




Design Guidelines

Medway, MA
2026

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All applicants submitting their project for review by the Design Review Committee are expected to be familiar with the Design Guidelines applicable to their project.

For most projects, the involvement of an experienced design or architecture professional is strongly encouraged in order to successfully incorporate the Design Guidelines. Please reach out to the Medway Community and Economic Development Department if you have questions about the Design Review Guidelines or process.

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Section 1. Application Processes

1. Façade Improvement Review

Design Review Committee (DRC) Façade Improvement Review occurs prior to the filing of a building permit application to the Medway Building Department. Per the Medway Zoning Bylaw, any exterior building alteration that is subject to Section 3.5.3.A.4 of the Zoning Bylaw must be reviewed by the Medway Design Review Committee. The DRC presents written recommendations to the Building Commissioner, then the applicant may submit a Building Permit and any other applicable permit applications. See the following page for a flowchart of the Façade Improvement Review application and project approval process.

2. Application for Signage

DRC signage review occurs prior to the filing of a sign permit application. As a prerequisite to submitting a sign permit application to the Building Department, the Medway Zoning Bylaw requires a business or property owner to meet with the Design Review Committee to review any proposed free-standing sign and/or any individual sign that has six square feet or more of sign surface area. The DRC is also available for pre-application meetings and is able to assist in creating a well-designed sign appropriate to the building, site, and surrounding environment. The DRC presents final written recommendations to the Building Commissioner and then the applicant may submit a Building Permit and any other applicable permit applications. See page 8 for a diagram of the application and project approval process

3. Sites, Developments, and Special Permits

DRC site, development, and special permit review is initiated by the Planning and Economic Development Board upon receipt of a Site Plan or Special Permit Application and referral to the DRC. The DRC will provide an initial review, according to the Medway Design Guidelines. This review determines the areas of focus for discussion between the applicant and the DRC. The DRC and applicant then meet to discuss the development and its compliance with the Design Review Guidelines. The DRC presents final written recommendations to the Planning and Economic Development Board. See page 9 for a diagram of this process.

4. Compliance Alternatives

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

Steps to Secure a Building Permit for Façade Improvement

Obtain Medway's Design Review Guidelines and the Design Review Committee's Façade Improvement application information.

Applicants are welcome to meet informally with the DRC for a preliminary preapplication discussion.

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Review the Façade Improvement section of Medway's Design Review Guidelines.

Complete the Façade Improvement Review Application and submit it with supporting information to planningboard@medwayma.gov

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Design Review Committee reviews the application.

There is no application fee to meet with the DRC.

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Within 21 days of receipt of a complete façade improvement application by the Community and Economic Development office, the Design Review Committee meets with the applicant or its representative to review the proposed façade improvements.

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No later than 30 days from the application date, the Design Review Committee prepares and provides its written review letter with recommendations regarding the proposed façade improvements to the applicant and the Building Commissioner. The deadline may be extended by mutual agreement of the DRC and the applicant.

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Upon receipt of the Letter of Recommendation from the DRC, the applicant may then submit a Building Permit Application to the Medway Building Department for their Façade Improvement.

The applicant is strongly encouraged, but not required, to follow the DRC's recommendations.

The Building Commissioner must issue or deny the permit within 45 days of receipt of the permit application.

Steps to Secure a Sign Permit

Obtain Medway's Design Review Guidelines and the Design Review Committee's Sign Design Review Application information.

Applicants are welcome to meet informally with the DRC for a preliminary preapplication discussion.

Review the Signage section of Medway's Design Review Guidelines.

Complete the Sign Design Review Application and submit it with supporting information to planningboard@medwayma.gov

Design Review Committee reviews the application.

There is no application fee to meet with the DRC.

Within 21 days of receipt of a complete Sign Design Review Application by the Community and Economic Development office, the Design Review Committee meets with the applicant or its representative to review the proposed signage.

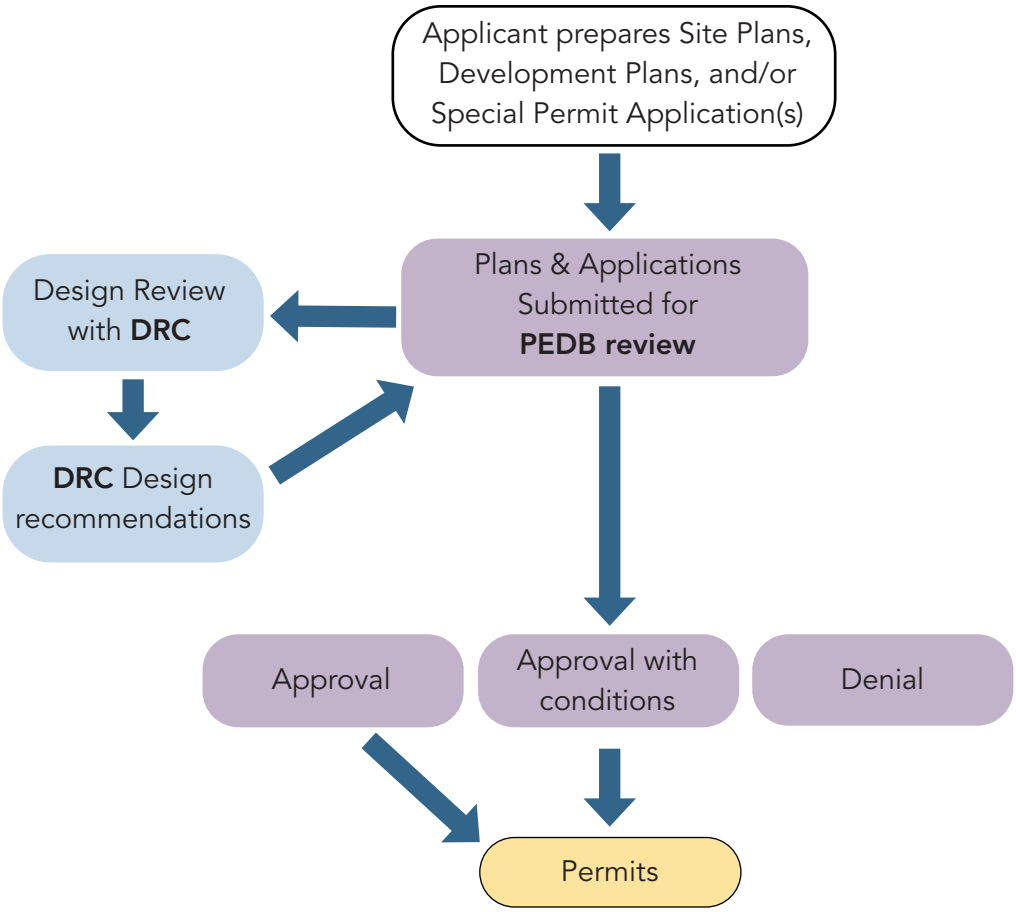
No later than 30 days from the application date, the Design Review Committee prepares and provides its written review letter with recommendations regarding the proposed signage to the applicant and the Building Commissioner. The deadline may be extended by mutual agreement of the DRC and the applicant.

Upon receipt of the Letter of Recommendation from the DRC, the applicant may then submit a Building Permit Application to the Medway Building Department for their signage.

The applicant is strongly encouraged, but not required, to follow the DRC's recommendations.

The Building Commissioner must issue or deny the permit within 45 days of receipt of the permit application.

Process for Design Review of Site Plans, Development Plans, and Special Permit Applications to the Planning & Economic Development Board



Disclaimer: This flow chart is not a comprehensive representation of review and approvals that may be required. Other approvals or permits may pertain to the project (Conservation Commission, Board of Health, or others).

Design Review Committee (DRC)

Planning and Economic Development Board (PEDB)

Section 2. Purpose & Overview

1. Purpose and Overview

The Town of Medway recognizes the importance of well-designed sites, buildings and signage to reinforce a sense of a rural New England village character. The Design Review Guidelines reflect this recognition and are an implementation tool that is consistent with the Medway Master Plan and the Medway Zoning Bylaws. Design guidelines enhance the overall quality of the environment of the community, protect and enhance property value, assist and streamline review of development projects, and provide a design review framework grounded in a community vision for incremental development.

The purpose of the Design Review Guidelines is to establish the minimum expectations for the quality of design for development and investment in the Town of Medway. Adherence to the Design Review Guidelines helps applicants to achieve approval and accelerates the review process.

The Medway General Bylaws – Section 2.15 established the Design Review process and Design Review Committee (DRC) in 2003. The original Design Guidelines were revised in 2015, and this document, created 2025-2026, is the latest revision.

DRC members are appointed by the Planning and Economic Development Board. The committee is comprised of Medway residents with expertise in a design discipline who volunteer their time for the benefit of the Town. The Design Review Committee is charged with reviewing and issuing recommendations in three areas, according to these Design Review Guidelines:

- Any proposed free-standing sign and any individual sign with six square feet or more of sign surface area before a sign permit is issued by the Town, according to the Sign Regulations in the Medway Zoning Bylaw.

- Applications for Façade Improvement Review, according to the requirements of the Medway Zoning Bylaw

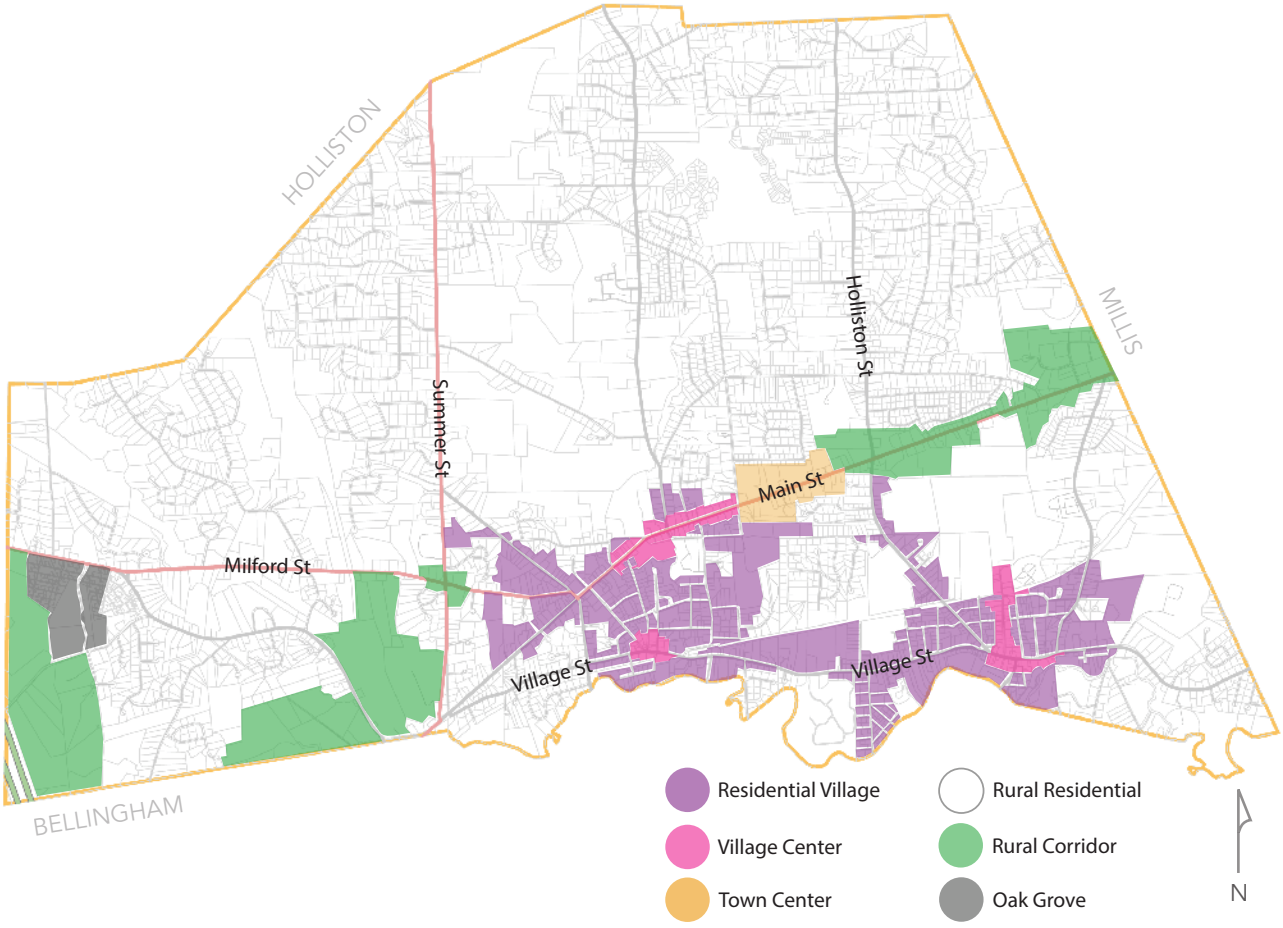
- Developments requiring Site Plan or Special Permit Approval administered by the Planning and Economic Development Board.

The DRC uses the Design Review Guidelines to prepare an advisory review, which is submitted to the Planning and Economic Development Board, Building Commissioner, and/or Zoning Board of Appeals, according to the type of application. The expertise and recommendations of the DRC are valuable tools in the comprehensive review of a project. The DRC endeavors to serve the people of Medway in a capacity that openly, creatively and appropriately addresses issues of land, site, architectural, and sign design, and the cohesive effect of each of these elements on a development and the surrounding community. The DRC works within the broad intention of main-

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

Section 3. Vision & Organization

Context Areas Key Map



1. Vision for Medway & Organization of the Guidelines

The 2022 Medway Master Plan established shared community goals of cultivating nodes for vibrant, walkable commercial areas and residential development, protecting natural resources, fostering responsible economic growth, and providing a diversity of housing options. Improvements and new development should prioritize attractive placemaking, and ensure the preservation of historic buildings and character. These goals are the foundational premises for the Design Review Guidelines, and underpin many of the components of these Guidelines.

Design Guidelines are an important tool for establishing and realizing the unique character of a place. Medway encompasses a diversity of contexts, which have evolved over time with changing economic and cultural trends (see Appendix B *History of Growth and Patterns of Development* for more information). These Design Guidelines are organized around individual neighborhood Context Areas for Medway- both existing and envisioned. These different contexts work together to create a complimentary whole to achieve the Master Plan's diverse goals.

The Design Guidelines are organized by review/project type (Façade, Signage, Sites & Development , and Special Permits), design component, and Context Area. The Design Review Committee is responsible for reviewing and providing comments to the appropriate permit granting authority on façade improvement projects, and select signage, project plans, development plans, and Special Permits. For ease of use, Façade Design and Signage are each addressed in their own sections (though façade design also applies to any building project). Design Guidelines for Sites, Developments, and Special Permits are laid out in Section 6, and are broken down into the design components of: Streetscape; Site Composition and Building Siting & Orientation; Vehicular, Pedestrian, and Bicycle Access, Circulation & Parking; Architecture; Landscape & Site Amenities; and Lighting for Landscape & Building. Under each project type, guidelines are detailed that apply across all Context Areas ("Universal Guidelines") and, where applicable, further guidelines specific to each Context Area ("Guidelines for Each Context Area").

2. Vision for Context Areas

The Design Guidelines define Context Areas in order to preserve and enhance the unique and diverse character of Medway, and achieve the Master Plan's goals of responsible and diverse economic and residential development, while preserving Medway's natural, cultural, and historic resources. See the Context Areas Key Map on the facing page to identify the Context Area for a proposed project, and the Context Area descriptions below.

Town Center

The Town Center District, including much of the current Central Business District, hosts a mix of commercial, office, retail and residential uses in a walkable Main Street context. Active storefronts and restaurants face the Main Street/Rt. 109 Corridor, with perpendicular streets providing for business expansion. A mix of traditional and contemporary town center buildings are constructed close to the street, with wide, tree-shaded sidewalks inviting residents and visitors to park their cars parked and enjoy walking between various uses. Building step up from the street frontage, with 2-3 story façades along the street and structures rising up to 60 feet tall at a point at least 30 feet

from the front lot line (see Medway Zoning Bylaw for setback and height regulations in all zoning districts). Parking is found in shared lots behind buildings, with a system of interior roadways providing for easy access across lot lines.

Village Center

These areas build from the historic village centers at Medway Village and Rabbit Hill. They preserve and enhance a lively mix of residential, civic and commercial uses within 2-3 story buildings that reflect the scale and proportions of the many historic structures found in these areas. Most residential buildings are set back from the street at least 15-20 feet behind a tree-shaded lawn. Larger residential, civic or institutional buildings are set back in proportion to their height. In the core commercial areas, structures come up to the street, fronted by a wider sidewalk with room for outdoor seating and gathering with friends. In adjacent residential areas, sidewalks line both sides of the street, with a tree belt in some areas to help separate pedestrians from the road. Many structures have a formal façade that addresses the street, with a clear entrance and walkway connecting to the public sidewalk. Parking is kept to the side or rear of buildings. Where possible, shared driveways and shared rear parking areas reduce pavement and allow more of the frontage to be green and pedestrian-friendly. Alleys connect across the rear in appropriate areas to allow shared access to side streets and reduce curb cuts along the main roads. In the core, on-street parking provides for convenient access to shops while slowing traffic and helping to buffer pedestrians from moving cars.

