Guidelines*. The objective is to provide an open discussion to form a mutual understanding of both the development opportunities and challenges posed by the particular site and development program. This type of dialogue can enhance the efficiency of the approval process and outline design directions that are mutually beneficial to the Town and applicant. At any point in the process, the Medway Department of Community and Economic Development is available for permitting guidance and assistance.

## 2. Application for Development

The DRC development review is initiated by the Planning and Economic Development Board upon receipt of a Site Plan or Special Permit Application and referral to the DRC. The DRC signage review occurs prior to the filing of a sign permit application. The DRC will provide an initial review, according to a *Design Review Committee Checklist.* This review determines the areas of focus for discussion between the applicant and DRC. The DRC and applicant then meet to discuss the development and its compliance with the *Design Review Guidelines*. The DRC presents final written recommendations to the Planning and Economic Development Board or Building Department.

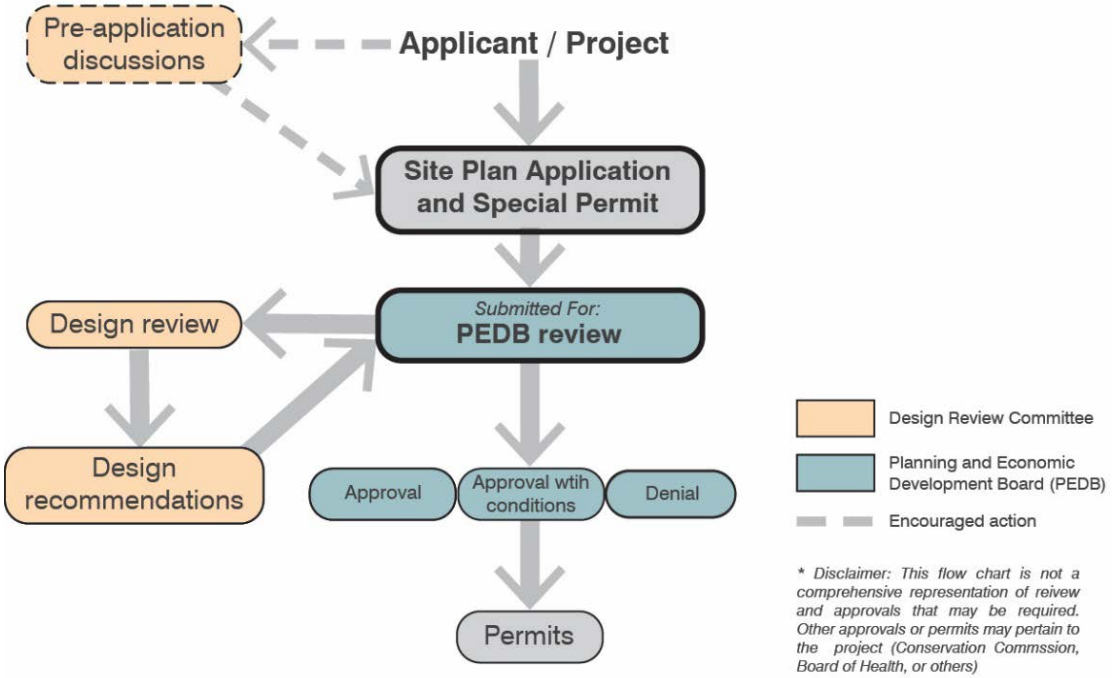



***Figure 4:*** *Design Review process diagram*

### 3. Application for Signage

As a pre-requisite to submitting a sign permit application to the Building Department, the Medway Zoning Bylaw requires a business or property owner to meet with the Design Review Committee to review any proposed free-standing sign and or any individual sign that has six square feet or more of sign surface area. The DRC also available for pre-application meetings and is able to assist in creating a well-designed sign appropriate to the building, site, and surrounding environment. The DRC presents final written recommendations to the Inspector of Buildings and then the applicant may submit a Building Permit or other applicable Permit Applications.

## E. Compliance Alternatives

It is difficult for *Design Review Guidelines* to predict all possible development or design scenarios or anticipate new trends, technologies or best practices. If specific *Guidelines* will not be followed by an applicant because they feel a better approach to reinforcing the Town's goals and principles exists for their individual development and design circumstances, a compliance alternative may be reached as an agreed upon method to comply with the intention of the *Guidelines*. This option provides a process to arrive at innovative design solutions that all parties agree will follow the intent of the *Guidelines*. The applicant must specifically identify the areas in which they seek a compliance alternative with a *Compliance Alternative Request Form*, and the DRC provides an opinion and recommendation regarding the alternative approach in writing to the Planning and Economic Development Board. Please contact the Medway Planning and Economic Development office for further information.

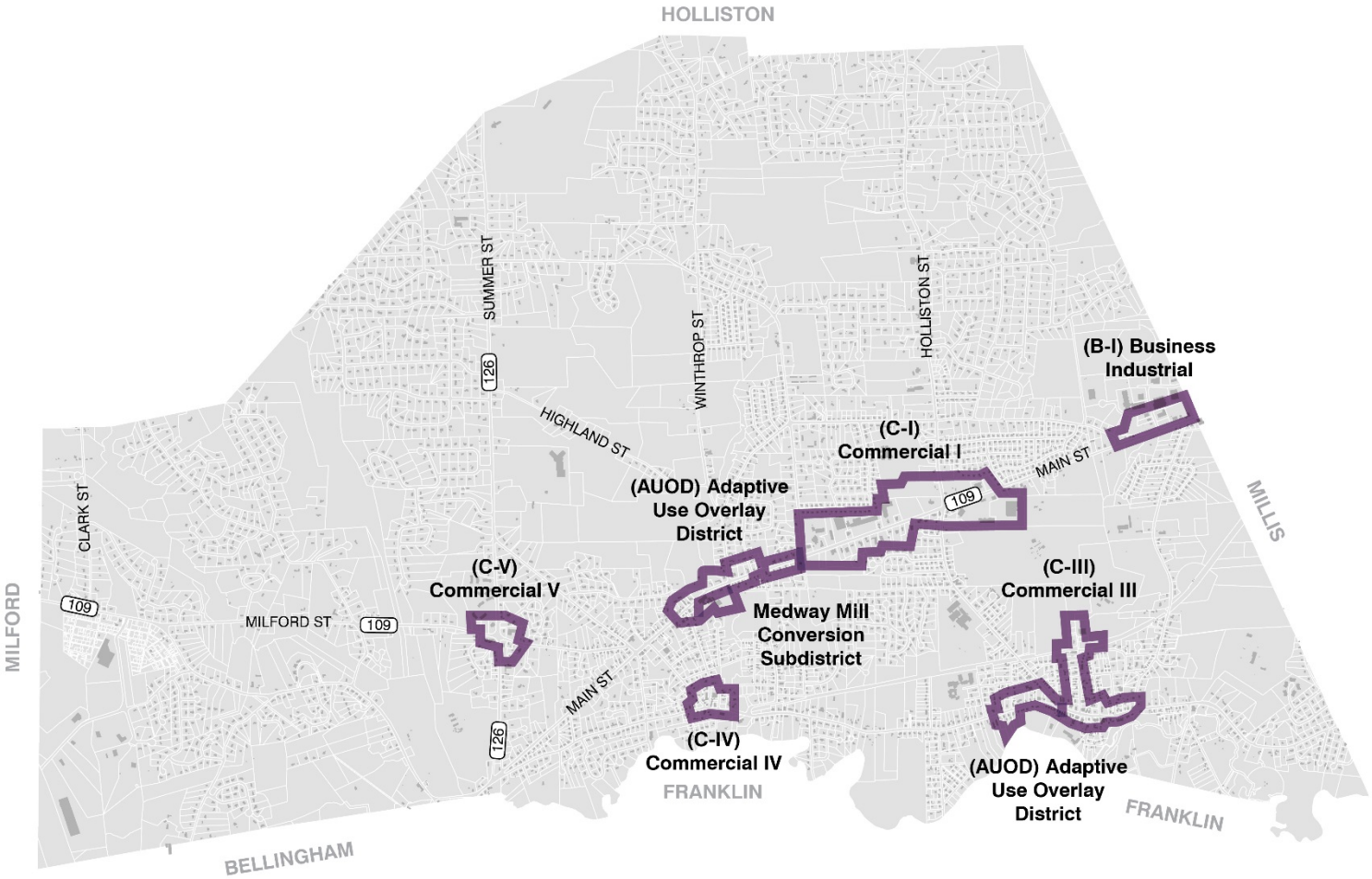
## F. Glossary of Terms

All terms or phrases used in these *Guidelines* that are technical in nature or may be part of a certain design discipline's terminology are defined in Part 5 – Glossary of Terms. Please refer to the Glossary of Terms if a certain *Guideline* or recommendation is unclear.

*Medway, Massachusetts, August 2015*


# Section 2. Commercial Zones

**TOWN OF MEDWAY**
**Design Review Guidelines**




***Disclaimer:*** For Official Zoning Map district boundaries and most current information refer to the Zoning Map in *Section 6. References and Resources*

# Commercial Zones

## TOWN OF MEDWAY
## Design Review Guidelines

# SECTION 2. COMMERCIAL ZONES

## A. Applicability

The *Design Review Guidelines* for commercial zones are applicable to developments located within the Commercial I (C-I), Commercial III (C-III), Commercial IV (C-IV), Commercial V (C-V), Business/Industrial (BI), and the Adaptive Use Overlay District (AUOD), and its Medway Mill Conversion Subdistrict. The Design Review Guidelines are also intended to guide Municipal building projects.

Generally, the commercial zones represent two contexts for development, smaller-scale village commercial districts and larger-scale automobile-oriented commercial corridor. These two contexts generally follow zone boundaries with the C-III, C-IV, C-V and AUOD districts fostering smaller-scale, traditional, village-type development. The C –I district context is a more automobile-dependent commercial corridor character. The *Design Review Guidelines* are applicable in both contexts to encourage a New England village character and pedestrian-oriented environment.

## B. Principles and Intentions

The *Design Review Guidelines* for the commercial zones are intended to shape commercial development to reinforce the traditional New England village character of Medway.

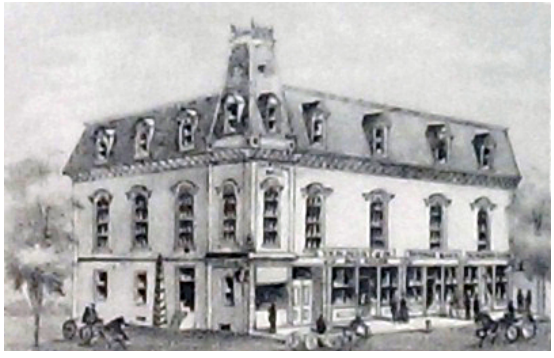


***Figure 6:*** *Historic commercial uses in Medway at Sanford Hall*

For commercial zones, the following design principles encourage a human-scaled, well-designed, New England village environment:

- An overall development character that reflects the heritage of the Town of Medway and highlights features of the development or site that may connect the current design to the Town's history
- Building massing and site composition with a configuration and appearance that suggest evolution or modification over time through organic and incremental growth
- Building scale and site composition that reinforces the human scale of the built environment with buildings that are relatable to the pedestrian and a walkable site design with inviting streetscapes or small public spaces for socializing and gathering
- Building architecture that is varied and eclectic in style that echoes traditional New England building character with traditional details, materials and colors

## C. Site Improvement Guidelines

The following guidelines outline the site design and layout practices that should be viewed as baseline components for a well-designed commercial development in the Town of Medway.

### 1. Site Composition

The development's land planning and site design should provide a thoughtful and responsive approach that adapts the development program and site requirements to the conditions of the land.

a) **Reinforce New England Village Environment** – Site design should be used to reinforce the sense of a New England village environment by clustering buildings and site features. Purposeful composition of buildings and site features encourages a sense of community and frames open spaces. It also provides opportunities to maintain existing scenic views and to reinforce deliberate clearings for a variety of vistas and views.

b) **Integrate Natural Site Features** – The site design should take advantage of the natural site features by maintaining, incorporating or adapting the inherent characteristics of the property (topography, landscape features and vegetation, rock formations, stone walls, etc.) to guide and benefit the layout and design of the site.

c) **Cluster Components** – Site and building components should be clustered to maintain the maximum amount of natural and undisturbed open space on the property.

d) **Reduce Impact of Parking** – Site layout should be designed to minimize the visibility and impact of parking, service and utility-oriented functions of the property.

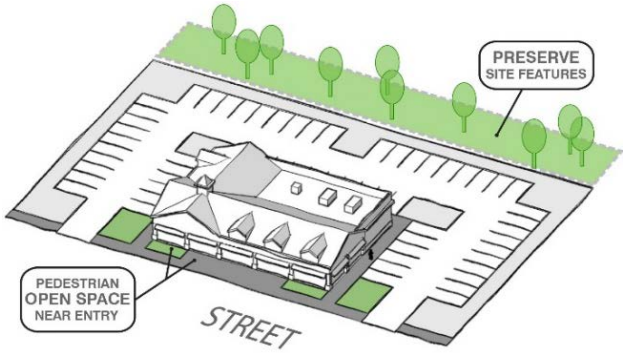



*Figure 7: Site features and site composition*

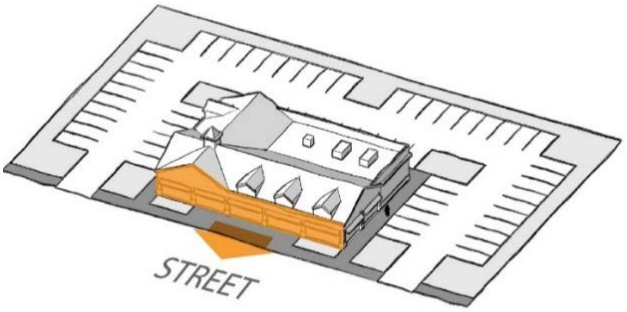



*Figure 8: Building orientation to frame streets and open spaces*

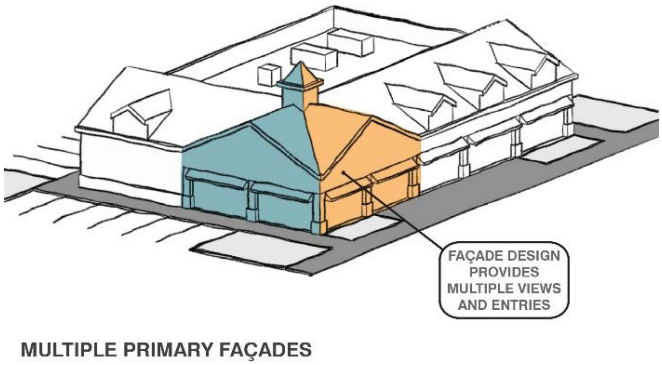



*Figure 9: Buildings with multiple frontages should be designed with multiple primary façades and entries*

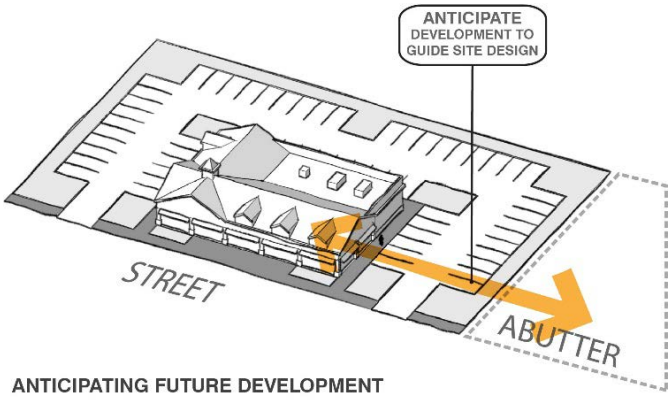



*Figure 10: Anticipate future development in the abutting properties*

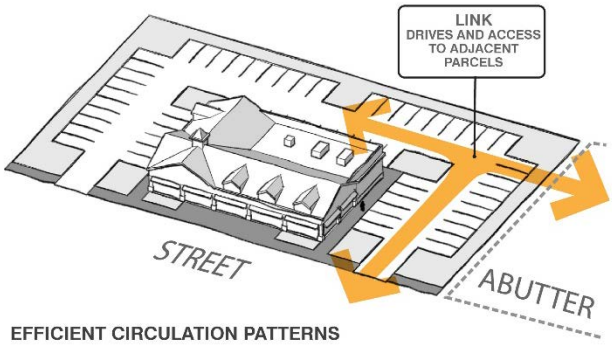



*Figure 11: Site access efficiency between parcels*

## 2. Building Orientation

Buildings should be sited to organize development on the land, reinforce a sense of community, frame open space, and conceal parking, service and loading areas.

a) **Orient Building to the Street** – Primary building facades should be oriented to public street frontages and/or open spaces.

b) **Position Entry to the Street** – The front facades and primary pedestrian entries to a building should face the public street that provides primary access to the property.

c) **Respect Patterns of Context** – Building setbacks should be consistent with the zoning requirements and consider the pattern of buildings on adjacent parcels. A setback distance similar to neighboring buildings reinforces a rhythm and pattern of the district. Front setback distances should be minimized to encourage a relationship between the building and the primary street frontage.

d) **Articulate Multiple Primary Façades** – For buildings with multiple frontage orientations, design for all views and façades should be considered with multiple primary façades and building entries.

e) **Anticipate Future Improvement** – Building design and orientation should anticipate that abutting vacant land may be a future development opportunity. Thoughtful attention should be paid to anticipating potential future development that could change the context of a building façade to enhance adjacent relationships and avoid awkward building orientations.

## 3. Site Access

Site access should provide clear and legible routes for all modes of transportation (pedestrians, bicycles, vehicles and public transportation) to connect to the site and to enter internal site circulation systems.

a) **Minimize Site Access** – The number and width of vehicular access points into and out of the site should be minimized. Pedestrian crossings should be marked and differentiated with variations in

paving materials (for example by using stamped concrete or asphalt). Refer to the Medway Department of Public Services for additional requirements as part of the Street Opening Permit process.

b) **Connect to Public Frontages** – Inviting and efficient sidewalks should be provided along any and all street frontages at the site perimeter. Additionally, sidewalk paths should be provided linking public frontage street(s) to all building entries.

c) **Connect to Adjoining Properties** – To encourage pedestrian access between properties pedestrian pathways should be provided between buildings on adjacent parcels.

