

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291

Design Review Committee

January 6, 2014 @ 7 pm

Approved January 27, 2014

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Mary Weafer, Bruce Hamblin, Rachel Walsh,

Absent with notice: Rod Macleod

Absent without notice:

Nonmembers present:

Applicants present: Chris Russo, Jason Parillo, Nick Migliaccio

Location: Medway Library

Call to order

- With a quorum, this meeting was called to order at 7 pm.

Sign Design Review – Russo Insurance 92 Main St with Chris Russo

- The applicant is looking to confirm with the other 45 Place signage tenants.
- The applicant will put a ladder sign up in the same font/color of the other tenants in the plaza.
- DRC thinks the sign is very attractive and appropriate.
- DRC will write an LOR.

Sign Design Review – Starbucks 67 Main St with Jason Parillo, Nick Migliaccio

- A new package of the signage was given out to the DRC. The directional signs were changed. The corporate logo was taken off the directionals as it is not allowed.
- The applicant is going to seek a variance for the additional drive thru signs.
- Rachel suggested using a temporary sign to announce the drive thru.
- There will be 1 internally illuminated sign on the building of the corporate logo on the drive thru side.
- There are 2 freestanding non illuminated directional signs. One of signs says drive thru and the other one says exit.
- There is a single panel and double panel menu boards. This will be a premenu then a menu. These will contain products and descriptions of products as well as some logos.

- The applicant attempted to make a menu board similar to the neighboring McDonalds but unfortunately this was not in compliance because of size. They kept the brick base at both menus with clapboard back.
- Matt suggested that plantings around the sign maybe able to soften the drive thru signs.
- The tenant ladder sign was discussed. Rachel suggested putting the logo on the tenant sign instead of the wording Starbucks. This would give them more space for the word drive thru. The DRC believes this would be much more visible.
- Matt suggested that instead of three small drive thru signs, make one bigger drive thru sign. Rachel suggested that putting the drive thru on the building closer to the logo which could possibly alleviate them from seeking a variance because all the other drive thru signs would be eliminated. Matt suggested making this drive thru a little bigger.
- Matt suggested making the internally illuminated logo sign and externally illuminated sign with gooseneck lighting.
- DRC will write an LOR on everything except for all the drive thru signs.

Cumberland Farms Discussion with Peter Pavlosky, Philip Henry

- CF is asking the DRC to consider the plan to be architecturally integrated. Matt made the applicant aware that the DRC does not have the approval rights.
- Matt explained that they will listen to their letter and explanation of why their architect believes the plan and canopy is architecturally integrated but will not furnish their opinion at this point.
- Philip explained to the DRC that they are trying to be proactive before they go to the planning board.
- Peter asked the DRC to consider giving them feedback whether positive or negative.
- Karyl discussed in her view there was architectural integration with the building, landscaping, and canopy.
- Matt thinks it is clear that it is up to the planning board to interrupt the language of the bylaws.
- Matt explained that the DRC is satisfied with the site but who determines the interrupt of the bylaw is not in their realm.
- DRC believes that the original plans were not architecturally integrated but that they worked with CF to make it an integrated architectural design.

TriValley Plan

- The special permit is transferable to the property. Matt believes the way to deal with this is to be proactive. The hope is to modify the site plan by effecting the setbacks and allowing multi use buildings. Matt asked the committee to look at other towns bylaws.

Next Meeting

- The next meeting will be Monday January 27, 2014.

Adjournment

- The meeting was adjourned at 9:07 pm.

Minutes respectfully submitted by,

Jillian Morley
Night Board Secretary

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291

Design Review Committee

January 27, 2014 @ 7 pm

Approved February 24, 2014

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Mary Weafer, Bruce Hamblin, Rachel Walsh, Rod Macleod

Absent with notice:

Absent without notice:

Nonmembers present:

Applicants present: Dan Hooper, Mark Wilcox

Location: Medway Library

Call to order

- With a quorum, this meeting was called to order at 7 pm.

Minutes

- The minutes, with amendments, from December 17, 2013 and January 6, 2014 were approved.

Planning Board Joint Meeting Discussion

- Matt would like the DRC to come up with bullet points of issues/challenges that DRC faces that can be mediated by Judy Barrett.
- Some of the issues and challenges the DRC faces include:
 - Need more clear communication between DRC and Planning Board
 - Site plan briefing/review before the applicant comes in
 - Day to day operations between the Town Hall and the DRC
 - Four step design process needs to be implemented
 - More streamline application process
 - Consultants are needed
 - Municipal communication
 - Sign Review process
 - Municipal Town Hall Signs

2015 Budget Discussion

- Suzy would like the DRC to come up with a budget for 2015. Wish list items should be included such as consultants and other needs.

Thayer Homestead Project Discussion with Dan Hooper and Mark Wilcox

- Dan came to the DRC for two reasons. He would like to have a sign discussion and they need help giving the project an identity.
- He questioned where the signs should go and how many. He also discussed that they may consider changing the name of the facility.
- There was a discussion on the naming of the project. Some of the ideas included Thayer, Thayer Place, The Barn at Thayer, The Barn at Thayer View, Thayer Hall, Thayer Homestead, and Thayer Hall, The Hall at Thayer View, Thayer Place at Choate Pond, Thayer Center, Choate Pond at Thayer Park, Thayer House, and Thayer Quarters, Thayer House and Gardens, Thayer View, Thayer View Place, Thayer Estate, Thayer View Place at Choate Pond, Thayer House and Fountain, Thayer House and Gardens, Thayer House of Greens, Thayer House and Commons, Thayer Commons, Thayer Hill, Thayer Vista, Thayer Public House, Thayer Croft, Thayer House and Gardens, Thayer Venue, the Thayer Property, Thayer Mill, Thayer Reserve, Thayer Bank, Thayer View at Choate Pond. Thayer View was the most popular idea.
- Dan made a sketch of an example of a sign he would like to see at the property. The signage will be coming soon. Dan will come to another meeting for this.
- Landscaping was briefly discussed.
- Signage will be discussed next week.

Next Meeting

- The next meeting will be Monday February 3, 2014

Adjournment

- The meeting was adjourned at 8:56 pm.

Minutes respectfully submitted by,

Jillian Morley
Night Board Secretary

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291
Design Review Committee

February 3, 2014 @ 7 pm

Approved February 10, 2014

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Rachel Walsh, Bruce Hamblin

Absent with notice: Mary Weafer, Rod Macleod

Absent without notice:

Nonmembers present:

Applicants present: Dan Hooper

Location: Medway Library

Call to order

- With a quorum, this meeting was called to order at 7:10 pm. *Snow conditions affected arrival times and ability for some members, as well as recording secretary Jill Morley, to attend.*

Minutes

- Previous meetings minutes will be reviewed at the next DRC meeting due to the absence of Jill Morley

A/V Compliance

- Matt received an email from Allison Potter prior to the meeting, regarding moving future DRC meetings to one of two locations in town equipped with A/V facilities in order to record meetings. DRC discussed using a digital recorder at the current meeting space at the Library.

Continued Discussion; Planning Board Joint Meeting Discussion- Bullet List

- DRC further discussed and refined bullet points to be discussed at Planning Board / DRC joint meeting, including: Site plan briefing, Communication/logistics at PB meetings, Signage application Process, and Municipal Projects
- Julie Fallon to finalize/compose list of talking/bullet points

Thayer Project Signage Discussion with Dan Hooper

Dan Hooper presented materials/ideas regarding signage for The Thayer Project. There was further discussion regarding the name for the event facility, including the idea of simply calling it “Thayer” with perhaps some secondary language on the sign to further describe the facility such as the words “event hall and gardens”, or similar.

Dan submitted some ideas for signage featuring the silhouette of a Beech Tree, similar to that of the tree located at the Thayer Property. Ideas were discussed such as having an actual image of the tree, or using a simplified graphic version like the one presented. Julie Fallon worked on the computer to adjust the layout of the image that was presented, and creating a square format for the sign/logo. Matt Buckley suggested the possibility that it be made of modern-style materials such as aluminum. A carved-style sign was also discussed. Possible colors for the sign were discussed. Dan will take some of these ideas to the Thayer steering committee meeting for further discussion, and return to a future DRC meeting.

Color schemes of the interior of the event hall were discussed. Taupe and red were two colors that are currently planned for the space. DRC suggested reviewing these choices as they could possibly be too dark, Dan said that a bank of windows will allow ample light to help to offset this effect.

Next Meeting

- A special meeting will be held Monday February 10th, in order to accommodate a review for a new tenant at Gould's Plaza. A request had been made by Mr. Gould today to present their signage application at this meeting, which could not be granted due to public meeting rules/48hr notice.

Adjournment

- The meeting was adjourned at 9:05 pm.

Minutes respectfully submitted by,

Rachel Walsh
Corresponding Sceretary

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291

Design Review Committee

February 10, 2014 @ 7 pm

Approved February 24, 2014

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Rachel Walsh, Mary Weafer, Rod Macleod

Absent with notice:

Absent without notice: Bruce Hamblin

Nonmembers present:

Applicants present: Lester Gould, Jason Yau

Location: Medway Library Story Room

Call to order

- With a quorum, this meeting was called to order at 7:00 pm

Minutes

- With amendments, the minutes from Feb 3rd, 2014 were approved.

Appointments

- DRC met with Lester Gould and Jason Yau together, regarding both the Gould's Plaza ladder sign, and Yama Fuji Sushi and Hibachi applications.
- Yama Fuji façade sign was reviewed and suggested to move forward as-proposed. Rachel Walsh to write LOR for Yama Fuji Sushi and Hibachi façade sign at Gould's Plaza.
- Lester Gould presented a new form of signage proposed for the entirety of Gould's plaza, save for Medway Café, which will retain its current awning
- New "light box" style of sign proposed for all tenants, will provide a cleaner transition or new tenants, as ghosting of previous signage on awning is a current issue
- DRC discussed a plan to provide a cleaner look by setting light box into fascia.
- Mr. Gould had proposed a design concept that was incomplete with light boxes fixed with a new fascia. Mr. Gould and the DRC were unclear on how this would be executed.
- **The DRC and Mr. Gould informally discussed a new concept for a plaza signage.**
- Awning is to be removed and new fascia to be installed within the plaza. Design of fascia TBD
- Cream and burgundy color scheme was presented as options for the new Master Signage Plan for Gould's Plaza
- Ladder sign for Gould's Plaza was reviewed. Mr. Gould proposed retro-fitting the new sign.

- Proposed ladder sign color scheme was presented for the new Master Signage Plan, in Burgundy with Cream, or vise-versa.
- The design was presented with top panel for Medway Café in original blue and gold, while all others were presented in cream/burgundy. DRC suggested that this deviation negated the idea/implementation of a Master Signage Plan, as all should adhere to the plan. Mr. Gould said he would discuss with Medway Cafe changing this panel to be in accordance with the plan.
- The top 2 panels for Yama Fuji, (and Medway Café) will be the reverse colors of the rest of the ladder sign i.e. Burgundy on Cream rather than Cream on Burgundy.
- Pylons will be Burgundy.
- Bottom panel will be reserved for new tenant sharing corner entrance with Yama Fuji.
- DRC requested that Mr. Gould come back to further discuss ladder sign and plaza changes, as no formal application had been submitted.