Residential Village

These areas comprise the quiet residential side streets surrounding the historic centers of Rabbit Hill and Medway Village. They include many lots where sensitive infill and redevelopment is encouraged by the Adaptive Use Overlay District and the Multifamily Housing Overlay District. Development projects echo the size, scale and proportions of existing buildings along the same street and are setback using similar dimensions. Where lot sizes allow for larger buildings, these are composed of smaller masses with a residential scale, connected together as intersecting wings. Pitched roofs, dormer, porches and similar elements reflect historic architectural patterns. Streets are kept as narrow as possible, with a sidewalk on at least one side.

Rural Corridor

The Rural Corridor includes roads through the residential districts as well as portions of Route 109. It allows for continued commercial and residential use while preserving a buffer of trees and landscaping along the roadside. Scenic views and key open space parcels are preserved to maintain the rural look of scattered structures surrounded by open space. Curb cuts are minimized by sharing access points and entry roads, in order to enhance the sense of driving through a green rural landscape. Buildings are designed to reflect rural architectural traditions, with larger buildings divided into smaller masses, or set back behind landscaping to blend in.

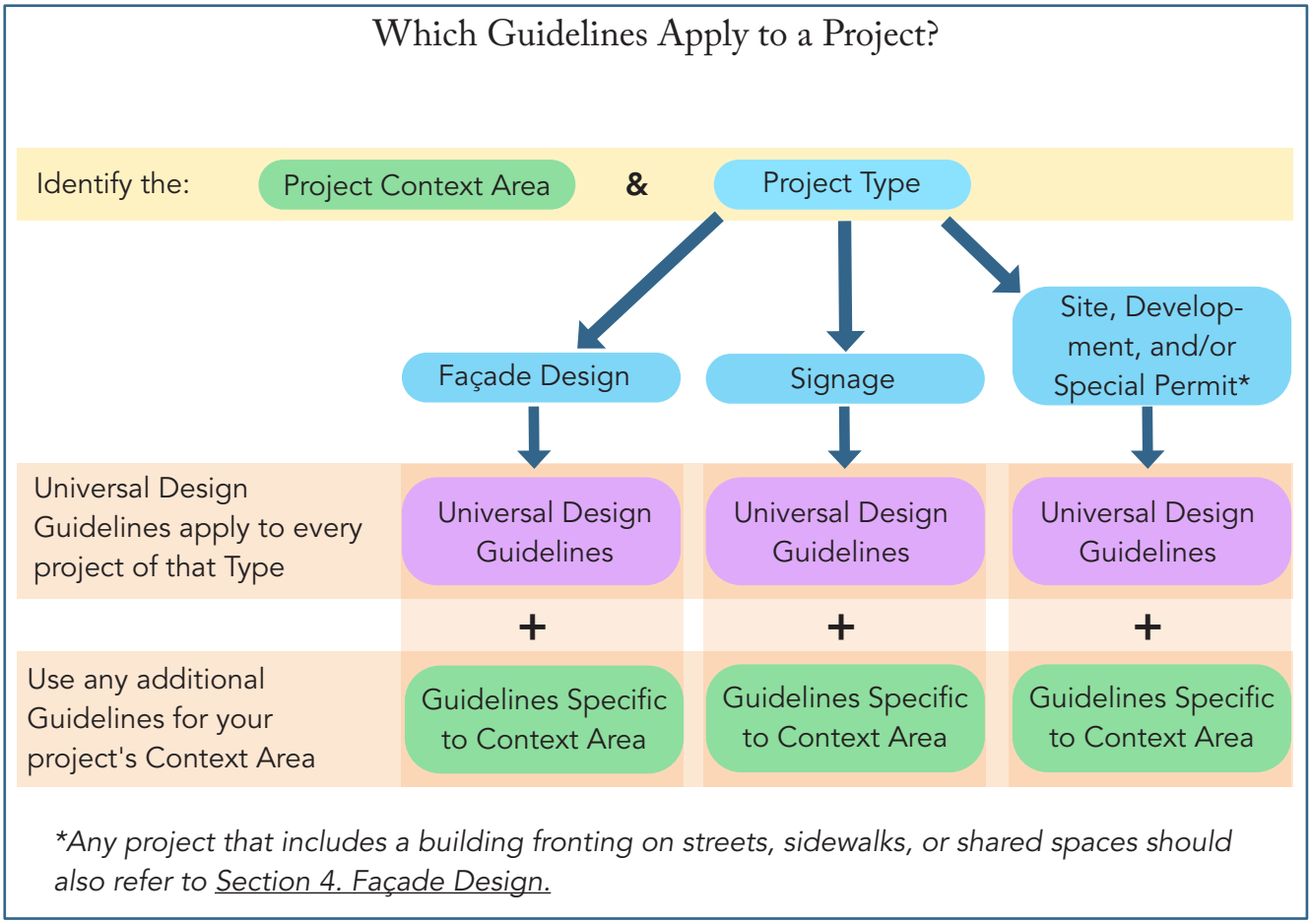
Rural Residential

Including much of the current AR-1 and AR-2 Zoning Districts, the Rural Residential Area for residential homes set back from roads lined with trees, lawns and natural greenery. New homes are carefully located to preserve valuable natural landscapes and open space corridors that protect ecological systems and enhance recreation. Where these areas fall within the Multifamily Housing

Overlay District or the Multifamily Overlay District, buildings and parking are set back from the road and buffered with trees and other landscaping. Architecture reflects rural traditions of rambling farmsteads and hamlet centers, with clustered building forms and irregular massing.

A Note on Oak Grove

In 2019 the Oak Grove Zoning District (Section 9) was added to the Medway Zoning Bylaw. This District is governed by a form-based code, which unlike more traditional forms of zoning, incorporates substantial design requirements. Because design is already addressed in the Zoning Bylaw, additional specific Guidelines for Oak Grove are not included in these Design Guidelines.



Section 4. Façade Design



1. Universal Façade Design Guidelines

Façade design should help new buildings fit into the traditional character of Medway's village centers and rural landscapes, and contribute toward achieving the vision for each Context Area. Composition of building façades should include architectural features that reflect a New England village style. This includes reducing the scale of large building masses with detailing and articulation, orienting building façades and entrances with a formal relationship to public streets, sidewalks and other shared spaces, and linking those spaces together within a comfortable pedestrian environment.

a. Horizontally Articulate Façades.
Horizontal articulation on a building communicates height to a pedestrian and introduces visual interest.

- Every building façade should have a recognizable base, body, and cap, defined through the use of materials, massing, and/or expression lines.

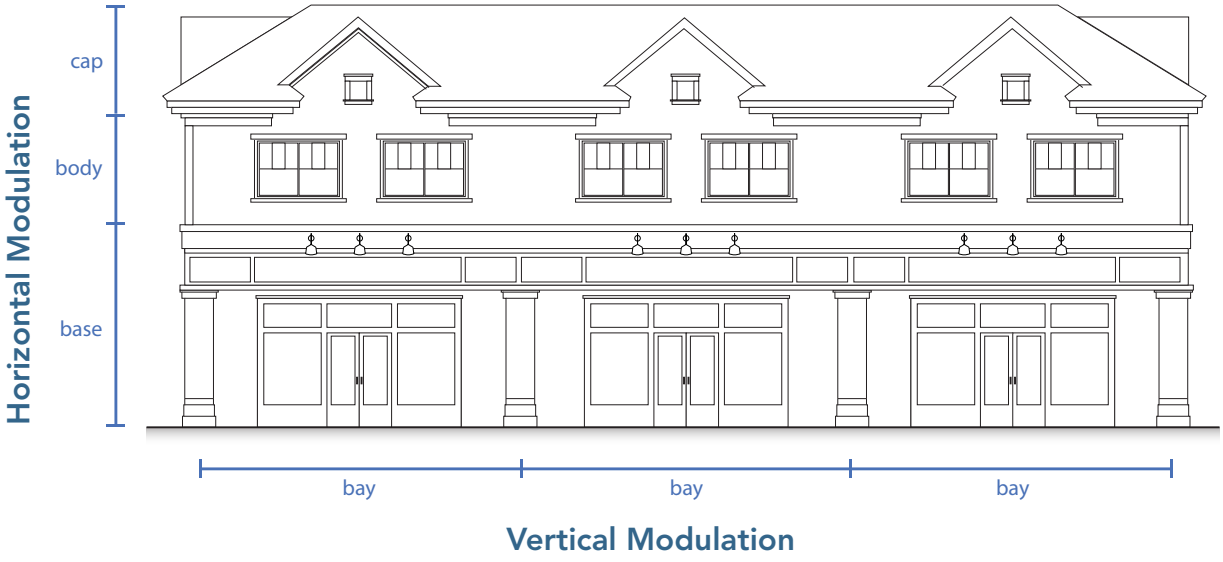
- In mixed-use, industrial, and commercial buildings, the ground floor should be taller than upper stories.

- A storefront should have an expression line at its top which may incorporate a band for signage. The cap should include either a projecting cornice or eave. The cornice or eave should feature a deeper projection, and therefore a stronger shadow line, than any other horizontal expression line on a façade.



Multi-family building in Medway illustrating a façade modulated horizontally with different materials, and vertically with colors that follow the interior divisions between each unit.

- If different materials are used for horizontal modulation of stories, materials appearing heavier in weight should be used for the building's base, with materials appearing similar or lighter in weight used above.



Vertical & Horizontal Modulation and Articulation: A building façade should be divided into vertical and horizontal parts that create a rhythm and pattern. Building façades should be differentiated at intervals by a change in material or a variation in the plane of the wall, reinforced by decorative treatments or functional elements like windows, covered entryways or porticos. Long building façades should be divided into bays or sections that generally should not exceed 50 feet in width for commercial, residential, or mixed-use buildings. Individual bays should maintain generally vertical proportions. See guideline 2.i.e (below) for Industrial buildings, which often require longer wall planes.

b. Vertically Articulate Façades. Buildings façades should be divided into recognizable bays, using articulation or massing. Both across a full façade, and within bays, the façade should have a clear and visually coherent design.

- Vertical articulation may be satisfied through the use of architectural features such as bays, columns, pilasters, mullions, regular repetition of window patterns, a break in the building plane, or recessed entries.

- Symmetry or other recognizable ordering systems should be used to enhance visual coherence - such as architectural bays organized with an equal, central, or end-articulated façade composition (see diagram at bottom right).

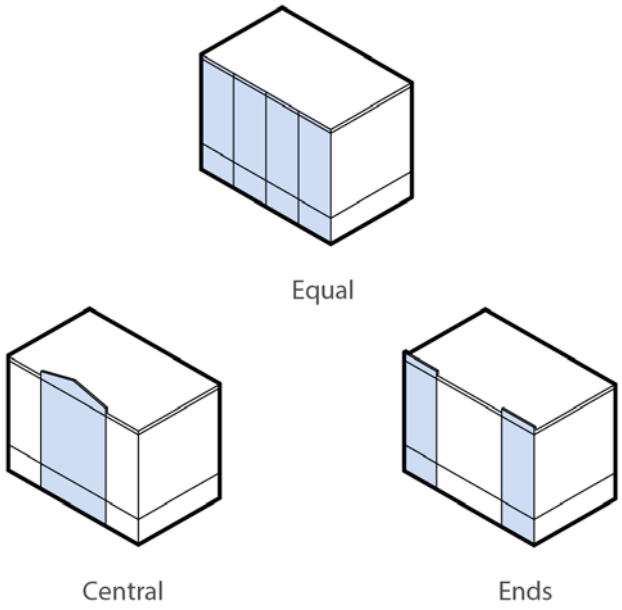
- The placement of columns and other features defining each bay should reflect the underlying structure of the building and "make sense" visually. Pilasters, columns, trim, or other features should either extend all the way from the top of the building to the ground or terminate at a horizontal articulation element, for example a fascia band defining the base of the building.

- Columns, posts, pilasters, and other traditional structural support elements should be situated where they could logically carry structural support, even if they are merely decorative. For example, ground floor columns should be located between upper story windows, not directly below a window opening.

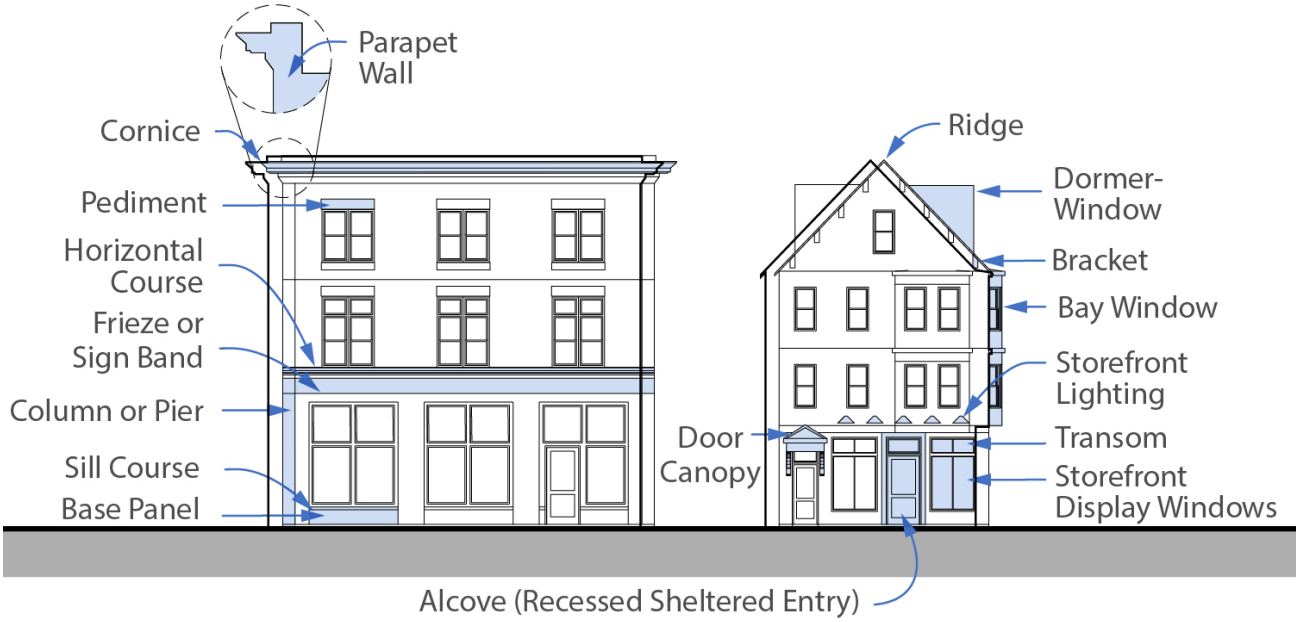
- On corner lots, the material and articulation of the primary façade should extend a minimum of one bay along the secondary street.



Equal vertical articulation with windows and columns. Columns visually "make sense" - their placement and size appear to support the building, terminating at horizontal elements and running between windows.



Symmetrical Vertical Modulation based on equal, central, or end articulation.



Traditional New England building styles incorporate architectural elements and organizational principles that evolved over centuries to be both functional and attractive (See *Index of Architectural Styles of Medway* in the Appendices). Contemporary buildings can and should include a similar level of detail and visual richness.

c. **Follow the structural organization of the Building.** Buildings of all types should be divided into sections that correspond to and indicate bays of the structural system. Building façades, fenestration pattern, and roof forms should create a cohesive design.



Vertical modulation with bays and columns. The staggered footprint of the building façade creates a central organization to the building as a whole, and gives a sense of scale and interest. At the same time, the horizontal modulation of materials indicate the zones of use. The pattern of columns and recessed entries on the bottom floor communicate separate, public-serving spaces on the ground floor.



While this commercial building was built as one connected structure, the division of the façade into distinct shopfronts informs visitors that there is a variety of establishments to explore. The architectural diversity and division of the façade is true to the internal organization of the spaces and the individual identities of the different businesses. Each storefront is organized with horizontal and vertical articulation of a similar scale, creating a sense of order within the diversity.

d. **Emphasize Primary Façade With Height and Surface Relief.** The principal façade facing the public street or pedestrian space should be emphasized with height and surface treatment.

- The principal façade should typically be at least 20 feet in height with an articulation of the base, middle/body, and top. For buildings where the roof elevation is lower than 20 feet, provide a raised cornice or gable end to achieve the minimum height on the principal façade.

- For buildings of 2 or more stories, the top story of each street-facing façade should have a cornice, parapet, roof element, or change in massing.

- Street-facing building façades should provide surface relief through the use of bay windows, cladding, columns, corner boards, cornices, door surrounds, moldings, piers, pilasters, sills, sign bands, windows, and other equivalent architectural features that either recess or project from the average plane of the façade by at least four inches.

- Decorative elements should be used judiciously to lend scale, visual interest, and detail; too many "add-ons" can be awkward and diminish the overall sense of order.

e. **Design for All Sides.** The main architectural elements of the building's street-facing façade, including the materials used, should be continued around all sides of the building that are visible from existing and planned streets, pedestrian paths/sidewalks, parking areas, or outdoor amenity spaces. Faux windows are strongly discouraged.