*Figure 12: Connecting pedestrian path from building to public frontage*

## 4. Internal Site Circulation

Circulation internal to the site should provide clear and legible routes for all modes of transportation to connect to the public way, building entries and other site components.

a) **Promote Pedestrian Circulation** – Internal site vehicular circulation routes should have narrow travel lanes and small turning radii to reduce vehicular traveling speeds and reinforce a safe and welcoming pedestrian environment. At pedestrian crossings and intersections a further reduction of the travel lane width enhances the pedestrian environment and shortens crossing distance. This is referred to as a curb extension or neckdown at the intersection.

b) **Define Building Entry Landscape** – Landscape at the building entry should be designed to provide a buffer between the building entry and the roadway. The landscape should be used as a transition from a pedestrian entry area to the roadway to enhance safety.

c) **Create Efficient Site and Parking Circulation** – Adjoining parking areas should share access drives whenever possible. A well-organized system of drives should be used to shorten pedestrian crossing areas, reduce the amount of paved area, limit gaps

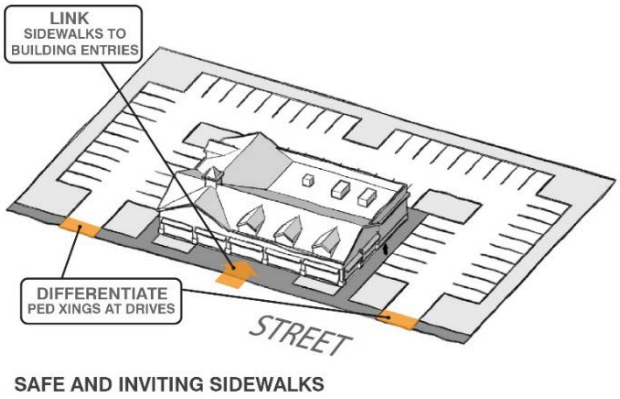



*Figure 13: Safe and inviting pedestrian circulation connecting street, site and building features*


*Figure 14: Design landscape to provide a buffer between the road and the building entry*

between development frontages, and ensure a more efficient flow of traffic.

d) **Reinforce Existing Circulation Connections** – Existing footpaths or old cartpaths on the site should be accommodated and integrated into the pedestrian site circulation to provide access across or through the site. Site circulation that contributes to connectivity of existing trail systems (Medway Link Trail or others) should be integrated into the site access and circulation.

e) **Integrate Bicycle Circulation and Connections** – Access and circulation for bicycles on site should be considered for safety and amenity with provision for places to lock bicycles near building entries.

f) **Conceal Loading and Service Circulation** – Loading and service areas should be located at the side or rear of buildings, and away from view of public streets. For larger buildings or where heavier loading/truck traffic is anticipated, loading routes should be separated from the regular travel routes used by customer and employee vehicles.

*Figure 15: Bicycle circulation and place to lock bikes near the building entry*

## 5. Parking

Parking should be placed convenient to the building entries, but not at the expense of the pedestrian safety, attractiveness, and aesthetics of the property. Parking is necessary to support the function and economic vitality of a development, but it should not be viewed as utilitarian only. Parking should be integrated with other site amenities that support a sense of place and community. For specific parking requirements refer to the Parking Regulations of the *Zoning Bylaw*.

a) **Minimize Parking Location and Orientation** – Parking should be located to the rear and side of buildings with respect to the front or any side street. Where a parcel is located at the corner of two streets, parking should be located at the rear or at the internal side (not the street side). Where located to the side of buildings, parking areas should be set back from the street by at least the same distance as the building. Parking should never be placed within the front yard zoning setback.

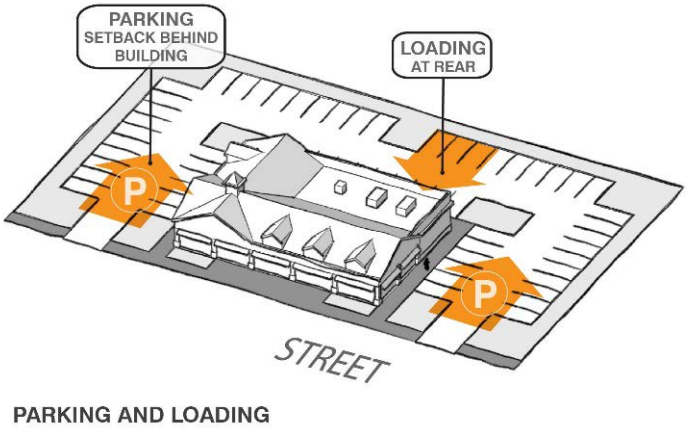



*Figure 16: Parking, service and loading site orientation*

b) **Reinforce Parking Screening** – Parking areas are encouraged to be at the side or rear of buildings to reinforce a village feel and pedestrian environment. Where parking areas are unavoidable at the fronts of buildings, relative to the street, they should be screened with low landscaped berms, landscape beds, and/or low fences or stone walls; and softened with additional planting internal to the parking area.

c) **Integrate Parking Landscape** – Large parking areas should be broken into smaller areas by means of landscaped islands containing low plantings and trees. Such islands should be placed at regular intervals across the parking lot to reduce the visual impact of the parking area and to reinforce a more pleasant pedestrian environment. Landscape islands should also be integrated with pedestrian circulation and crossing routes through parking areas.

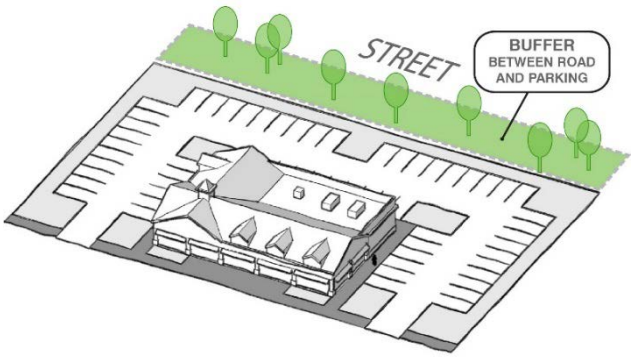



*Figure 17: Landscape screening between parking and the street*

## 6. Landscape

Parcels should include a hierarchy of landscape that contributes to the overall site design and integrates with adjacent properties. The hierarchy should include entry and gateway landscape, building and building entry landscape, street landscape, site feature landscape and landscape buffers. Refer to the required list of species in the *Site Plan Rules and Regulations* that are drought tolerant, native to New England and non-invasive.

a) **Define Entry and Gateway Landscape** – Entry and gateway landscape should be used to define site access and reinforce a sense of arrival and layout of circulation on the site.

b) **Integrate General Site Landscape** – The layout of primary or secondary vehicular or pedestrian circulation should be reinforced with a consistent landscape treatment that contributes to site wayfinding. All portions of a site will not or should not be landscaped, but the landscape should be used to reinforce the character, circulation and features of the site.

*Figure 18: Landscape integrated into a parking area*

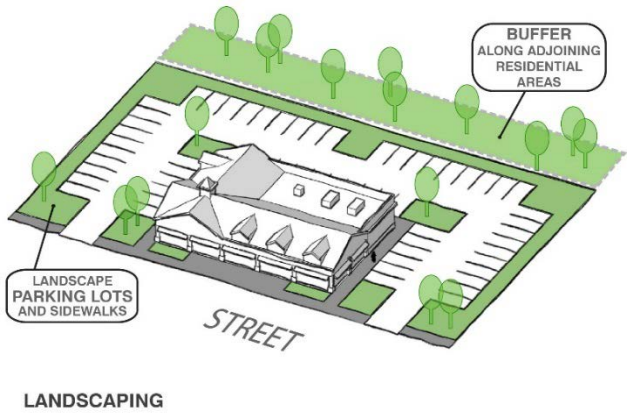



*Figure 19: Landscape to enhance, integrate and buffer site components*

*Figure 20: Landscape used to integrate site and building features*

*Figure 21: Landscape buffer between sidewalk and parking*

*Figure 22: Landscape frontage integrated with surrounding streetscape*

c) **Coordinate Scale of Landscape** – Selection of plantings and maturity of plantings should be carefully considered relative to the overall scale of development. The scale of the installed landscape should be directly tied to the overall scale of the development and buildings. New plantings should be selected for reasonable maturity at the time of installation to achieve the intended buffering and effect immediately.

d) **Define Building Landscape** – Building landscape should be used to integrate the buildings into the overall site plan, soften building edges, and enhance public sidewalks, building entries, and plaza areas. Foundation plantings, planter beds, window planters, and sidewalk street trees and shrubs are all appropriate for this purpose. Landscape may be used to mitigate or screen less desirable components or features of a building façade.

e) **Highlight Feature Landscape** – The landscape should be used to reinforce the importance of locations that are significant in the overall site design or near natural site features or amenities. Incorporating rock outcroppings found on site into landscape treatments is one example of a landscape feature. An additional number of plantings, unique composition or variation in planting species, or plant species with special seasonal variation should be used to reinforce such site features.

f) **Provide Landscape Buffers** – Landscape buffers and fencing consistent with architecture and other site features should be used to conceal dumpsters, recycling areas, staging areas, utilities and other outdoor equipment or service uses from pedestrian views.

g) **Reinforce Landscape Buffers at Property Lines** – Where a commercially-zoned property abuts a residentially-zoned or used property, a variety of landscape buffering elements and screening fencing should be provided along the adjoining yard(s). Landscape buffering should be effective four-

seasons and of lushly-planted vegetation averaging four to five feet tall.

h) **Coordinate Landscape at Street Frontages** – Landscape for the site frontages on public ways should contribute to the character of the street and reinforce a consistent street frontage that is integrated with the character, type and spacing of adjacent landscape improvements.

i) **Integrate Functional Features and Materials** – The materials used for functional features, such as retaining walls, drainage structures or other required site elements, should be integrated with the overall site design and material palette. For example, a functional retaining wall should include stone facing to match stone walls on the site.

j) **Integrate Functional Features into Landscape** – Stormwater retention areas should be integrated with the site landscape and treated as a naturalized environment and site feature that is sustainable from a plant material and maintenance perspective. Retaining walls, fencing, guardrails and other utilitarian or screening features should be integrated with the overall landscape design and designed to contribute to the overall site character. Functional site features should be designed and considered for views of them from adjacent properties.


*Figure 24: Landscape at street frontages contribute to the character of the street*

*Figure 23: Integrated and screened utilities*

## 7. Site Amenities

Site amenities should enhance activity and serve a function near site and building entries and serve to enhance the pedestrian experience. Site amenities should include benches, trash and recycling receptacles, bike racks, and other components appropriate to the use and scale of the development.

a) **Coordinate Location of Amenities** – The amenities should be located in high activity areas that are most likely to receive use. For example, places to sit should be provided where people are waiting or congregating as part of the use of the building and site.

*Figure 25: Retention wall integrated into landscaped*

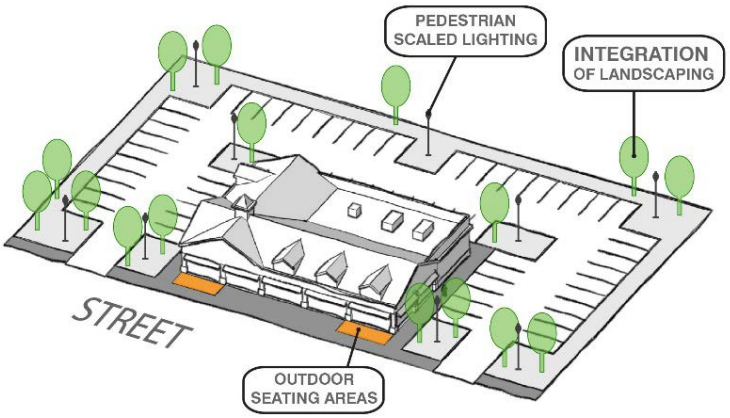



*Figure 26: Site amenities are designed at a pedestrian scale to maximize use*

*Figure 27: Character and design of street furniture and lighting consistent with the site and building design*

*placed to allow for clear walking and bicycling paths*

b) **Provide Open Space Amenities** – As part of commercial sites over 1 acre, a small but well-designed and inviting open space should be provided, of minimum size 300 square feet. The open space should be located in a prominent location adjacent to the building, and near a primary building entry that will bring pedestrian activity to the space. The open space should include outdoor seating, pedestrian-scaled lighting, and landscape, including both sunny and shady areas. Outdoor seating areas are encouraged.

c) **Coordinate Design of Amenities** – The character and design of the site amenities selected should be consistent with the overall character of the site and building design.

d) **Integrate Amenities** – Site amenities should be integrated with the site design to allow appropriate clearances, space and circulation around them to allow busy areas to function appropriately.

## 8. Site Lighting

Site lighting is intended to provide for pedestrian safety in areas with evening activity, particularly near site and building entries and across parking lots, and to provide a minimum level of lighting for nighttime safety. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Minimize Lighting** – Site lighting should comply with minimum lighting requirements and standards, but not provide lighting in excess of requirements. Downward-directed, dark-sky compliant lighting is required as per the lighting requirements of the *Zoning Bylaw* to minimize excess glare and spillage.

b) **Create Multiple Layers of Site Lighting** – Site lighting should perform multiple functions on multiple areas on the site for multiple users. A site lighting approach should be designed for vehicles, pedestrians, building entry areas and site features. Each of these multiple areas should be designed in coordination and to complement the overall character of the site. Lighting should be used to highlight key areas and

attractive features of the site design. Lighting heights and poles should be scaled appropriate to the use, pedestrian height lighting and light bollards should be used when not lighting a vehicular area. Light fixtures of varying height should be of a compatible design and cohesive lighting fixture palette.

c) **Integrate Lighting Fixtures with Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site, consistent with the overall design and sense of place.

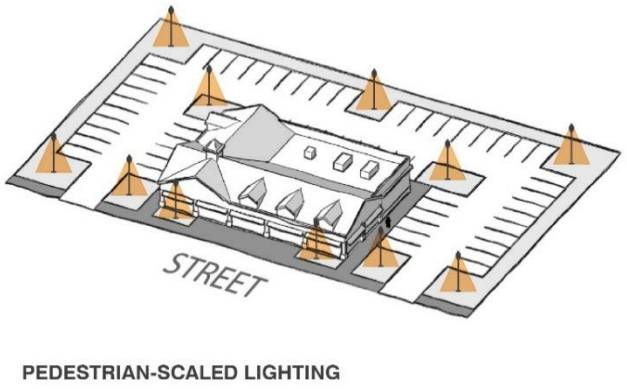



*Figure 29: Multiple layers of site lighting designed at a pedestrian scale for multiple users*

## D. Architectural Guidelines

The following guidelines outline the architectural design elements that should be viewed as a baseline for well-designed architecture in the Town of Medway.

### 1. Building Massing

Building massing should be designed to reduce the overall perceived scale and provide simple and evocative forms that reinforce both a sense of a New England village and a sense of a human-scaled environment.

a) **Strengthen Prominence of Building Entry** – Building massing should reinforce the purpose and readability of the building. For example, building massing should emphasize and highlight the location of the primary building entrance.

b) **Visually Reduce Larger Building Scale** – Large building masses should be broken down through variations in roof lines, bays, setbacks, upper-level stepbacks, horizontal or vertical articulation, or other types of architectural detailing as described in Façade Composition and Components. Overall building form should be appropriate to the scale of the building and not become overly complicated.

c) **Simplify Smaller Buildings** – Smaller building masses should remain simple and not overly complicated.

d) **Reinforce Corners and Gateways** – Sites located at a prominent corner, intersection, or gateway should have building features and orientation that recognize the corner or gateway and respond to it with a suitable building form. Examples of prominent

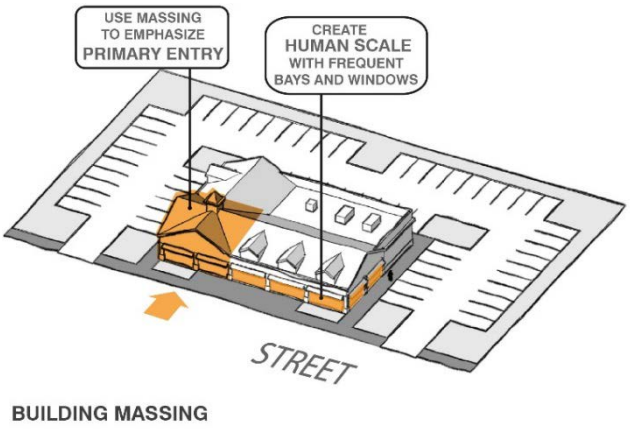
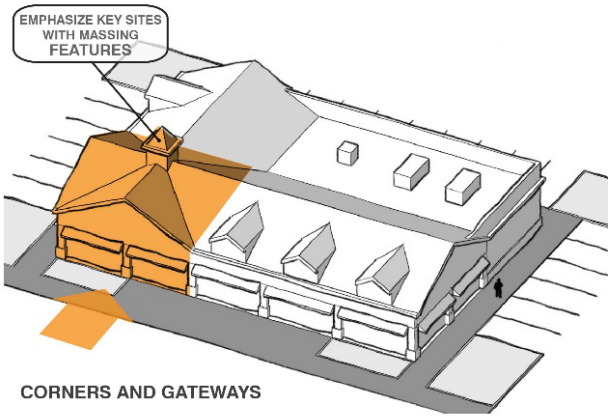



*Figure 30: Building massing to reinforce human-scaled environments*




*massing features that emphasize corners and gateways*

building features include tower or cupola elements, corner detailing, additional building height, or other building forms that provide a visual anchor.

e) **Integrate Historic Structures** – Existing historic structures should be integrated into any new development plan. New buildings and additions should complement and reflect the style of existing older structures. Historic buildings should be considered for restoration, sensitive rehabilitation, preservation or adaptive reuse as may be appropriate to the historic structure and nature of its reuse. Refer to the *Secretary of the Interior's Standards for Rehabilitation.*

f) **Integrate Accessibility Features** – Accessibility ramps, lifts or other access requirements should be integrated into the design of the building entry at the building exterior and interior. Accessibility components should be a purposeful part of the building entry design.

## 2. Façade Composition and Components

Composition of building façades should include architectural features and building components that reduce the scale of large building masses, reinforce the character of the building to reflect a New England village style, and provide detail and articulation of the overall building, particularly in areas with pedestrian traffic.

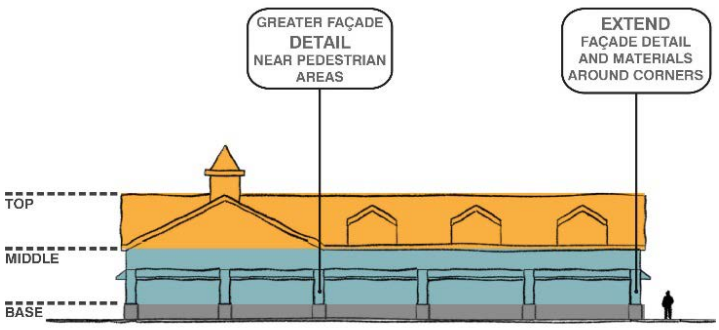



*Figure 32: Façade composition should reinforce a New England village character*

a) **Emphasize Façade Rhythm and Patterns** – A building façade should be broken into vertical and horizontal parts that reinforce a rhythm and pattern. Vertically, a building should be seen to have a base, middle and top. Horizontally, the building should be broken down into sections that correspond to and indicate bays of the structural system.

b) **Avoid Long and Blank Façades** – Building façades should be differentiated at intervals typically not less than 50 feet or less by a change in material, a variation in the plane of the wall, decorative components, or functional element such as entryway or portico. Sections of continuous, uninterrupted, or blank building façades typically should not exceed 50 feet.

c) **Emphasize Primary Façade Height** – The principal façade should not be less than typically about 20 feet in height with an articulation of the base, middle and top.

d) **Encourage Neutral Building Identity** – Building design and architectural features should reflect a New England village character and should not over-prioritize franchise features or identity. Signage, colors, awnings and other design features should be used to communicate brand and franchise identity. The building form, roof form and façade design should not be overly specific to a franchise or brand.

e) **Use Human-scaled Façade Features** – Awnings, canopies or other elements that break-down the overall scale of the building façade and provide protection and visual interest at building entries are encouraged. Refer to *Sign Regulations* and design guidelines for specific sign, material and lighting requirements.

f) **Design Façade for Signage** – The façade design and architectural detailing should provide a purposeful place for signage, if signage is intended to be a part of the façade. An extended parapet, entablature, or sign band should be designed and integrated into the façade layout with appropriate spacing for both the height and width of anticipated signage. Refer *to Sign Regulations* for specific sign, material and lighting requirements.

g) **Integrate Utilitarian Components into the Façade Design** – All functional, utilitarian, or mechanical components of the building façade should be integrated into the façade or screened so as to be part of the composition of the overall building design. Mechanical vents, service rooms, utilitarian and staging areas, and similar portions of buildings should be hidden to match other materials and colors of the façade. Utilitarian aspects should also be screened by the site and building landscape.