Other Discussion

- DRC discussed setbacks for rte 109, ideas of what would be the implications of various setbacks as relates to design of architecture, parking, landscaping, and pedestrian walkways.
- Special permits would allow for more variation in the above rather than a prescribed setback.

Next Meeting

- Next meeting February 24th at Medway Library.

Adjournment

- The meeting was adjourned at 9:00 pm.

Minutes respectfully submitted by,

Rachel Walsh
Corresponding Secretary

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291

Design Review Committee

Monday February 24, 2014 @ 7 pm

DRAFT

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Mary Weafer, Rachel Walsh

Absent with notice:

Absent without notice: Rod Macleod, Bruce Hamblin

Nonmembers present:

Applicants present:

Location: Medway Library

Call to order

- With a quorum, this meeting was called to order at 7 pm.

Minutes

- The minutes, with amendments, from January 27, 2014 and February 10, 2014 were approved

Sign Design Review- Dunkin Donuts 42 Summer St with Rachel St. Germaine

- Rachel pointed out that the sign will be double sided and this should be included in the sign dimensions. The applicant needs to reflect the double side into the square footage. The posts may be included in the total square footage.
- DRC told the applicant that they must discuss the dimensions with John Emidy and the design is discussed with the DRC.
- There will be no landscaping around the sign.
- DRC thinks the scale of the sign to the building is incompatible. The DRC thinks the sign is attractive but the posts are not in proportion, they seem to be too big.
- DRC thinks by minimizing the post and changing them to granite would make the sign more attractive. DRC thinks that the posts should be under a foot. DRC would also like see landscaping around the sign. Rachel suggested putting bushes on the left side of the sign as there are on the right sign.
- DRC finds the panel of the sign is attractive. There is no illumination. Karyl thinks Drive Thru could be smaller.

- The applicant will send the DRC electronic drawings of a new sign they have discussed. DRC will discuss the new sign proposals at their next meeting. If dimensions are allowed and design is attractive, DRC will write an LOR for the applicant.

Collection of 2005-2008 Minutes

- Julie will be working on this.

DRC process and future secretary

- DRC discussed the process of the DRC.

Upcoming Site Review Discussion

- Tri Valley site review will be coming back to the DRC. DRC needs to prepare for this site review. Rachel suggested starting out the site review with reading to the new applicant the LOR they had prepared for the last applicant. One of the main issues remains the same as the last time which was the retaining wall. Matt also pointed out that there are also issues with the building itself. Matt will be getting plans soon and the DRC can then further discuss this site plan.

Gould's Plaza Discussion

- Mr. Gould needs to come before the committee with a formal application for his ladder sign. DRC discussed the current proposed ladder sign. DRC thinks the proposed sign needs to be completely redesigned. The DRC would recommend smaller signs with the same font. DRC would like Mr. Gould to return to the DRC. DRC would suggest the applicant to wait until the TriValley site plan and signage is finalized. They would ideally like to see 2 landmark signs that says Goulds Plaza and TriValley plaza on the roadway with an internal ladder signs within the property.

Next Meeting

- The next meeting will be Monday March 3, 2014.

Adjournment

- The meeting was adjourned at 852 pm.

Minutes respectfully submitted by,

Jillian Morley
Night Board Secretary

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE March 3, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod, Rachel Walsh, Karyl Spiller-Walsh, Mary Weafer

Member Attendance at 7:35: Bruce Hamblin

Absent with notice: N/A

Absent without notice: N/A

Non-members present: N/A

Location: Medway Public Library Conference Room

Notes:

- 2/24 Meeting minutes approved
- Appointment for Dunkin Donuts, 42 Summer St., was cancelled by Dunkin Donuts
- Tri-Valley Discussion of site plan
 - Not very detailed
 - Retaining wall height appears to be 4' shorter and the previous length is less
 - Does this reflect Medway Zoning Bylaws, commercial district, design tradition?
- Thayer Project – Matt showed logo ideas per Dan Hooper.
- DRC consultant discussion
- Matt to see if Bob Nicodemus can come to our next meeting
- Judy Barrett – coming to Planning Board Meeting, Medway Zoning Bylaw Discussion,
 - To help with communication between Planning Board and DRC
 - No structure in town regarding new signs, municipal town owned property, all should come before DRC, i.e. there have been complaints regarding the scale of the new town hall sign

Sign Design Review, Monument Sign Discussion, Gould's Plaza, 75 Main Street, Lester Gould

- Presented was the existing monument sign, existing posts and lighting, with new sign panels and colors
- All businesses will have the same colors of burgundy background, cream colored text/logo, with the exception of 2 businesses being slightly larger, cream colored background and burgundy text, black border will be around each sign panel
- Posts to be painted in burgundy, DRC discussed other post colors, cream or black
- Landscaping to remain
- The business names and the header seem crowded, difficult to read
- Julie worked on some variations of the sign:
 - Shrinking the fonts to give space, approx. 35% smaller text
 - Rearranging the header sign, 74 Gould's Plaza
 - Keeping all the same font
- Mr. Gould agreed the text is crowded and liked Julie's option of shrinking the text.
- Julie explained having all the same font makes it more readable
- Matt informed Mr. Gould, in the future, all nonconforming signs on rte. 109 will change to conform to the bylaws. The town is working on a village feel because Medway lacks a town center, with a town center feel.
- Other discussions:
 - Awning to be replaced with a new fascia on building
 - Businesses will be responsible for their own sign
- Julie emailed options to Barlo Signs

Actions:

- Julie to write LOR for Gould's Monument Sign

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE March 17, 2014

Member Attendance: Matt Buckley, Julie Fallon, Bruce Hamblin, Rachel Walsh, Karyl Spiller-Walsh, Mary Weafer

Absent with notice: Rod MacLeod

Absent without notice: N/A

Non-members present: Dan Hooper, Bob Nicodemus

Location: Medway Public Library Conference Room

Notes:

- 3/3 Meeting minutes approved with minor changes
- Bob Nicodemus sat in as a potential DRC consultant

Logo Discussion, Thayer Homestead, Oak Street, Dan Hooper



- Dan and Julie had worked on some logo ideas, showing it on a business card, letterhead, signage
- Dan likes the simplicity of the logo being on square sign
- Suggestions made by DRC: 'Homestead' too close to 'Thayer', needs more of a contrast between the two words, tree image was a bit heavy, remove one of the oval rings

Site Review, Millstone Village 129R Lovering Street, Steve and Julie Venincasa

- Presented: Site plan, entrance stone wall with landscaping, landscape architect Steve Cosmos
- There will be 80 units with 2 entrances/exits into complex, about 300' apart, 4 units at the entrance that will be done quickly, ideally they will build the 4 units, clubhouse and stone wall at the same time to be attractive to buyers
- The entrance affects sales, it is important to the client to make this look good
- DRC expressed concern that there is a sight issue with one of the exits, hard to see cars coming
- Rachel suggested making 1 of the entrances the main entrance, where club house is, where residents get their mail, underplay the 2nd entrance
- Stone wall shown in elevation is a slightly different color than actual stone. Client stated classic field stone will be used from site.
- Some of the trees at entrance will be preserved
- Birch river trees will be added, same height, they will get to be 12'-14'
- Karyl recommended having the 5 trees shown to be larger
- Dan suggested the trees to be various heights, they can grow in a clump
- Building colors: changes made from our last meeting, clubhouse will be cottage red, 3 different siding colors for homes, 1 is darker, adding contrast
- Matt suggested coming back with signage plan

Sign Design Review, Dunkin Donuts, 42 Summer Street, owner Louise O'Neil

- Louise presented a freestanding sign for the corner of Milford Street and Summer Street, there currently is no sign and a landscaping plan
- DRC referred to Medfield's new Dunkin Donuts freestanding sign, although larger, designed well
- DRC feels the posts presented are too large for the sign, at 20" wide each, becoming a structure
- DRC suggested granite slimmer posts, designed to scale and appropriate to the site & neighborhood
- Julie feels the granite posts will have longevity
- Dan suggested using granite indigenous to the area, something reused, have a worn, weathered look rather than new 'salt & pepper' granite, also cap the posts to relate to the building's architecture
- Karyl suggested 'Drive Thru' on the sign seems a bit crowded, allow more space
- Letters will be raised in a gloss finish, background will be a matte white
- Landscaping plan presented consisting of evergreens, perennials, for all seasons, by Fasolino Landscaping
- Louise said she is considering uplighting the birch trees
- DRC feels this new landscaping plan will work and relate to the new landscaping plan that will be done across the street at the new Cumberland Farms
- Louise would like to move forward with the sign & landscaping to be done this spring

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE March 17, 2014

Tri-Valley Commons, 72 Main Street with Richard Landry

- Richard presented site plans & elevations with changes per our last meeting on 3/10 with the Planning Board
- Building material changed to clapboard and shingle roof, lower wall to be red cinder block with broken face
- Matt suggested a material more New England feel, rather than cylinder block
- DRC suggested increase the landscaping
- Matt suggested planting large trees at green space, just beyond wall on east side
- Retaining wall, would be a train trestle system, varies in size, warm color tones
- Dan suggested to avoid the cookie cutter look of white/light color stones, show variation in size & color
- DRC liked the warmth of the brown colored stones, grey would be too cold
- Examples shown are a small fraction of the size of wall to be built
- The top of the wall will be flat. Laundry stated there will be vegetation at the ledges to break it up, Rachel would like to see elevation
- DRC expressed concerns with the drainage
- The east side of building C, D & E will be used for trucks only, dumpster & deliveries. Dumpster will have enclosures. There is no consideration for this side of roof line changes or windows. Looks like the back of a building.
- DRC expressed concerns because the east side will be visible from Main Street
- Rachel suggested loading dock to have its own roof, to look like an addition, like a typical New England roof, also add more detail to east side, which is more visible
- Mary suggested adding faux windows, peak roof at east side to mirror the west side corner
- Upon entering from Main Street, the back of building A is visible, it is 120' in length. There are 3 small gable windows on roof. DRC expressed concerns with this long stretch of siding.
- Karyl suggested gable roof to break up the long straight roof line, for a village look, add more variety of heights
- Building A will have 7 garage doors on the east side facing into the parking lot
- DRC feels the length of this building is out of context
- Mary recommended the garage door façade to be reminiscent of an old firehouse look, and design the main entry to have New England building characteristics
- Rachel commented that it looks too industrial, add clapboard, columns some ideas to make it more New England character

Actions:

- Rachel to do LOR for Dunkin Donuts
- Matt to do LOR for Millstone Village

Adjournment

At 10:10 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE April 7, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod , Rachel Walsh, Karyl Spiller-Walsh, Mary Weafer