Many commercial and industrial buildings are designed to be one story, but the treatment of the façade can still express a base, middle and top. Increased height and special details can help demarcate the principal entrance.

f. **Use Contextual Materials.** Unless otherwise required by safety codes or other regulations, traditional construction materials such as brick, stone, clapboard, and shingle are suggested construction materials. Other contemporary construction materials such as glass, metal, block, and other siding materials may be appropriate in certain instances when compatible with more traditional materials. Plain concrete block is not preferred as a façade material for any visible portion of exterior walls.



Traditional materials such as wood, stone, and brick help new buildings fit in with existing historic districts and provide both durability and a sense of human scale. Modern replacements such as fiber cement clapboards or cellular pvc are appropriate in areas where maintenance of traditional wood clapboards and trim is difficult. Vinyl siding and trim should not be used.



Over the years, corporations like Cumberland Farms have made great strides in adopting more traditional architectural models to their gas stations' convenience stores. Relatively modest signage identifies the use and brand identity.

g. **Prioritize Context Identity over Brand Identity** – Building design, roof form, façade layout, materials, colors, and other architectural features should reflect the identity of the Context Area and should not be overly specific to a particular franchise or brand. Signage, colors of select features, and other design elements should be used to communicate brand and franchise identity.

h. **Use Human-Scaled Façade Features** – Awnings, canopies, windows, doors, light fixtures, signage, or other elements that break down the overall scale of the building façade, and provide protection and visual interest at building entries, are encouraged.



New England villages like Chatham, above, are rich with details that support pedestrians' physical needs while offering a sense of warmth and comfort.

i. **Integrate Utilitarian Components into the Façade Design** – All functional, utilitarian, or mechanical components of the building should be integrated into the façade or screened so as to be part of the composition of the overall building design. Mechanical vents, service rooms, utilitarian and staging areas, and similar portions of buildings should match other materials and colors of the façade. However, building heights should not be elongated or exaggerated to cover up functional elements. At the ground level, utilitarian features should be clustered in less public areas and screened by fences and landscaping.

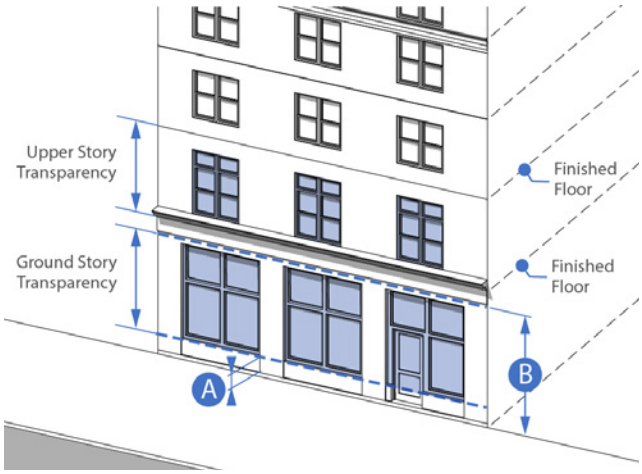
j. **Integrate Signage** – Signage intended to be a part of the façade should be integrated into its design so it becomes part of the composition. A sign band, entablature or extended parapet should be designed and integrated into the façade layout with appropriate spacing for both the height and width of anticipated signage. Refer to *Signs* in the Medway Zoning Bylaws and Section 5. Signage of these Design Guidelines for specific sign, material and lighting requirements.

k. **Highlight Functional Differences** – Façade materials should be used to differentiate between different functional building areas. This applies to mixed-use buildings as well as single-use buildings with different activity zones. For example, the front office portion of an industrial building may have a different façade design or materials than the larger industrial portion of the building.

l. **Windows and Doors**. Windows and doors should be integral to the building's overall design, using materials, colors, and detailing that complement the architectural style. They should be arranged in a logical, deliberate, and visually pleasing rhythm, generally aligned vertically within bays and horizontally across each story. No more than five different window shapes or styles should typically be used per building.

m. **Entrance Hierarchy.** Public and primary entrances should be more visually prominent than secondary or private entrances. Primary entrances can be emphasized through elements like larger door size, recessing the door, greater transparency, more substantial materials, signage, use of color, use of weather protection features to draw attention to the entrance (e.g. awnings, canopies, porches), and the prominence of the location of doors within the overall building design.

n. **Façade Transparency for Commercial and Mixed-Use buildings.** Façade transparency is applicable to façades facing primary and secondary street right-of-way lines. Note, in Adaptive Use Overlay Districts, existing buildings being altered, added to, or converted into mixed-use must have an appearance "characteristic of a single-family dwelling." See Section 5.6.2.D.2.j of the Medway Zoning Bylaw.



Ground floors in storefront buildings should have a minimum of 60% glazing between 2 and 12 feet above grade, with a minimum of 40% transparency for upper floors.

o. **Storefront Windows.** Storefront windows should be large, transparent, and provide unobstructed interior views for pedestrians at least 4' into the store. Glazing should occupy a minimum of 60% of the ground floor of a building with a storefront, based on total surface area, as measured between 2 feet (A) and 12 feet (B) above grade. Storefronts should not use treatments such as curtains, shades, blinds, tinted glass or reflective surface treatments to impede visibility into the interior of the establishment. Windows should not be backlit or obscured with signage or merchandise storage.

p. **Upper Story Windows.** Windows should cover a minimum of 40% of upper story façades—based on total surface area, and measured separately for each story. Upper story transparency is measured from finished floor to finished floor or, for the topmost story, to the bottom of the ceiling joist.

2. Guidelines Specific to Context Areas

i. Village Center, Residential Village & Rural Residential

Façades in the historic village centers and rural roadsides should reflect traditional building footprints and massing found in those areas. Following the same patterns helps new buildings fit in with the old. Where larger buildings were needed, traditional builders would join smaller masses together with intersecting wings and extensions, rather than trying to span across a single large structure. Both small and large buildings shared the same basic form and architectural vocabulary. Where larger floor plates are necessary, façades should be divided into sections that reflect the proportions of older structures.

a. **Building Massing in the Villages --** The overall building footprints and the width of bays on building façades should not exceed the typical size of structures found in Medway's historic villages.

b. **Residential Scale and Detailing –** Where larger structures are needed, architectural detail should be used to reinforce the smaller scale residential character, including the use of appended features such as porches, covered entries, bay windows, towers and cupolas, as well as decorative roof brackets, window and door surrounds, or detailed pediments or parapets.

c. **Windows & Doors** – Sizes and proportions should reflect historic precedents, with windows generally vertically proportioned. Windows and doors should incorporate depth to cast shadow lines, similar to historic precedents, with most windows divided into two or more smaller panes.

d. **Garage Doors** – Ideally garages are placed to the side or rear of structures to keep cars out of sight. Where visible from the public way, garage doors should be designed to integrate with the building façade and relate to the aesthetic of carriage doors or barn doors frequently associated with the character of the historic districts. Include hardware appropriate to the historic style.



During most of Medway's history, larger buildings were created by adding smaller masses together and adding special features like porches, bay windows and cupolas. Both grand homes and simple cottages shared the same architectural vocabulary.



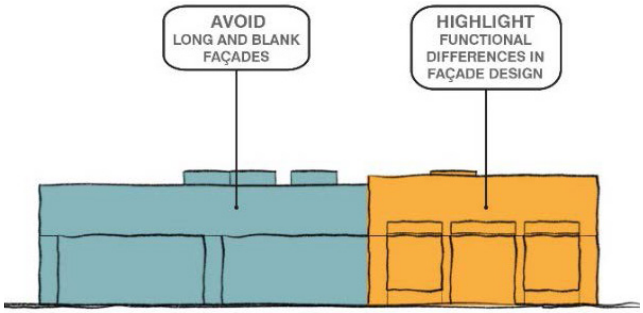
Garages should be placed to keep cars staggered behind the principal façade of the structure, ideally in a separate building or wing that is less visually dominant.



A well-designed new office/industrial building would not be confused with a historic structure, but it shares many of the same functional elements: a highlighted entry and windows facing the street; massing divided into several wings, and a pattern to the windows and siding that introduces a rhythm to the façade.

e. Façade design for commercial and industrial uses – Where larger commercial and industrial uses are found in historic villages and rural neighborhoods, they should reinforce the character of those areas by prioritizing visual interest and pedestrian-scale elements. Façades facing the public way should incorporate windows, doors, porches, lighting, signage and other elements that engage pedestrians and maintains a human scale.

On industrial buildings in these Context Areas, these elements should be included to highlight points of entry, but may not be appropriate across larger wall planes. See Section 6.D Architecture. Model façade design on historic New England mill, agrarian, and industrial buildings. See appended *Existing Conditions & Development Types* and *Index of Architectural Styles of Medway*. Provide detail and articulation of the overall building to break down the scale. Include façade treatments such as repeated bays of large windows or a grid of repeated smaller windows, multi-paned windows, corrugated metal siding and roofing, and simple, straightforward structures that match the utilitarian purpose.



Where large building masses and long, windowless walls are necessary, they can be divided with a change in massing, color or details. Entries and office areas can be highlighted with special treatment.



Historic mills often used windows, doors, materials and detailing that reflected the design of homes and businesses in the surrounding area. Public areas facing the street could be quite elaborate, with more utilitarian structures hidden behind.

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Section 5. Signage



Signage should be both functional and attractive—communicating a positive and clear identity for the establishment, and reinforcing the design of the building, façade, and site. Signage should be compatible with the vision for the Context Area in which it is located, and respect Medway's New England village character.

In addition to the Design Review Committee's responsibility to review certain signage for the Building Department (see the Medway Zoning Bylaw), the DRC is available to provide design assistance for signage applicants that request additional assistance or design resources. The DRC is also available to review proposed master signage plans as part of a site plan or special permit review process. Signage design must comply with the dimensional, usage, placement, and other regulations contained in Section 7.2 *Signs* of the Medway Zoning Bylaw.

1. Universal Signage Guidelines

a. Sign Harmony

- **Reinforce Compatibility with Context Area.** Signs should be designed to be compatible with the Context Area in which they are located. Compatibility should consider sign style, height, type, scale and location. These guidelines pertain to chain businesses as well as independent establishments. Corporate branding should not be prioritized over the broader architectural and streetscape context. Where business uses are interspersed with residential uses, signs should be designed and located with sensitivity to the residential areas. Illumination should be designed to minimize impact on adjacent residences.

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



Repurposed industrial building, with new signage integrated into the existing architecture.



Blade signs with downlighting are easy for pedestrians to read and add character to the streetscape.



A recent village-style development in West Acton integrates signage into a sign band that runs across both building façades and the upper part of a portico. Directory signage is organized in panels on either side of the main entrance.

- **Complement Other Signs**. Where a business or development has more than one sign, all signs should be designed to be compatible in terms of materials, color, lettering, style and logo use.

- **Establish Signage Hierarchy.** Design and placement of multiple signs should reflect a clear hierarchy and coordinated overall visual effect. The most important sign should be the most prominent on the site.

b. Sign Characteristics

- **Focus Signage Design and Readability**. A sign should be readable, simple, and legible, with sign content that fits comfortably within the space it will occupy. Generally, a sign's text and graphic elements should not occupy more than two-thirds of the sign panel area. Signage typeface should be simple and legible; ornate or unusual typefaces should be used only for emphasis and restricted to single words or short phrases. The use of both upper and lower case letters improves legibility.

- **Consider Signage Scale**. Signs should be scaled to their use, location on a building or site, and intended viewer, be that the driving or walking public. Automobile-oriented signs should be legible at posted driving speed limits. Sign lettering and graphics should be clear, simple, and legible from a distance, under different lighting conditions.

- **Use Signage Color.** Signage color should complement building materials and color palette, and reinforce Medway's New England village character, including use of historic, muted colors on backgrounds, framing, and supports. Signage color should also consider signage legibility and readability from a distance during the day and night. High contrast between signage lettering and backgrounds helps increase legibility.

- **Coordinate Signage Materials.** Signage materials should be selected for durability, ease of maintenance, compatibility with building materials and design, and reinforcing Medway's New England village character. Traditional-style sign face materials such as wood or wood composite are preferred, with lettering that is painted, gold foil stamped, carved dimensionally, sand-blasted or etched, or metal channelcut. Highly reflective materials should be avoided. The use of plastic is generally discouraged, however acrylic and vinyl may be appropriate in some instances and styles.

- **Focus Signage Content**. Signage messaging should be simple and brief to maximize a sign's visibility and clarity. Signage should





Signs in more residential neighborhoods should be coordinated with surrounding homes and landscape elements.

primarily communicate the name of the business or establishment through lettering, graphics or logos. Brand colors and logos can be used within a sign, but a logo alone serving as the sign itself is not preferred. In order to reinforce signage purpose, the following information should not be included on a primary sign: telephone numbers, business hours, website address, sale information, listing of goods and services, brand names carried, or credit cards accepted. In residential applications, Signage should communicate only the name of the residential community and/or way-finding within the community. Signage for home occupation businesses should be respectful of the residential context in scale, style, material, color, lighting, and placement.



Artistic signage can add character and interest to the pedestrian streetscape.



Chain branding on a contextual building.

- **Artistic Signs.** Creative designs that reflect a business' unique brand identity are encouraged. They add character to the streetscape and draw more visitors to the business. These should still follow the above guidelines regarding color, material, content, scale, and readability.

c. Site Signage

Site signage includes any sign that is not attached to a building, but is placed on the site to assist in the identification of the development and individual businesses, or to help with wayfinding.

- **Integrate Signage Design with Landscape**. Site signage should be integrated with site landscape design, and reinforce gateways and entries. Plantings should be included to anchor and integrate signage into the site.

- **Coordinate Signage Placement.** Sign locations should consider lot characteristics, including: roadway and access points, building location, views in and out of the property, pedestrian and vehicular circulation and vehicular safety and visibility.

- **Coordinate Signage Style.** Free-standing signage should complement the overall character and design of other site and building components. Free-standing signage should be balanced and proportional. A lollipop sign, which is a single pole sign that has a disproportionately

large top and overly slender support base, is discouraged.

- **Coordinate and Simplify Development Signage.** Development signage should indicate the overall development name or branding features. It should be balanced and in scale with the development and the surrounding context.

Signage for individual single family and two-family homes is discouraged unless they are part of an agricultural business.

- **Define Multiple Tenant Directory Signage**. For multi-tenant developments, an internal site directory sign may be provided listing names of businesses and establishments. Directory signage should







Signage coordinated across the site, with uniform colors, styles, and materials. Size and placement follow the hierarchy of information needed by visitors.





Residential development entry signage, with plantings and contextual materials (image: Google Maps)







Multi-tenant development served primarily by vehicles are best served with a simple monument sign at the main entrance, with wayfinding signage within the project to guide drivers to an individual business. If a tenant directory sign is needed its design should be coordinated with the architectural theme of the project.

be clear and legible with the ability to conveniently change business names as tenants move in and out. Design of the sign should be consistent with other development signage, and should retain a uniform appearance across the sign by using consistent colors, text styles, and sizing.

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

d. Building Signage

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

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

- **Mounted Signs.** Signs should be placed at the top of the ground floor; where feasible, signs should be organized within a sign band or frieze above storefront windows. In Village Center and Residential Village Context Areas, and for individual storefronts in multi-tenant buildings in commercial and mixed-use developments, signage should be sited for pedestrian visibility. New construction should include a sign band with a maximum height of 18". Sign bands should be mounted between 10 and 20 feet above ground level and should not be higher than the bottom of second floor windows. Attractive sign mounting hardware should be used.

- **Size of Sign Lettering.** In Village Center and Residential Village Context Areas, and individual storefronts in a multi-tenant building, signage should be scaled for pedestrian visibility. Lettering between 8 and 14 inches tall is preferred, as it is well-suited to a pedestrian scale and typically legible from across a street. Generally, a letter should be 1" tall for every 10' of viewing distance from the sign.

- **Suspended Signs.** Suspended signs, also known as cantilevered or blade signs, are encouraged in pedestrian areas, such as Town Center and Village Center Context Areas, and for individual storefronts of multi-tenant buildings in commercial and mixed-use developments. One suspended sign per tenant per building side with an entrance is preferred. Center the sign on a vertical pier or column, not at or above a wall opening. Suspended signs typically project from the façade 18 to 24 inches. See Section 7.2 *Signs* of the Medway Zoning Bylaw for Suspended Sign requirements.

- **Coordinate Signage Placement**. Signs should be designed for the specific building on which they will be placed, and for the specific location on the building. Signs should generally be centered within the wall area of the façade

on which they will be located. Signs should not extend beyond the boundaries of the area of the building on which it will be mounted.

- **Define Multiple Tenant Building Signage.** Multiple tenant or business signs on a building should have a consistent placement and be of a coordinated design. Using signage to reinforce or establish a rhythm, scale and proportion for a building is encouraged, especially where such elements are weak or absent in the building's architecture. A Master Signage Plan should be developed for multi-tenant developments to encourage a coordinated and compatible approach to signage according to Section 7.2 *Signs* of the Medway Zoning Bylaw.

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

- **Design Awning Signage**. Awning fabric should be opaque, and any awning signage should use cut or screen-printed letters or logos.