*Figure 33: Building façade broken into vertical and horizontal bays reflecting an overall human-scale*


*Figure 34: Façade design and architectural detailing provide a purposeful place for signage*

*Figure 35: Traditional New England roof typologies are encouraged to reinforce a regional sense of place*

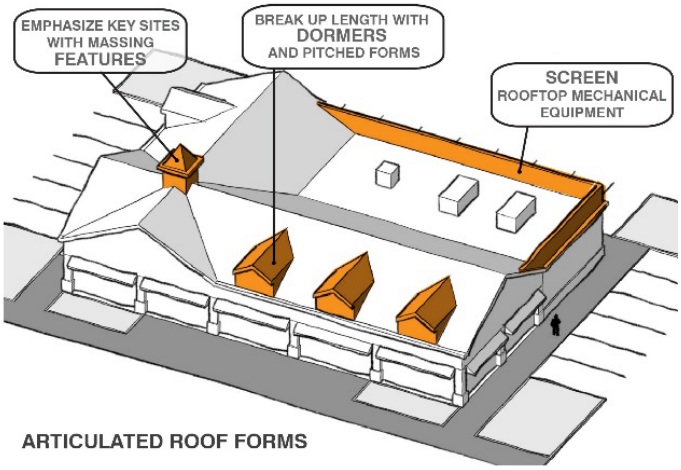



*Figure 36: Roof forms should reinforce a New England village character*

## 3. Building Roof Forms

Building roof form has a significant impact on the character and style of the architecture. Building roof forms should be both authentic to the type of building they are part of and strive to reinforce a sense of New England village character and scale.

a) **Reinforce New England Village Character** – Traditional steeply-pitched roof forms are encouraged in order to reinforce a New England sense of place and assist in managing snow loads. Roof slopes should be in the range of 8:12 to 12:12 (vertical: horizontal). Roof styles may include gable, hip, half-hip, mansard, gambrel, saltbox, and shed.

b) **Reinforce a Human-scale to Buildings** – Large uninterrupted roof forms should be avoided and articulated with roof gables, dormers, chimneys or other roof forms that provide variety and interest to the overall building form.

c) **Integrate and Screen Utilities** – Mechanical equipment on rooftops should be screened from visibility of pedestrians standing at grade on surrounding walkways by means of walls, decorative grilles, or roof parapets. Screening features should be a part of the building composition and design and use materials that complement the overall roof and façade design. Other utilities, such as solar panels should be integrated into the design of the roof.

## 4. Building Lighting

Building lighting should be used to highlight and emphasize functional and decorative aspects of the building massing and facades. Building lighting should be energy efficient and designed to be minimized and focused on key components of the building. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Define Hierarchy of Lighting** – Building entries should be a primary focus of building lighting to reinforce safety, security and convenience for access to the building. Lighting to highlight building features, key architectural elements, accents or

signage should be a secondary focus of building lighting.

b) **Minimize Quantity of Lighting** – Illumination levels should be provided at the minimum level that is required to provide the function desired.

c) **Coordinate Light Fixture Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site consistent with the overall design and sense of place.

## E. Signage Guidelines

The signage guidelines for commercial zones provide guidance in the design of signage that is functional and attractive. In addition to the Design Review Committee's (DRC) responsibilities to review signage for the Building Department, the DRC is available to provide design assistance for signage applicants that request additional assistance or design resources. Signage design must comply with the dimensional, usage, placement, and other regulations contained in the *Sign Regulations* of the *Zoning Bylaw*. The DRC is also available to review proposed master signage plans as part of a site plan or special permit review process. The guidelines focus on well-designed signage in the context of compliance with applicable regulations.

### 1. Principles and Intentions

Signage for commercial uses or businesses should communicate a positive and clear identity for the establishment, be part of the building and façade design, harmonize with its surroundings, and respect Medway's New England village character.

a) **Reinforce New England Village Character** – Sign design should be appropriate to Medway's New England village character, including use of historic, muted colors; traditional-style sign face materials such as wood or wood composite; and lettering that is painted, gold foil stamped, carved dimensionally, vinyl cut, sand-blasted or etched, or metal channel-cut.

b) **Emphasize Legibility and Clarity** – A sign should be readable, simple, and legible with careful


*Figure 37: Sign design should reflect a New England village character*

consideration of the proportion of lettered and graphic areas to the overall size and location of the sign. Consideration should be given to the purpose and intended audience of the sign, whether vehicular or pedestrian. Signage should be concise and graphically balanced.

c) **Define Hierarchy of Signage and Purposes** – The most important sign should be most prominent on the site. The most important information on a sign should be the most prominent and emphasized component of the sign. Sign design should optimize communication of the name of the business.

## 2. Sign Harmony

a) **Reinforce Compatibility with Context** – Signs should be designed to be compatible with neighboring properties, storefronts and buildings. Compatibility should be considered through sign style, height, type, scale and location.

b) **Reinforce Compatibility with Residential Context** – Where business uses are interspersed with residential uses, signs should be designed and located with sensitivity to the residential areas. Illumination should be designed to minimize impact on adjacent residences.


*Figure 38: Sign design and placement should harmonize with the building architecture*

c) **Coordinate Compatibility with Building Architecture** – Sign design and placement should relate to and harmonize with the building architecture. Signs should not overwhelm or obscure building features.

d) **Complement Other Signs** – Where a business or development has more than one sign, all signs should be designed to be compatible in terms of materials, color, lettering, style and logo use. Design and placement of multiple signs should reflect a clear hierarchy and coordinated overall visual effect.

## 3. Sign Characteristics

a) **Focus Signage Design and Readability** – A sign should be readable, simple, and legible, with sign content that fits comfortably within the space it will

occupy on the building. Generally, a sign's text and graphic elements should not occupy more than two-thirds of the sign panel area.

b) **Emphasize Signage Legibility** – Signage typeface should also be simple and legible; ornate or unusual typefaces should be used only for emphasis and restricted to single words or short phrases. The use of both upper and lower case letters reinforces sign legibility.

c) **Consider Signage Scale** – Signs should be scaled to their use and intended viewer, be that the driving or walking public. Sign lettering and graphics should be clear, simple, and legible from a distance, under different lighting conditions. Scale of sign should be appropriate for its intended audience and its location on a building or site. For automobile-oriented signs, signs should be legible at posted driving limits.

d) **Focus Signage Content** – Signage messaging should be simple and brief to maximize a sign's visibility and clarity. Signage should primarily communicate the name of the business or establishment through lettering, graphics or logos. In order to reinforce signage purpose, the following information should not be included on a primary sign: telephone numbers, business hours, website address, sale information, listing of goods and services, brand names carried, or credit cards accepted.

e) **Use Signage Color** – Signage color should complement building materials and color palette. Signage color should also consider signage legibility and readability from a distance during the day and night. High contrast between signage lettering and backgrounds helps increase legibility. Lighter colored lettering on darker backgrounds is recommended.

f) **Coordinate Signage Materials** – Signage materials should be selected for durability, ease of maintenance, and compatibility with building materials and design.


*Figure 39: Sidewalk signs should be scaled appropriately at a pedestrian scale*


*Figure 40: Signage integrated with the site features and landscape*

## 4. Site Signage

Site signage includes any sign that is not attached to a building, but is part of the site design and layout to assist in the identification of the development, businesses, or wayfinding on the site.

a) **Integrate Signage Design with Landscape** – Site signage should be integrated with site landscape design and be used to reinforce gateway locations and site entry points. Landscape plantings should be included to anchor and integrate signage into the site plan. Refer to *Sign Regulations* in the *Zoning Bylaw*.

b) **Coordinate Signage Placement** – Sign locations should consider lot characteristics in regard to roadway and access considerations, building location, views in and out of the property, pedestrian and vehicular circulation and vehicular safety and visibility. Refer to *Sign Regulations* in the *Zoning Bylaw*.

c) **Coordinate Signage Style** – Free-standing signage should complement the overall character and design of other site and building components. Free-standing signage should be balanced and proportional. A lollipop sign, which is a single pole sign that has a disproportionately large top and overly slender support base, is discouraged. Incorporate elements of the building design into a free-standing sign design.

d) **Define Multiple Tenant Directory Signage** – For multi-tenant developments, an internal site directory sign may be provided listing names of businesses and establishments. Directory signage should be clear and legible with the ability to conveniently change business names as tenants move in and out. Design of the sign should be consistent with other development signage.

e) **Coordinate Wayfinding Signage** – Simple directional signage may be provided on the site to inform visitors of entries, parking areas, building names, numbers or other information. Wayfinding signage should be consistent and compatible with other development signage. Wayfinding signage should


*Figure 41: Multiple tenant directory signage is clear and legible*


*Figure 42: Wayfinding signage compatible with area character*

not obstruct or cause conflict with regulatory or traffic-related signage.

## 5. Building Signage

Building signage includes any sign that is attached to a building to provide identification of businesses.

a) **Integrate Signage Design with Building** – Signs should integrate with the building on which they are placed, by considering the architectural style, character, or historic significance, rhythm and scale of façade features, and patterns of window and door openings. Particularly with older buildings, care should be taken not to obscure, damage or otherwise interfere with design details and architectural features that contribute to the building's character.

b) **Coordinate Signage Placement** – Signs should be designed for the specific building on which they will be placed, and for the specific location on the building. Signs should generally be centered within the wall area of the façade on which they will be located. Signs should not extend beyond the boundaries of the area of the building on which it will be mounted. Signs previously installed on other buildings or locations should not be used.

c) **Define Multiple Tenant Building Signage** – Multiple tenant or business signs on a building should have a consistent placement and be of a coordinated design. Using signage to reinforce or establish a rhythm, scale and proportion for a building is encouraged, especially where such elements are weak or absent in the building's architecture. A Master Signage Plan should be developed for multi-tenant developments to encourage a coordinated and compatible approach to signage according to the *Sign Regulations*.

*Figure 43: Signage integrated with the design of the building*


*Figure 44: Sign centered within the façade and within the boundaries of the building*


*Figure 45: Signage is appropriate for the building's architectural design and corner storefront location*


*Figure 46: Awning is opaque and integrated into the building façade*


*Figure 47: Signs are strongly encouraged to have lighting that projects from above the sign*

d) **Coordinate Secondary Signage** – Window and door signage should be coordinated with the overall signage program and may include more detailed information that is not appropriate for larger signs. Window signage is generally directed toward the pedestrian viewer. Window signage should not dominate the glazed surface. Window signage and displays should not include the stockpiling of products or inventory inside the windows.

e) **Design Awning Signage** – Awning fabric should be opaque, and any awning signage should use cut or screen-printed letters or logos. Lettering and graphic elements should comprise no more than 30 percent of the total awning surface.

f) **Integrate Sign Mounting** – Projecting signage should be integrated into the design of the façade with attractive sign mounting hardware.

g) **Complete Sign Location Preparation** – The areas of the building to receive the sign should be prepared, cleaned and painted prior to installation of the sign. Previously installed signs should be completely removed and any remnants or wall surface damage repaired and covered prior to the installation of a new sign.

## 6. Sign Illumination

External signage illumination is encouraged and should be targeted only onto the sign, not onto adjacent buildings or towards vehicles or pedestrians.

a) **Focus Awning Sign Illumination** – If a window awning sign is internally illuminated, only the sign letters, logo and ornamentation should be translucent. The background material should be opaque.

b) **Limit Internal Sign Lighting** – The preferred forms of internally lit signs are those using push-through graphics and text; standard channel letters, also called back-lit or halo-lit; and reverse channel letters with a halo effect. When signs other than channel letters are internally lit, only the sign copy (words/logo) should be illuminated. The sign background or field should be opaque and of a non-

reflective material. Internally illuminated box cabinet signs are discouraged.

c) **Integrate Lighting Utilities** – Raceways, conduits and other electrical components should be concealed from public view. When it is not possible to conceal, such utilitarian components should be painted to match the background of the wall on which they are mounted to reduce the visual impact.

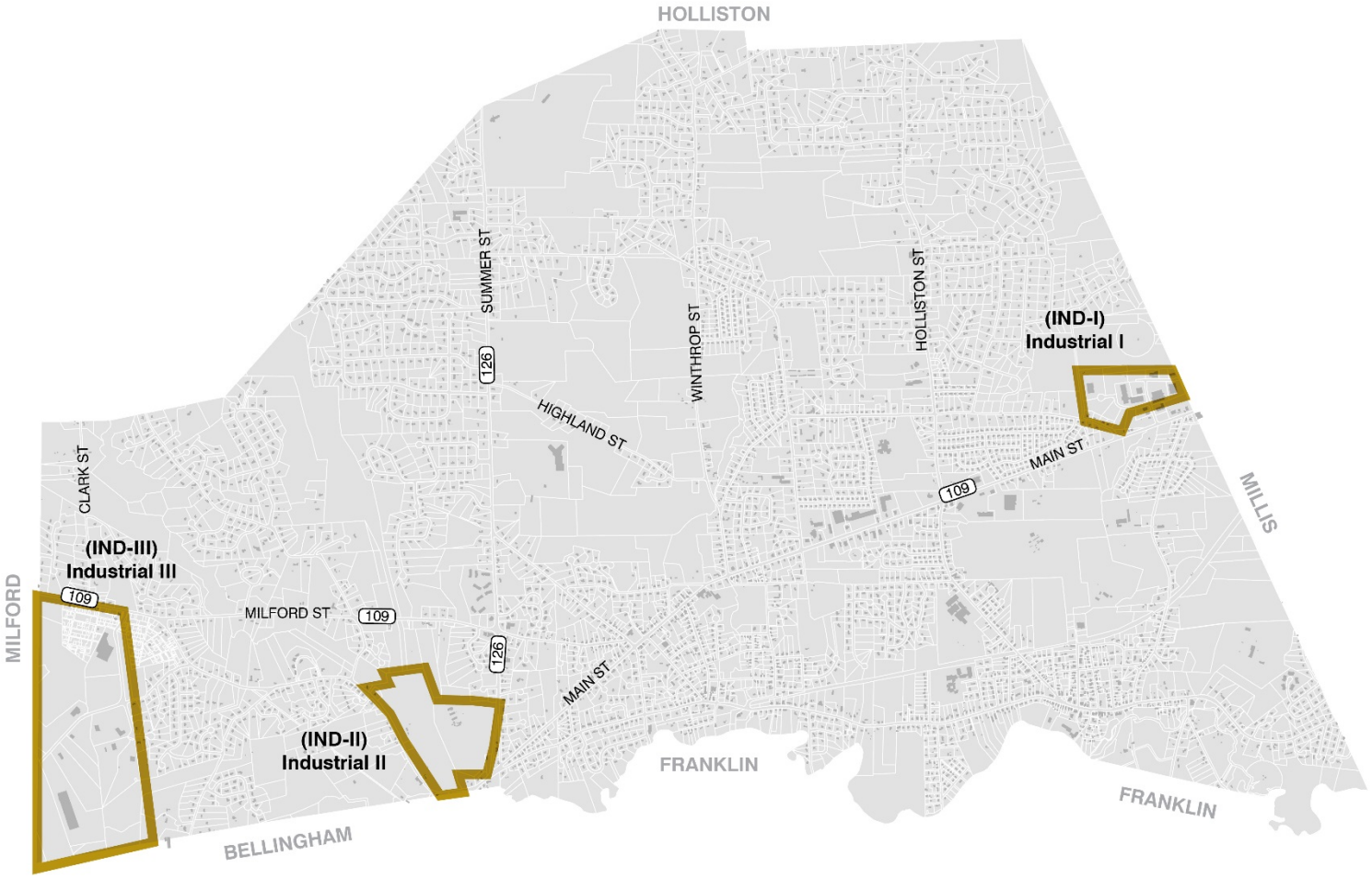
d) **Coordinate Signage Lighting Fixtures** – External lighting fixtures that project the light from above the sign are strongly encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign's message and graphics.

e) **Provide Consistent Lighting Levels** – Lighting should provide a consistent and even wash of light across the sign.

*Medway, Massachusetts, August 2015*

# Section 3. Industrial Zones

**TOWN OF MEDWAY**
**Design Review Guidelines**




***Disclaimer:*** For Official Zoning Map district boundaries and most current information refer to the Zoning Map in *Section 6. References and Resources*

# Industrial Zones

## TOWN OF MEDWAY
## Design Review Guidelines

# SECTION 3. INDUSTRIAL ZONES

## A. Applicability

The *Design Review Guidelines* for industrial zones are applicable to developments located within the Industrial I (IND-I), Industrial II (IND-II), and Industrial III (IND-III) districts. The Design Review Guidelines are also intended to guide Municipal building projects.

## B. Principles and Intentions

The Industrial Zone *Design Review Guidelines* are intended to provide specific recommendations for both smaller- and larger-scale industrial developments to ensure the design and site planning respects the traditional New England village character of Medway.

For industrial zones, the following principles will help create a high-quality development that respects its site and surroundings and reinforces a New England village character:

- Buildings should incorporate traditional New England building materials
- Create a building appearance that suggests evolution or modification over time through organic, incremental growth
- Model development on historic agrarian and industrial building themes, such as repeated bays of large windows or a grid of repeated smaller windows, multi-paned windows, corrugated metal siding and roofing, sawtooth roof forms, and simple, straightforward structures that matched the utilitarian purpose
- Site landscape that retains a naturalistic appearance, preserving existing vegetation, enhanced with informal landscape clusters
- Site circulation that provides a pedestrian-friendly pathway network connecting the building to public streets
- Building design that includes human-scale features and detailing, particularly near building entries
- An overall site and building configuration that is sensitive to the surrounding abutters and mitigates the most negative aspects of the industrial use through appropriate building orientation, landscape buffers and screening

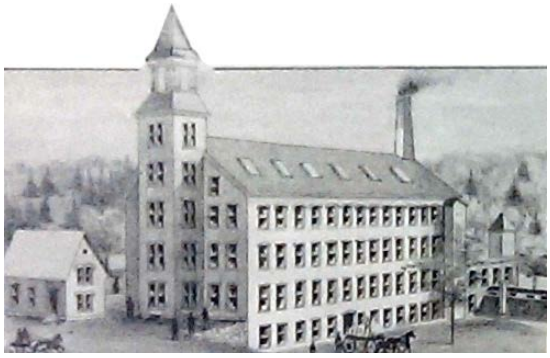


***Figure 49:*** *Historic industrial uses in Medway at Sanford Mill*

## C. Site Improvement Guidelines

The following guidelines outline the site design and layout practices that should be viewed as baseline components for a well-designed industrial development in the Town of Medway.