Absent with notice: N/A

Absent without notice: Bruce Hamblin

Non-members present: Richard Di Iulio

Location: Medway Public Library Conference Room

Notes:

- 3/17 Meeting minutes approved with minor changes
- Tri-Valley appointment rescheduled for 5/3 meeting, per Tri-Valley's request
- DRC discussion Tri-Valley needs to comply with Medway Design Review Guidelines

Sign Design Review, Building Signage, Gould's Plaza, 75 Main Street, Lester Gould

- Mr. Gould last presented to the DRC on 3/3/14 for the monument sign
- Individual 2'H x 10'W x 5"D building signage will be replacing the current awnings above each business's store front
- Signs to be almond color background, burgundy text and images. Each business will use their own font and logo
- Signs will be mounted to the fascia
- Signs will change the architecture of the building, DRC would like to know the sign materials, and the fascia may need to be rebuilt to support the signs
- What is the relationship of the building and the new signs? DRC would like to see a detail drawing of this
- Julie feels the text/images are too close to the edge of the sign, she would like to see them reduced in size to make them easier to read
- Seishin Karate is difficult to read on sign, very small font
- Matt suggested having sign flushed to fascia rather than mounted
- Without seeing the box signs on building its difficult to image what it would look like
- The individual businesses may need to come before the DRC to review their sign
- Rod would like to see a section cut of roof detail

Charles River Tennis Club, Sign redesign Lou D'Amaro

- Two new signs presented, they will be 300' apart
- Signs to be a painted surface with resin overlay
- Sign at entrance will be 2 sided, hanging from a post
- DRC likes the original logo of the shield, DRC feels it is downplayed on the sign design
- DRC recommends making the shield more predominate on the sign
- DRC suggests removing the business website from the sign, too much wording, also removing "inc." from the business name
- Julie created a sign with the shield in a square shape to be hanging, Lou liked this sign design
- Julie to email sign design idea to Lou for him to present to the tennis club committee
- If two signs are permitted, DRC suggested the second sign, that will be 1-sided attached to a fence, to be the shield shape

Actions:

- Rachel to do LOR for Charles River Tennis Club

Adjournment

At 8:50 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE April 28, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod, Rachel Walsh, Karyl Spiller-Walsh, Mary Weafer

Absent with notice: N/A

Absent without notice: Bruce Hamblin

Non-members present: N/A

Location: Medway Public Library Conference Room

Notes:

- 4/28 Meeting minutes approved with minor changes
- Tri-Valley appointment rescheduled for 5/5 meeting, per Tri-Valley's request

Derek's Steak and Seafood Restaurant, Building Signage, 112B Main Street, owner: Paul Winshman, sign maker Mario Castagna

- Zio Paolo's Trattoria owner changing the restaurant to Derek's
- New building signage to be channel block letters. Mr. Winshman would like the name in all caps, block letters, as large as allowed so its visible from Main Street
- There will be no ladder sign
- Mr. Winshman would like to put menu and any information, i.e. Steak and Seafood restaurant, on the glass store front. DRC requested for him speak with building inspector to see what is allowed.
- DRC feels the block lettering is too close together and bold making it hard to read
- DRC explains to the owner the font doesn't represent a restaurant feel. The passer-byer may not know what it is. It is a similar font of a chain sporting good store.
- Quattro is another restaurant owned by owner. The business name is also in all caps but a lighter font, DRC feels this is a successful sign because it reads well and is elegant, easier to see that it is a restaurant
- Mr. Winshman would like to keep it simple
- DRC suggested to increase the black border around each letter, each letter being white, would be thinner
- DRC suggested to lessen the weight of the letters, give it some breathing room
- Julie worked on some fonts with less weight and more spacing between
- Julie emailed Mr. Winshman option.

Learning Tree Center, informal discussion 157 Main St with Steve Hansen & Alana

- An addition is planned to be added to the back of the current building to support the need for a growing business
- A site plan was done for the conservation committee
- A preliminary site plan was presented as well as a perspective drawing
- An indoor gym will be on the 1st floor and 3-4 rooms on the 2nd floor
- The new roof line will be 3'-4' above the existing roof
- Julie suggested have a school bell tower on the existing roof to cover the new roof peak behind
- Matt suggested to take into consideration the historic district that surrounds, to possibly incorporate some elements into the new building
- Karyl suggested landscape buffering for the playground apparatuses
- DRC suggested a small roof at front entrance door to create a school house feel
- DRC would like to see detailed architectural drawing to show: roof line, dimensions, roof pitch, landscaping plan/buffering, materials used, doesn't have to be 3-dimensional
- Matt stated the DRC is here as a resource for them
- DRC would like Steve and Alana to come back at a future DRC meeting with detailed plans to review
- Applicant indicated he is to provide more detail drawings.

Actions:

- Rachel to do LOR for Derek's

Adjournment

At 8:55 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE May 5, 2014

Member Attendance: Matt Buckley, Julie Fallon, Bruce Hamblin, Rod MacLeod, Karyl Spiller-Walsh, Mary Weafer

Absent with notice: Rachel Walsh

Absent without notice: N/A

Non-members present: Building Inspector, John Emidy, Medway residents, Frank and Marcia Cary

Location: Medway Public Library Conference Room

Notes:

- 4/28 Meeting minutes approved with minor changes

Medway High School Athletic Fields Site Plan, Review proposed pavilion, retaining wall, and landscaping plan with Tom Holder, Department of Public Services and Bill Seymour, Engineer Director of Gale Associates

- 2 New synthetic turf fields proposed, each field to be 210' x 360', intended for all sports needing a rectangle field
- Also proposed: Carpet replacement of existing stadium field
- Existing Adams Street gate will remain, can be used for emergency vehicle access if needed
- 68 parking spaces will be added in addition to existing parking
- Both field and parking will be lit for night games
- Retaining wall required for width of field needed, located at 1 of the fields, goes from 0 – 5' to 6'
- The field is interrupted by existing stone wall, the stone will be reused along adjacent path; the rest of the stone will remain as is
- There will be a walking trail 6' to 8' wide, rustic, 6" -8" of crushed red stone on surface
- They are working with the Conservation Commission with the path in cutting down trees and other related issues
- There will be a concrete curb around both the fields and 4' black chain link fence around perimeter of each field
- 8'-10' retaining wall on a corner of one of the fields, it would not be seen by spectators
- The wall system will be Unilock, (3) color samples of Unilock were presented, DRC liked Sienna Stone because it had a variation in color
- There will be no spectator seating available for these new fields
- The pavilion, located between the 2 fields, will be a roofed in yet an open structure used as a gathering space to shield from weather if needed, it will have lighting
- Matt asked if they considered solar, Tom stated they will look into it
- Rod suggested the need for restrooms, Bruce recommended having a water bubbler possibly located at pavilion
- DRC feels the pavilion is an appropriate size and scale, designed well
- Karyl suggested widening the band of grass in parking lot, Tom expressed that the parking lot would then need to get wider
- Adams Street residents, Frank and Marcia Cary, live behind high school
 - Concerned with cars coming into fields that will shine light onto their property/inside of house, would like a light buffer such as arborvitae, to shield lights of traffic
 - Karyl also suggested Douglas fir, 4 season trees, with some variation, adding to landscaping plan, height needs to be confirmed
 - Marcia would like something in writing to protect her of any blasting that may be done causing damage to her house. Applicant said they will photograph house before the project begins to have if any damage is done
 - Frank informed the applicant of a sink hole located about 20' from main entrance and to consider this during construction, can be used as a cut through for children, safety hazard
- Opening bids for project would be the following Monday
- Tom would cluster all the DRC recommendations and submit as a change order

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE May 5, 2014

- Karyl said they would discuss further at the Planning Board meeting

Gould's Plaza signage plan review 75 Main St with Lester Gould, Sign maker, Cam Signs and carpenter, Charlie

- Gould's presented elevations with signs on building
- A thinner proposed aluminum sign of 1/2" thick, was presented with images of signs
- Sign will have 1/2" raised aluminum letters, 3D aluminum molding, black PVC with burgundy font, edge of font will be black giving it a 3D look. Only on the sign itself there will be black molding
- No hardware will be visible
- New fascia will be above the gutter, gutter will not be visible
- Signs will be centered between the columns, at 2' x 10' each
- There will be raised panels between signs, painted almond color, molding will be around each sign panel and sign, the molding/trim would be black
- A linear light, Elliptipar, is shown to be attached to the sign and raised to light the sign and space below for parking area; applicant stated this would give an even light as opposed to goose neck that would be spot lighting
- Elliptipar light will be 3.5" thick and would be 18"-24" off the building, comes in 3' bulbs, 12' linear fixture, they come with a shield on
- DRC would like to see a photo of light in use in a similar application
- Matt would like to see a cut sheet of the fixture
- DRC inquired if the light fixture can be color matched to match the almond color on the sign, DRC feels the black will stand out and take away from the sign
- It was determined that the light fixture can be custom matched to a specific color, DRC recommends matching the fixture to the almond color in signage
- Rod would like to see elevation to show color, with and without black border on panels
- Matt expressed concern with Medway Café having a different fascia, and recommended having them install the same signage
- Lester to send light fixture cut to John Emidy
- Will return to DRC in a couple weeks for master signage plan review

Actions:

- Matt to do a LOR for Medway High School Athletic Fields Site Plan

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village St, Medway, MA 02053
508-533-3291
Design Review Committee

May 18, 2014 @ 7 pm

Members in attendance: Matt Buckley, Julie Fallon, Karyl Spiller Walsh, Rachel Walsh, Rod Mcleod

Absent with notice: Mary Weafer

Location: Medway Library

Minutes

- Minutes from the May 5 meeting were approved.

Discussion with Eagle Scout Mike Fingar:

project is a new sign for Mr. Fingars' Eagle Scout project.

Christ Episcopal Church

14 School Street

The DRC discussed a review of the project as a refresher. Minutes from the last time Mike visited with the DRC were read aloud.

The following recommendations and discussion points were made.

- Great idea to incorporate some materials from the Church into the structure of the sign.
- Make the sign bigger without making the structure larger.
 - The structure could be thinner, narrower. Make more of a peak to reflect the peaks of the church. The church would like the sign to reflect the architecture of the steeple on the left side of building. See photo below as reference. There is one sign in the middle of the structure to be built which houses the signage.



- Pay homage to the proportions and angles of actual church.
- DRC recommends the structure be 8 feet instead of the current 6 proposed. The center of the sign needs to be higher.

- Mike is planning on some kind of stone veneer. The DRC suggested that Mike write some letters to local masons asking for assistance.
- DRC would like Mike to come back one more time with the refined plans.

Jim Wickis, Open Space Committee;

discussion of Natural Amphitheatre Pavillion, in back of town hall, near river.

This is a four acre lot owned by the town. There is an easement from the back of Sanford Mills. Historically this was a gathering spot for swimming.