- **Complete Sign Location Preparation.** The areas of the building to receive the sign should be prepared, cleaned and painted prior to installation of the sign. Previously installed signs should be completely removed and any remnants



Multi-tenant directory signage using uniform colors, size, and style. The style fits the historic building, and the scale of the sign and letter size are appropriate for a pedestrian area.



Indirect sign lighting integrated with the design of the building façade helps to unite whole composition. Balanced with lighting from streetlamps and other sources, it enhances overall light levels while reducing glare.



External lighting shining down from above an awning combines with soft wall lighting to create an attractive glow.

or wall surface damage repaired and covered prior to the installation of a new sign.

e. Sign Illumination

External signage illumination is encouraged and should be targeted only onto the sign, not onto adjacent buildings or towards vehicles or pedestrians. Illumination of awning signage is prohibited in the Medway Zoning Bylaw.

- **Use Warm-Colored Light.** Fixtures should have a warm color temperature. The correlated color temperature (CCT) of the light fixture (measured in Kelvin (K)) should not exceed 2700 K. When a CCT higher than 3000 K is necessary to meet lighting objectives, total emission of blue light should be kept as low as reasonably possible through low intensities, careful targeting, and reduced operating times.

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

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

- **Coordinate Signage Lighting Fixtures.** External lighting fixtures that project the light from above the sign are strongly encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign's message and graphics. For residential developments, external lighting fixtures that project the light from below the sign are also encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign's message and graphics.

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

Section 6. Design Guidelines for Sites, Developments, and Special Permits

A. Streetscape



A well-designed streetscape enhances the unique character of a place, and creates a safe, comfortable, and engaging experience. The streetscape unites the public and private realm into a cohesive and distinctive whole. Site design should include a thoughtful approach to enhancing the streetscape, and integrate with the adjacent public right-of-way. The Medway Zoning Bylaw include design requirements for streetscapes in the Oak Grove and Central Business Zoning Districts. Applicants with projects in those zoning districts should refer to the Zoning Bylaw for project requirements.

1. Universal Streetscape Guidelines

a. Furnishings in the Streetscape

- **Use Furnishings to Create Attractive & Comfortable Streetscapes.** Streetfront furnishings such as: bollards, light posts, signage, benches, trash barrels, planters, and kiosks define and enrich areas of activity. All streetfront furnishings should be logically placed, durable, and easy to maintain.

- **Consistent Design.** Streetfront furnishings should be consistent with a traditional New England village look and feel. Within that vernacular, furnishings that fit the design theme of a project are acceptable, but they should complement other nearby street furnishings.

- **Put the Right Furnishings in the Right Place.** The design and placement of streetfront furniture should respond to factors including patterns of pedestrian flows, access to storefronts and building entrances, logical gathering places, micro-climates, on-street parking access, streetfront furnishings on adjacent properties, and furnishings in the public right-of-way.

- **Provide Respite & Encourage Walking** Placing benches adjacent to walkways and sidewalks is encouraged. Benches should be sheltered by a tree canopy or a transparent-sided structure.

b. Bicycle Facilities

- **Provide Safe & Comfortable Bicycle Connections.** Bicycle routes and facilities should be selected with due consideration of expected motor vehicle traffic speeds and volumes and potential dangers to bicycles such as vehicles entering and exiting parking spaces and turning vehicles.

- **Bikes Racks** should be provided at logical destinations, and should facilitate bicyclists' ability to "park" once and walk around a site or area.

c. Accessibility

- **Comply with Accessibility Requirements.** All design and materials must comply with the requirements of the Americans with Disabilities Act (ADA) and the Massachusetts Architectural Access Board (MAAB).

- **Make Outdoor Spaces Universally Accessible**, including pocket parks, plazas, sidewalk cafes, outdoor seating spaces, and pedestrian routes. These spaces should be designed so that they can be used and enjoyed by people with diverse abilities, needs, and preferences. Accessibility should be integrated into the overall design of buildings and sites, not an afterthought.

- **Design for All Users.** Accessibility considerations should extend beyond physical mobility to include people with low vision and cognitive disabilities. When designing for people with disabilities, project proponents should actively seek input and advice of the people impacted, in keeping with the philosophy “nothing about us, without us.”

d. **Walls, Fences, and Hedges along Lot Frontage**. In general, walls, fences, or hedges that block views along the streetscape make a place feel unwelcoming. They should only be proposed when they fulfill a clear design function, such as separating public and private spaces or screening unsightly views. When necessary, they should be designed to enhance the streetscape character through the use of high-quality materials, maintain visual interest, and creating an appropriate level of enclosure along a sidewalk.

   - **Use Walls and Fences Sparingly.** Walls and fences along a lot's frontage may be used to provide a logical and clear separation between public and private spaces, or for screening an objectionable element that cannot be feasibly located away from the streetscape.

   - **Height.** A wall or fence at the front of a property should not exceed 42 inches in height. See context-specific guidelines below for additional information.

   - **Use Contextual Materials.** Walls and fences should be constructed out of materials that are consistent with historic precedents in Medway. Stone and brick are preferred for walls, and should be full sized, not thin veneers. Concrete blocks, manufactured segmental wall blocks (e.g. Versa-Lok), timber, gabions, and synthetic stone are not preferred. Fences made from wood, or cast or wrought iron, are preferred. Chain link, plastic, and vinyl should be avoided. The use of Azek or similar high-quality composites may be considered. Concrete, metal mesh, post and cable, and stockade fences should be avoided along the front of lots to maintain the historic character of Medway.

   - **Preserve Existing Fieldstone Walls.** Existing field stone walls along streets should be maintained or rebuilt to maintain the New England rural character of Medway.

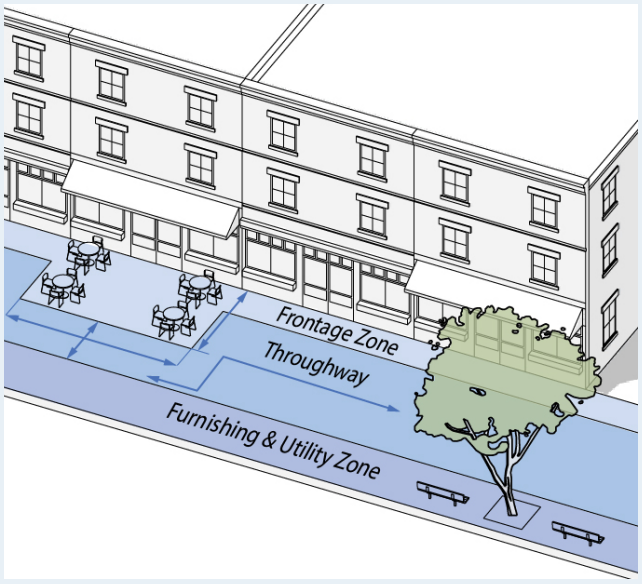
   - **Retaining walls and terraces** may be used to enhance the function of outdoor spaces and prevent soil erosion on slopes, but new walls should be kept as low as possible, especially when adjacent to areas intended for pedestrian circulation or use. In general, retaining walls adjacent to sidewalks should not be greater than 3 feet tall, with 18 inches preferred. Where a fence is located on top of an above-grade retaining wall, the height of the retaining wall will be counted toward the height of the fence.

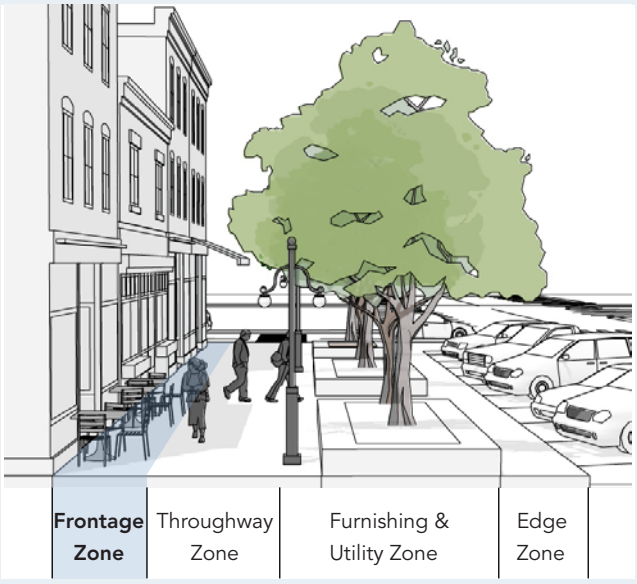
e. **Add Trees to the Streetscape.** Trees should be integrated into every streetscape, with the goal of creating a continuous canopy in most areas - except in locations where preservation of open views is desired. In locations where there are no street trees in the public right-of-way, placing street trees on-site along the right-of-way is encouraged.

Managing Uses Across the Streetscape

An active and attractive streetscape includes space for walking, sitting, outdoor dining, displays, and events, as well as permanent installation of utilities, lighting, signage, trees, and landscaping. An organizing system that identifies the best place for each use allows the limited space in front of buildings to be used for multiple purposes while minimizing conflict and confusion. The most important is a clear sidewalk corridor for pedestrians, or **Throughway Zone**. A **Furnishing and Utility Zone** typically provides space for lighting, signage, benches and other furnishings, often with decorative pavement and planters or tree pits. It also provides a buffer between pedestrians in the throughway zone and automobiles in the street. Some streetscapes, especially when there is parking or a bike lane along the edge of the street, include an **Edge Zone**, which provides space for swinging car doors, or simply for people to step from the street to the sidewalk.

The Frontage Zone is the area between the Throughway Zone and the building façade. It may be located on public or private property, or both, depending on the width of the public right-of-way. The Frontage Zone provides a space for additional furniture, on-street dining or cafe seating, pedestrian plazas and sheltered areas, sidewalk retail displays, and planters - supporting an inviting streetscape and fostering civic interaction. It also provides space for pedestrians who are entering and exiting buildings, stopping to look into storefront windows, or reading a menu.





Where there is no Furnishing & Utility Zone, placing benches, landscaping and other amenities in the Frontage Zone is particularly encouraged. This helps to create a welcoming & vibrant streetscape while keeping the Throughway Zone clear for pedestrian circulation. See Section 6.E. Landscape and Site Amenities for additional planting guidelines for the Frontage Zone. If a project is in the Oak Grove or the Central Business Zoning Districts, refer to the Medway Zoning Bylaw for Sidewalk Zone requirements.

Applicants should provide plans and/or cross sections showing how the streetscape in front of their building will be used, with particular attention to how the treatment of the frontage zone on private property will support the overall design of the streetscape.

f. Interior Pedestrian Connections. Publicly accessible pedestrian paths that connect public sidewalks to parking lots and public spaces in the lot interior, and that connect one street to another, are encouraged. Where they are provided, they should be designed as an integral part of the streetscape system, with generous sidewalk widths and high-quality materials. Openings in buildings that provide pass throughs to the lot interior are also encouraged. Visibility into and along pathways should be maintained from buildings, streets and/or open spaces to support public safety.

g. Service Entrances. Delivery and service entrances should be located at the rear of a building or block, and screened as much as practicable from streetfront views. See Section 4 Façade Design, and Section 6.B. Site Composition and Building Siting and Orientation.





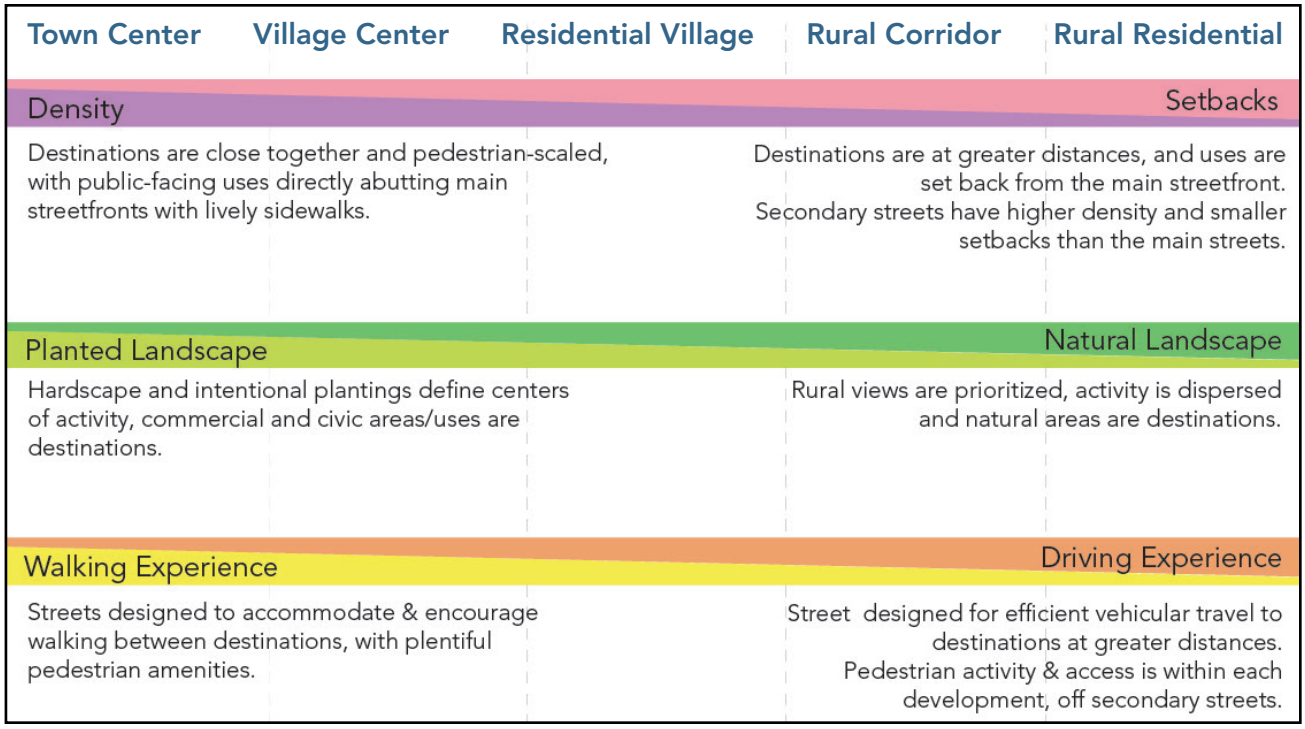
At The Village Commons in South Hadley, MA, a continuous system of sidewalks and pedestrian paths links on-street parking along the street frontage (below right) through a series of interior paths and courtyards (above) to a large rear parking lot (below left). The materials, landscaping and detailing of the streetscape is carried throughout.



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2. Streetscape Guidelines in Each Context Area

In addition to the universal streetscape guidelines described above, there are specific guidelines for each context area. These respond to the scale and density of each area and the function it plays within the social and economic life of the town. As described in the following chart, the five context areas can be arranged across a continuum, starting with the more dense and walkable town and village centers and transitioning to the more rural contexts. The corresponding variations in how these elements are expressed in each context are described on the following pages.



i. Town Center

The Town Center should have a functional and attractive streetscape designed to enhance the function of active storefronts and restaurants within a mix of commercial, residential and civic uses. Site design for projects in the Town Center that will have frontage on the streetscape should address the intensity and wide range of uses in this Context Area: cars and bicycles arriving and parking; people walking, gathering or sitting; and outdoor dining, displays and other business uses. Landscaping, lighting, furnishings and signage should follow a consistent theme and be designed to maintain pedestrian comfort, visibility and safety throughout the day and evening hours.

See Section 10.0 *Central Business Development District Standards* of the Medway Zoning Bylaw for dimensional and site development requirements in the Central Business Zoning District, which encompasses the entirety of the Town Center Context Area.

a. **Appropriately Define the Edges of the Streetscape.** Streets and sidewalks should, to the extent feasible, be lined with a continuous enclosure of buildings and trees. Active ground floor uses with a high level of transparency (see Section 4 Façade Design) enhance pedestrian interest and contribute to economic growth. On sites with residential uses, there should be an easily intelligible transition from public to private spaces on a site through the use of site circulation, setbacks, landscaping, grading, etc. Fences at the front of a property should not exceed 42 inches in height, and should be at least 50% transparent to provide a view of the sidewalk for property owners and allow pedestrians to look over or through them.

b. **Make Use of Frontage Zones.** As shown in the cross-sections on the next page, Town Center Streetscapes should include room for pedestrians, cafe & restaurant seating, store displays, landscaped areas, and a continuous line of street trees. Using hardscape (with tree wells and/or planters) from the curb line to building façades is appropriate where there is on-street parking or pedestrian crossings (see image below).

c. **Provide Connections Through the Site.** Pedestrian connections between buildings to interior walkways and parking lots should maintain a consistent design theme. Shared parking lots allow visitors to park their cars and walk between uses. Off-street parking should be located behind buildings, not directly on Main Street, and connected across lot lines to allow for easy vehicular circulation between adjoining uses. Secondary Access Streets may have a "village" feeling defined by narrower road widths and fewer pedestrian amenities.