### 1. Site Composition

The development's land planning and site design should provide a thoughtful and responsive approach that adapts the development program and site requirements to the conditions of the land.

a) **Cluster Arrangement** – Site and building components should be clustered to maintain the maximum amount of natural and undisturbed area on the property including maximizing natural and landscape buffers at property boundaries.

b) **Reduce Negative Impacts** – Site layout should be designed to minimize the visibility and impact of parking, service and utility-oriented functions.

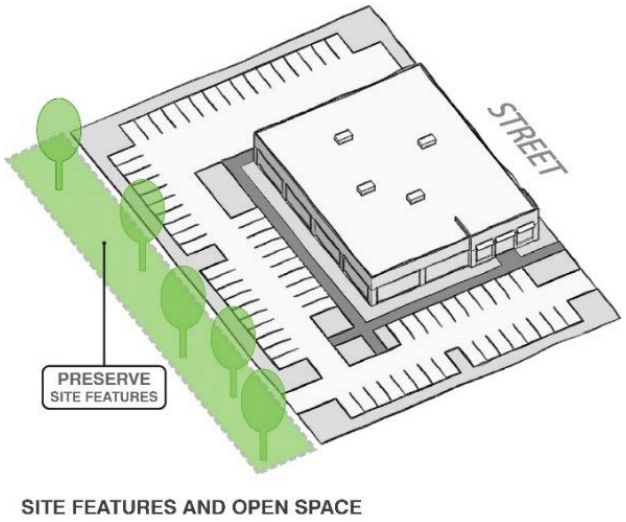



*Figure 50: Cluster industrial development to retain natural buffers, site features and open space*

### 2. Building Orientation

Buildings should be sited to organize the development on the land, frame open space, conceal parking, service and loading areas and reduce negative impacts of the property.

a) **Orient Building to the Street** – The primary entrances to buildings should face onto and be visible from a public street. Parking should be located to the rear of buildings as viewed from the primary access street.

b) **Orient Building to Conceal** – Building should be used to conceal parking, service and utility-oriented functions of the property. The building should be used to screen these uses from the street and primary public views into the property.

c) **Orient Utilities Away from Street** – Utilitarian portions of the building which may include loading docks, mechanical equipment, utilities, outdoor storage or other functional requirements should be oriented away from the street and concealed by the building, site and landscape.

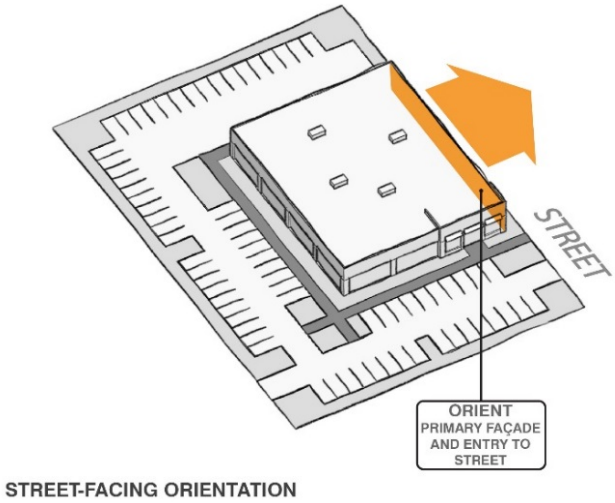



*Figure 51: Reinforce an orientation of the primary building façade to the street*

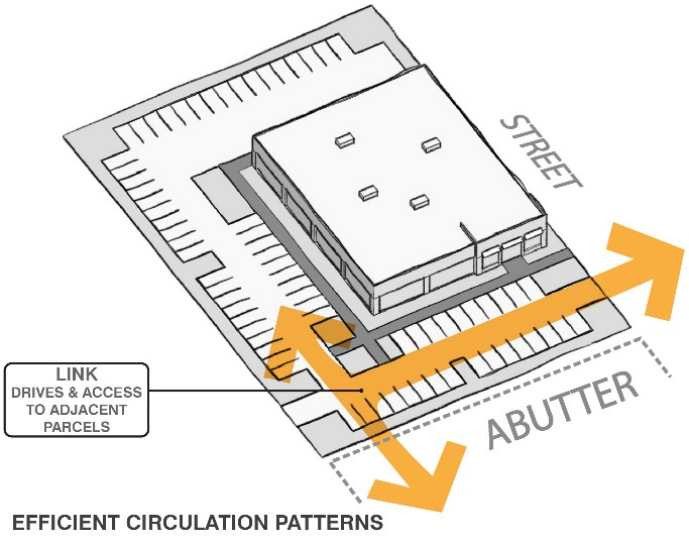



*Figure 52: Site access efficiency between parcels*

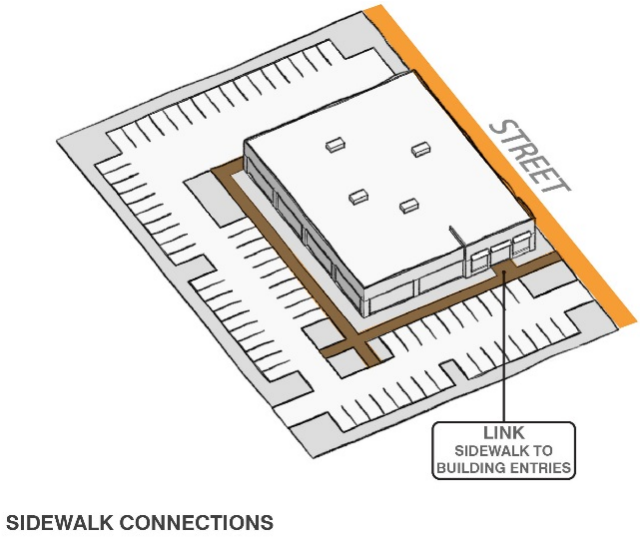



*Figure 53: Pedestrian connections on site should provide safe and easy access*

## 3. Site Access

Site access should provide clear and legible routes for all modes of transportation (pedestrians, bicycles, vehicles and public transportation) to connect to the site and to enter internal site circulation systems.

a) **Minimize Site Access** – The number and width of vehicular access points into and out of the site should be minimized. Where vehicular access drives cross pedestrian routes, pedestrian crossings should be marked and differentiated with variations in paving materials (for example by using stamped concrete or asphalt). Refer to the Medway Department of Public Services for additional requirements as part of the Street Opening Permit process.

b) **Connect to Public Frontages** – Inviting and efficient sidewalks should be provided along any and all street frontages at the site perimeter. Additionally, sidewalk paths should be provided linking public frontage street(s) to all building entries.

c) **Connect to Adjoining Properties** – To encourage pedestrian access between properties pedestrian pathways should be provided between buildings on adjacent parcels.

d) **Coordinate Service, Delivery and Loading Access** – If separate service, delivery or loading access is required for industrial development operations it should be clearly distinct and distinguished from other forms of site access. Functional access that is required for appropriate site operation should not be combined with other uses, but should be coordinated with safe pedestrian routes and crossings on the site.

## 4. Internal Site Circulation

Circulation internal to the site should provide clear and legible routes for all modes of transportation to connect to the public way, building entries site and other site components.

a) **Promote Pedestrian Circulation** – Functional use of the site should be balanced with pedestrian circulation and safety. Walkways, parking areas, service areas and driveways should be planned so that there is minimal vehicular crossing of pedestrian walkways.

b) **Design Efficient Site and Parking Circulation** –A well-organized system on-site circulation, drives, parking areas, loading areas and service areas should be used to reduce the overall amount of paved area and reduce the footprint of development.

c) **Conceal Loading and Service Circulation** – Loading and service areas should be located at the side or rear of buildings, and away from view of public streets. For larger buildings or where heavier loading traffic is anticipated, loading routes should be separated from routes used by other vehicles.

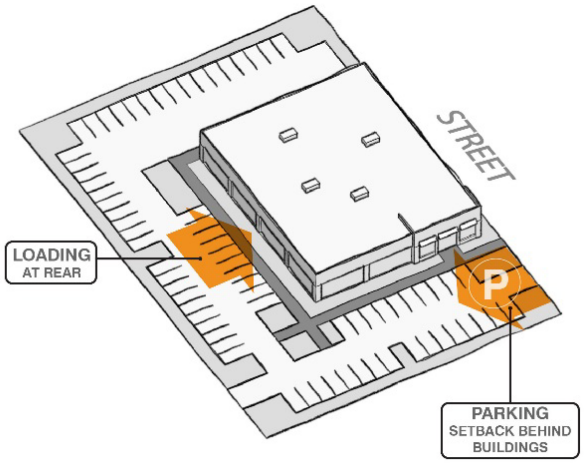



*Figure 54: Parking located to the side and rear of buildings with loading in the rear*

## 5. Parking

Parking should be placed convenient to the building entries, but not at the expense of pedestrian safety, attractiveness, and aesthetics of the property. Attention should be paid to the appearance of the front yard with appropriate landscape screening of parking. For specific parking requirements refer to the Parking Regulations of the *Zoning Bylaw*.

a) **Conceal Parking Location** – Parking for employees and service vehicles should be located at the side or rear of buildings, concealed from principal views into the site, and buffered with landscape. Where located to the side of buildings, parking areas should be set back from the street by at least the same distance as the building. Parking in front of a building should be limited to visitor parking.

b) **Provide Parking Screening** – If a parking area is located in front of a building, relative to the street, it should be screened with low landscaped berms, landscape beds, and/or low fences or stone walls.

c) **Integrate Parking Landscape** – Large parking areas should be broken into smaller areas by means of landscaped islands containing low plantings and trees. Such islands should be placed at regular intervals across the parking lot to reduce the visual

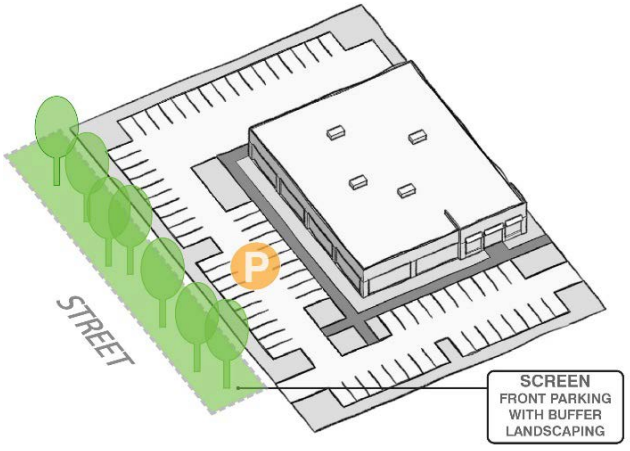



*Figure 55: Landscape buffer and screening at the street frontage*

impact of the parking area and to reinforce a more pleasant pedestrian environment. Landscape islands should also be integrated with pedestrian circulation and crossing routes through parking areas.

d) **Screen Service, Loading and Storage Areas** – Large parking areas used for service, loading or storage should be located to the rear of the building and appropriately screened and buffered from adjacent property lines.

## 6. Landscape

Parcels should include a hierarchy of landscape that contributes to the overall site design and integrates with adjacent properties. The hierarchy should include entry and gateway landscape, building and building entry landscape, street landscape and landscape buffers. The landscape of an industrial properties edges should provide buffering and screening to adjacent properties. Refer to the required list of species in the *Site Plan Rules and Regulations* that are drought tolerant, native to New England and non-invasive.

a) **Define Entry and Gateway Landscape** – Entry and gateway landscape should be used to define site access and reinforce a sense of arrival and layout of circulation on the site.

b) **Integrate General Site Landscape** – Site and building landscape should be used to integrate the buildings into the overall site plan, soften building edges, and enhance public sidewalks, building entries, and any plaza areas.

c) **Coordinate Landscape at Street Frontages** – Landscape for the site frontages on public ways should contribute to the character of the street and reinforce a consistent street frontage that is integrated with the character, type and spacing of adjacent landscape improvements.

d) **Provide Screening and Buffering** – Landscape buffers, screening and fencing should be used to conceal dumpsters, recycling areas, stockpiling areas, storage, parking, service, maintenance yards and other equipment or service uses from pedestrian views, streets or property lines.

*Figure 56: General site landscape integrates parking, circulation and buffer areas*

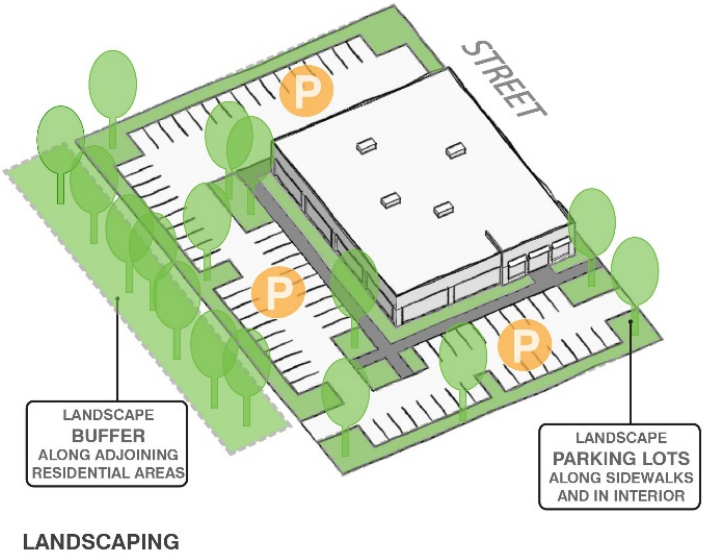



*Figure 57: Landscape used to screen and buffer utilitarian areas of the site and building*

e) **Reinforce Additional Residential Landscape Buffer** - Where an industrial-zoned property abuts a residentially-zoned or used property, landscape buffering and fencing should be provided along the adjoining yard(s). Landscape buffering should be at least three-season and of lushly-planted vegetation averaging two to three feet tall.

f) **Integrate Functional Features into Landscape** – Stormwater retention areas should be integrated with the site landscape and treated as a naturalized environment and a site feature that is sustainable from a plant material and maintenance perspective. Retaining walls, fencing, guardrails and other utilitarian or screening features should be integrated with the landscape design and designed to contribute to the site character. Functional site features should be designed and considered for views of them from adjacent properties. Utilities or other utilitarian components, such as solar panels, should be screened from public view with berms and plantings.

g) **Coordinate Functional Features and Materials** – The materials used for functional features, such as retaining walls, drainage structures or other required site elements, should be integrated with the overall site design and material palette. For example, a functional retaining wall should include stone facing to match stone walls on the site.

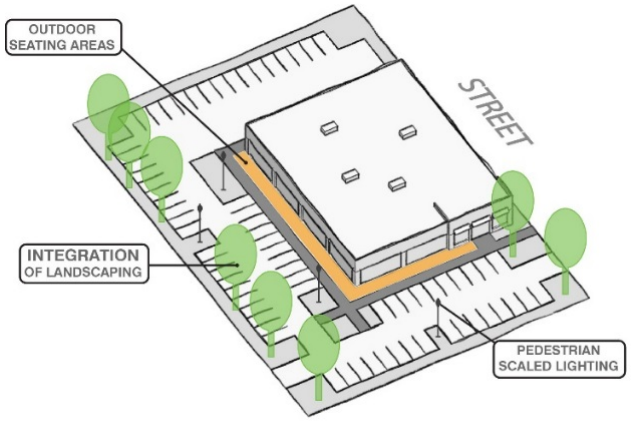
*Figure 58: Industrial properties abutting residential areas should provide landscape buffering*

*Figure 59: Integrate natural and utilitarian site features into a natural landscape*

## 7. Site Amenities

Site amenities should enhance activity and serve a function near site and building entries and serve to enhance the pedestrian experience. Site amenities should include benches, trash and recycling receptacles, bike racks, and other components appropriate to the use and scale of the development.

a) **Coordinate Location of Amenities** – The amenities should be located in high activity areas that are most likely to receive use. For example, places to sit




**SITE AMENITIES**

*pedestrian experience*

*Figure 61: Design of amenities to match overall site design*

should be provided where people are waiting or congregating as part of the use of the building and site.

b) **Complement Design with Amenities** – The character and design of the site amenities selected should be consistent with the overall character of the site and building design.

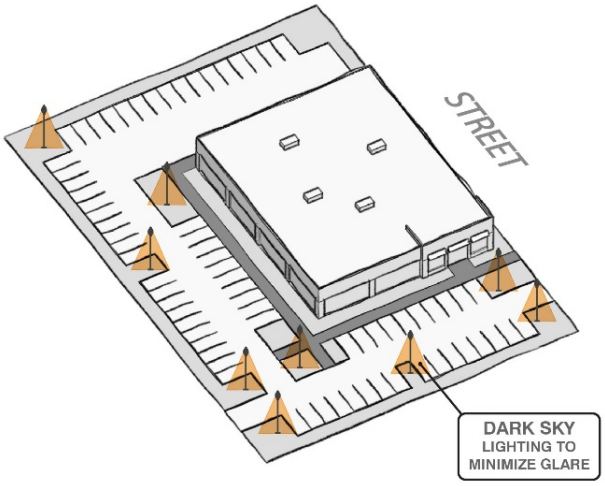
c) **Integrate Amenities** – Site amenities should be integrated with the site design to allow appropriate clearances, space and circulation around them to allow busy areas to function appropriately.

## 8. Site Lighting

Site lighting is intended to provide safety in areas with evening activity, particularly near site and building entries and across parking lots, and to provide a minimum level of lighting for nighttime safety. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Minimize Lighting** – Site lighting should comply with minimum lighting requirements and standards, but not provide lighting in excess of requirements. Downward-directed, dark-sky compliant lighting is required as per the lighting requirements of the *Zoning Bylaw* to minimize excess glare and spillage.

b) **Integrate Lighting Fixtures with Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site, consistent with the overall design and sense of place.




SITE LIGHTING

*Figure 62: Integrate lighting with the overall site design and circulation pattern*

# D. Architectural Guidelines

The following guidelines outline the architectural design elements that should be viewed as a baseline for well-designed architecture in the Town of Medway.

## 1. Building Massing

The building massing should be designed to reduce the overall perceived scale and provide simple and evocative forms that reinforce both a sense of a New England village and a sense of a human-scaled environment.

a) **Strengthen Prominence of Building Entry** – Building massing should emphasize and highlight the location of the primary building entrance.
b) **Visually Reduce Large Building Scale** – Large building masses should be broken down in scale through variations in façade bays, setbacks, or other types of architectural articulation.
c) **Interrupt and Balance Uniform Massing** – Large industrial development result in horizontally oriented structures. Long horizontal building masses should be interrupted by vertical building components or features that break-down the scale and reduce uniformity.
d) **Integrate Accessibility Features** – Accessibility ramps, lifts or other access requirements should be integrated into the design of the building entry at the building exterior and interior. Accessibility components should be a purposeful part of the building entry design.