The goal of the OSC is to have historical information available here., rehab the site and investigate an alternative access from Village Street. There was also a piece of mill equipment, a carding machine, found on the site. The OSC would like to house this in some sort of structure. They need to get a budget together before going further. There is a circular stonewall on the property that needs to be addressed.

The DRC made the following recommendations and discussion points:

- There must be a narrative to this gathering place and the carding machine. Why is this piece of machinery here at the amphitheatre? Because it was discarded by the mill? What happened here? Create the context for which it is there.
- The DRC doesn't see a need to protect it. Let it be. Let it become a part of the landscape.
- OR... place it at entrance to the amphitheatre, landscape around it. Make it a focal point to the entrance. It will become an art element, with a nod to our past.
- OR.. move it to a new Village Street entrance as a marker. Use any money they might acquire to move the machine to Village Street and build stairs down to the river.
- The OSC needs to narrow down what they want. Have a vision of what they want. If they go with a structure over the carding machine, are there photos in there? Is the structure small or large? Do they want this inside the amphitheatre? Then it becomes something else.

Lester Gould, Gould's Plaza 75 Main Street

Continued discussion of signage plan for buildings.

- Mr. Gould met with the DRC and updated the committee on the progress he has made regarding the new signs to be installed for each tenant.
- See photo below for reference.



- The DRC had recommended the strip light on top of sign be cream colored not black. The cream color would blend in and not make an “eyebrow” effect. Mr. Gould had not made a decision yet. Also, the DRC believes the light should be raised a little. It seems too close. It could also provide a little downward spill of light if raised.
- Mr. Gould states that he is keeping the black border on each sign.
- Mr. Gould states that he is going to encourage Yama Fuji to go for a variance to get a larger sign, based on their corner location.
- Mr. Gould states that he has not asked Medway Café to come into alignment regarding signage, with the rest of the plaza. The café currently has a green/blue awning. They are waiting to see how the rest of the signs are going before jumping into the project.
- Mr. Gould states that the monument sign is almost complete.
- Mr. Gould states that he has a second draft into Suzy for his master signage plan.
- Mr. Gould needs to submit a formal application.
- The DRC is ready to write an LOR.
LOR will include the monument sign, building signs. Will NOT include the four signs DRC would like to see. Some individual sign designs need to be tweaked for readability. Specifically:
Karate Seishin, Cheri Hair Design, MetroWest Medical Group, Family Medical Associates.
- There is no need to meet with the DRC again.

Adjournment

- The meeting was adjourned at 9:35 pm.
Minutes respectfully submitted by,
Julie Fallon

Vice Chairperson

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE June 02, 2014

Member Attendance: Matt Buckley, Julie Fallon, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent with notice: Rod MacLeod

Absent without notice: N/A

Non-members present: N/A

Location: Medway Public Library Conference Room

Notes:

- 5/19 Meeting minutes approved

Sign Design Review, Tri County Medical, Family Medicine Associates, Zophia Bibeault, 75 Main Street, located in Gould's Plaza

- Tri County Medical is 1 of 29 business offices of Family Medicine Associates
- Information on sign: "Tri County Medical, Family Medicine Associates, Benchmark of Quality Care". DRC commented that there is a lot of text on the sign and it may be difficult to understand what the business name is and difficult to read
- Matt recommended losing the tag line, "Benchmark for Quality Care"
- Rachel suggested "Tri County Medical" with the semi-circle curve, on left side of sign, then "Family Medicine Associated" following to separate the 2 names
- DRC suggested treating "Tri County Medical" like a logo, keeping the semi-circle shape with it
- Julie worked on an example, rearranging the text to make it easier to read, Zophia liked keeping the 2 names, Tri County Medical and Family Medicine Associates the same size
- Zophia agreed to drop "Benchmark for Quality Care"
- Julie will e-mail Zophia the examples
- Rachel to write LOR

Informal Discussion, The Learning Tree Center, 157 Main St with Steve Hansen

- Steve presented three 3D images of the exterior of the building to show the proposed addition
- Matt commented that the new roof line seems awkward in relationship to the existing roof line. Matt suggested cutting into the existing roof, to make it look like a barn addition to an existing house which is common in this residential area
- The attic currently shows so windows but there is a large area for storage. Karly suggested adding dormers to the roof to help break up the large roof plane and bring natural light in. Rachel recommended solar windows since there are not a lot of trees to block the sun and would help with electricity cost
- On the backside of the building there is approx. 36' of siding, DRC suggested adding a banding element to break up the large space and adding an circle window, or something similar of interest, towards the top peak
- At Main St existing entry a roof above door has been added. The roof seems steep and the columns on either side appear narrow. DRC suggests to widen slightly, and less of a roof slope
- Elevation seems out of scale. It appears larger than it would actually be. No dimensions are shown.
- DRC asked about style of lighting on the exterior, DRC suggested colonial with a residential feel
- Applicant said the side entry pendant would match existing pendant at front entry
- Matt informed Steve DRC would write a LOR for the planning board prior to the Planning Board Meeting. Planning Board will review plans, applicant may need to come before DRC again
- Suggestions made by DRC: add dormer(s), add dimensions to elevation, lights fixtures (cut sheets).
- DRC recommends the applicant to come back in 2 weeks

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE June 02, 2014

Sign Design Review, Seishin Martial Arts/ Karate, 75 Main Street, located in Gould's Plaza

- Applicant would like "Karate" to stand out, geared more towards kids, as opposed to Martial Arts
- Sign to be manufactured by Cam Sign's
- Initial graphics and dark colors have been removed from previous logo image, a simple partial circle remains as logo with Seishin in it
- Applicant was unsure of the timeline and what to do next, clarification for applicant needs to be made
- Dan suggested doing something with the circle, give it some weight
- Julie did a quick sketch modifying logo and spacing
- Julie will send images to owner

Actions:

- Rachel to do LOR **Tri County Medical and Seishin Karate**

Adjournment

At 9:15 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE June 16, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent with notice: N/A

Absent without notice: N/A

Non-members present: N/A

Location: Medway Public Library Conference Room

Notes:

- 6/2 Meeting minutes approved
- Cheri Cherylé Hair Design, Tenant of Gould's Plaza 75 Main St, has cancelled appointment
- Reappointment of committee members: Rachel Walsh, Mary Weafer and Matthew Buckley for a 2 year term.

Informal Discussion, The Learning Tree Center, 157 Main St with Steve Hansen

- Follow up from our last meeting on June 2, 2014
- Changes made from our last discussion.
 - 3D drawings/renderings presented
 - Building elevations and sections, site plan, roof plan, detailed elevations of entry presented
 - 6 Dormers added to roof (3 on each side)
 - Will file an application to The Planning Board
 - Exterior lighting locations shown on drawings
 - Cupola added on center of new roof, Steve had a catalog of different cupolas to choose from. DRC recommends the cupola to resemble a school house, possibly a bell tower
- At Main Street entry, DRC recommended removing a pair of the columns, one on either side, if not structurally needed. Visually it doesn't seem to work
- DRC approves of the changes. Matt informed Steve the DRC will write an LOR.
- DRC suggests new roof to match existing, materials and color.

Sign Design Review, Metrowest Medical Center, 75 Main Street, located in Gould's Plaza, Mark Racicot

- Building sign presented for Gould's Plaza. Following Gould's Plaza building standards, of cream colored sign with burgundy font.
- DRC felt the business card font was more attractive then font on proposed signage
- Matt suggested using the same font as on cards for signage
- DRC recommends just keeping 'Metrowest Medical Center'
- Julie made minor changes to existing sign and will email them to applicant

Actions:

- Rachel and Matt to write LOR **The Learning Tree Center**
- Rachel to write LOR for all Gould's Plaza applicants

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE July 7, 2014

Member Attendance: Matt Buckley, Julie Fallon, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent with notice: Rod MacLeod

Absent without notice: N/A

Non-members present: Bruce Hamlin

Location: Medway Public Library Conference Room

Notes:

- 6/16 Meeting minutes approved with minor changes
- DRC compiled a list of existing nonconforming signs in town. Mary to email the list to Matt. Matt to send copy to John Emidy.

**Sign Design Review Berkshire Hathaway Home Service & Page Realty, 82 Holliston Street, Paul Rao,
Signs company: Signs by Cam, Cam**

- Same owners, rebranding of company/ name change
- Business colors and font to follow guidelines of **Berkshire Hathaway Home Service & Page Realty**, cabernet and cream colors to match existing business colors. Font will be black.
- Font to be Georgia to match business standard font
- Signs to be 50% of each name: Berkshire Hathaway Home Service and Page Realty
- Arch shape sign on building front to remain. Page Realty shown on the lower half with a cream color background, appears to be too small, font doesn't occupy the space
- Matt suggested increasing cabernet color in arch sign. The arch appears to be uneven because of the shape
- Changeable letter sign will remain but new letters will be purchased. The colors will change to cabernet and cream
- Julie edited the arch sign by making the cabernet background larger so it looks even
- Matt suggested all black sign to make it stand out on the yellow building. DRC suggested creating a mock up. Illustrate new signs on building in Photoshop or similar

**Sign Design Review, Allstate Insurance, 74 Main Street, located in front of Gould's Plaza, Ellen Kennedy.
Sign company: Heather Sign Company, Heather Hopkins Dudko**

- Signs to be blue and white, standard business colors. Large building signage on side facing entrance. Smaller foot traffic sign with business owner's name, phone number and ours by entrance door.
- DRC recommended to looking into allowable signage since it is a 4-sided building.
- Applicant was proposing for internally lit sign to remain
- Matt recommended externally lit sign, it would create a New England feel, less bright and work with the architecture of the building (Cape house)
- DRC agrees externally lit building sign would be more attractive to the building/ site
- Matt suggested a shingle style sign at entrance near the existing flag pole
- Sign will need to be readable in different directions

Actions:

- Rachel to write LOR **Berkshire Hathaway Home Service & Page Realty** and **Allstate Insurance**

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE August 4, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent with notice:

Absent without notice: N/A

Non-members present: Robert Nicodemus, Dan Hooper

Location: Medway Public Library Conference Room

Notes:

- 7/7 Meeting minutes still need to be approved
- Robert Nicodemus is sitting in to review Tri-County plans/elevation. DRC reviews drawings with Nicodemus prior to Tri-Valley meeting
 - DRC discussion that the architecture doesn't work with New England architecture
 - Karyl quoted from **Medway Master Plan**, Goals and Objectives for Historical, Cultural and Natural Resources, "Carry over from the 1999 Master Plan is a sentiment to preserve the New England style of architecture and avoid the nationalized format so prominent in other parts of the country."
 - DRC agrees nothing was done to break up the 7 bay garage doors, as discussed in previous meeting
 - Building A is a 4-sided building, each side needs to be taken into consideration when designed
 - Loading dock will be emphasized on the 20' wall, DRC would like to see this buffered.
 - DRC is concerned about trees shown full height on drawings, how mature will they be when planted?