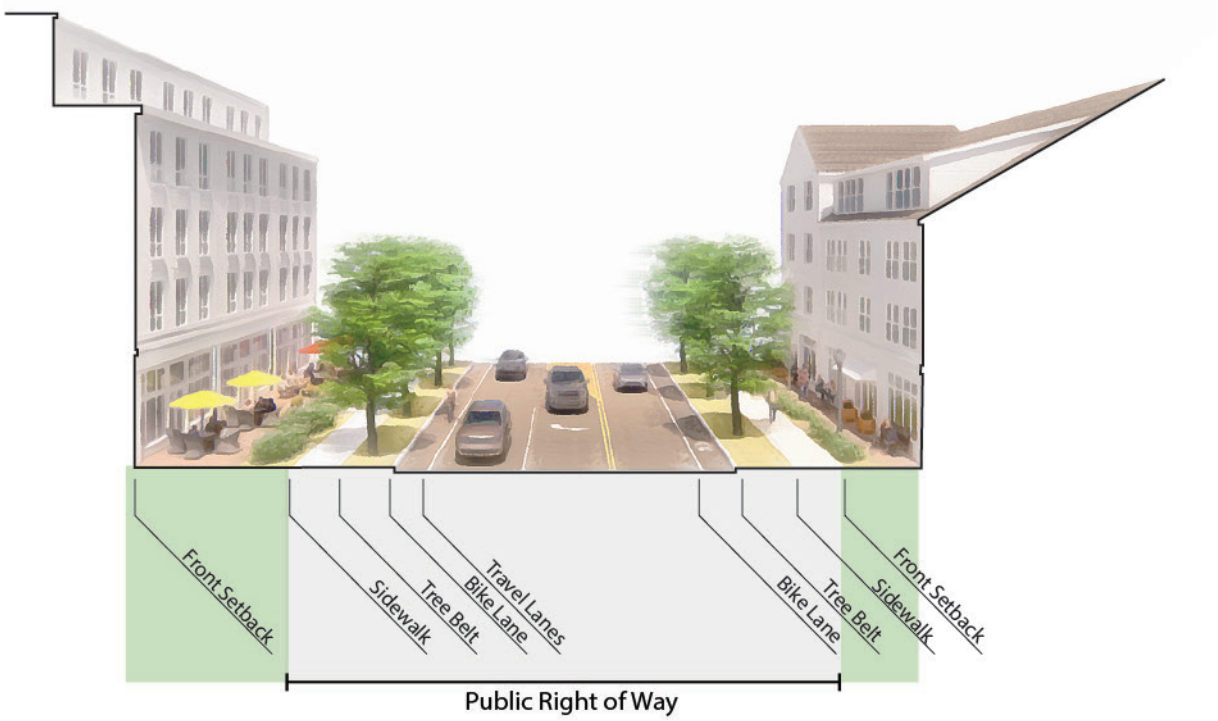


A sidewalk with clearly defined zones, from left to right: edge zone (next to the curb), furnishing and utility zone, pedestrian throughway, and a narrow frontage zone.

d. Functional Variations in Setback. Occasional modest building setbacks that articulate contiguous façades can add interest to the pedestrian experience and are encouraged. At the ground level, these modest setbacks should make an intentional contribution to the public realm by creating niches for public seating, landscaping, and recessed entrances.



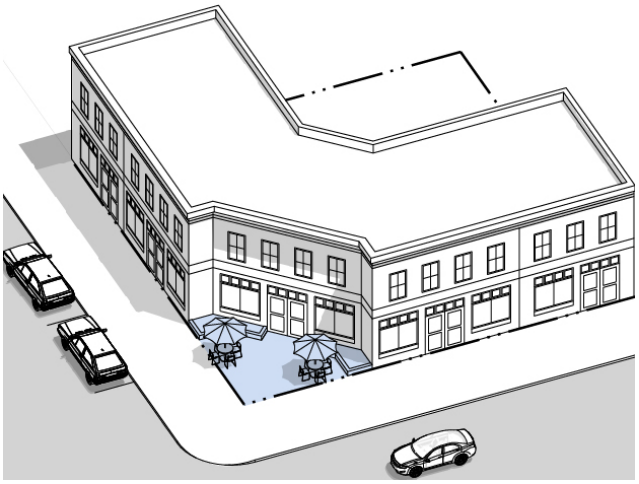
While continuous enclosure creates a comfortable streetscape, varied setbacks can provide visual interest while opening up opportunities for landscaping and outdoor gathering spaces (West Acton Villageworks).



Cross-section of Major Road in the Town Center Context

The current design of Main Street has a sidewalk at the curb line on the south side, and a sidewalk set back behind a tree belt on the North. Depending on use, the building frontage can accommodate outdoor dining and other uses, or landscaping, but comfortable tree-shaded sidewalks should be carried throughout. If there is no room for street trees in the public right-of-way, street trees in the front setback along the back of the sidewalk is encouraged.

e. Activate Corners. On lots with more than one street frontage, the building should be placed at the corner facing both streets. On a corner lot, the façade may be retracted to emphasize a corner entry to a building, to create space for a publicly accessible open space, and/or to allow for safe sight distance at the corner. All street facing façades of corner lot buildings should be given equal design attention and should include a prominent entrance. A single prominent corner entry is also appropriate.



Corner façade retracted to create an open space, mark the front entry, and allow for safe sight distance. This adds variety to the streetscape and makes it easier to walk around the corner.



Cross-section of Access Street in the Town Center Context

Secondary access streets should include street trees, benches, and pedestrian-oriented façades and signage as appropriate to the adjacent uses and expected level of pedestrian traffic (see Section 4. Façade Design, and Section 5. Signage).

ii. Village Center

Streetscape design in the Village Center Context Area should reflect the historic streets of Medway Village and Rabbit Hill. The streetscape vision for the Village Center is in keeping with the development patterns of historic New England villages: some buildings are built right on the sidewalk, but most incorporate tree-shaded lawns, with paths leading to front porches. In the core commercial areas, structures come up to the street, fronted by a wider sidewalk area with room for outdoor seating and gathering with friends. In adjacent residential areas, tree-lined sidewalks encourage pedestrian activity by providing a comfortable and safe place to walk. See sections at right showing key features for the Village Center Streetscape.

a. **Buildings and Uses Reflect Historic Patterns.** Site development preserves and enhances a lively mix of residential, civic and commercial uses within 2-3 story buildings that reflect the scale and proportions of the many historic structures in these areas.

b. **Setbacks Respond to Building Height.** Within the dimensional requirements of zoning, setbacks should reflect building height: Larger residential, civic or institutional buildings should be set back further. Front lawns should include shade trees.

c. **Setbacks and Landscaping Reflect Building's Use.** When a ground floor space is intended to have a public use like a storefront or restaurant, it should be placed closer the sidewalk with an at-grade entrance and plentiful views into the space. When a ground floor space is intended for private use, it may be set back further from the sidewalk, a small landscape buffer may be provided, and/or the entrance and windows may be elevated to provide privacy for occupants within the private space, while still not creating a blank wall next to a sidewalk or public space.

d. **Connect Buildings to the Streetscape.** Structures should have a formal façade that addresses the street, with a clear entrance and walkway connecting to the public sidewalk.

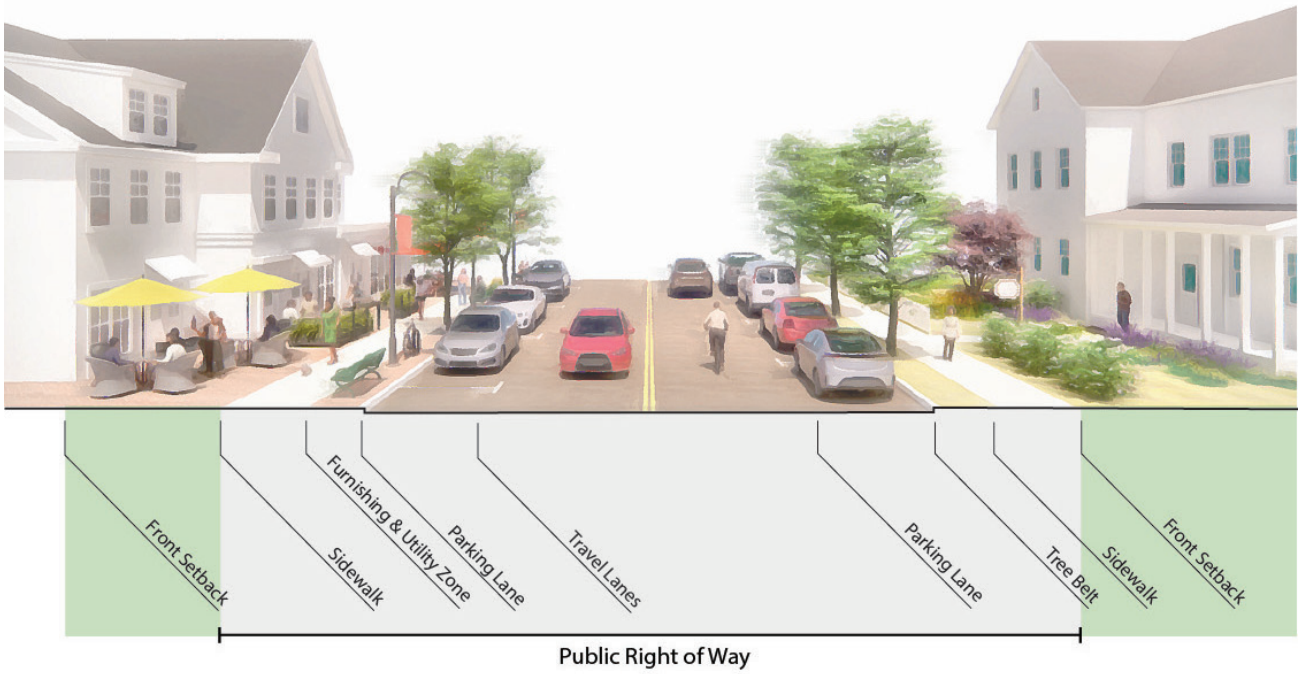
e. **Screen Parking.** Other than on-street spaces, parking should be kept to the side or rear of buildings, with hedges, fences or other screening devices to separate parked cars from adjacent sidewalk or lawn areas along the public way.

f. **Define Spaces but Maintain Visibility with Walls, Fences, and Hedges.** Use low walls, fences and hedges (max. 42 inches high) to separate the public sidewalk from private areas, while allowing passers-by to enjoy views of private gardens, porches and building façades. Fences should be at least 50% transparent.

g. **Use Frontage to Activate the Streetscape.** Use the front setback area intentionally as a Frontage Zone, providing space for seating, additional plantings, and visual interest.

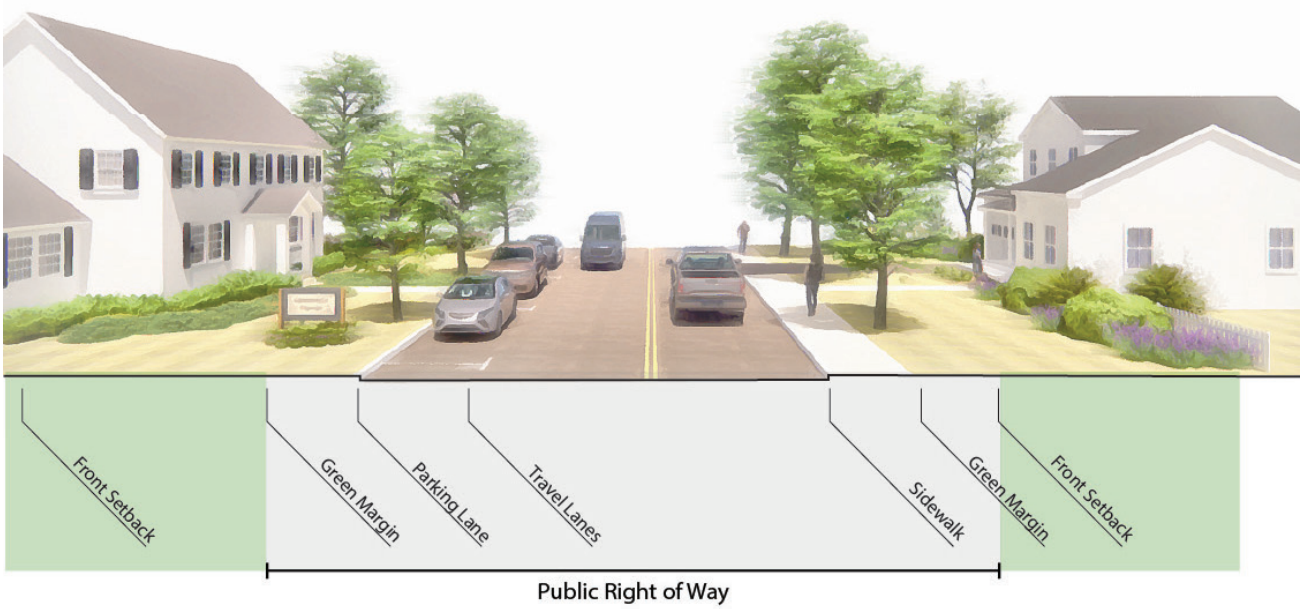


Seating area at a neighborhood market in the village center of Florence, MA. This public-serving space is located in the privately-owned front setback of the store. Note the low stone wall defining the space.



Cross-section of Major Road in the Village Center Context

Depending on location, the Major Road will include on-street parking and sidewalks on both sides. As shown here, the streetscape can vary depending on use. Active use like shops and restaurants can benefit from paved outdoor space for cafes and other uses between the building and the street. Low fences and hedges can be used to buffer private yard spaces.



Cross-section of Side Street in the Village Center Context

Secondary side streets should have a sidewalk on at least one side. They may include on-street parking. Most buildings will be set back at least 20 feet behind a landscaped front yard. Trees planted in the front setback along the back of the sidewalk should be planted at least three feet from the edge of sidewalk in order to enhance growing conditions.

iii. Residential Village

The Residential Village Context comprises the residential streets surrounding the historic village centers of Medway Village and Rabbit Hill, and the design of the streetscape should largely follow the existing pattern of each street. Since many of these area will become somewhat more dense over time after redevelopment under the Adaptive Use and Multifamily Housing overlay districts, new sidewalks and enhanced pedestrian amenities may be needed to provide for safe and continuous pedestrian access. Otherwise the focus is on maintaining landscaped front yards lined with healthy street trees.

a. **Connect Buildings to the Streetscape.** Principal building façades should face the public way, with front doors defined by porches or other elements leading to a path to the sidewalk or street.

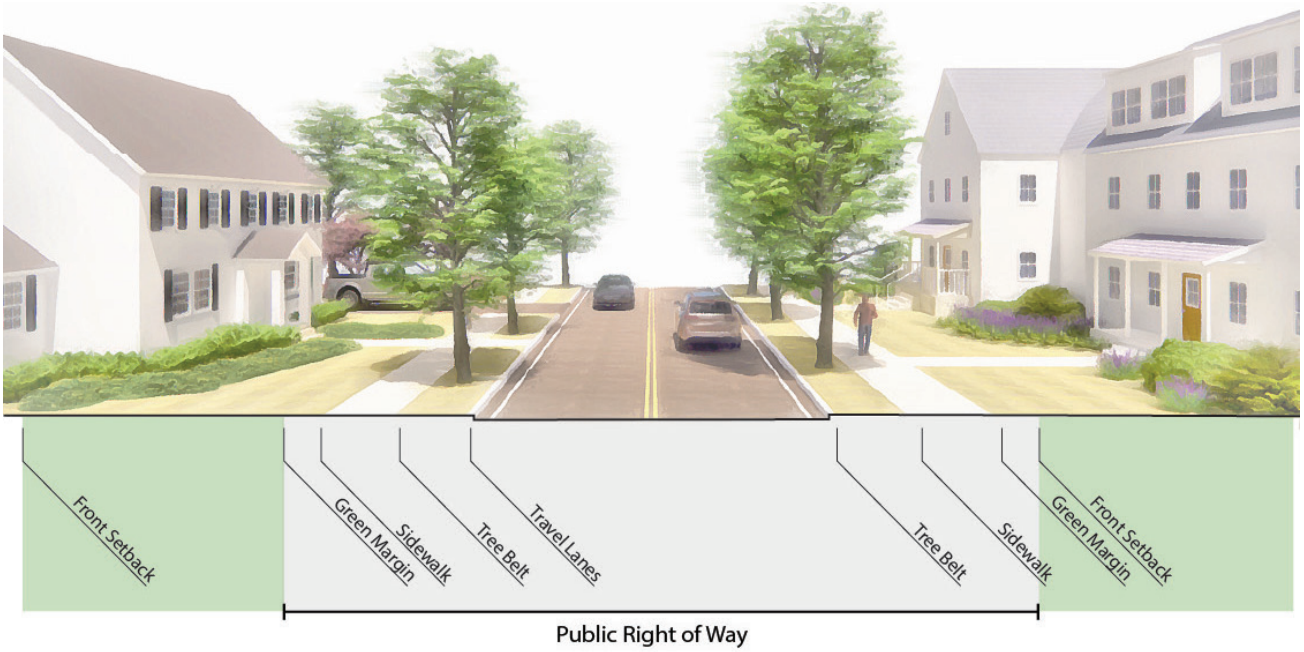
b. **Screen Parking.** Other than on-street spaces, parking should be kept to the side or rear of buildings, with hedges, fences or other screening devices to separate parked cars from adjacent sidewalk or lawn areas along the public way. Garages should be staggered back from the principal façade of the building, ideally with room to park one car in front of the garage without it extending into the front yard.

c. **Define Spaces but Maintain Visibility with Walls, Fences, and Hedges.** Use low walls, fences and hedges (max. 42 inches high) to separate the public sidewalk from private areas, while allowing passers-by to enjoy views of private gardens, porches and building façades.

d. **Allow Room for Tree Growth.** Trees planted in the front setback along the back of the sidewalk should be planted at least three feet from the edge of sidewalk in order to enhance growing conditions.