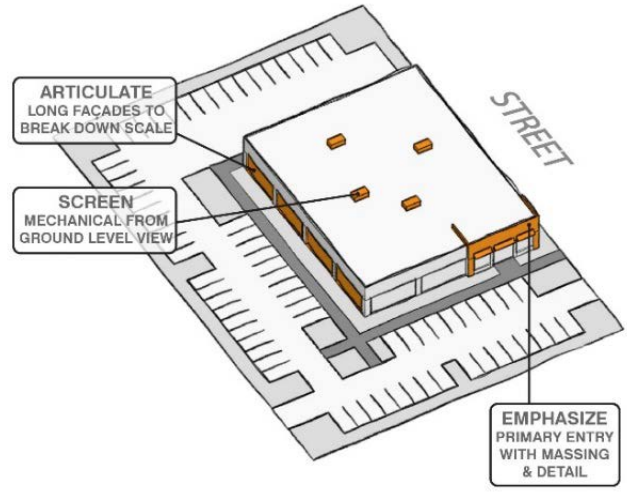



*Figure 63: Articulate building massing to emphasize building entry and reduce overall scale*

## 2. Façade Composition and Components

Composition of building facades should include architectural features and building components that reduce the scale of large building masses, reinforce the character of the building to reflect a New England sensibility and provide detail and articulation of the overall building to break down the scale of large industrial development.

a) **Emphasize Façade Rhythm and Patterns** – A building façade should be broken into parts that reduce the overall horizontal building scale. Horizontally, the building should be broken down into sections that correspond to and indicate bays of the structural system.
b) **Avoid Long and Blank Facades** – Building facades should be differentiated at intervals by a change in material, a variation in the plane of the wall, decorative components, or functional element such as entryway or portico. Sections of continuous, uninterrupted, or blank building facades should be avoided. Window patterns should also be used to add interest and variation to building façade.
c) **Emphasize Primary Façade Height** – The principal façade should not be less than 20 feet in height with an articulation of the base, middle and top.

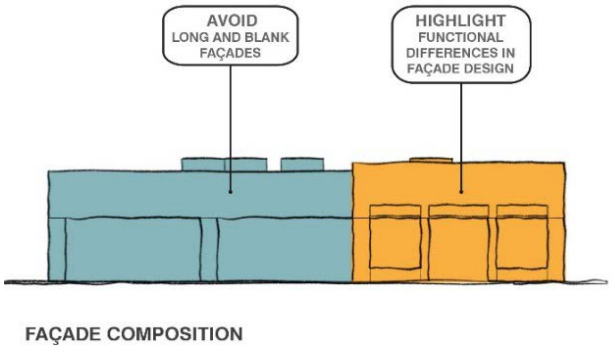



*Figure 64: Design buildings to avoid blank façades and to highlight functional differences*

*Figure 65: Building forms that reflect an industrial heritage*

d) **Reference New England Industrial Heritage** – Model façade design on historic New England mill, agrarian and industrial buildings. Including façade treatments such as repeated bays of large windows or a grid of repeated smaller windows, multi-paned windows, corrugated metal siding and roofing, and simple, straightforward structures that matched the utilitarian purpose.

e) **Highlight Functional Differences** – Façade materials should be used to differentiate between different functional building areas. For example, the front office portion of a building may have different a different façade design or materials than the larger industrial portion of the building. Plain concrete block should not be used as a façade material for any visible portion of exterior walls.

f) **Integrate Utilitarian Aspects of Design** – All functional, utilitarian, or mechanical components of the building facade should be integrated into the façade or screened so as to be part of the composition of the overall building design. Mechanical vents, service rooms, and similar portions of buildings should be hidden to match other materials and colors of the façade.

## 3. Building Roof Forms

Building roof form has a significant impact on the character and style of the architecture. Building roof forms should be both authentic to the type of building they are part of and strive to reinforce a sense of New England village character and scale.

a) **Articulate Special Roof Areas** – Application of most traditional building roof forms on larger scale industrial buildings will be limited. Smaller accent roof forms that highlight and articulate building entries or other special architectural features are encouraged.

b) **Reference New England Industrial Heritage** – Other roof types that reflect New England mill and industrial building types with lower roof slopes, roof monitors, or sawtooth roof forms may be appropriate for larger industrial buildings and should be considered as a roof form to reinforce a sense of New England character.

c) **Integrate and Screen Utilities** – Mechanical equipment on rooftops should be screened from visibility of pedestrians standing at grade on surrounding walkways by means of walls, decorative grilles, or roof parapets. Screening features should be a part of the building composition and design and use materials that complement the overall roof and façade design. Other utilities, such as solar panels should be integrated into the design of the roof.

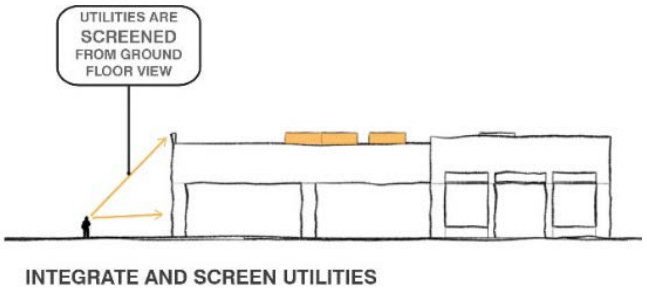



*Figure 66: Rooftop mechanical equipment is screened from ground level view*

### 4. Building Lighting

Building lighting should be used functionally, should be energy efficient and designed to be minimized and focused on key components of the building or site that need nighttime light. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Minimize Quantity of Lighting** – Illumination levels should be provided at the minimum level that is required to provide the function desired.
b) **Coordinate Light Fixture Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site consistent with the overall design and sense of place.

*Figure 67: Lighting fixtures contribute to the overall character of the site and building*

## E. Signage Guidelines

The signage guidelines for industrial zones provide guidance in the design of signage that is functional and attractive. In addition to the Design Review Committee's (DRC) responsibilities to review signage for the Building Department, the DRC may also provide design assistance for signage applicants that request additional assistance or design resources. Signage design must comply with the dimensional, usage, placement, and other regulations contained in the *Sign Regulations* of the *Zoning Bylaw*. The guidelines focus on well-designed signage in the context of compliance with applicable regulations.

### 1. Principles and Intentions

Signage for industrial uses or businesses should communicate a positive and clear identity for the establishment, be part of the building and façade design,

harmonize with its surroundings, and respect Medway's New England village character.

a) **Promote Legibility and Clarity** – A sign should be readable, simple, and legible, with careful consideration of the proportion of lettered and graphic areas to the overall size and location of the sign and consideration of the purpose and intended audience of the sign. Signage should be concise and graphically balanced.

b) **Define Hierarchy of Signage and Purposes** – The most important sign and most important information on a sign should be the most prominent and emphasized component of the sign. Secondary and support information should defer to the most important information. Sign design should optimize communication.


*Figure 68: Hierarchy of signage clearly displays the most important information in the largest text sign*

## 2. Sign Harmony

a) **Ensure Compatibility with Residential Context** – Where industrial uses are near residential uses, signs should be designed and located with sensitivity to the residential areas. Illumination should be designed to minimize impact on adjacent properties.

b) **Coordinate Compatibility with Other Signs** – Where a business or industrial development has more than one sign, all signs should be designed to be compatible in terms of materials, color, lettering, style and logo use. Design and placement of multiple signs should reflect a clear hierarchy and coordinated overall visual effect.

## 3. Sign Characteristics

a) **Focus Signage Design and Readability** – A sign should be readable, simple, and legible, with sign content that should fit comfortably within the space it will occupy on the building. Generally, a sign's text and graphic elements should not occupy more than two-thirds of the sign panel area.

b) **Emphasize Signage Legibility** – Signage typeface should also be simple and legible; ornate or unusual

typefaces should be used only for emphasis and restricted to single words or short phrases.

c) **Coordinate Signage Scale** – Signs should be scaled to their use and intended viewer. Sign lettering and graphics should be clear, simple, and legible from a distance, under different lighting conditions. Scale of sign should be appropriate for its intended audience and its location on a building or site. For automobile-oriented signs, signs should be legible at posted driving limits.

d) **Simplify Signage Content** – Signage messaging should be simple and brief. Signage should primarily communicate the name of the business or establishment through lettering, graphics or logos. In order to reinforce signage purpose and clarity, the following information should not be included on a primary sign: telephone numbers, business hours, website address, sale information, listing of goods and services, brand names carried, or credit cards accepted.

e) **Use Signage Color** – Signage color should complement building materials and color palette. Signage color should also consider signage legibility and readability from a distance during the day and night. High contrast between signage lettering and backgrounds helps increase legibility.

f) **Coordinate Signage Materials** – Signage materials should be selected for durability, ease of maintenance, and compatibility with building materials and design.


*Figure 69: Sign is appropriately scaled for the business' customers coming by automobile*


*Figure 70: Sign is integrated into landscape and reinforces project entry point*

## 4. Site Signage

a) **Integrate Signage Design with Landscape** – Site signage should be integrated with site landscape design and be used to reinforce gateway locations and site entry points. Landscape plantings should be included to anchor and integrate signage into the site plan. Refer to *Sign Regulations* in the *Zoning Bylaw*.

b) **Coordinate Signage Placement** – Sign locations should consider lot characteristics in regard to roadway and access considerations, building location, views in and out of the property, pedestrian

and vehicular circulation and vehicular safety and visibility. Refer to *Sign Regulations* in the *Zoning Bylaw*.

c) **Coordinate Signage Style** – Free-standing signage should complement the overall character and design of other site and building components. Free-standing signage should be balanced and proportional. A lollipop sign, which is a single pole sign that has a disproportionately large top and overly slender support base, is discouraged. Incorporate elements of the building design into a free-standing sign design.

d) **Coordinate Development Signage** – Signage should indicate the overall industrial development and name or branding features. This type of signage should be balanced and in scale with both the scale of the development and the surrounding context.

e) **Define Directory Signage** – For multi-tenant industrial developments, a directory sign may be provided listing names of businesses and establishments. Directory signage should be clear and legible with the ability to conveniently change business names. Design of the sign should be consistent with other development signage.

f) **Use Wayfinding Signage** – Simple directional signage may be provided on the site to inform visitors of entries, parking areas, or other information. Wayfinding signage should be consistent and compatible with other development signage. Wayfinding signage should not obstruct or cause conflict with regulatory or traffic-related signage.


*Figure 71: Wayfinding signs can help guide visitors to their destination*


*Figure 72: Sign design integrated with building and placed to mark a building entry point*

## 5. Building Signage

a) **Integrate Signage Design with Building** – Signs should integrate with the building on which they are placed, including the architectural style, character, or historic significance, rhythm and scale of façade features, and patterns of window and door openings. Particularly with older buildings, care should be taken not to obscure, damage or otherwise interfere with design details and architectural features that contribute to the building's character.

b) **Coordinate Signage Placement** – Signs should be designed for the specific building on which they will be placed, and for the specific location on the building. Signs should be centered within the wall area of the façade on which they will be located. A wall sign should not extend beyond the boundaries of the area of the building on which it will be mounted.

c) **Coordinate Multiple Tenant Building Signage** – Multiple tenant or business signs on a building should have a consistent placement in order to establish a rhythm, scale and proportion for a building, especially where such elements are weak or absent in the building's architecture. A Master Signage Plan should be developed for multi-tenant developments to encourage a coordinated and compatible approach to signage according to the *Sign Regulations*.

d) **Coordinate Secondary Signage** – Window and door signage should be coordinated with the overall signage program and may include more detailed information that is not appropriate for larger signs. Window signage should not dominate the glazed surface. Window signage and displays should not include the stockpiling of products or inventory in the windows.

e) **Coordinate Awning Signage** – Awning fabric should be opaque, and any awning signage should use cut or screen-printed letters or logos. Lettering and graphic elements should comprise no more than 30 percent of the total awning surface.

f) **Integrate Sign Mounting** – Projecting signage should be integrated into the design of the façade with attractive sign mounting hardware.

g) **Complete Sign Location Preparation** – The areas of the building to receive the sign should be prepared, cleaned and painted prior to installation of the sign. Previously installed signs should be completely removed and any remnants or wall surface damage repaired and covered prior to the installation of a new sign.


*Figure 73: Sign is consistent with site architecture and provides information on the multiple tenants in the site area*

## 6. Sign Illumination

External signage illumination is encouraged and should be targeted only onto the sign, not onto adjacent buildings or towards vehicles or pedestrians.

a) **Minimize Awning Sign Illumination** – If a window awning sign is internally illuminated, only the sign letters, logo and ornamentation should be translucent. The background material should be opaque.

b) **Minimize Internal Sign Lighting** – The preferred forms of internally lit signs are those using push-through graphics and text; standard channel letters, and reverse channel letters with a halo effect. When signs other than channel letters are internally lit, only the sign copy (words/logo) should be illuminated. The sign background or field should be opaque and of a non-reflective material. Internally illuminated box cabinet signs are discouraged.

c) **Integrate Lighting Utilities** – Raceways, conduits and other electrical components should be concealed from public view. When it is not possible to conceal, such utilitarian components should be painted to match the background of the wall on which they are mounted to reduce the visual impact.

d) **Coordinate Signage Lighting Fixtures** – External lighting fixtures that project the light from above the sign are strongly encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign's message and graphics.

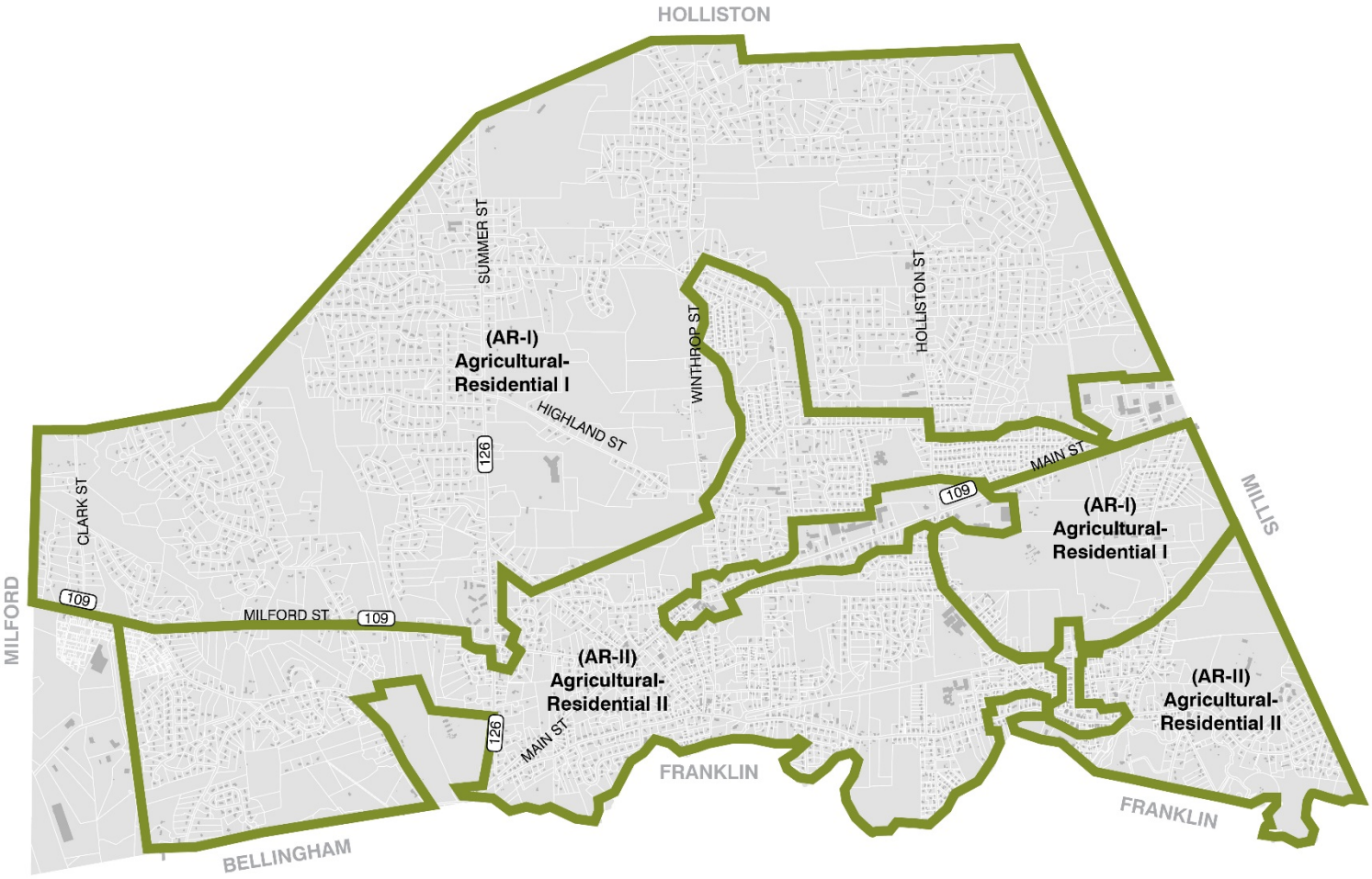
e) **Provide Consistent Lighting Levels** – Lighting should provide a consistent and even wash of light across the sign.


*Figure 74: External lighting fixtures that project light onto the sign are strongly encouraged*

*Medway, Massachusetts, August 2015*

# Section 4. Residential Zones

**TOWN OF MEDWAY**
**Design Review Guidelines**




***Disclaimer:*** For Official Zoning Map district boundaries and most current information refer to the Zoning Map in *Section 6. References and Resources*

# Residential Zones

## TOWN OF MEDWAY
## Design Review Guidelines

# SECTION 4. RESIDENTIAL ZONES

## A. Applicability

The *Design Review Guidelines* for residential zones are applicable to developments within the Adult Retirement Community Planned Unit Development (ARCPUD), Open Space Residential Development Overlay District (OSRD) and Multifamily Overlay districts in the AR-I and AR-II zoning districts. Generally, the residential zone *Design Review Guidelines* apply to large scale residential development, multifamily residential development and Special Permit residential development. Site improvements in conventional subdivisions are subject to the *Design Review Guidelines* for residential zones. The Design Review Guidelines are also intended to guide Municipal building projects.

## B. Principles and Intentions

The design and construction of high quality residential communities is becoming more important in the residential market. High quality site planning, building design and residential amenities are a competitive advantage in the marketplace and result in economic benefit. The Residential Zone *Design Review Guidelines* provide specific recommendations for larger scale residential development that requires a Special Permit with the intention of reinforcing the traditional New England village character of Medway and high quality design. For residential zones, the following principles apply:

- Building scale and site composition that reinforces the human scale of the built environment with buildings that are relatable to the pedestrian and a walkable site design with inviting streetscapes or small public spaces for socializing and gathering
- Building architecture that is varied and eclectic in style that echoes traditional New England building character with traditional details, materials and colors
- Cluster smaller residential buildings together on smaller lots, while preserving larger contiguous tracts of open space
- Arrange larger buildings around a central green space that is framed by paths, roads or landscape
- For larger buildings, employ an additive building massing that suggests evolution or modification over time through organic, incremental growth. For example, the classic New England connected farmhouse

*Figure 76: Historic residential uses in Medway on Mechanic Street*

## C. Site Improvement Guidelines

The following guidelines outline the site design and layout practices that should be viewed as baseline components of a well-designed residential development in the Town of Medway.