**Review Scoreboard Medway High School Athletic Fields, Mark Diebus,
88 Summer Street**

- Proposed sports field freestanding scoreboard to be located on south end of new field at the Medway High School
- Sign to be donated by Middlesex Savings Bank. Middlesex Savings Bank's name will be on the sign as well.
- Sign will only be shown from one side
- DRC feels Middlesex Savings Bank is not too overpowering and approves the sign as is

Site plan & Building Review, Tri-Valley Commons, Richard Landry, 72 Main Street

- Matt asked for 3D renderings that Mr. Landry had proposed presenting. Matt asked why they are not presented and emphasized the importance of this image to see how the wall and landscaping will look from Main Street.
- In the absence of the renderings, Mr. Nicodemus and Matt would like to see a section through both the building and east side landscaping/wall
- Mr. Nicodemus expressed concern that the trees shown is how they will look in 20 years, Mr. Landry confirmed they are shown in how they will look in 5-10 years
- Karyl commented that the east side wall at 20' will be visible, DRC would like it to be buffered
- Landry feels the wall is far away enough from the road and will not be visible
- Landry said he can have 1 out of every 5 trees planted to be matured
- Rachel expressed concern that the plantings will be 3-4' high when planted
- Karyl would like a drawing showing the building/landscaping plan with plantings at time of construction, showing proper heights
- Landry added 3 small dormers to the roof of building A, Goodyear building
- Karyl suggested changing the proposed 7 bays to 5, she feels it is out of scale
- Julie suggested 3 of the middle bays having a different roof line to break it up
- Rod would like to see a roof plan of building B
- Matt commented on a new building design on rte. 93 in New Hampshire. He conveyed the use of appropriate materials is representational of New England aesthetic, such as the use of stone and wood shakes.
- Karyl recommends to treat the buildings as a sculpture, with architectural scale and form to be established before deciding on materials & finishes for the building(s)
- Building B, center building with possible drive through
 - DRC feels bldg. B is a more appropriate size and scale to the site and to Main Street
 - DRC feels the building design is following the design guidelines
- Landry will send updated images next week, prior to DRC's next meeting
- Karyl asked if there was any consideration to Cassidy's field by having a side walk, Landry said that it is not in the plans

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE August 4, 2014

- DRC to make bullet point list of recommendations to send to Landry such as; building material samples, building design changes, drawings needed to show more detail
- DRC recommends a vertical rail fence on east side wall
- Water table on building, Landry to bring in stone sample
- Landry said he would try to leave existing trees
- Matt is pleased the field stone existing wall along Main Street will remain, repair work will be done as needed

Actions:

- Rachel to write LOR Scoreboard Medway High School Athletic Fields & Matt to send bullet point list of recommendations to Landry

Adjournment

At 9:25 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

Draft- DESIGN REVIEW COMMITTEE August 18, 2014

Member Attendance: Matt Buckley, Julie Fallon, Rod MacLeod, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent with notice:

Absent without notice: N/A

Non-members present: Robert Nicodemus

Location: Medway Public Library Conference Room

Notes:

- 7/7 Meeting minutes still need to be approved
- 8/4 Meeting minutes approved with changes. Mary to email changes to group before finalized.

Sign Design Review, Classic Tile, John, 92 Main Street

- Classic Tile has moved to a new location on Main Street
- Classic Tile is proposing channel letters as building sign in red
- The sign will not be internally lit, unlike the other business signs on the building that are internally lit
- DRC feels the font works well but the spacing between the letters is too tight making it challenging to read
- Mary suggested changing font to white with black outline; it may stand out more because the adjacent signs are red. White and black may work better with the name 'Classic Tile'. DRC recommends the owner to see how both options look in Photoshop.

Sign Design Review, Bison Burger, 112 Main Street, Mario Castagna, sign maker, Image Sign, Paul Winshman owner (not present)

- Bison Burger is a 2nd location for the owner, who also owns Derek's Steak & Seafood next door. They will share a kitchen. Owner would like to keep same sign image/logo as Bison Burger's Hopkinton location.
- The sign will not be internally lit.
- The sign is red with white font. The DRC likes the logo and sign but has a concern that it is a red sign on a red building. Matt suggested adding a white box around the name/letters so it will stand out.
- Mario will speak to owner about this concern.

Discussion of Tri-Valley Elevations & Plans, Tri-Valley representative Pat

- Gable red roof design has been added to Building B, with an attempt to make it have a more New England feel. The dormers added to either side are not aligned. Doesn't appear to be an actual structure making it look unrealistic or fake.
- Pat indicated design was merely a mock-up for discussion and had not been completed
- Pat indicated that tenant was not receptive to altering original design and that change would be unlikely
- DRC recommends the façade change extend to grade and be actual structures
- The garage bays are broken up by 2 large dormers and different use of materials
- DRC would like to know what the materials and textures will be
- The DRC was not satisfied that the design of building A was complete or resolved. The committee expressed that the changes were moving toward fitting the design guidelines. Matt asked Pat if he was noting the requests/recommendations of the DRC, Pat replied that he was not

Actions:

- Rachel to write LOR Classic Tile and Bison Burger

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor.
Minutes respectfully submitted by Mary Weafer



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair

Julie Fallon, Vice-Chair

Rod MacLeod, Member

Karyl Spiller-Walsh, Member

Rachel Walsh, Member

Mary Weafer, Member

Approved: 10/20/14 as revised

Meeting Minutes: October 6, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:05 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X	X	X				
Julie Fallon	X	X					
Karyl Spiller-Walsh	X	X	X				
Rod MacLeod	X	X	X				
Mary Weafer	X	X	X				
Rachel Walsh		X	X				

Minutes:

Chairman Buckley moved that the Design Review Committee approve the September 8, 2014 minutes as written; Karyl Spiller-Walsh second; No discussion; All ayes 5-0-0.

1 **Chairman Buckley moved that the Design Review Committee approve the September 22,**
2 **2014 minutes as revised; Rachel Walsh second; No discussion; All ayes 5-0-0.**

3
4 **Sign Design Review – One Stop Convenience:** Hardik Patel and William Patel joined the
5 meeting to discuss the signage for One Stop Convenience. The store will be located at 76
6 Holliston Street, which is the former site of the Little Store. The Committee discussed the
7 benefit of the building's proximity to the road and a stop light. They encouraged the applicants
8 to keep the sign simple so it is easy to read. The applicants said that One Stop Convenience
9 occupy the entire building. The Committee encouraged the applicants to center the sign on the
10 building so it is clear that it is a bigger than the previous convenience store. They recommended
11 putting a small awning over the main door so the entrance is obvious. They also recommended
12 removing the O and S symbol because it may look like a "don't" sign as motorists drive by. The
13 Committee agreed that the lemon cream color with red lettering and black accents was appealing
14 and very legible. They also advised the applicants to follow-up with the Building Inspector on
15 how much signage they are allowed. Depending on what is allowed, they could place a large
16 sign in the center of the building and a plaque on the front of the store detailing what is available
17 such as lottery, beer, etc. The applicants also need to confirm that internal illumination is
18 allowed. The Committee advised them to experiment with more classic fonts and consider
19 external illumination. They discussed leaving the banner on the bottom of the sign but making it
20 black with yellow lettering so it coordinates and is easy to read. They suggested only having the
21 name of the store on the side of building so it can be easily read as motorists drive by. The
22 applicants said they are not planning to put the signs up for at least another 30 days. The
23 Committee encouraged them to look at different options and come back to discuss the signs
24 further. Chairman Buckley said they would forward the draft signs to DRC member Julie Fallon
25 for ideas on fonts and formatting.

26
27 **Informal Sign Discussion – Kim Thibeault:** Kim Thibeault joined the meeting to informally
28 discuss the signage for her Barber Shop located at 89 Main Street in the Reardon Building. It
29 was operated by another owner as the Keystone Barber Shop for the last 30 years. Ms. Thibeault
30 said that the landlord has asked her to keep the sign in the same location. It is currently on the
31 left side of the building. The new sign will be about 5 feet wide and 4 feet 10 inches high. She
32 also said she is hoping to replace the barber pole that is on the left side of the building at a later
33 date. Her initial thought is to give the sign a vintage feel and incorporate the image of a keystone
34 cop to honor the previous name of the shop. The Committee said they loved the idea of giving
35 the sign a vintage feel but discouraged Ms. Thibeault from using the keystone cop image as it has
36 a negative connotation. The Committee also discussed the name of the shop, Open's, and how

1 adding this to the sign might be confusing for patrons. They asked Ms. Thibeault to consider
2 adding the date the Keystone Barber Shop was founded to the sign as a way to honor the
3 previous business. The Committee said that temporary signs are permitted and encouraged.
4 They also asked her to follow-up with her landlord on putting a temporary banner above the
5 window. They informed Ms. Thibeault that window signs are not permitted and she should
6 follow-up with the Building Inspector as to whether a neon "Open" sign is allowed. The
7 Committee said they discourage neon signs but suggested using an antique barber pole in the
8 shop as a decoration, which would be visible through the window. Ms. Thibeault's next step is
9 to submit an application to Susy and have a formal meeting with the DRC.

10
11 **Sign Design Review - Bob Potheau:** Mr. Potheau and his wife joined the meeting to discuss
12 signage for 6 Main Street. They are planning to implement one of the signs from the site's
13 Master Signage Plan. The sign will be located at the most westerly point of the property.
14 Current tenants include Wellesley Physical Therapy, R.I.S.E Outlet, and a nutritional store. The
15 directory sign will be made of two granite posts and individual white signs with black lettering.
16 This will allow the signs to be easily updated as tenants change. He said it is similar to the sign
17 that is in front of the church next to the Millis Police Station. The Committee said they are
18 concerned that the white signs with black lettering may look generic and that the letters may be
19 illegible, particularly for a long name like Wellesley Physical Therapy. The Committee asked
20 Mr. Potheau to consider using a cream color for the signs and adding the address. Mr. Potheau
21 said he would not add the address because it would take up too much of the allowable space but
22 that he would consider adding it to the building, retaining wall in front of the building, or granite
23 post of the directory sign. The Committee agreed that the address is a critical piece of
24 information that should be included. Mr. Potheau said he is only looking for approval at this
25 point for the granite posts and individual signs. Mr. Potheau said he would come back in front of
26 the Committee to discuss how to incorporate the address and the individual signs' colors and
27 fonts. The Committee also asked Mr. Potheau to consider adding plantings behind the sign to
28 create a backdrop and minimize the presence of the billboard. They also recommended using
29 external lighting for the signs. Mr. Potheau agreed the site is challenging because of design and
30 has limitations. The Committee reminded Mr. Potheau that each tenant needs to come in front of
31 the Committee for approval of their individual sign and that window signs are not allowed and
32 should be removed. The Committee agreed to write a Letter of Recommendation (LOR) for the
33 general concept of granite posts and individual signs.