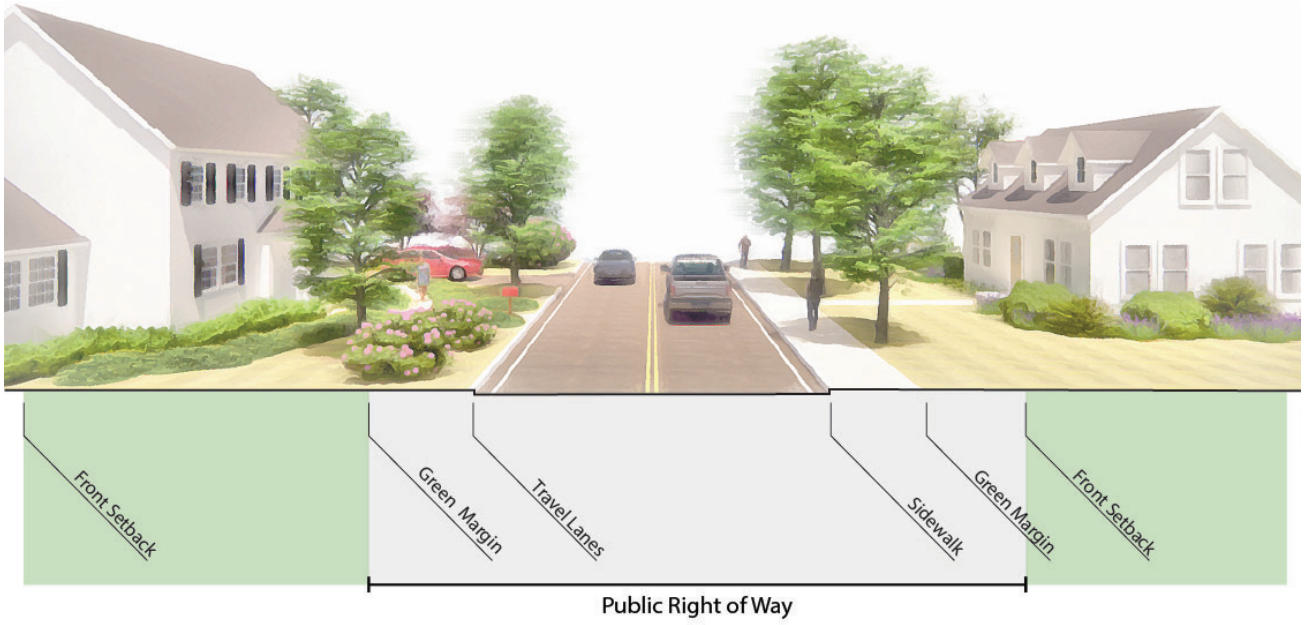


Homes on Village Street in Medway, with trees and lighting in the private front yard that add to the streetscape. Intermittent plantings and porch railings define the private space, but allow for views from the sidewalk.



Cross-section of Major Road in the Residential Village Context

The current design of Village Street, Main Street and other streets in the Residential Village Context includes sidewalk on one or both sides, with paths leading to the front of each home.



Cross-section of Side Street in the Residential Village Context

Secondary side streets have lighter traffic, and generally wider front lawns that include shade trees set back a few feet from the sidewalk.

iv. Rural Corridor

The Rural Corridor Context Area includes areas along Rt. 109 and other major streets where currently buildings are generally set back from the road behind a buffer of trees and landscaping. The streetscape guidelines are designed to reinforce this pattern and enhance the sense of driving through a rural landscape outside of the town and village centers.

See Section 10.0 *Central Business Development District Standards* of the Medway Zoning Bylaw for streetscape and site development requirements in the Central Business Zoning District, which includes portions of the Rural Corridor Context Area.

a. **Reduce Curb Cuts.** Shared driveways and other access points are encouraged in order to reduce curb cuts along the roadway, allowing for more continuous landscaping. Provide access from shared entry drives to multiple lots and/or uses along the roadside or within an industrial park or commercial center.

b. **Maintain Rural Character in Pedestrian Connections.** Where possible, use private yard space to allow sidewalks and pedestrian connections to wind through the landscape, providing a rural experience for pedestrian connections along roads and to destinations.

c. **Create a Green Buffer.** Provide a buffer of trees, shrubs and other landscaping, supported by low walls or berms, along frontages. Employ a naturalistic pattern in laying out plantings; avoid formal rows in favor of irregular clumps and weaving lines that blend into existing features. Reflect and expand on adjacent natural or agricultural landscapes in design of roadside landscaping.

d. **Protect Scenic Views.** Locate buildings, trees and other landscape materials to preserve and frame scenic views.

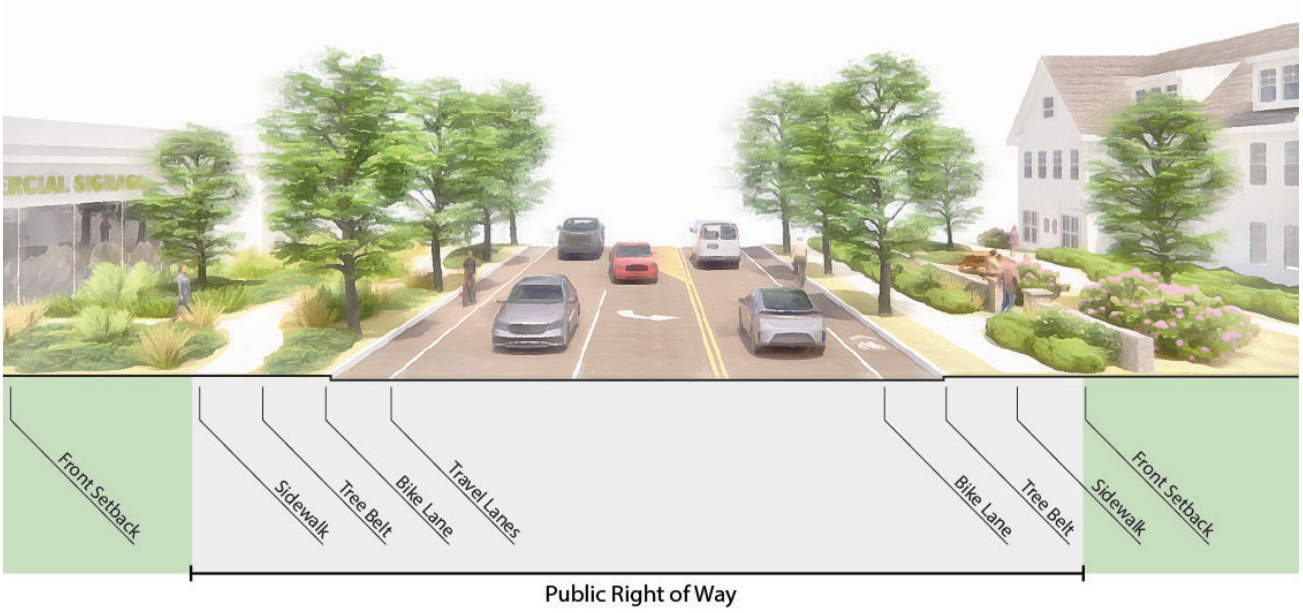
e. **Minimize Visual Impact of New Large Buildings.** Design buildings to reflect rural architectural traditions, with larger buildings divided into smaller masses, or set back behind landscaping to blend in.



The Cumberland Farms on Milford and Summer Streets in Medway successfully uses a buffer of naturalistic plantings and a winding pedestrian path to create a rural feel that is welcoming to drivers, pedestrians, and bicyclists.

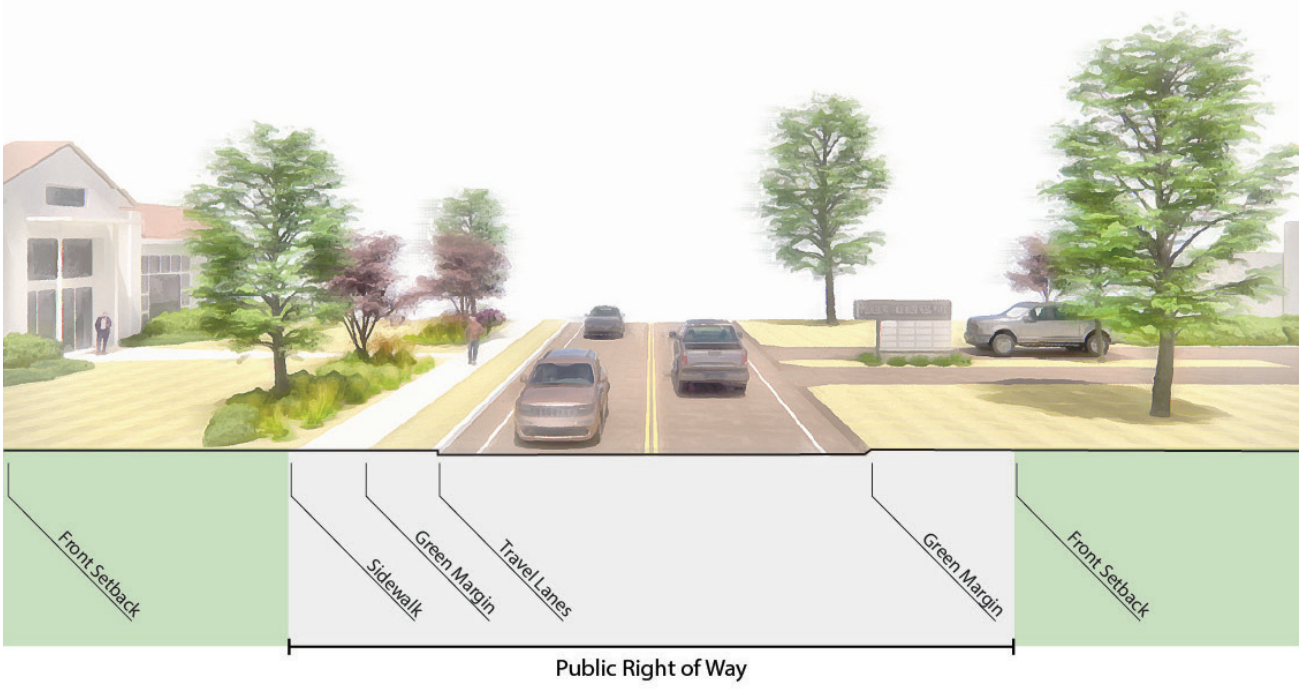


Milford Street, Medway. Preserving scenic views and elements of the rural landscape are a critical component of maintaining a rural aesthetic.



Cross-section of Major Road in the Rural Corridor Context

If conditions allow, wind sidewalks/public walkways through the landscape across a portion of the private front yard spaces. Landscaping includes street trees to provide shade and irregular masses of shrubs and other vegetation to help screen adjoining uses.



Cross-section of Side Street in Rural Corridor Context

Trees, shrubs and other landscaping help larger commercial and industrial buildings blend into the landscape. Parking should be kept to the side and rear of buildings and screened from view.

v. Rural Residential

The rural residential context includes the largest area of town, comprised of existing frontage lots and residential subdivisions, typically with broad lawns and wooded areas along the roadside. The streetscape should be designed to reinforce Medway's rural character by preserving important vegetation, views, stone walls and other features.

a. **Use Setbacks and Landscaping to Screen New Buildings.** New homes should be set back from roads, with parking screened to the rear and yards landscaped with trees, lawns and natural greenery. To the extent possible, landscape treatments should extend continuously across multiple properties. Generous setbacks and landscape buffers are particularly important with larger structures, such as multi-family buildings (and associated parking).

b. **Preserve Natural Landscapes.** New homes should be carefully located to preserve natural landscapes, open space corridors, and rural viewsheds.

c. **Design to Connect Neighbors.** Residential developments should provide pedestrian amenities and outdoor gathering spaces for residents, and create trails, sidewalks, and bike facilities to connect with nearby recreational resources and residential developments.

d. **Maintain Rural Character of Architecture.** Buildings should reinforce the rural character of the streetscape by reflecting rural traditions of rambling farmsteads and hamlet centers, with clustered building forms and irregular massing.

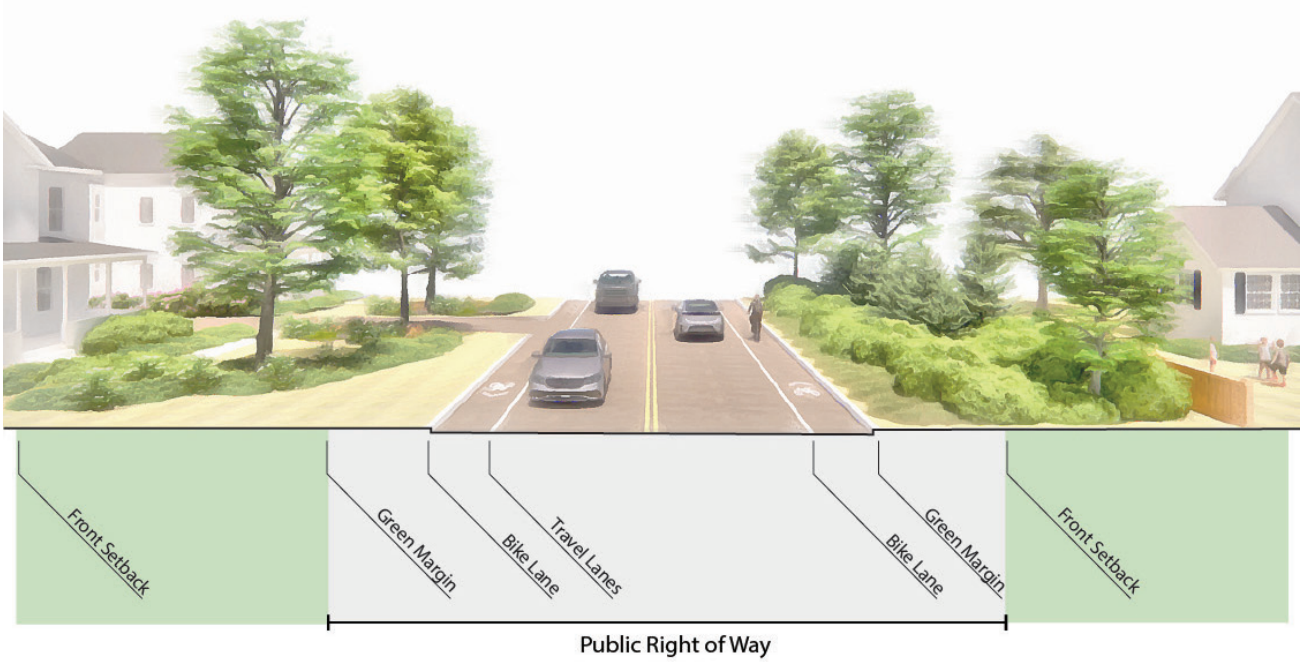


Preserving landscapes & views, such as this one on Adam's Street (Medway), is an important component of the rural streetscape.



Millstone Village, Medway. Residential developments should have naturalized buffers screening views of the development from adjacent public roads (above). Internal access streets should be designed to encourage walking with connective walkways, and reducing the visual impact of parking areas (below).





Cross-section of Major Road in Rural Residential

Roads in the rural residential context do not typically have sidewalks, though a sidewalk s or off-street multi-use paths could be valuable in linking isolated neighborhoods to other centers of activity. Shared driveways and rear parking help to keep the roadside green. To the extent possible, carry landscape treatments across multiple lots. Naturalized landscaping with clumps of trees and other vegetation is preferred to formal rows, unless blending in with existing farms where a more agricultural theme is appropriate.



Cross-section of Access Street in Rural Residential

Access streets in the rural residential context should reflect the design of the development project or subdivision they enter. In new multi-family or townhouse projects, access streets should be kept as narrow as possible, typically with no parking except in discrete pull-outs. Sidewalks and pathways connect all homes with shared amenity areas and the main road.

B. Site Composition and Building Siting & Orientation



A site's individual design components should be combined into a coherent composition that is both functional and attractive. A successful composition defines a sense of identity for the development, grounds the development in the surrounding neighborhood, and creates an attractive, safe, and legible environment. The individual design components, including streetscape, architecture and landscape, are explored in greater detail in other sections of these Guidelines. This section lays out guidelines for the overall site, and how the different components should relate to each other within a unified composition.

1. Universal Site Composition Guidelines

Site Composition

The location and arrangement of buildings and other elements within a development should respond to and celebrate the natural landscape and cultural features on and around the site. As described in Section B.2 (below) this will vary depending on whether the project is in a village or town center or more rural setting. The Town's overall goal is for the composition and design of each project to reinforce the character and sense of place within each context



Shared on-street visitor parking allows for minimal private drives and parking spaces, creating a cohesive streetscape welcoming to pedestrians. Shared parking also allows buildings to be closer together, with more of the site preserved for parks and open space.