### 1. Site Composition

The development's land planning and site design should provide a thoughtful and responsive approach that adapts the development program and site requirements to the conditions of the land.

a) **Cluster Arrangement** – Site design should be used to reinforce the sense of a New England village environment with clustered buildings that reinforce a sense of community.

b) **Frame Views and Spaces** – Site and building layouts should frame purposeful clearings, enhance desirable views and reinforce privacy between residential buildings.

c) **Integrate Natural Site Features** – The site design should take advantage of the natural site features by maintaining, incorporating or adapting the inherent characteristics of the property (topography, landscape features and vegetation, rock formations, stone walls, etc.) to guide and benefit the layout and design of the site.

d) **Create Compact Development Footprint** – Site and building components should be clustered to maintain the maximum amount of natural and undisturbed open space on the property. Natural site features, such as mature trees, groves, and woodland buffers, should be retained as part of the residential development to benefit the site layout and surrounding community.

e) **Reduce impact of parking** – Site layout should be designed to minimize the visibility and impact of parking, service, and utility-oriented functions of the property. Parking should be provided in smaller areas distributed among residential buildings and by means of on-street parking or parking in driveways.

f) **Share Open Space –** Use common open space as a design feature in the layout of building clusters.

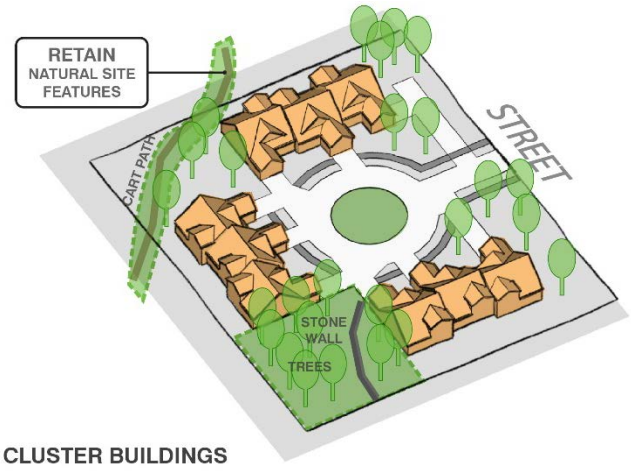



*Figure 77: Cluster building and site components to frame views, open space and natural features*

*Figure 78: Natural site features integrated into the residential development*

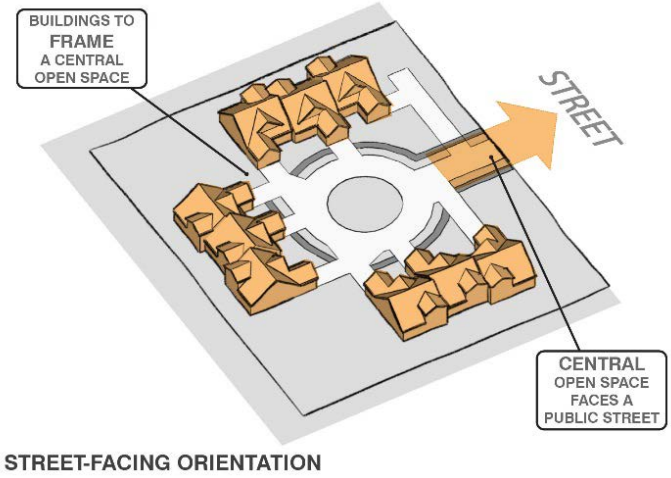



*Figure 79: Buildings should frame open space and street edges while concealing parking*

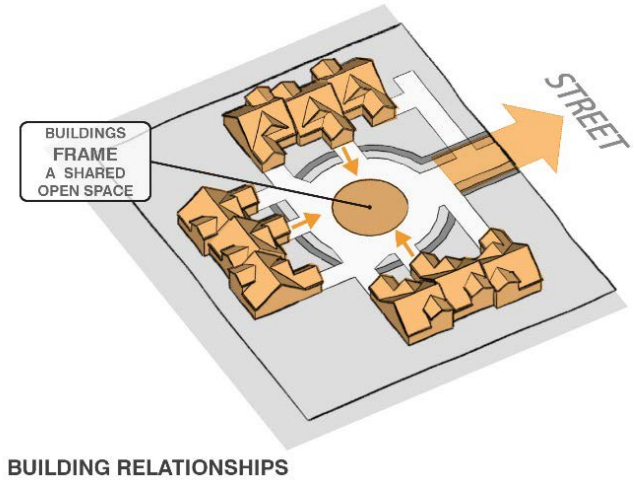



*Figure 80: Buildings address each other to form a central, open space*

## 2. Building Orientation

For larger-scale residential development, buildings should be used to organize the site, reinforce a sense of community, frame open space, and conceal parking, service and loading.

a) **Orient Building to Street and Open Space** – Primary building facades should be oriented to primary public street frontages and/or primary open spaces that in turn are bordered by public streets.

b) **Relate Buildings to Each Other** – A development that includes multiple residential buildings should orient the buildings to address each other and to frame street frontages and shared open spaces.

c) **Respect Patterns of Context** – Building setbacks should be consistent with the zoning requirements and consider the pattern of buildings in the context of the surrounding residential community. A setback distance similar to neighboring buildings reinforces a rhythm and pattern of the district.

d) **Vary Building Relationships** – Variation between buildings and the manner in which they frame open spaces should occur to create distinct relationships between buildings and open spaces.

e) **Conceal Parking with Buildings** – Buildings should be oriented so that surface parking and garages are concealed in secondary locations and are not the primary visual focus of the development.

## 3. Site Access

Site access should provide clear and legible routes for all modes of transportation (pedestrians, bicycles, vehicles and public transportation) to connect to the site and to enter internal site circulation systems.

a) **Minimize Site Access** – The number and width of vehicular access points into and out of the site should be minimized. Pedestrian crossings should be marked and differentiated with variations in paving materials (for example by using stamped concrete or asphalt). Refer to the Medway Department of Public Services for additional requirements as part of the Street Opening Permit process.

b) **Connect to Public Frontages** – Inviting and efficient sidewalks should be provided along any and all street frontages at the site perimeter. Additionally, sidewalk paths should be provided linking public frontage street(s) to all building entries.

## 4. Internal Site Circulation

Circulation internal to the site should provide clear and legible routes for all modes of transportation to connect to the public way, building entries site and other site components.

a) **Complete Circulation System** – A complete access system for all modes of transportation, pedestrians, bicycles and vehicles, should be integrated into the site design. The vehicular road network should provide connecting routes between adjacent parcels and opportunities to enhance connectivity within the Town.

b) **Promote Pedestrian Circulation** – Internal site vehicular circulation routes should be designed with traffic calming, such as narrow travel lanes and marked pedestrian crossings, to slow vehicular traveling speeds and reinforce a safe and welcoming pedestrian environment. Pedestrian crossings should be marked and differentiated with variations in paving materials such as stamped concrete or asphalt.

c) **Enhance Pedestrian Connectivity** – Sidewalks should be provided along all street frontages at the site perimeter. Sidewalk paths should be provided on new streets within the site, linking public frontage street(s) to building entries. Existing footpaths on the site should be accommodated and integrated into the site circulation to provide access across or through the site. Site circulation that contributions to connectivity of existing trail systems (Medway Link Trail or others) should be integrated into the site access and circulation and be a part of the residential community amenities.

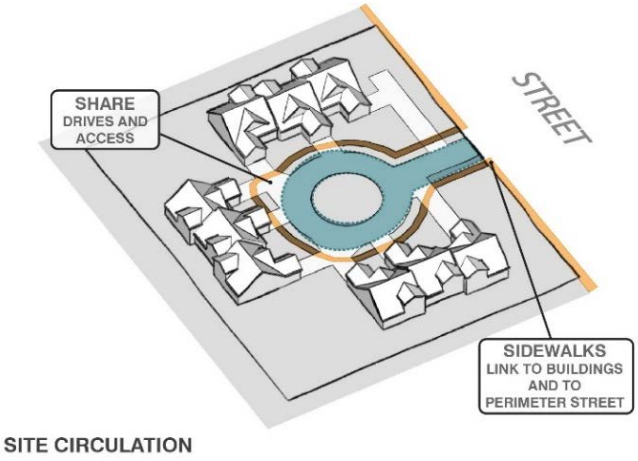



*Figure 81: Site circulation should provide safe and convenient access for all modes of travel*

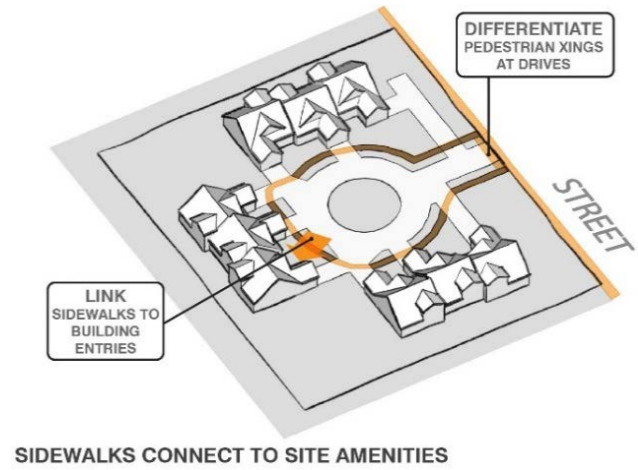



*Figure 82: Pedestrian connectivity to and from the site should be reinforced by internal circulation paths*

d) **Integrate Bicycle Circulation and Connections** – Access and circulation for bicycles on site should be considered for safety and amenity with provision for places to lock bicycles near building entries.

e) **Create Efficient Parking and Circulation** – Shared driveways should be used for adjacent residences. Efficient parking and access configurations should be employed that minimize repetitious infrastructure and impervious surfaces. Clustered infrastructure and access should be used to reinforce clustered building patterns.

## 5. Parking

Parking should be placed convenient to the building entries, but not at the expense of pedestrian safety, attractiveness and aesthetics of the property. Parking is necessary to support the function and economic vitality of a development, but it should not be viewed as utilitarian only. Parking should be integrated with other site amenities that support a sense of place and community. For specific parking requirements refer to the Parking Regulations of the *Zoning Bylaw*.

a) **Minimize Parking Location and Orientation** – For residential uses with a garage, the garage door should not be located on the primary building façade or street frontage. On secondary building facades, the location and design of garage doors should be integrated with the design of the façade so that the garage door is not the prominent feature of the façade.

b) **Distribute Parking Areas** – Parking areas should be distributed on the site in multiple smaller parking areas that are integrated with the site plan, building layout and site amenities to reduce the overall visual impact of parking on the residential community. Distributed parking areas should be located to the rear and side of buildings with respect to the front or any side street.

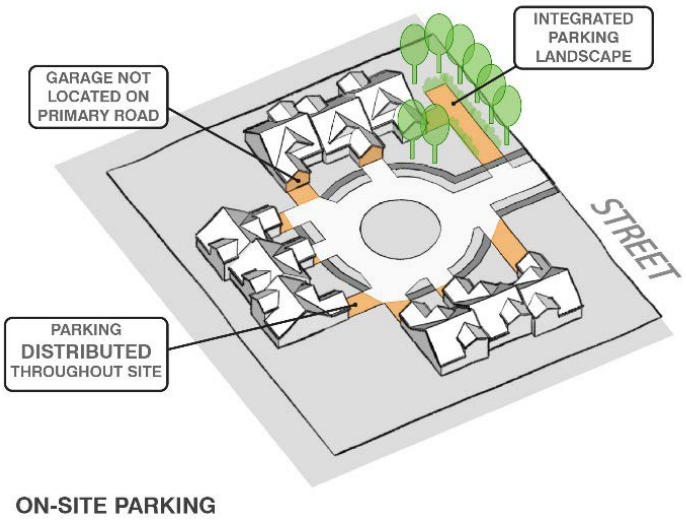



*Figure 83: Parking is placed on secondary or auxiliary driveways and distributed throughout the site*

c) **Create On-street Parking in Pockets** – On-street parking (parallel, angled and perpendicular) are encouraged in pockets integrated with the overall site circulation and landscape plan to meet parking requirements. Parking in individual garage driveways should also be used as part of the overall parking supply within an integrated site plan. Where parking pockets are located near a residential building they are encouraged to be of a material other than asphalt to reinforce the appearance of a pedestrian plaza.

d) **Provide Visitor Parking** – Visitor parking should be provided for a residential development beyond that required for unit parking. Visitor parking should be located in a central area convenient to most units or near shared open space.

e) **Reinforce Parking Screening** – When adjacent to a shared open space or residential building, parking should be screened from view through the use of low landscape berms, landscape beds, and/or low fences or stone walls.

f) **Integrate Parking Landscape** – Large parking areas should be broken into smaller areas by means of landscaped islands containing low plantings and trees. Such islands should be placed at regular intervals across the parking lot to reduce the visual impact of the parking area and to reinforce a more pleasant pedestrian environment.

*Figure 84: On-street parking is encouraged in pockets integrated with the overall site circulation*

## 6. Open Space

Larger scale residential development projects have a unique opportunity to provide open space integrated with the overall site plan design. Several characteristics of this type of open space are important to the character and quality of the residential community.

a) **Define Public and Private Space** – In a residential community creating clear and distinct boundaries between public space and private space are very important. This can be accomplished through the

*Figure 85: Shared public open space in the form of a community garden*

configuration of buildings, paths, fences and landscape.

b) **Design Shared Open Space** – In the context of the residential development, shared open space, is open space that is shared by the residential community. It is a common resource shared among residential units of the development, but is not considered a public open space. A shared open space area should be provided. Depending on the scale and use of the open space, this area could include natural park areas, small pedestrian plazas, playgrounds, community gardens, outdoor seating, landscape, and other amenities.

c) **Create Private Open Space** – In addition to shared open space, private open space may also be provided in a residential development. It would be dedicated for use by a single unit with clear boundaries and potentially associated with ownership, leases or deed restrictions.

d) **Consider Town-wide Open Space** – Different from a shared open space, a Town-wide Open Space would be a public open space that would be available for community use beyond the residential development.

e) **Create Open Space Connections** – Development open spaces should also link to existing or proposed trails or pathways in and around the property, creating a network of connected open spaces and walking routes.

*Figure 86: Town-wide open space integrated within a residential development*

## 7. Landscape

Residential development should include a hierarchy of landscape that contributes to the overall site design and integrates with adjacent properties. Refer to the required list of species in the *Site Plan Rules and Regulations* that are drought tolerant, native to New England and non-invasive.

a) **Define Entry and Gateway Landscape** – Entry and gateway landscape should be used to define site access and reinforce a sense of arrival on the site. The gateway landscape may be integrated with signage and branding features for the residential

*Figure 87: Entry and gateway landscape that anchors a sense of arrival*

community. This type of feature should be simple and balanced with the overall development.

b) **Integrate General Site Landscape** – Residential site landscape should be used to provide privacy, frame views and reinforce a sense of New England character by defining edges and clearings.

c) **Coordinate Scale of Landscape** – Selection of plantings and maturity of plantings should be carefully considered relative to the overall scale of development. The scale of the installed landscape should be directly tied to the scale of development and buildings. New plantings should be selected for reasonable maturity at the time of installation to achieve a more full appearance quickly.

d) **Define Building Landscape** - Building landscape should be used to integrate the buildings into the overall site plan, soften building edges, and enhance public sidewalks, building entries, and any shared open spaces, community or plaza areas.

e) **Create a Layered Landscape** – Building landscape should be used to establish zones of privacy for residential uses with a pattern of plantings and landscape design that reinforces the design and pattern of interconnected public, semi-public and private open spaces.

f) **Highlight Feature Landscape** – At locations that are significant in the overall site design or near site features or amenities, the landscape should be used to reinforce the importance of this site component. An additional number of plantings, unique composition or variation in planting species, scale, or plant species with special seasonal variation should be used to reinforce site features.

g) **Provide Landscape Screening and Buffers** – Landscape should be used to integrate and conceal dumpsters, recycling areas, and other equipment or service uses from view by residential units or pedestrian areas. Additional landscape buffering should be provided where the property abuts another type of use to reinforce the buffer between the properties.

*Figure 88: A layered landscape that indicates semi-private and shared space*

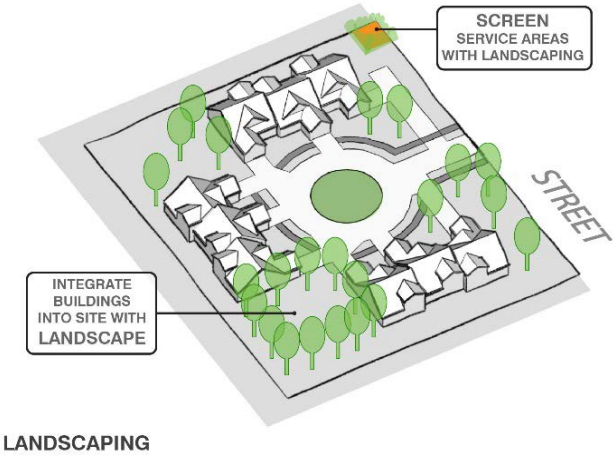



*Figure 89: Use landscape to integrate buildings, add privacy and screen unwanted views*

*Figure 90: A stormwater component integrated into a natural landscape*

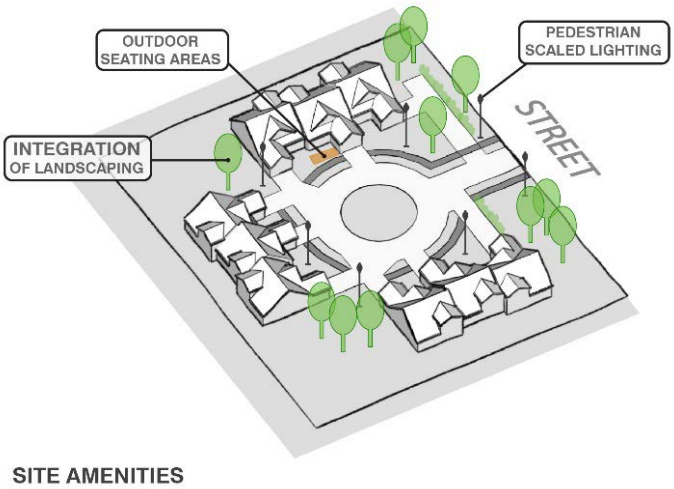



*Figure 91: Site amenities are designed at a pedestrian scale to maximize use*

h) **Coordinate Landscape at Street Frontages** – Streetscape for the site frontages on public ways should contribute to the character of the street and reinforce a consistent street context that is integrated with the character, type and spacing of adjacent landscape improvements. The landscape frontage should particularly respect and reflect the character of the environment if it fronts on a Scenic Road.

i) **Integrate Functional Features into Landscape** – Stormwater retention areas should be integrated with the site landscape and treated as a naturalized environment and site feature that is sustainable from a plant material and maintenance perspective. Retaining walls, fencing, guardrails and other utilitarian or screening features should be integrated with the overall landscape design and designed to contribute to the overall site character. Functional site features should be designed and considered for views of them from adjacent properties.

j) **Integrate Functional Features and Materials** – The materials used for functional features, such as retaining walls, drainage structures or other required site elements, should be integrated with the overall site design and material palette. For example, a functional retaining wall should include stone facing to match stone walls on the site.