34
35 **October 1, 2014 ZBA Meeting:** The October 1, 2014 Zoning Board of Appeals (ZBA) meeting
36 that Chairman Buckley and Karyl Spiller-Walsh were planning to attend was cancelled due to

1 lack of quorum. The meeting was rescheduled for October 15, 2014. Chairman Buckley said
2 that he forwarded a letter to the Chairman of the ZBA with the Committee's recommendation
3 that the variance should be denied and asked that it be added to the meeting's official record.
4 ZBA Secretary Sandy Trufant acknowledged receipt of Chairman Buckley's letter. Karyl
5 Spiller-Walsh said the Planning and Economic Development Board also recommended that the
6 variance be denied.

7
8 **Action Items:**

- 9 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 10 • Michelle will print copies of August 18, 2014 and October 6, 2014 minutes for the next
11 meeting.
- 12 • Michelle will follow-up with Susy for Tri-Valley joint meeting for minutes and print for
13 the next meeting.
- 14 • Ideas for a message board, including location, design, fonts, illumination etc.
- 15 • Rachel will prepare the LOR for 6 Main Street. One Stop Convenience said they would
16 revise their design and return to discuss with the Committee. Kim Thibeault said she
17 would return once she files her application and has a design.

18
19 **Schedule:** The next DRC meeting will be held on Monday, October 20, 2014 at 7:00 p.m. at the
20 Medway Public Library.

21
22 **Adjournment:** With no further business before this committee, a motion was made and
23 seconded to adjourn at 9:08 p.m.

24
25 Respectfully Submitted,

26
27
28 Michelle Reed
29



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair

Julie Fallon, Vice-Chair

Rod MacLeod, Member

Karyl Spiller-Walsh, Member

Rachel Walsh, Member

Mary Weafer, Member

Approved: 11/3/14

Meeting Minutes: October 20, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:05 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X	X	X	X			
Julie Fallon	X	X		X			
Karyl Spiller-Walsh	X	X	X				
Rod MacLeod	X	X	X				
Mary Weafer	X	X	X	X			
Rachel Walsh		X	X	X			

Minutes:

Chairman Buckley moved that the Design Review Committee approve the August 18, 2014 minutes as written; Julie Fallon second; No discussion; All ayes 4-0-0.

1 **Chairman Buckley moved that the Design Review Committee approve the October 6, 2014**
2 **minutes as revised; Rachel Walsh second; No discussion; All ayes 4-0-0.**

3
4 **Sign Design Review – Liscombe & Parella:**

5 John Parella attended the meeting to discuss the sign design for Liscombe & Parella, which will
6 be located at 127A Main Street. This is the previous location of Classic Tile. Mr. Parella said he
7 is planning to add a small wall sign to the left of the main entrance. Chairman Buckley asked
8 him to consider a two-sided hanging sign, which will help with visibility and also compliment
9 the building design. There will also be a monument sign. Mr. Parella said the sign will be PVC
10 and there will be no external lighting. Once the Route 109 project is complete they will
11 permanently install the monument sign and use granite posts. The Committee recommended
12 decreasing the amount of space between Liscombe and Parella. They were also concerned with
13 the light blue color of the ampersand and whether it would be visible. They asked Mr. Parella to
14 review this aspect again and possibly consider moving the ampersand next to Liscombe. Mary
15 Weafer recommended painting the main door the same blue as the sign to tie everything together.
16 Mr. Parella said he may add a second wall sign facing the street at a later date. Rachel Walsh
17 will draft the LOR and forward it to the Building Inspector.

18
19 **Sign Design Application:**

20 The Committee reviewed and discussed the current letter that accompanies the sign design
21 application. They discussed possible formats, including a F.A.Q. They agreed that it was very
22 important to keep the letter positive, clear, and concise. The following items should be included:

- 23
24
 - A welcome.
 - An overview of the Committee and its purpose.
 - A reference to the Design Guidelines and the importance of reviewing them prior to
27 designing a sign.
 - The process with a timeline.

28
29
30 Julie Fallon said she will forward the members an electronic copy of the pamphlet that was
31 designed several years ago. The original purpose of the pamphlet was to accompany the
32 application. The Committee also needs to review the current bylaws to see how the process is
33 explained. The Committee will discuss this further at the next meeting.

1 **Discussion – RFP for Design Consultant:**

2 The Committee needs to define the scope of services for the RFP for the design consultant. The
3 Committee said they would like the consultant to rewrite and illustrate the guidelines and also
4 create an online resource. The illustrations would demonstrate indigenous architecture so that it
5 is clear to residents and applicants. The Committee also discussed possibly including a section
6 that shows undesirable designs. The budget for this project is \$15,000. The Committee
7 acknowledged that only so much can be done considering the budget. Susy Affleck-Childs will
8 attend the next DRC meeting to discuss this matter further.

9
10 Dan Hooper joined the meeting. Dan was part of the group that drafted the original Design
11 Guidelines. Chairman Buckley said Mr. Hooper will be a good resource as they go through the
12 process of updating the guidelines. Dan said it is important to see what other towns are doing
13 and how it compares to Medway. Dan also reported that a new Building Inspector has been
14 hired and starts at the beginning of December.

15
16 In addition, the Committee discussed the difficulty defending the guidelines because they are not
17 part of the Town's bylaws.

18
19 **Action Items:**

- 20 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 21 • Michelle will print copies October 20, 2014 minutes for the next meeting.
- 22 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
23 etc.
- 24 • Rachel will do Letter of Recommendation for Liscombe & Parella, 72 Main Street.
- 25 • Julie will forward an electronic copy of informational pamphlet that was created several
26 years ago. Committee members should review the pamphlet and generate ideas for
27 discussion at next meeting.
- 28 • Committee members should review the current guidelines and note any areas that need
29 clarification. This will help the Committee define the scope of services for the RFP.
- 30 • Chairman Buckley may contact Watertown for a copy of their RFP.

31
32 **Schedule:**

33 The next DRC meeting will be held on Monday, November 3, 2014 at 7:00 p.m. at the Medway
34 Public Library.

1
2
3
4
5
6
7
8

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley and seconded by Julie Fallon to adjourn at 8:54 p.m.

Respectfully Submitted,

Michelle Reed



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair

Julie Fallon, Vice-Chair

Rod MacLeod, Member

Karyl Spiller-Walsh, Member

Rachel Walsh, Member

Mary Weafer, Member

Approved: 11/17/14

Meeting Minutes: November 3, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Vice Chair Fallon at 7:04 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X	X	X	X			
Julie Fallon	X	X		X	X		
Karyl Spiller-Walsh	X	X	X		X		
Rod MacLeod	X	X	X		X		
Mary Weafer	X	X	X	X	X		
Rachel Walsh		X	X	X	X		

Meeting Minutes:

Rachel Walsh moved that the Design Review Committee approve the October 20, 2014 meeting minutes as amended; Julie Fallon second; No discussion; All ayes 4-0-0 (Karyl was not present).

1 **Sign Design Review – One Stop Convenience:**

2 Hardik Patel joined the meeting to discuss the signs for One Stop Convenience and the
3 recommendations that the Committee made at their October 6, 2014 meeting. Mr. Hardik said he
4 is going to install a canopy with a flat front over the entrance. The main sign will be on the front
5 of the canopy. He decided against centering the sign on the front of the building. He said the
6 sign will be externally illuminated with LED tube lights, which will be installed under the
7 canopy. Mr. Patel said the tubes are stainless steel and will not be visible. The Committee
8 reviewed the color scheme of the signs. They cautioned Mr. Patel on using a bright yellow. The
9 Committee said the bottles are distracting and recommended that he remove them from the
10 design. They also recommended using a black line between One-Stop and Convenience.
11 Additionally, they recommended using a solid black band on the bottom of the sign with white
12 lettering to advertise the store's offerings. Mr. Patel said he plans to paint the building in the
13 future but it is not his first priority. The Committee said the signs on the front and side of the
14 building do not need to be the same but they should be consistent. The Committee will draft a
15 Letter of Understanding (LOR) and request that the Building Inspector follow-up with the
16 applicant on the light fixture specifications.

17
18 **Discussion – Sign Design Application Letter and Scope of Services for Design Consultant:**

19 Planning & Economic Development Coordinator Susy Affleck-Childs joined the meeting to
20 discuss the informational document that applicants receive with the Sign Design Application. In
21 addition, they discussed the scope of services for the consultant that will work on revamping the
22 Town's Design Review Guidelines.

23
24 The Committee explained that they would like the document to be a letter and to be more user-
25 friendly. They think it is extremely important that the information is clear and concise. It should
26 include a welcome, an overview of the Committee and its purpose, and a reference to the Design
27 Review Guidelines. They also want to make sure it is clear that applicants can meet with the
28 Committee informally for a brainstorming session before they have a solid design. The
29 Committee said it is critical that applicants are clear on what is allowed before they meet with
30 the Committee. Susy said typically she meets with the applicants and goes over the process and
31 what is allowed. She said going forward she will provide the Committee with this information as
32 well, including what is allowed, how it can be illuminated, and if a Master Plan exists. The
33 Committee discussed including examples of hypothetical good and bad signs and common
34 mistakes that are made. Mary Weafer will incorporate the Committee's ideas and circulate it for
35 discussion at the next meeting.

1 Dan Hooper joined the meeting to discuss the scope of services for the consultant that will be
2 hired to revamp the Design Review Guidelines. They agreed the scope needs to be clear and
3 precise. The Committee acknowledged that there is a finite budget that should be used wisely
4 and that there is work that the Committee needs to do before the consultant begins. They also
5 discussed whether there is enough money in the budget for the consultant to provide the images
6 or if the Committee will need to do this. The final product will be a revised set of guidelines in
7 color. There will be some physical copies and an online version. The online version may
8 include links to additional examples. The Committee agreed that this process needs to be done
9 cooperatively with the Planning & Economic Development Board, including the selection of the
10 consultant. The Committee acknowledged that the goal is to make the Design Review
11 Guidelines more understandable and effective and that the redesign will not give more weight to
12 the guidelines. The Committee also agreed that it is important to socialize the new Design
13 Review Guidelines with other committees and boards. For the next meeting, members will go
14 through the current Design Review Guidelines and identify what should remain, what needs to
15 be revised or removed, and where images should be included. They will also look at how other
16 towns present their guidelines, including how they incorporate illustrations.

17
18 Finally, they discussed how and where the Design Review Guidelines should be referenced in
19 the zoning bylaws. Susy said there is language in the current warrant article relative to
20 Commercial I that makes a solid reference to the Design Review Guidelines. Karyl said the real
21 concern is how this will change with the recodification of the Zoning Bylaws that is planned for
22 next spring. The Committee needs to discuss this further and see how they can work with the
23 Planning & Economic Development Board on this matter. The Committee also discussed
24 possibly changing their meetings to the second and fourth Mondays of the month so that they can
25 use Sanford Hall and have their meetings televised.