- **Use Setbacks Appropriate to the Context and to Traditional New England Development Patterns.** In historic New England villages, buildings are close to the street, with a setback that is proportional to the height of the buildings. A comfortable human scale is created by a building-to-street ratio between 1:2 and 1:3. This means, for example, a 30 foot tall building façade placed 60-90 feet from a structure of corresponding height across the street. In more rural contexts, of course residential and farm buildings are set back into the landscape. There, a comfortable human scale and sense of enclosure is often provided by trees and fences along the roadside.

- **Cluster Components.** Site and building components should be clustered to make efficient use of the land and preserve open space. This can reduce costs for both construction and long-term maintenance, while making the project more walkable and reinforcing a sense of community.

- **Implement Shared Access and Parking and Connect Across Lot Lines.** Shared access drives and parking areas, and consolidated parking areas, reduce pavement and make it easier and safer for drivers to get around a commercial center or residential neighborhood. Connecting across lot lines and reducing the number of curb cuts improves vehicular, pedestrian, and bicyclist safety. It leaves more room along the street for active business uses, pedestrian spaces and landscaping.

- **In commercial and mixed-use developments**, consolidated parking that is well connected to paths and sidewalks encourages parking once and walking to destinations (which leads to less vehicular traffic and an active streetscape). **In planned-unit developments**, small-scale shared or common parking areas (on-street or in small lots) allow for reducing the size of individual private parking areas (see image above). In rural settings, shared drives and parking areas preserve the natural landscape.

- **Reduce Negative Impacts**: Site layout should be designed to minimize the visibility and impact of parking, service, and utility-oriented functions. Placement to the side and rear of buildings can be combined with walls, fences and vegetation that screen unsightly elements. Where visual impacts are likely on adjacent properties, landscape buffers should be preserved or created at property boundaries, depending on the context. Landscape buffers should act as shared open space, whether providing a natural setting with trails in a rural area, or creating gathering spaces in a neighborhood setting.

- **Maintain Connectivity Across Lot Lines**. The location and design of landscape buffers should support pedestrian and vehicular connections across lot lines. At the same time, the buffer areas themselves should be connected and consolidated wherever possible to avoid leaving small "chopped up" green spaces that provide little visual or environmental benefit.

a. Building Siting & Orientation

Buildings should be sited to define and enhance public spaces such as streets, sidewalks, and other public and private open spaces. Siting and orientation should reinforce a sense of community both within the site and in the surrounding area.

- **Orient building(s) to the street and adjacent open spaces.** The primary façade of a building should be generally parallel to the front lot line or the edge of the street or internal access drive on which it fronts. Corner buildings should have two primary façades to face both street frontages (See Section 6.A Streetscape for additional guidelines). Where fronting public spaces, buildings should be oriented towards them and have doors that open to those spaces. Where possible, buildings should also take solar orientation into consideration.

- **Orient building layout to define or frame common open spaces on the site.** Use common open space as a design feature in the layout of a building and building clusters. The buildings around an open space should have appropriate scale, setback, and degree of architectural detail for the size of the open space, and maintain direct access.

- **Orient buildings to create cohesive neighborhoods.** Buildings on a site should be placed to relate to each other and to existing and future buildings on neighboring properties, to ensure



Within a project site, varied building forms frame a shared open space, with windows, doors and other façade elements oriented toward the space (Oriole Landing, Lincoln MA).



Newer development (highlighted in yellow) arranged to create new cohesive neighborhood blocks, frame a shared open space, and maintain natural buffers at rear of site. Also note the garage fronts set back from entry façades (Manchester-by-the-Sea, MA. Image: MassDOT Pictometry Viewer).

appropriate transitions and a cohesive streetscape. This approach is found both along the traditional Main Street, where buildings share a common orientation to the street corridor, and around the Town Common, where structures relate to a shared open space.

- **Anticipate future development in the area.** Building design and orientation should anticipate that abutting vacant or under-utilized land may be developed in the future. Anticipating this creates opportunities for connections between properties, enhances the design of community open spaces, and builds a neighborhood feeling among contiguous lots.



A simple grid of streets and a central village green organize the composition of a proposed mixed use project in Southampton, MA

2. Site Composition Guidelines in Each Context Area

i. Town Center

Development in the Town Center should be organized around a simple grid of streets and blocks anchored by Main Street. Buildings should be oriented with primary façades and entries directly connected to busy sidewalks on Main Street and any new side streets. Where the size of a lot allows it, streets should be connected into blocks with active building frontages wrapping around the block. Parking should be placed along streets and in shared lots within or behind the principal blocks. Service and delivery areas should be consolidated in less visible areas.



The traditional New England streetscape provides a time-tested model for the new town center, with shop fronts and other active uses fronting a wide sidewalk, with most parking in shared lots behind the buildings.

a. Create connections to adjacent lots.
In the Town Center Context, interior roadways and paths should connect across lot lines to create a cohesive network of vehicular and pedestrian/bicycle routes that compliment Main Street. Streets, blocks, and pedestrian paths should be aligned between developments and across lots wherever possible. This will reinforce a neighborhood feeling, create additional commercial spaces and storefronts, and encourage parking once and walking to various destinations in the Town Center area.

b. Landscape buffers in the Town Center.
While vehicular, pedestrian, and block alignment & connections between lots are desired in the Town Center Context Area, intermittent landscape buffers can still be an important development feature. They can provide functional open space, creating new community gathering and recreation spaces. They can also provide strategic visual screens for service areas and parking lots, and can include stormwater management features. Environmental benefits should be enhanced by linking interior green spaces and buffers together to create a more continuous landscape. Landscape buffers at the rear of sites should be designed to preserve habitat, enhance stormwater management, and reduce the impact of noise and light on adjacent properties.

c. Use setbacks appropriate to traditional New England development patterns.
Front setbacks should be minimized within the range established by a) the existing pattern of building setbacks on nearby parcels, b) a desired street enclosure ratio (see Section 7. Glossary) between 1:2 and 1:3 c) the setback requirements of the Medway Zoning Bylaw, and d) creating space for public-facing uses that activate and enhance the streetscape, such as seating, planters, or small pedestrian plazas.

ii. Village Center

Site development in the Village Centers focus on creating an active and vibrant streetscape that supports businesses while ensuring privacy for private homes. Buildings should be oriented to the sidewalk, with services and parking at the rear or sides. Primary entrances should be directly connected to the sidewalk, and provide a transition zone appropriate to their use (see Section 6.A. Streetscape).

a. **Create connections to adjacent lots.** Alleys should connect across the rear of lots, to create shared access between parking and service areas, and streets. This reduces the number of curb cuts and turning conflicts along roads. Alleys should be accessed via shared driveways serving adjoining lots, or from side streets, where those opportunities exist.

b. **Use setbacks appropriate to traditional New England development patterns.** Front setbacks should be minimized, while reinforcing the historic pattern set by structures on adjoining lots. The should reflect the setback requirements of the Medway Zoning Bylaw and create space for public-facing uses that activate and enhance the streetscape, such as seating, planters, or small pedestrian plazas.

iii. Residential Village

Residential Village development should maintain the feeling of an intimate residential street, with buildings set slightly back from the street-front and side lot lines behind a lawn or garden area. Building façades should still be oriented toward the street and provide sidewalk access.. Front entries, preferably with a porch or portico wide enough for seating, connect to the principal street or sidewalk with paths. Garage doors are set back from the front entry façade.

a. **Use setbacks appropriate to traditional New England development patterns.** Front setbacks should be minimized within the range established by the Medway Zoning Bylaw and the average setback of homes on adjoining lots.

b. **Create a compact development footprint.** Site and building components should be clustered to maintain the maximum amount of natural and open space on the property, and across adjoining properties.

c. **Cluster buildings.** Site design should reinforce the sense of a New England village environment with clustered buildings that reinforce a sense of community.





Homes at Red Mill Village in Norton, MA front on a village green and pedestrian streets uninterrupted by driveways (left). This is made possible by the provision of alleys behind rows of homes (right) that provide access to garages for each unit.

iv. Rural Corridor & Rural Residential

In rural contexts, active use on the site is oriented inward, with a sense of being surrounded by the rural landscape. Buildings within a site or neighborhood context are oriented to each other and shared common spaces, and integrate robust internal pedestrian circulation. Buildings visible from adjacent streets (even through landscape screenings) should still present a welcoming and engaging façade.

a. **Set Buildings Back in the Landscape to a Preserve Rural Aesthetic on Primary & Secondary Streets.** Buildings and sites in the Rural Corridor and Rural Residential Context Areas should be set back from primary and secondary streets behind a landscape buffer. This buffer should preserve existing natural features and trees wherever possible. New screening trees and planting areas should be added when the existing landscape cannot be retained, or provides insufficient screening.

b. **Organize buildings around internal streets, parks and squares, not parking lots.** Place parking to the side or rear, and create a pedestrian-friendly space shared by all the buildings. Whether fronting a street or shared pedestrian space, provide a continuous sidewalk with street trees and plantings, with buildings close to the sidewalk and connected to it with paths. Front setbacks within commercial and mixed-use developments, and within Planned Unit Developments, should be less than the setbacks on primary and secondary streets, where permitted by the Zoning Bylaw. This makes for more efficient use of space and creates a more cohesive, pedestrian-friendly environment.



Landscape integrating a natural aesthetic both screens and frames the view to the Cumberland Farms on Milford and Summer Streets (Image: Dodson & Flinker).



Landscape buffer along Main Street at Medway Commons. The buffer wraps around the corner to screen views from the intersection (Image: Dodson & Flinker).

c. **Frame Views and Spaces.** Site and building layouts should preserve significant views and vistas from the public way. Buildings should be located to reduce visual impacts from adjoining properties and maintain privacy. Berms and planted buffers should be used to control visual access and enhance privacy where needed.

d. **Create Appropriate Connections to Adjacent Lots.** When a development is planned adjacent to an existing or potential development, interior access drives and paths should be aligned across lot lines between sites to allow vehicular, bicyclist, and pedestrian movement between sites. In residential developments, connecting roadways may not always be feasible, but paths to adjacent developments and recreation destinations are encouraged. These reduce driving, build a sense of community, and provide an additional open space resource.

e. **Create Compact Development Footprint.** Site and building components should be clustered, following the tradition of the farmstead compound or rural crossroad, to support walkability within the development and to maintain the maximum amount of natural and undisturbed open space on the property. Mature trees, groves, and woodland buffers should be retained as part of developments to help blend new development into the landscape.

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



At Millstone Village in Medway, buildings are clustered within a compact development footprint, and arranged to enclose a common open space, as well as to frame views to the surrounding rural landscape (Image: Google Maps).

C. Vehicular, Pedestrian, and Bicycle Access, Circulation & Parking



Site access and circulation should provide clear, comfortable, and welcoming routes for users of all modes of transportation - pedestrians, bicyclists, drivers, and public transit riders - to reach and enter the site, and to move between destinations within the site. Site access points are a critical component of site design: as the gateways to a site, they should be safe, easily legible, and reflect the unique character of a site. Internal circulation should provide straightforward, connected routes for all modes of transportation between entrances on the public way, parking, building entries, and internal pedestrian systems. Sites should encourage exploration on foot, creating opportunities for people to interact with their community, by providing stress-free parking and convenient biking and public transit access, and designing circulation, outdoor spaces, and buildings cohesively to create safe, intuitive, and welcoming pedestrian circulation.

1. Universal Circulation & Access Guidelines

a. Pedestrian & Bicycle Access and Circulation

- **Connect to Public Frontages.** All entries adjacent to public sidewalks should be connected to the sidewalks with a path. The width of the path should be scaled to fit the frequency of use of the entry.

- **Connect to Adjoining Properties.** To encourage pedestrian access between properties, pedestrian pathways should be provided between buildings and developments on adjacent parcels.

- **Make Pedestrian Crossings Visible, and Part of the Site Aesthetic.** Pedestrian crossings should be marked and differentiated with variations in paving materials (for example by using stamped concrete or asphalt). Refer to the Medway Department of Public Works for

additional requirements as part of the Street Opening Permit process.

- **Preserve and Enhance Broader Pedestrian Systems.** Existing footpaths or old cart paths on the site should be integrated into the pedestrian site circulation to provide access across or through the site. Site circulation that contributes to connectivity of existing trail systems (Medway Link Trail or others) should be integrated into the site access and circulation system.

- **Integrate Bicycle Circulation and Connections.** Access and circulation for bicycles on site should be included, with consideration for safety, supporting amenities, and provision for places to lock bicycles near building entries. See Zoning Bylaw, Section 7.1.1.I for bicycle parking requirements. U-style or ring style bike racks are preferred.

b. Vehicular Access and Circulation

- **Design Efficient Circulation & Parking.** A well organized system of on-site circulation, drives, parking areas, loading areas and service areas should be used to reduce the overall amount of paved area, limit gaps between development frontages, ensure a more efficient flow of traffic, reduce & shorten pedestrian crossing areas (including at sidewalks) and reduce the footprint of development. Adjoining parking areas should share access drives wherever possible.

- **Consolidate Vehicular Access Drives.** The number of vehicular access points into and out of sites should be minimized. Shared driveways serving multiple uses (or adjacent residences) should be used whenever possible to simplify vehicular circulation patterns and reduce the number of locations with potential conflicts between cars and pedestrians. Whenever possible buildings should be gathered together within continuous pedestrian space free from vehicles - either along a street, within a block, or as a campus - with roads, driveways and parking kept to the periphery.

- **Minimize Driveway Width.** Driveways should be as narrow as practicable to minimize pedestrian crossing distances,





Safe, durable and attractive bike racks provide essential support for accessing a site on two wheels. Like vehicular parking lots, located with care they encourage users to park once and explore the area on foot.

reduce impervious surfaces and encourage slow motor vehicle speeds.

- **Create Connections to Adjacent Lots.** Internal site access roads, driveways, bike paths and sidewalk should all be designed to connect to those on adjacent lots. In areas where inter-lot connection is not currently possible, applicants should designate reserved areas for future inter-lot connections on site plans. See Section 6.B. Site Composition for more information.

- **Design vehicular circulation to promote pedestrian access.** Internal site vehicular circulation routes should have narrow travel lanes and small turning radii to reduce vehicular travel speeds and reinforce a safe and welcoming pedestrian environment. At pedestrian crossings and intersections a further reduction of the travel lane width enhances the pedestrian environment and shortens crossing distance. This is referred to as a curb extension or neckdown. Internal walkways, parking areas, service areas, and driveways should be planned so that there is minimal vehicular crossing of pedestrian walkways.



A wide pedestrian crossing area is connoted with a change in material across the roadway. Low-walled planting areas create a sense of safety for pedestrians on the sidewalk, but maintain visibility.

Where a driveway crosses a sidewalk, the driveway should match the grade, slope, and materials of the sidewalk to maintain a continuous pedestrian surface and signal the priority of the pedestrian path over the vehicular access.

- **Share Service and Loading Areas.** Share loading and service facilities between uses/businesses to the greatest extent possible. If separate service, delivery or loading access is required for development operations it should be clearly distinct from other forms of site access.

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

- **Reduce the size of parking areas as much as possible.** Follow the requirements of the Medway Zoning Bylaw for number of parking spaces, and take advantage of opportunities to minimize the number of parking spaces. See Zoning Bylaw Section 7.1.1.J for parking reduction pathways and requirements.

- **Share Parking.** Shared parking for mixed use areas, such as lots which are used by office and retail employees and shoppers during the day and by residents at night, is encouraged as a way of reducing the overall area of pavement. Applicants are encouraged to explore



options for shared parking with the Planning and Economic Development Board. Parking lots should be built in phases, as needed to meet demand, rather than to meet the maximum possible need from the outset.

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

- **Screen Parking Lots from Roads.** Parking lots should be screened from roads, sidewalks, and intersections by placement behind buildings, or through the use of landscape beds and low landscaped berms that provide full visual coverage throughout the year. Where a parking lot's maneuvering aisle connects to an internal access drive, it may not be feasible to fully screen the parking lot. In this case, landscaped islands shall be located between the internal access drive and banks of parking spaces. The landscaped island should contain shade trees and vegetation that is of sufficient height and density to screen parked cars from view from a sidewalk on the opposite side of the internal access drive. Low fences or stone walls may be appropriate in some instances - see Section 6.A. Streetscape for guidelines on walls and fences.

- **Conceal Service & Employee Parking.** Parking for employees and service vehicles should be located at the side or rear of buildings, concealed from principal views into the site, and buffered with landscape. Where located to the side of buildings, parking areas should be set back from the street by at least the same distance as the building.

- **Screen Parking from Residential and Recreational Buildings and Spaces.** When adjacent to a shared open space, pedestrian/bicycle pathway, or residential building, parking lots should

be screened from view through the use of low landscape berms, landscape beds, and/or low fences or stone walls (see Section 6.A. Streetscape for wall & fence guidelines).