## 8. Site Amenities

Site amenities should enhance activity and serve a function near site and building entries and serve to enhance the pedestrian experience. Site amenities may include benches, trash and recycling receptacles, bike racks, and other components appropriate to the use and scale of the development.

a) **Coordinate Location of Amenities** – Site and open space amenities should be located as appropriate to level of activity and site use in higher activity areas that are most likely to receive use.

b) **Coordinate Design of Amenities** – The character and design of the site amenities selected should be

consistent with the overall character of the site and building design.

c) **Integrate Amenities** – Site amenities should be integrated with the site design to allow appropriate clearances, space and circulation around them to allow busy areas to function appropriately.

## 9. Site Lighting

Site lighting is intended to provide safety in areas with evening activity, particularly near site and building entries, across parking lots, paths and open spaces, and to provide a minimum level of lighting for nighttime safety. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Minimize Lighting** – Site lighting should comply with minimum lighting requirements and standards, but not provide lighting in excess of requirements. Downward-directed, dark-sky compliant lighting is required as per the lighting requirements of the *Zoning Bylaw* to minimize excess glare and spillage.

b) **Integrate Lighting Fixtures with Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site, consistent with the overall design and sense of place.

c) **Create Multiple Layers of Site Lighting** – Site lighting should perform multiple functions on multiple areas on the site for multiple users. A site lighting approach should be designed for vehicles, pedestrians, building entry areas and site features. Each of these multiple areas should be designed in coordination and to complement the overall character of the site. Lighting should be used to highlight key areas and attractive features of the design.

d) **Define Entry, Gateway and Feature Lighting** – Site lighting that is highlighting a specific site element should be confined to focusing on that site element and become too prevalent as a lighting technique. Such feature lighting should be used in the foreground of element or accent. This may include lighting a sign, a wall, landscape plantings or other feature.

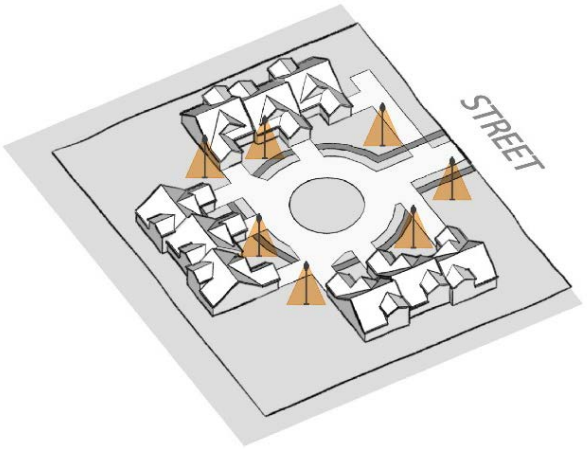



*Figure 92: Multiple layers of site lighting designed at a pedestrian scale for multiple users*

*Figure 93: Simple pedestrian-scale light fixtures integrated with the landscape*

## D. Architectural Guidelines

The following guidelines outline the architectural design elements that should be viewed as a baseline for well-designed residential architecture in the Town of Medway.

### 1. Building Massing

The building massing should be designed to reduce the overall perceived scale and provide simple and evocative forms that reinforce both a sense of a New England village and a sense of a human-scaled environment.

a) **Strengthen Prominence of Building Entry** – Building massing should reinforce the purpose and readability of the building. For example, building massing should emphasize and highlight the location of the primary building entrance.

b) **Visually Reduce Larger Building Scale** – In the ARCPUD and OSRD overlay districts, large building masses should be broken down through variations in the roof lines, bays, setbacks, upper-level stepbacks, and other types of architectural articulation. Larger buildings should look like smaller component parts put together.

c) **Simplify Smaller Buildings** – Smaller building masses should remain simple and not overly complicated.

d) **Integrate Historic Structures** – Existing historic structures should be integrated into any new development plan. New buildings and additions should complement and reflect the structure and style of any existing older structures. Historic structures should be considered for adaptive reuse, preservation, sensitive rehabilitation or restoration as may be appropriate to the historic structure and nature of its reuse.

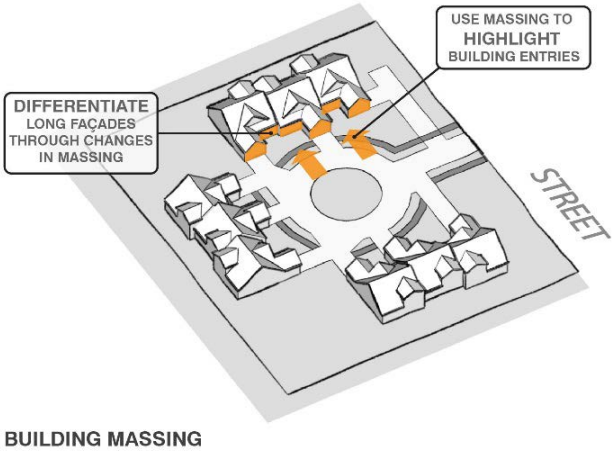



*Figure 94: Break-down the scale of large building masses*

*Figure 95: Integrate historic structures into the residential development*

e) **Reinforce Consistency with Residential Context** – Building massing and scale should be developed to be consistent with the surrounding residential context. Building scale must respect the scale of the residential prototype on which it is based. For example a connected farmhouse prototype loses its effectiveness and meaning if it becomes too exaggerated or overinflated.

f) **Design Variation in Type and Scale** – An eclectic variation is a signature of New England villages, residential development of multiple buildings should vary the building scale and building type. Buildings types should include enough variability in building massing and scale that repetition is not immediately apparent.

*Figure 96: Vary the residential building type to include other features of New England character such as agricultural heritage*

## 2. Façade Composition and Components

Composition of building facades should include architectural features and building components that reduce the scale of large building masses, reinforce the character of the building to reflect a New England village style, and provide detail and articulation of the overall building.

a) **Emphasize Façade Rhythm and Patterns** – Building façades should be broken into vertical and horizontal parts that reinforce a rhythm and pattern in the architecture. Building facades, pattern of windows and doors and the roof forms should be integrated as a cohesive design. Variation in the façade is encouraged through decorative components, or functional elements such as porches or entryways.

b) **Highlight Architectural Detail** – Additional architectural detail should be used to reinforce the smaller scale residential character through the use of roof brackets, porches, covered entries, window and door surrounds, or pediment or parapet detail.

c) **Conceal Garage Doors** – Garage doors should be designed to integrate with the building façade and relate to the aesthetic of carriage doors or barn doors more frequently associated with New England character.

*Figure 97: A larger building façade is broken into vertical and horizontal patterns with a balanced rhythm*

*Figure 98: Simple architectural detail reinforces a quality residential development*

d) **Integrate Utilitarian Components into the Façade Design** – All functional, utilitarian, or mechanical components of the building facade should be integrated into the façade or screened so as to be part of the composition of the overall building design. Mechanical vents, service rooms, and similar portions of buildings should be hidden to match other materials and colors of the façade.

## 3. Historic Structures

When such structures exist, a residential development should integrate and leverage the value of a historic structure within the design and layout of the redevelopment plan. Reuse of existing historic structures should follow the U.S. Secretary of the Interior's Standards for Rehabilitation.

a) **Emphasize Compatible Development** – The reuse of the existing historic structure should be compatible with the ability of the structure to accommodate residential uses. New construction or additions should also be compatible with and complementary to the architectural style of the historic structure.

b) **Pursue Thoughtful Renovation** – When renovation of a historic structure is occurring for reuse, that renovation should be thoughtfully considered to retain the integrity of the historic structure and be sensitive to its underlying design characteristics or historic significance.

c) **Create Authenticity to Current Time** – New construction or additions should be authentic to the current time in which they are built.

*Figure 99: Multiple roof forms reinforce a residential scale to the development*

## 4. Building Roof Forms

Building roof form has a significant impact on the character and style of the architecture. Building roof forms should be both authentic to the type of building they are part of and strive to reinforce a sense of New England village character and scale.

a) **Reinforce New England Village Character** – Traditional steeply-pitched roof forms are encouraged in order to reinforce a New England sense of place and assist in managing snow loads. Roof slopes should be in the range of 8:12 to 12:12 (vertical: horizontal). Roof styles may include gable, hip, half-hip, mansard, gambrel, saltbox, and shed.

b) **Develop Roof Variation** – Variation in roof pitch and heights contribute to a New England residential character. Gable, gambrel, hip, mansard, Cape Cod and saltbox style roofs are the most appropriate forms for residential uses. Variation in roof types could be used across a multiple building residential development, but should not be used combined on a single building.

c) **Reinforce a Human-scale to Buildings** – Large uninterrupted roof forms should be avoided and articulated with roof gables, dormers, brick or stone chimneys or other roof forms that provide variety and interest to the overall building form.

d) **Integrate and Screen Utilities** – Mechanical equipment on rooftops should be screened from visibility of pedestrians standing at grade on surrounding walkways by means of walls, decorative grilles, or roof parapets. Screening features should be a part of the building composition and design and use materials that complement the overall roof and façade design. Other utilities, such as solar panels should be integrated into the design of the roof.

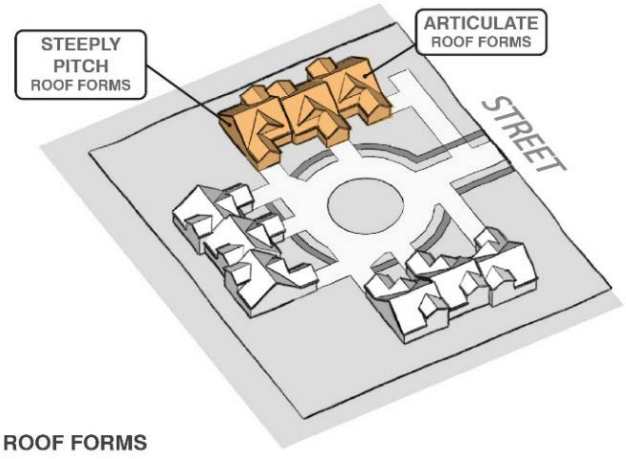



*Figure 100: Articulate roof forms with gables, dormers or other features*

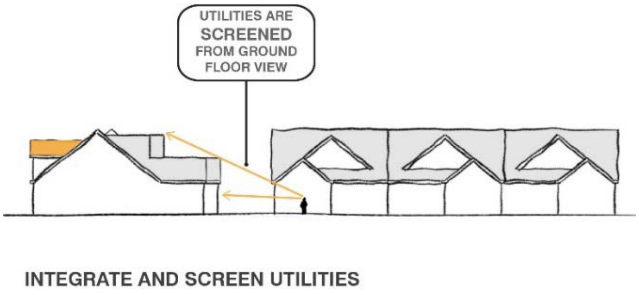



*Figure 101: Mechanical equipment is screened from visibility of pedestrians.*

## 5. Building Lighting

Building lighting should be used to highlight and emphasize functional and decorative aspects of the building massing and facades. Building lighting should be energy efficient and designed to be minimized and focused on key components of the building. Lighting design must comply with the lighting requirements of the *Zoning Bylaw*.

a) **Define Hierarchy of Lighting** – Building entries should be a primary focus of building lighting to reinforce safety, security and convenience for access to the building. Lighting to highlight building

features, key architectural elements, accents or signage should be a secondary focus of building lighting.

b) **Minimize Quantity of Lighting** – Illumination levels should be provided at the minimum level that is required to provide the function desired.

c) **Coordinate Light Fixture Design** – Lighting fixtures should be selected to contribute to the overall character of the building and site consistent with the overall design and sense of place.

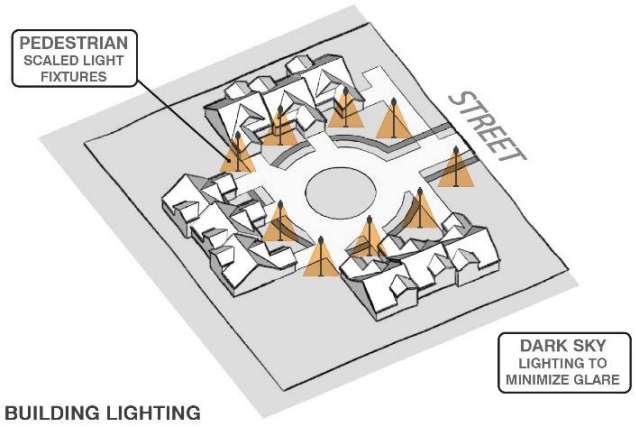



*Figure 102: Lighting should be integrated with the site design and reinforce pedestrian safety*

## E. Signage Guidelines

The signage guidelines for residential zones provide guidance in the design of signage that is functional and attractive for residential communities. In addition to the Design Review Committee's (DRC) responsibilities to review signage for the Building Department, the DRC may also provide design assistance for signage applicants that request additional assistance or design resources. Signage design must comply with the dimensional, usage, placement, and other regulations contained in the *Sign Regulations* of the *Zoning Bylaw*. The guidelines focus on well-designed signage in the context of compliance with applicable regulations.

### 1. Principles and Intentions

Signage for residential communities should identify the community, promote a positive image, harmonize with its surroundings, and respect Medway's New England village character.

a) **Reinforce New England Village Character** – Sign design should be appropriate to Medway's New England village character, through use of historic, muted colors; traditional-style sign face materials such as wood or wood composite; and lettering that is painted, gold foil stamped, carved dimensionally, vinyl cut, sand-blasted or etched, or metal channel-cut.

b) **Emphasize Legibility and Clarity** – A sign should be readable, simple, and legible, with careful consideration of the proportion of lettered and graphic areas to the overall size and location of the

sign and consideration of the purpose and intended audience of the sign. Signage should be concise and graphically balanced.

## 2. Sign Harmony

a) **Reinforce Compatibility with Context** – Signs should be designed to be compatible with neighboring properties, storefronts and buildings. Compatibility should be considered through sign style, height, type, scale and location.

b) **Reinforce Compatibility with Residential Context** – Where business uses are interspersed with residential uses, signs should be designed and located with sensitivity to the residential areas. Illumination should be designed to minimize impact on adjacent residences.

c) **Coordinate Compatibility with Building Architecture** – Sign design and placement should relate to and harmonize with the building architecture. Signs should not overwhelm or obscure building features.


*Figure 103: Sign design should be compatible for a residential context and follow a traditional New England village character*

## 3. Sign Characteristics

a) **Focus Signage Design and Readability** – A sign should be readable, simple, and legible, with sign content that should fit comfortably within the space it will occupy on the building. Generally, a sign's text and graphic elements should not occupy more than two-thirds of the sign panel area.

b) **Focus Signage Content** – Signage messaging should be simple and brief. Signage should communicate only the name of the residential community and/or wayfinding within the community. Signage may also include home occupation businesses that should be respectful of the residential context.

c) **Use Signage Color** – Signage color should complement building materials and color palette.

d) **Coordinate Signage Materials** – Signage materials should be selected for durability, ease of maintenance, and compatibility with building materials and design


*Figure 104: Signage for home occupation businesses should be simple and integrated into the residential context*


*Figure 105: Sign design indicates overall residential community and is integrated with landscaping*


*Figure 106: Residential wayfinding signs are consistent with the residential character*

## 4. Site Signage

a) **Integrate Signage Design with Landscape** – Site signage should be integrated with site landscape design and be used to reinforce gateway locations and site entry points. Landscape plantings should be included to anchor and integrate signage into the site plan. Refer to *Sign Regulations* in *Zoning Bylaw*.

b) **Simplify Development Signage** – Signage should indicate the overall residential development and community name or branding features. This type of signage should be balanced and in scale with both the overall scale of the development and the surrounding context. Signage for individual single-family and two-family homes is discouraged unless they are part of an agricultural business.

c) **Minimize Wayfinding Signage** – Simple directional signage may be provided on the site to inform visitors of entries, parking areas, or other information. Wayfinding signage should be consistent and compatible with other development signage. Wayfinding signage should not obstruct or cause conflict with regulatory or traffic-related signage.

## 5. Sign Illumination

External signage illumination is encouraged and should be targeted only onto the sign, not onto adjacent buildings or towards vehicles or pedestrians.

a) **Minimize Signage Lighting Fixtures** – External lighting fixtures that project the light from above or below the sign are strongly encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign's message and graphics. Raceways, conduits and other electrical components should be concealed from public view.

b) **Provide Consistent Lighting Levels** – Lighting should provide a consistent and even wash of light across the sign.

*Medway, Massachusetts, August 2015*


# Section 5. Glossary of Terms

**TOWN OF MEDWAY**
**Design Review Guidelines**

# SECTION 5. GLOSSARY OF TERMS

This Glossary has been prepared to explain terms used in the *Design Review Guidelines* that may be technical in nature or specific to Medway. Other terms and definitions are part of the *Zoning Bylaw*.

**Adult Retirement Community Planned Unit Development (ARCPUD)** – A master-planned development of land as a unified, self-contained residential community, constructed expressly for use and residency by persons who have achieved a minimum age requirement for residency of fifty-five years of age or older and also incorporating the preservation of natural open space areas as an integral element of the development. An ARCPUD shall be permitted only in an Adult Retirement Community Overlay District and only upon the granting of a special permit by the Planning and Economic Development Board.

**Applicant** – The person or entity having the legal authority and who is seeking a permit or approval from the Town of Medway to construct or use property subject to the provisions of this *Zoning Bylaw*, or the authorized agent of any such person or entity.

**Awning** – A sheltering or covered frame, often of fabric, either stationary or on a retractable system attached to a structure. The awning does not receive stanchion support as in a canopy.

**Awning or Canopy Sign** – A sign painted, stamped, perforated, stitched, or otherwise applied on an awning, canopy or marquee, including backlit signs.

**Buffer** – Landscape or fencing that is used to screen and/or mitigate the impacts of utilitarian elements of a building or site, such as dumpsters, loading areas, or mechanical equipment.

**Buffer Zone** – Land which is maintained in either a natural or landscaped state, and is used to screen and/or mitigate the impacts of development on surrounding areas, properties or rights-of-way.

**Building** – An independent structure having a roof supported by columns or walls resting on its own foundations and designed for the shelter, housing, or enclosure of persons, animals, chattels, or property of any kind.

**Building Height** – The vertical distance from grade to the top of the highest point of the roof or structure.

**Business –** Any lawful commercial endeavor to engage in the purchase, sale, lease, exchange or provision of goods and for the provision of services or instruction.

**Canopy** – A sheltering or covered frame, often of fabric, which is attached to a structure at the inner end and receiving stanchion support at the outer end.

**Common Driveway** – A privately owned driveway, paved or not, providing vehicular access between two or more buildings and a street. A common driveway does not serve as legal frontage for a lot.

**Compatible** – A visual and aesthetic consideration that allows two parts to exist or occur together without conflict or diminishment of the other part.

**Dark-Sky** – An international initiative, embraced by the Medway Bylaw, to reduce light pollution intending to increase the number of stars visible at night, reduce the effects of unnatural lighting on the environment and cut down on energy usage. The dark-sky movement encourages the use of full-cutoff light fixtures that cast little or no light upward in public areas.

**Design Review Committee (DRC)** – A committee appointed by the Planning and Economic Development Board to assist and advise the Board and its applicants with regard to the review of applications for site plans, special permits, sign permits, scenic road work permits and other development proposals.