26 27 **Action Items:**

- 28 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 29 • Michelle will print copies November 3, 2014 minutes for the next meeting.
- 30 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
31 etc.
- 32 • Rachel will do Letter of Recommendation for One Stop Convenience.
- 33 • Invite Jack Mee, the new Building Inspector, to a future meeting.
- 34 • Locate a physical copy of pamphlet from a couple years ago.
- 35 • Committee members will review the current guidelines and identify what should remain,
36 what needs to be revised or removed, and where images should be included.

- Susy will forward links to other towns' design guidelines for the Committee's review.
- Mary will incorporate the Committee's ideas on the introductory letter and circulate to the Committee for discussion at the next meeting.

Schedule:

The next DRC meeting will be held on Monday, November 17, 2014 at 7:00 p.m. at the Medway Public Library.

Adjournment:

With no further business before this committee, a motion was made by Karyl Spiller-Walsh, seconded by Rachel Walsh to adjourn at 9:26 p.m.

Respectfully Submitted,

Michelle Reed



DESIGN REVIEW COMMITTEE

Town of Medway
155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Rod MacLeod, Member
Karyl Spiller-Walsh, Member
Rachel Walsh, Member
Mary Weafer, Member

Approved: 12/15/14

Meeting Minutes: December 1, 2014
Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:02 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X	X	X	X		X	X
Julie Fallon	X	X		X	X	X	X
Karyl Spiller-Walsh	X	X	X		X	X	X
Rod MacLeod	X	X	X		X	X	X
Mary Weafer	X	X	X	X	X	X	
Rachel Walsh		X	X	X	X	X	X

Building Inspector Jack Mee, Director of Community and Economic Development Stephanie Mercandetti, and Planning and Economic Development Coordinator Susy Affleck-Childs also attended.

1 **Meeting Minutes:**

2 **Karyl Spiller-Walsh moved that the Design Review Committee approve the November 17,**
3 **2014 meeting minutes as amended; Rachel Walsh second; No discussion; 5-0-0.**
4

5 **Introduction of Building Inspector Jack Mee:**

6 Jack Mee, Medway's new Building Inspector, introduced himself to the Committee and
7 discussed his prior experience. He said John Emidy, the previous Building Inspector, gave him
8 an overview of the Committee and the sign permitting process. Chairman Buckley said the
9 process has been confusing in the past but they are trying to make it more clear and concise. He
10 said it is really important for applicants to be clear on what they are allowed for signage prior to
11 meeting with the DRC. Recently, Susy Affleck-Childs has been providing the Committee with a
12 chart that shows what the applicant is allowed, which has been very helpful. He said the best
13 scenario is when applicants meet with the DRC in the beginning stages of the design process.
14 Committee members have a wealth of knowledge and experience and want to help applicants
15 with their designs. He said most people are not aware that this service is available and it is free.
16 The Committee discussed reaching out to key property owners in Town to promote their services
17 and provide them with the information so they can pass it on to their new tenants. Rachel Walsh
18 said many times applicants are apprehensive about meeting with the DRC but they leave the
19 meeting very pleased and with a better design.
20

21 The Committee also discussed non-conforming signs, which include window signs and sandwich
22 boards, and how they can work with businesses to bring them into compliance. They
23 acknowledged that it is a daunting task but something needs to be done. They also discussed
24 lawn signs and at what level they can tackle this issue. Building Inspector Mee said he has dealt
25 with similar matters in Walpole and said he has had good luck with warning chronic offenders.
26 He said a lot of times residents are not aware of the rules. The Committee emphasized that the
27 goal is not to penalize residents and businesses; they just want to improve the overall appearance
28 of Medway.
29

30 The Committee said \$15,000 was approved at Fall Town Meeting in November to hire a
31 consultant to create more clear and precise Design Review Guidelines.
32

33 In addition, Susy Affleck-Childs introduced the new Director of Community and Economic
34 Development Stephanie Mercandetti.
35
36

1 **Informational Document for Sign Application:**

2 The Committee reviewed the draft prepared by Mary Weafer. They initially discussed
3 presenting the information in a letter but now think it may be too overwhelming. They also want
4 to make sure that the document works well in electronic form as most applicants download the
5 information from the webpage. Julie Fallon will create a draft for the Committee to review at the
6 next meeting. The Committee talked about possibly using a chart to help applicants understand
7 the process. The most important thing is that the process is clear to the applicants. The
8 Committee also agreed that it needs to be clear that members of the DRC are residents and
9 volunteers. They discussed whether they needed two documents, one describing the process and
10 one explaining who the DRC is and the services they offer.

11
12 **Design Guidelines:**

13 The Committee agreed that Belchertown's Design Guidelines are a great example. They are
14 easy to read and understand and incorporate a lot of images. They want to include illustrations
15 that demonstrate what is encouraged and discouraged and an explanation as to why. They also
16 liked how Boxborough's guidelines included a list of shrubs that are not advised. The
17 Committee agreed that the current cover of the Medway Design Guidelines is excellent. Rachel
18 Walsh added that the introduction is also very good. The Committee needs to review Medway's
19 Design Guidelines and note areas that need more details, have extraneous information, need
20 images, and also identify new sections that should be included, such as industrial buildings and
21 multi-family structures. The Committee agreed that it is important that this is a collaborative
22 effort with the Planning and Economic Development Board (P&EDB). The Committee plans to
23 meet with the P&EDB in the near future to show them examples of guidelines from other towns.
24 Chairman Buckley will send a letter to the P&EDB and update them on what the DRC is
25 working on as well as links to guidelines from other towns that the Committee thinks are good
26 examples. Chairman Buckley asked members to review the guidelines from Boxborough, Acton,
27 Belchertown, and Northborough and pull out specific examples that should be included in the
28 presentation.

29
30 **2015 Meeting Schedule:**

31 The Committee reviewed and discussed the 2015 meeting schedule. Michelle will post the final
32 schedule on the website.

33
34 The next DRC meeting will be held on Monday, December 15, 2014 at 7:00 p.m. at the Medway
35 Public Library.

1 **Action Items:**

- 2 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 3 • Michelle will print copies of December 1, 2014 minutes for the next meeting.
- 4 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
- 5 etc.
- 6 • The Committee needs to review Medway's Design Guidelines and note areas that need
- 7 more details, have extraneous information, need images, and also identify new sections
- 8 that should be included, such as industrial buildings and multi-family structures.
- 9 • Julie will work on the layout of the informational document for the Sign Review
- 10 Application.
- 11 • Rachel will do the LOR for the lighting for Estate & Co.
- 12 • Each member will go through guidelines from other towns and send Chairman Buckley
- 13 examples that should be included in the P&EDB presentation.
- 14 • Michelle will email Margaret Perkins about meeting dates and meeting space.

15

16 **Adjournment:**

17 With no further business before this committee, a motion was made by Chairman Buckley,

18 seconded by Rachel Walsh to adjourn at 9:28 p.m.

19

20 Respectfully Submitted,

21

22 Michelle Reed



DESIGN REVIEW COMMITTEE

Town of Medway
155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Rod MacLeod, Member
Karyl Spiller-Walsh, Member
Rachel Walsh, Member
Mary Weafer, Member

Approved: 1/5/15

Meeting Minutes: December 15, 2014
Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:00 p.m.

Attendees:

	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14	12/15/14
Matthew Buckley	X	X	X		X	X	X
Julie Fallon	X		X	X	X	X	X
Karyl Spiller-Walsh	X	X		X	X	X	X
Rod MacLeod	X	X		X	X	X	X
Mary Weafer	X	X	X	X	X		X
Rachel Walsh	X	X	X	X	X	X	

Planning and Economic Development Coordinator Susy Affleck-Childs also attended.

1 **Meeting Minutes:**

2 **Chairman Buckley moved that the Design Review Committee approve the December 1,**
3 **2014 meeting minutes as amended; Julie Fallon second; No discussion; 5-0-0.**
4

5 **Sign Design Discussion, Bill Healy, Medway Mill Antiques, 135 Main Street, Todd Allen,**
6 **building owner**

7 Bill Healy is relocating to a new location at Rabbit Hill 135 Main Street, from the Mill Building.
8 Only a portion of Rabbit Hill will be rented as retail space. There will be 8 tenant spaces. There
9 are 2 buildings, one with grey siding closer to the street and a brick red sided building set back
10 behind parking lot. Medway Mills will take up 2 tenant spaces on the 1st floor of the grey
11 building. DRC was pleased with the sign design, fonts used and colors. Julie suggested Rabbit
12 Hill, which is towards the bottom of the sign, stand out more. The Committee agreed to moving
13 Rabbit Hill to the top of the sign. Mr. Allen would like to make sign attractive. Mr. Allen met
14 with Dave D'Amico of the rt 109 committee, regarding curb cut to determine sign location. Mr.
15 Healy plans to add signage to the side entrance door.

16 Julie suggested black PVC posts, rather than white shown. Mr. Healy feels the black will get
17 dirty. Sign height to be 6' at center point. Matt commented on sign location, is it the best place
18 for the site? Matt suggested granite post for the sign. Mr. Allen will look into the cost of granite
19 posts. Mr. Healy commented that coming out of Cottage Street the sign could obstruct the view.
20 He also noted the building is 7' away from the street.

21 Mr. Allen said they may be adding a drive way/exit at the back of the building to exit on Cottage
22 Street for a safer exit.

23 Lighting for the sign will be shown at their next appointment.
24

25 **Request for Proposal, Design Review Guidelines:**

26 The Committee reviewed with Susy the Request for Proposal draft for the Design Review
27 Guidelines.

28 A committee will need to be formed to meet with the Design Consultant who is updating them to
29 review them. The committee will need to be made up of persons familiar with the current Design
30 Review Guidelines, possible members: Chairman Buckley, Susy, Dan Hooper and Craig.

31 Susy has a list of businesses to send the RFP. Susy asked members of the DRC to forward it on
32 to anyone they will feel is qualified.

33 Susy suggested Standard Industrial have its own section on thoughtful renovations.

34 The committee would like to see a list of the towns with a DRC and those without. Rod
35 suggested on making a map to see the correlation.
36

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26

The next DRC meeting will be held on Monday, January 5, 2015 at 7:00 p.m. at the Medway Public Library.

- Mary to send Matt list of DRC business appointments and agendas for the 2014 year
- Matt to submit to the Planning Board (in February) accomplishments for 2014, what the DRC hopes to accomplish in 2015

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Karyl Walsh to adjourn at 9:20 p.m.

Mary Weafer



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair

Julie Fallon, Vice-Chair

Rod MacLeod, Member

Karyl Spiller-Walsh, Member

Rachel Walsh, Member

Mary Weafer, Member

Approved: 10/6/14

Meeting Minutes: September 8, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:03 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X						
Julie Fallon	X						
Karyl Spiller-Walsh	X						
Rod MacLeod	X						
Mary Weafer	X						
Rachel Walsh							

Minutes:

Matt Buckley moved that the Committee approve the July 7, 2014 Meeting Minutes as written; Karyl Spiller-Walsh second; No discussion; 4-0-1 (Rod MacLeod abstained).

1 The committee discussed the August 18, 2014 draft minutes. Chairman Buckley asked that
2 language be added relative to the architect for Tri-Valley being asked if he was taking notes on
3 the Committee's recommendations and he said that he was not and that he had all the
4 information. Also, the architect for Tri-Valley presented renderings for Building A and B and
5 said that the buildings may not be designed as shown. He indicated that this was due to the
6 tenant being unreceptive to alternative designs. Mary Weafer will revise the minutes and the
7 Committee will vote on them at the next meeting.

8
9 **Sign Design Review - Damon Financial, LLC:** – Michael Damon joined the meeting to review
10 his sign design for his business located at 89 Main Street. The Committee provided feedback to
11 Mr. Damon on his sign, including changing the shade of blue, tightening up the spacing of the
12 second line and adding space between the logo and business name. The Committee said they
13 prefer that the sign not contain the business' contact information because it takes away from the
14 sign and is difficult to read when driving by. However, they stressed that it was Mr. Damon's
15 sign and he is welcome to include the information if he would like. Julie Fallon recommended
16 adding a black area at the bottom of the sign with the contact information in white. This would
17 make it easier to read and looks like a separate sign so it does not take away from the business
18 name and logo. In addition, the Committee added that they are trying to move away from
19 internally illuminated signs to give the area more of a village feel. They said they typically
20 recommend a double-sided, externally illuminated sign. The Committee agreed that they liked
21 the design but that additional information was needed before they could issue a Letter of
22 Recommendation (LOR). They told Mr. Damon to contact John Emidy, Medway's Building
23 Inspector, to discuss what Mr. Damon is allowed for signage, which is determined based on the
24 district and business façade. The Committee also encouraged Mr. Damon to speak with Mr.
25 Emidy about the signs on the property that are in disrepair. The Committee instructed Mr.
26 Damon to follow-up with John Emidy to complete the application. They said they will be able to
27 move forward with their LOR once they receive a completed copy of the application. Julie
28 emailed the pdf of the sign with the Committee's recommendations to Mr. Damon.

29
30 The Committee also discussed their concerns about the application being completed online and
31 the need to review the process. They apologized to Mr. Damon for the confusion and said they
32 are working to streamline the process.

33
34 **Informal Discussion - R.I.S.E. Outlet:** Tyechia James and her husband joined the meeting to
35 discuss their sign options for the R.I.S.E. Outlet that they recently opened at 6 Main Street. The
36 store sells new clothing for women and teens. The clothing is provided by TJX, Inc. Ms. James

1 explained that R.I.S.E. (Reaching Independence and Striving for Excellence) is a non-profit
2 organization serving women in Metrowest. She hopes the revenue from the clothing store will
3 help fund some of the other programs that the organization offers. They are in the beginning
4 stages of the process and do not have a design or logo. The Committee recommended that they
5 meet with John Emidy, Medway's Building Inspector, to discuss what type of sign they are
6 allowed. They also recommended contacting area colleges to see if they can find a design
7 student or recent graduate who is willing to work with them and not charge a fee. They
8 encouraged them to look online and make notes on what they like and don't like. They said it is
9 very important that the sign convey the purpose of the business. They asked Ms. James to
10 forward her design to Susy Affleck-Childs and she will forward to the Committee for their
11 review. They said it is helpful if it is sent ahead of the meeting so they have time to review.
12

13 **Discuss Tri-Valley Commons Site Plan Review Process:** Chairman Buckley said there was a
14 Planning and Economic Development Board meeting last Tuesday night. He reported that the
15 site plan presentation included 3D renderings of Building B. Chairman Buckley explained that
16 he objected to the new plans because the Committee had not seen them prior to the meeting. He
17 said the purpose of the meeting was to review the Committee's Letter of Recommendation
18 (LOR) but the LOR was based on a different version of plans and was therefore irrelevant. He
19 said they scheduled a meeting for Monday, September 8, 2014 to discuss and review the new
20 plans; however, the applicant withdrew its application the previous Wednesday. The Committee
21 agreed that the property is a difficult site and that it was the cost of the project and usage of the
22 land that hindered the project and not the DRC's recommendations. Chairman Buckley also
23 reported that the applicant has requested all DRC meeting recordings and that it is possible he
24 may seek legal remedy. Committee members said they were shocked that the applicant provided
25 3D renderings at the meeting because they had been requesting them since March. They added
26 that throughout this process communication from the applicant was scarce.
27

28 The Committee agreed that the process needs to be reviewed. They would like to create a
29 timeline so that expectations are clear. They also plan to discuss what they would like to see at
30 74 Main Street and what obstacles applicants might face in trying to develop the site.
31

32 Also, Chairman Buckley reported that the Planning and Economic Development Board, Board of
33 Selectmen and Judy Barrett met recently to discuss the reorganization. The goal is to make them
34 more clear and concise. At the Fall Town Meeting, there will be an article asking for funds for
35 the DRC to work with a consultant to codify the design guidelines.
36

1 **Action Items:**

- 2 • Follow-up on ladder sign for Bison Burger and whether Bison Burger and Derek's can
- 3 each have a sign.
- 4 • Follow-up with John Emidy on Community Acupuncture sign and Tailor Shop sign that
- 5 went up recently in front of 89 Main Street. Neither was brought in front of the
- 6 committee.
- 7 • Committee members bring ideas for 74 Main Street. Possibly include ideas in design
- 8 guidelines with photos.
- 9 • Follow-up with John Emidy on temporary sign at the Muffin House.

10

11 **Schedule:** The next DRC meeting will be held on Monday, September 22, 2014 at 7:00 p.m. at

12 the Medway Public Library.

13

14 **Adjournment:** With no further business before this committee, a motion was made and

15 seconded to adjourn at 9:09 p.m.

16

17 Respectfully Submitted,

18

19

20 Michelle Reed

21



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax.: (508) 533-3281

Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Rod MacLeod, Member
Karyl Spiller-Walsh, Member
Rachel Walsh, Member
Mary Weafer, Member

Approved: as revised 10/6/14

Meeting Minutes: September 22, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:05 p.m.

Attendees:

	9/8/14	9/22/14	10/6/14	10/20/14	11/3/14	11/17/14	12/1/14
Matthew Buckley	X	X					
Julie Fallon	X	X					
Karyl Spiller-Walsh	X	X					
Rod MacLeod	X	X					
Mary Weafer	X	X					
Rachel Walsh		X					

Discussion: The Committee discussed the positive feedback they have received on the new Cumberland Farms' design.

1 He also reported that he met with the new Town Administrator Michael Boynton and Planning
2 and Economic Development Board Chairman Andy Rodenhiser last week to discuss the banners
3 that are hung over Route 109. The Committee would like an opportunity to review and provide
4 feedback on new banner designs. They also discussed how long banners should be left up and
5 how they should be affixed. The banners typically announce significant Town events. The
6 Committee then discussed if the Town needs a central location where they announce events and
7 display important information for residents. The Committee talked about possible locations and
8 what it should look like. The Committee thinks it is important to consider colors, fonts,
9 illumination, and size. Committee members will bring ideas to the next meeting.

10
11 **Sign Design Review – AllState Insurance:** Ellen Kennedy and Heather Dudko attended the
12 meeting to discuss their revised sign proposal for AllState Insurance that will be located at 74
13 Main Street. They met with the Committee in July to discuss one wall sign but they later learned
14 from Building Inspector John Emidy that they are allowed two wall signs. They also confirmed
15 that internal illumination is allowed. The Committee reviewed the new proposal and designs.
16 Ms. Kennedy confirmed that they will be using internal illumination but only the lettering and
17 logo will be lit. They plan to use a photocell sensor and timer. The Committee believes that
18 signs can only be lit from 7 a.m. to 11:00 p.m. but asked Ms. Kennedy to follow-up with John
19 Emidy on this. The Committee also reiterated their preference for external illumination but said
20 that it is ultimately up to the owner. The Committee said they are happy with the designs and
21 will issue Letters of Recommendation within 10 business days. Ms. Kennedy also confirmed
22 that they plan to fix the clapboards that are in disrepair on the building.

23
24 **Petition for Variance – Medway Shopping Center Sign:** The Committee reviewed and
25 discussed the Petition for Variance submitted by Attorney Bartlett on behalf of the owner of the
26 Medway Shopping Center. The owner is petitioning the Zoning Board of Appeals for a variance
27 to replace the current pylon sign with a larger sign. The existing sign does not conform to the
28 current design guidelines because it is grandfathered. The owner is asking to replace the sign
29 with one that is more than three times what is allowed by the current guidelines. The Committee
30 agreed that a lot of time and energy went in to creating the design guidelines and it is important
31 that everyone understand their purpose. Also, exceptions were already made to allow pad sites at
32 the location. The Committee agreed that the variance should not be granted. Chairman Buckley
33 and Karyl plan to attend the ZBA Meeting on October 1, 2014. Chairman Buckley will also
34 follow-up with the Planning and Economic Development Board Chairman Andy Rodenhiser and
35 provide a letter to the Zoning Board of Appeals' Chairman David Cole on the Committee's
36 position.

Chairman Buckley also reported that Building Inspector John Emidy is retiring. A replacement has not been identified. Letters of Recommendation should continue to be sent to Suzy.

Sign Design Review Application: The Committee will review the application and forward their comments to Chairman Buckley. Rachel said she will look at the form more in depth but thinks that the date of the application should be added to the top of the form. Chairman Buckley said he spoke to Suzy about creating a timeline and check list so that the process is clear to the applicant. The Committee thinks it is imperative that the expectations are very clear to the applicant. They are also aware that the application may need to be revised further once the bylaws are revised.

Karyl said that Judi Barrett is working on revising the Town's bylaws, including sections that impact the Design Review Committee. Karyl said that the criteria under Special Permits are not clear in the draft she reviewed. She will forward the draft to Chairman Buckley. Karyl has a Planning and Economic Development Board meeting tomorrow night where this will be discussed further. Chairman Buckley will also follow-up with Suzy on this matter. In addition, he will follow-up with the Planning and Economic Development Board on the importance of stressing that the DRC's process is objective.

Action Items:

- Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- Send comments to Matt on Sign Design Review Application draft.
- Matt will follow-up with Suzy on bylaw revisions, including the Special Permit and Design Review sections. He would like to know where they are in the process.
- Michelle will print copies of the October 8, 2014 minutes for next meeting.
- Mary will forward the draft minutes to the Committee for their review.
- Matt will follow-up with Tom Gay on the Planning and Economic Development Board meeting regarding the Tri-Valley Commons project.
- Ideas for a message board, including location, design, fonts, illumination etc.

Schedule: The next DRC meeting will be held on Monday, October 6, 2014 at 7:00 p.m. at the Medway Public Library.

1 **Adjournment:** With no further business before this committee, a motion was made and
2 seconded to adjourn at 9:05 p.m.

3

4 Respectfully Submitted,

5

6

7 Michelle Reed

8