**Development Sign –** A permanent, freestanding sign used to display the name and address of a multi-tenant development as defined herein.

**Directory Sign** – A sign that identifies the names and/or locations of establishments in a multi-tenant building or multi-tenant development. A directory sign may be attached to a building or structure. A directory sign may also be a freestanding sign placed along a road or access way leading to multi-tenant building or through a multi-tenant development, or in a pedestrian area.

**Direction Sign** – A sign identifying on-premises traffic, parking or other functional activity, which bears no language or symbols for business identification or advertising.

**Dormer** – A roof-covered projection from a sloped roof. A window set in a small gable projecting from a roof.

**Eave –** The projecting lower edges of a roof overhanging the walls of a building.

**Entablature** - The upper panel of moldings and bands which lie horizontally above columns. Entablatures are important elements of classical architecture. They are a common area to provide the most prominent signage for a building.

**Establishment** – A separate and distinct use, business, enterprise, institution, or organization occupying space within a building.

**Façade** – The substantially vertical exterior surface of a building or structure exposed to public view.

**Fence** – Any artificially constructed barrier of any material or combination of materials used as a boundary, or erected to prevent intrusion, or to enclose, buffer or screen areas of land.

**Frontage** – That portion of a lot which fronts on a street or streets from which physical access to the principal building on the lot can be provided. Frontage is measured as the distance between the points of intersection of the side lot lines with the front lot line. In the case of a corner lot bounding more than one street, the measurement on both streets may be used to determine if the lot meets the minimum frontage requirements of the particular zoning district. With a corner lot, the frontage is measured from the side lot line to the midpoint of the arc that constitutes the corner rounding at the intersection of the two streets.

**Full-cutoff Light Fixture** – A light fixture that casts little or no light upward.

**Gable** – The vertical surface that connects two or more sloped roofs. The triangular shaped wall section formed by the two slopes of a roof.

**Ground Floor** - That building floor which is substantially level with the exterior grade of the lot at the main entrance to a structure.

**Human-scaled** – The proportional relationship of a particular building, structure or streetscape element to the human form and function.

**Impervious Surface** – Material or structure on, above, or below the ground that does not allow precipitation or surface water to penetrate directly into the soil.

**Landscaped Area** – The part or parts of a lot developed and permanently maintained in grass and other plant materials, in which the space is open to the sky and is free of all vehicular traffic, parking, loading and outdoor storage.

**Landscape Maintenance Plan** – A document that describes the intentions and specifications for maintaining landscape to be installed as part of a development including pest management, irrigation, fertilization, mulching, pruning, staking and seeding requirements to establish and enhance the health of installed landscape.

**Lot –** A single area of land in one ownership defined by bounds or boundary lines in a recorded deed or shown on a recorded plan.

**Lot Frontage** – The length of a lot line(s) measured at the street right-of-way line.

**Lot Line** – A line of record bounding a lot that divides one lot from another lot or from a way or any public space.

- Lot Line, Front – A lot line separating a lot from a street right-of-way
- Lot Line, Rear – A line separating a lot from other lots or from land in a different ownership, being the boundary of a lot which is opposite or approximately opposite the front lot line.
- Lot Line, Side – Any lot line other than a front or rear lot line.

**Low Impact Development (LID)** – A term used to describe land planning and engineering design approaches that manage stormwater runoff with an emphasis on conservation, use of on-site natural features, and the protection of water quality.

**Mansard** – A roof having a double slope on all four (4) sides, the lower slope being much steeper. A partial mansard facade consists of the lower slope on one (1) or more sides, with no direct relationship to the upper roof.

**Massing** – The overall form of a building, its physical bulk and volume as it relates to the site.

**Master Signage Plan** – A written and graphic document, submitted during the Site Plan process and reviewed by the Design Review Committee that portrays a coordinated signage scheme for all signs for a building that contains two or more establishments, or a multi-tenant development. A Master Signage Plan shall address sign type, design, location, dimensions, surface area, materials, and lighting.

**Monument Sign** – A sign, other than a pole sign, with a lower overall height in which the entire bottom is in contact with or close to the ground, independent of any other structure.

**Multi-Tenant Development –** A group of two or more establishments located in one or more buildings on one or more lots of land under single or multiple ownership, that is designed, planned, constructed or managed as a single entity, with customer and employee parking provided on-site. This includes but is not

limited to what is commonly understood and recognized to be a shopping center, office park, or industrial park.

**Neck-Down** – Also, referred to as a curb extension. A traffic calming measure that extends the curb into the street at an intersection to reduce the pedestrian crossing distance.

**Open Space Residential Development (OSRD) –** purposes to preserve open space, agricultural and forestry land, viewsheds, wildlife habitat and corridors, wetlands and water resources, and historical and archeological resources; minimize the total amount of disturbance on a site; encourage more efficient development that consume less open land and respects existing topography and natural features; encourage flexibility and creativity in the design of residential developments; and through flexible design and more efficient use of land, facilitate the provision of a variety of housing opportunities in the Town.

**Parapet** – A low wall or railing that extends above the roof of a building.

**Pedestrian-oriented** – Describes an approach to circulation or accommodation in which the pedestrian is the primary consideration.

**Pedestrian-scale** – The relationship between an individual and his or her environment whether natural or built which contributes to an individual's comfort and sense of accessibility.

**Pier** - An upright support for a superstructure, such as an arch or bridge. Specific to facades, it often refers to a raised column-like element used to frame windows or bays.

**Planning and Economic Development Board (PEDB)** – The Planning and Economic Development Board is the approving authority that that reviews subdivision plans, applications for certain special permits and other site plans for future development for consistency with the *2009 Medway Master Plan* and the *Site Plan Rules and Regulations*.

**Projecting Sign** – A sign, other than a wall sign, affixed to a building or wall in such a manner that its leading edge extends more than eight inches beyond the surface of such building or wall. Projecting signs include but are not limited to awning/canopy sign, banner, marquee sign and suspended sign. Projecting signs are also referred to as blade signs.

**Residential Development Sign** – A permanent sign positioned at the entrance to a residential neighborhood such as a single-family subdivision, multi-family apartment, or condominium complex.

**Roof** – The primary outside protective covering of the top of a building. This includes but is not limited to hip, gable, flat, gambrel, mansard, and shed roof types. Roof shall also mean the exterior protective covering affixed to the top of all other elements projecting from a building façade or its roof including but not limited to porches, dormers, or other similar appurtenances.

**Setback** – The distance between a structure and any lot line.

**Sign or Signage** – Any object, design, device, display or structure intended for public view from outside a building, used by a private or public entity to identify, announce, advertise or direct attention to any place or location, object, business, institution, organization, profession, merchandise, product, activity, service, event, person, idea or statement, or to communicate information of any kind to the public by any means including words, letters, figures, designs, pictures, symbols, fixtures, colors, and illumination. Sign shall

mean and include any permanent or temporary structure, models, objects, banners, pennants, insignias, trade flags, or other representations that are on a public way or on private property within public view from a public or private street, way or parking area. Any exterior structural surface that is internally or indirectly illuminated or decorated with gaseous tubes or other lights shall be considered a sign.

**Site Plan** – A scaled illustration depicting the planned layout of buildings, parking, driveways, sidewalks, landscape, stormwater facilities and other features of the lot. The site plan is one element of the required information of a site plan submittal or application.

**Street** – See definitions below:

- A public way or way which the Town Clerk certifies is maintained and used as a public way.
- A way shown on a definitive subdivision plan approved and endorsed under the Subdivision Control Law and recorded with the Norfolk County Registry of Deeds that is constructed or secured through a covenant or suitable performance guarantee.
- A way already physically in existence on the ground when the Subdivision Control Law become effective in Medway and having, in the opinion of the Planning and Economic Development Board, adequate width, construction, and grades for the needs of vehicular traffic for the existing and future buildings and uses abutting thereon or to be served thereby.

**Streetscape** – The collection of elements that constitute the physical makeup of a street and that, as a group, define its character including building frontage, street paving, street furniture, landscaping, open space areas and lighting.

**Structure** – Anything constructed or erected at a fixed location on the ground to give support or to provide shelter.

**Vista** – A unique view to or from a particular point through a passage or opening in a feature of a building or site.

**Wall Sign** – A sign which is permanently affixed to the façade of a building or structure, or to its porch, canopy, awning, such that its exposed face and all sign surface areas are parallel or approximately parallel to the plane of the building or wall to which it is attached or mounted.

**Wayfinding** – Wayfinding signage refers to a family of signage products created for the purpose of directing people to & from a defined area, all while guiding them through paths, marking destinations reached, and providing both essential and commercial instructions and data along the way.

**Yard** – Any open space on the same lot with a principal building, unoccupied, and unobstructed from the ground to the sky, except for accessory buildings or structures, or such projections as are expressly permitted in zoning regulations. A yard lies between the principal building and the lot lines.

**Zoning District** – The basic unit in zoning. A portion of land in a community to which a uniform set of regulations applies, or a uniform set of regulations for a specific use.

*Medway, Massachusetts, August 2015*


# Section 6. References/ Resources

**TOWN OF MEDWAY**
**Design Review Guidelines**

# SECTION 6. REFERENCES AND RESOURCES

## A. Town of Medway Resources

### 1. *Zoning Bylaw* and Zoning Map

The Town of Medway *Zoning Bylaw* and *Zoning Map* are available online at the Town's website. As of the date of this publication, the Medway *Zoning Bylaw* was updated June 2015 and the Medway Zoning Map was updated December 1, 2014. Check the Town of Medway website for the most up-to-date information. The Zoning Map is included on the following page and available at the following website:

http://www.townofmedway.org/Pages/MedwayMA_Bcomm/PlanEcon/ZBL&M

### 2. Town of Medway Historic Districts

The Town of Medway includes two historic districts that are designated as National Historic Districts, the Rabbit Hill Historic District and the Medway Village Historic District. More information about each district is available at the Medway Historical Society website.

**Rabbit Hill Historic District** (designated in 1988):
http://www.medwayhistoricalsociety.org/rabbit-hill.html

**Medway Village Historic District** (designated in 2008):
http://www.medwayhistoricalsociety.org/medway-village.html

### 3. Town of Medway Development Handbook

The Town of Medway prepared a guide to the development process for the Town in 2008. Available from the Medway Department of Community and Economic Development.

http://www.townofmedway.org/Pages/MedwayMA_Bcomm/EcDev/handbook.pdf

### 4. Other Town of Medway Contact Information and Websites

Medway Design Review Committee (DRC)
Email: drc@townofmedway.org
Phone: (508) 533-3291
http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/index

Medway Planning and Economic Development Board (PEDB)
Email: planningboard@townofmedway.org
Phone: (508) 533-3291
http://www.townofmedway.org/Pages/MedwayMA_Bcomm/PlanEcon/index

Susan E. Affleck-Childs
Medway Planning and Economic Development Coordinator
Email: sachilds@townofmedway.org
Phone: (508) 533-3291

Department of Community and Economic Development
http://www.townofmedway.org/Pages/MedwayMA_CommEconDev/index

Stephanie Mercandetti
Director of Community and Economic Development
Email: smercandetti@townofmedway.org
Phone: (508-533-3253

Building Department
http://www.townofmedway.org/Pages/MedwayMA_Build/index

Jack Mee
Building Commissioner
Email: jmee@townofmedway.org
Phone: (508) 533-3253

## B. Architectural Styles

The following resources provide a more extensive narrative and cataloguing of the variety of architectural styles that have been historically associated with a New England village style character of buildings:

Poppeliers, John, S. Allen Chambers, and Nancy B. Schwartz. *What Style is it?: A Guide to American Architecture.* Preservation Press: National Trust for Historic Preservation, Washington, D.C., 1983.

Fleming, John and Honor, Hugh and Pevsner, Nikolaus. T*he Penguin Dictionary of Architecture & Landscape Architecture*. Penguin Books, 2000.

## C. Dark-sky Lighting Resources

The International Dark-Sky Association is a non-profit organization with several resources on their website relating to site and building lighting best practices:

http://www.darksky.org/

## D. Low Impact Development (LID)

United States Environmental Protection Agency Low Impact Development (LID) resources. Available at: http://water.epa.gov/polwaste/green

Massachusetts Smart Growth/Smart Energy Toolkit. Available at: http://www.mass.gov/envir/smart_growth_toolkit/pages/mod-lid.html

## E. Rehabilitation and Preservation Standards

United States Department of Interior Regulations, 36 Code of Federal Regulations 67, *Secretary of the Interior's Standards for Rehabilitation*. Available at: http://www.nps.gov/tps/standards/rehabilitation.htm

## F. Principles of Site Design

The following resource provides practical land use planning and site design techniques to preserve open space and community character.

Arendt, Randall. *Rural by Design: Maintaining Small Town Character*. APA Planners Press, 1994.

## G. Principles of Sign Design

The following resources provide practical signage and wayfinding design resources.

Calori, Chris. *Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems.* John Wiley & Sons, Inc., 2007.

Uebele, Andreas. *Signage Systems and Information Graphics: A Professional Sourcebook.* Thames & Hudson., 2010.

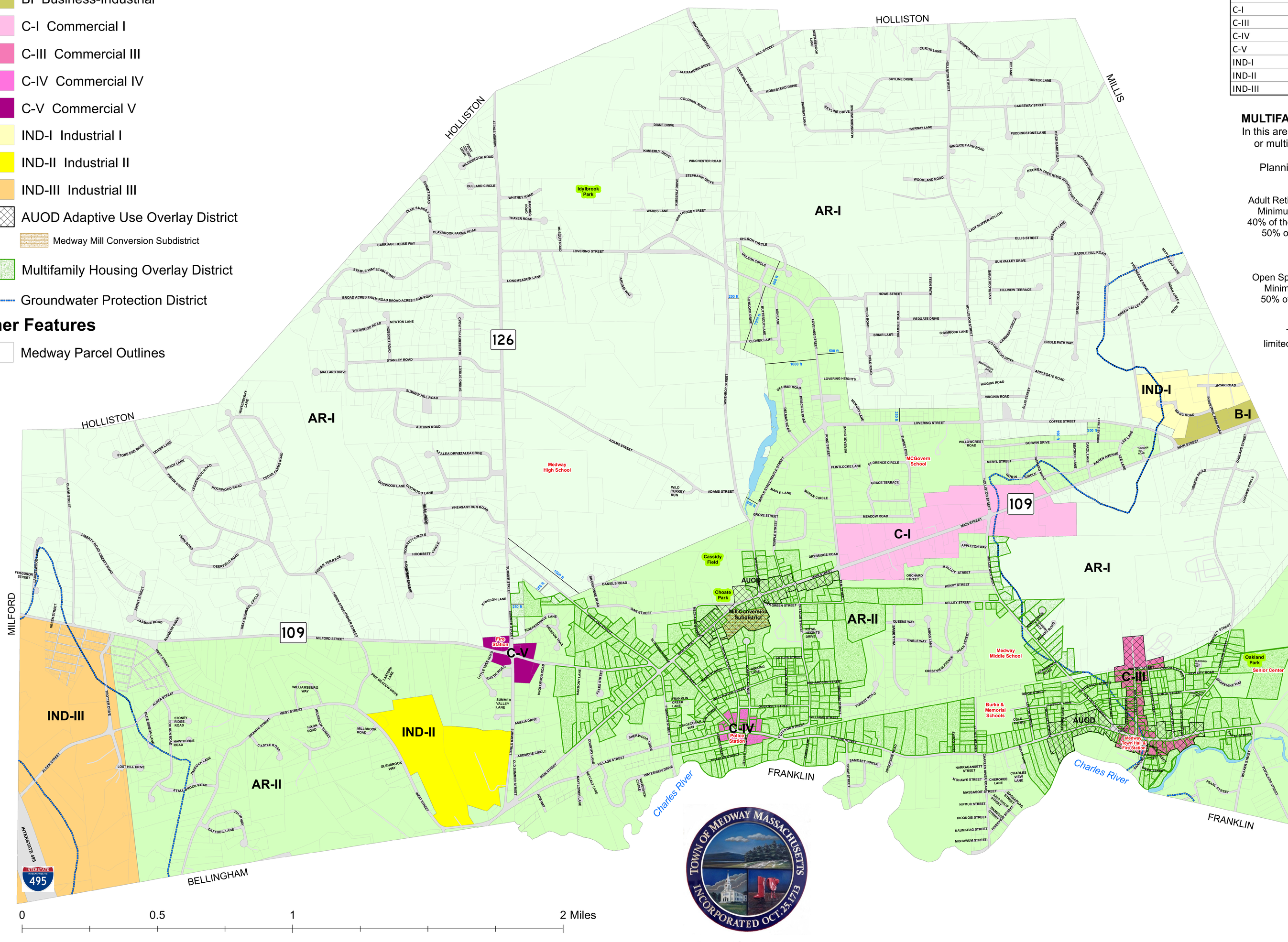
# Town of Medway, MA Zoning Map

## Zoning District

- AR-I Agricultural-Residential I
- AR-II Agricultural-Residential II
- BI Business-Industrial
- C-I Commercial I
- C-III Commercial III
- C-IV Commercial IV
- C-V Commercial V
- IND-I Industrial I
- IND-II Industrial II
- IND-III Industrial III
- AUOD Adaptive Use Overlay District
  - Medway Mill Conversion Subdistrict
- Multifamily Housing Overlay District
- Groundwater Protection District

## Other Features

- Medway Parcel Outlines




| ZONE | Minimum lot size (sq ft) | Minimum frontage (ft) | Setbacks: front, side, rear (ft) |
|---|---|---|---|
| AR-I | 44,000 | 180 | 35, 15, 15 |
| AR-II | 22,500 | 150 | 35, 15, 15 |
| BI | 20,000 | 100 | 35, 15, 15 |
| C-I | 20,000 | 100 | 50, 25, 25 |
| C-III | 20,000 | 100 | 35, 15, 15 |
| C-IV | 20,000 | 100 | 35, 15, 15 |
| C-V | 20,000 | 100 | 50, 15. 15 |
| IND-I | 20,000 | 100 | 30, 20, 30 |
| IND-II | 20,000 | 100 | 30, 20, 30 |
| IND-III | 40,000 | 100 | 30, 20, 30 |

**MULTIFAMILY HOUSING OVERLAY DISTRICT**
In this area a multifamily dwelling, apartment house, or multifamily development may be authorized by special permit from the Planning and Economic Development Board.

**ARCPUD**
Adult Retirement Community Planned Unit Development
Minimum of 10 Acres in AR-I or AR-II Zoning District
40% of the land set aside and maintained as open space
50% of open space land set aside permanently as protected open space in perpetuity.

**OSRD**
Open Space Residential Development Overlay District
Minimum of 10 acres in A-I or A-II Zoning District
50% of the parcel becomes dedicated open space

**AUOD**
The Adaptive Use Overlay District allows limited business and mixed uses by Special Permit.

**GROUNDWATER PROTECTION DISTRICT**
These areas are intended to protect the Mass DEP Zone II recharge areas for municipal water wells.

Revised by *Fran V Hutton Lee,* July 9, 2015
as authorized by the May 11, Medway Town Meeting


Prepared for the Medway
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Data provided by
Town of Medway and MassGIS