- **Capture Stormwater in Planting Areas.** As required in the Site Plans Rules and Regulations (Section 207-19), "Landscaped areas should be designed to receive and accommodate stormwater runoff ..." Interior and perimeter planting areas in parking lots should be designed to adequately capture and infiltrate anticipated rainfall, and designed to reflect the design context and project theme, whether town center, village or rural. Consult the Massachusetts Stormwater Handbook for best practices and case studies on stormwater management.

- **Integrate Landscape.** Parking areas with 15 or more parking spaces are required to have internal landscapes islands and/or peninsulas under the Rules and Regulations of the Planning and Economic Development Board. See Section 207-19 for specific requirements. Landscape islands should be integrated with pedestrian circulation and crossing routes through parking areas.

- **Design for Pedestrian Protection and Comfort.** A connected network of pedestrian paths, sidewalks, and crosswalks should be integrated into the required parking lot landscaping to connect to the principal building entrance. Paths and sidewalks should have regular tree plantings for shade and shelter.



Stormwater infiltration planting areas integrated into pedestrian circulation in a parking lot.

- **Provide Electric Vehicle Charging.** See Medway Zoning Bylaw, Section 7.1.1.E.4 for EV parking requirements.

- **Utilize small-vehicle spaces where permitted.** The Medway Zoning Bylaw (Section 7.1.1.E.3.) allows parking facilities with more than 40 parking spaces to include a percentage of small-vehicle and motorcycle parking spaces. See the Zoning Bylaw for details.

- **Provide Visitor Parking.** Visitor parking should be provided for residential developments beyond that required for each individual dwelling unit. In some cases, on-street parking availability may meet this need. Visitor parking should be located in a central area convenient to most units or near shared open space.

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

- **Create On-street Parking in Residential Developments.** On-street parking (parallel, angled and perpendicular) is encouraged integrated with the overall



A "parking garden" provides a focal point at the entrance of a project while also serving to hold and treat storm-water from the adjacent road and parking lot pavement. (Courtesy Horsley Witten Group)

site circulation and landscape plan to meet parking requirements. On street parking should be placed in discrete pockets spaced along the roadside to minimize the appearance of a continuous parking lot. Parking in individual garage driveways should also be used as part of the overall parking supply within an integrated site plan. Where parking pockets are located near a residential building they are encouraged to be of a material other than asphalt to reinforce the appearance of a pedestrian plaza.

- **Structured Parking.** See Section 6.D Architecture

- **Residential Garages.** See Section 6.D Architecture.

2. Circulation & Access Guidelines for Specific Context Areas

i. Rural Corridor

a. **Parking.** Placing parking behind buildings may not be practical in all Rural Corridor sites. In particular, large grocery stores, "box stores", and manufacturing locations need extensive service areas for shipping and waste, which should be at the rear of the building. Placing customer parking behind or within these utility areas would be unsafe, so parking is by necessity at the side and/or front of the building. However, the visual and pedestrian circulation impacts of this parking should be modulated.

- **Place parking strategically to reduce visual impact.** Locate entry drives to emphasize arrival at the building(s) while avoiding passing through a parking lot. Keep as much parking as practicable behind the building, and place the rest to the side of the building or screened behind a berm at the side of the site access road.

- **Provide parking screening.** If a parking area is located in front of or to the side of a building, relative to the street, it should be screened with low landscaped berms and/or clusters of trees and shrubs, grasses or other landscaping designed to complement the rural setting.

ii. Rural Residential

a. **Parking Screening.** Any common parking areas should be screened from main roads with natural landscape materials such as naturalized plantings, planted berms, rock features or stone walls, to preserve the natural rural aesthetic and views.

D. Architecture



Architecture within every context should be inspired by the centuries-old building traditions and beautiful architecture found throughout Medway. New buildings may be contemporary in both use and form, but their design should reflect the scale, proportions, materials and attention to detail represented by historic structures. Just as importantly, every new building should engage with its surroundings, whether a village street or rural neighborhood, and contribute to its overall character and sense of place. Section 4. Façade Design, presented architectural guidelines related to the design of façades, including articulation, structural expression, windows and doors, and materials. This section continues with guidelines for the overall massing and proportions of buildings, design of roofs, and other elements of building design.

1. Universal Architecture Guidelines

a. **Architectural Context.** Architecture should be rooted in New England vernacular traditions. While buildings are not required to appear historic, their design should respect these traditions by drawing inspiration from time-tested practices and the historic structures of Medway. See the *Index of Architectural Styles of Medway* in the Appendices for detailed information on the architectural traditions found in Medway.

- **Integrate Historic Structures –** Existing historic structures should be integrated into any new development plan. New buildings and additions should complement and reflect the style of existing older structures. Historic buildings should be considered for restoration or adaptive reuse, as appropriate to the historic structure and nature of its reuse. New construction or additions can address contemporary needs while being compatible with and complementary to the architectural style of the historic structure. Renovations of historic structures should be thoughtfully considered to retain the integrity of the historic structure and sensitive to its underlying design characteristics or historic significance. Refer to the Secretary of the Interior's Standards for Rehabilitation.

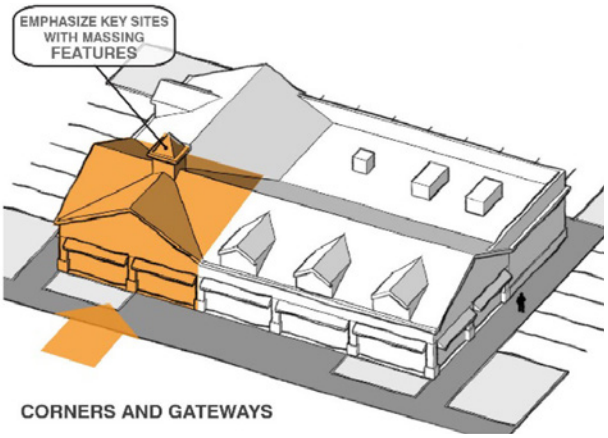
- **Strengthen Historic Districts.** Applicants proposing projects in the National Historic Districts of Medway Village and Rabbit Hill should reference the *History of Growth & Patterns of Development* and *Index of Architectural Styles of Medway* in the Appendices for information on appropriate architectural traditions.

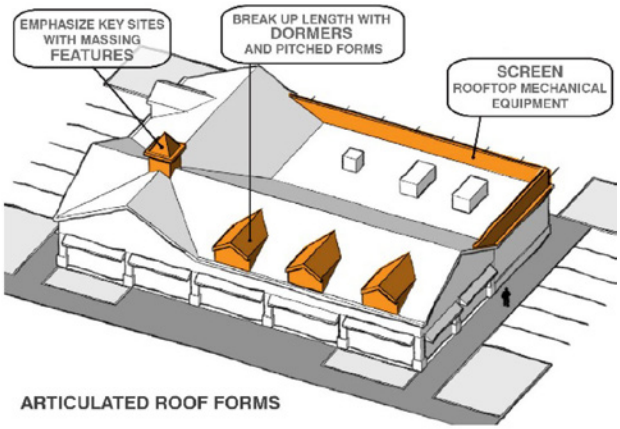


The massing of this new mixed-use building in Manchester by the Sea gives it the look of a building that has grown over time. The upper story has three masses with associated cross gables.

b. **Building Form and Massing** should reduce the overall perceived size of structures and relate to the scale and proportions of historic buildings in Medway. It should reflect the simple and evocative forms that reinforce the character of New England towns and villages.

- **Visually Reduce Larger Building Scale.** Generally, a building mass should not extend across a single plane for more than 80 feet. Beyond this length, the mass should step forward or back by at least 6 feet over a distance of at least 10 feet to introduce visual variation and reduce perceived bulk. Alternatively, buildings can be broken up into masses less than 30 feet long with shallower projections or recessions of the mass and associated roof variations. Industrial buildings are the exception to these dimensional guidelines, as they traditionally have larger uninterrupted planes. However, these should be interrupted by architectural features consistent with traditional New England industrial or agricultural traditions. Large building masses should be broken down through variations in roof lines, bays, set-





backs, upper-level stepbacks, horizontal or vertical articulation, or other types of architectural detailing as described in Section 4 Façade Design. Overall building form should be appropriate to the scale of the building. Large residential buildings should look like smaller component parts put together.

- **Reinforce Corners and Gateways.** Buildings located at a prominent corner, intersection, or gateway should have features, form, and orientation that recognize and respond to the corner or gateway by providing a visual anchor. Examples of such building features include: tower or cupola elements, corner detailing, and additional height.

- **Strengthen Prominence of Building Entry.** Building massing should reinforce the purpose and readability of the building. In particular, building massing should emphasize the location of the primary building entrance.

- **Size and Form Should be Consistent with Architectural Style.** The size and scale of a building should respect the scale of the prototype on which it is based. For example a structure with a traditional farmhouse style looks strange if it is too big. Similarly, traditional buildings and villages varied in form. A development with cookie cutter repetition of the same forms or structures also looks out of place. Buildings types should include enough variability in building massing and scale that repetition is not immediately apparent.

- **Integrate Accessibility Features –** Where accessibility features are required by State law (521 CMR: Architectural Access Board), ramps, lifts or other access requirements should be integrated into the design of the building entry at the building exterior and interior. Accessibility components should be a purposeful part of the building entry design. Building elevations and site grading should be designed to minimize the needs for ramps.

c. **Roofs.** Building roof forms should be authentic to the type of building and reflect traditional New England architectural styles in pitch, proportion, materials, and detailing. In commercial, residential, and mixed-use buildings, large uninterrupted roof forms (generally any longer than 80 feet) should be avoided. Roofs should be articulated with gables, dormers, chimneys, or other forms that provide variety and interest to the overall building. Industrial buildings should reference historic New England industrial



Varied roof forms combine with changes in massing to give this large new building the proportions of an older structure that grew over time.

architecture (see the *Index of Architectural Styles of Medway* in the Appendices).

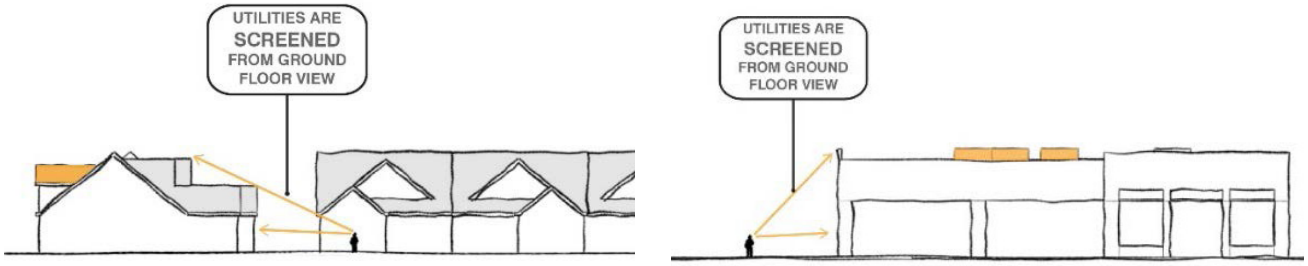
- **Reference Traditional New England Roof Forms.** In **commercial, residential, and mixed-use** buildings, traditional steeply-pitched roof forms are encouraged in order to reinforce a New England sense of place and assist in managing snow loads. In these applications, roof slopes should be in the range of 8:12 to 12:12 (vertical: horizontal). Roof styles may include gable, hip, half-hip, mansard, gambrel, saltbox, Cape Cod and shed. Variation in roof types is encouraged across a multiple building development, but should generally be avoided on a single building.

  Other than a small kick to meet the eave at its bottom, a mansard roof should not project beyond the face of the wall below. The eave should have a high level of detail. A mansard roof should be surfaced with slate or a material with similar appearance.

  The use of a false pitched roof around the edges of a building that otherwise has a flat roof is acceptable provided that the design is convincing from all viewpoints and that the pitch, proportions, materials, and detailing of the false roof reflects historic precedents in the area.

- **Avoid purely decorative roof additions.** Dormers and towers are encouraged, but should contain occupiable space and should be scaled and designed based on historic precedents. Roof additions that appear purely decorative or "tacked on" should be avoided. Non-functional additions should only be used when needed to balance other pre-existing or functional building elements, or for appropriate screening (see below). Non-functional elements should appear convincingly functional.

- **Integrate and Screen Utilities.** Mechanical equipment on rooftops should be screened from the view of pedestrians standing at grade on surrounding walkways by means of walls, decorative grilles, or roof parapets. Screening features should be a part of the building composition and design, and should use materials that complement the overall roof and façade



Integrate and screen utilities.

design. Building heights should not be elongated or exaggerated to cover up functional elements. Floor-to-floor height should be governed by exterior proportions rather than the building system. Other utilities, including solar panels, should be integrated into the design of the roof.

- **Use Durable and Traditional Materials.** Visible roofs should use durable materials like asphalt shingles, wood shingles, slate, or copper, with muted colors to complement the village aesthetic, or corrugated metal when an industrial or agricultural aesthetic is desired. Rooftop solar panels are encouraged.

- **Prioritize Safety and Functionality.** Roof designs should minimize the risk of snow and ice falling into public spaces.

d. **Towers, Cupolas, Chimneys.** Towers, cupolas, and chimneys should be consistent in size, materials, and color to the architectural style of the building. They should maintain a human scale and serve a legitimate function within the building, such as providing usable interior space. A tower or turret should not occupy more than 30% of the total area of the building façade.

e. **Utilize Porches in Residential and Commercial Buildings.** Porches provide weather protection, architectural interest, and a welcoming transitional space between the building's exterior and interior. A porch should be at least 6' deep and 8' wide to accommodate seating or other uses, and it should not be fully enclosed. Stairs may extend from the front or sides, depending on site conditions. An extended portico may be more appropriate across larger entries - such as large commercial spaces or the main entry to a multifamily building.

f. **Consider Awnings and Canopies in Commercial and Mixed-Use Areas.** Awnings and canopies protect pedestrians from the elements, reduce solar gain, and visually define and separate the building's base from its upper stories. These features should:

- Be designed with simple, clean shapes that integrate seamlessly with the façade of the building and complement surrounding storefronts.

- Fit within the structural bays to which they are attached.

- Maintain a minimum clearance of 10 feet above the sidewalk to ensure pedestrian safety and comfort.

- Be constructed from durable, fire-resistant, and water-repellent materials. Canvas and metal are preferred materials. Plastic, vinyl, or vinyl-coated awning fabric should not be used. Awnings and canopies should not be backlit.

g. **Use Contextual and Durable Building Finish Materials.** Finish materials should be used thoughtfully to add texture and visual interest, emphasize architectural details, create shadow lines, and/or express the construction and function of exterior building



Porches, porticos, canopies and awnings provide valuable shelter and shade, and also help break up the height of a façade and give it a human scale.

elements. Materials that reflect traditional New England architecture, that are solid, stable and durable, and that have a long track record of proven performance, such as wood, stone, iron and glass, are preferred. High-quality products that reasonably imitate these materials may also be considered. Vinyl as a primary finish is discouraged, as are siding materials that are highly reflective, or result in large unbroken planes.

h. **Choose Appropriate Colors.** Bright and contrasting colors, and combinations of six or more colors, should not be used.

i. **Corporate Branding Should Not Dominate the Architectural Design.** Corporate images, trademarks, or marketing-related architectural design elements and colors must not define the overall character or style of a building. They may be incorporated as secondary elements if they harmonize with the broader architectural and streetscape context.

j. **Screen Service Areas, Mechanical Systems and HVAC Equipment.** Storage and service areas and utilities should be located at the rear and sides of buildings, away from public spaces. When visible placement is unavoidable, these areas should be screened using non-reflective walls, fences, and/or landscaping that complement the building's architecture. Functional elements such as vents, down spouts, flashing, electrical conduits, meters, service connections, and rooftop mechanical equipment should be treated as integral parts of the design. They should either use compatible materials and colors to minimize their appearance, or be screened adequately to not be visible to the public.



A limited range of color is used traditionally in New England towns, dominated by pale shades and earth tones. A pop of brighter color, like this traditional red and gold, can bring attention to where it's needed.

k. **Garages**

- **Minimize Garage Door Impacts on the Streetscape.** In multi-family buildings, the garage door should not be located on the primary building façade or street frontage. In single- or two-family buildings in Planned Unit Developments, garage doors on the street frontage should be set further back from the streetfront than the main entry façade - preferably by at least half a car length - and the design of the garage door(s) should be integrated with the design of the façade such that the garage door is not the prominent feature of the façade.

- **Set Back Structured Parking.** In order to ensure that street frontages provide usable spaces for uses other than parking and encourage activity and visual interest for pedestrians along building façades, any ground floor parking that is under the roof of a building fronting streets or internal access drives should be located no less than 20 feet behind the front façade of the building. See Zoning Bylaw Section 7.1.1.K for Structured Parking requirements, and Section 5.6.5.G for Structured Parking requirements in the Multi-Family Overlay District.

2. Architecture Guidelines in Each Context Area

Please see the *Index of Architectural Styles of Medway* and the *History of Growth and Patterns of Development* in the Appendices for examples and defining characteristics of existing architectural traditions in Medway, and the contexts in which they occur. The key maps included in these documents will guide applicants and committee members in identifying a project's neighborhood context, and the annotated photographs highlight the key architectural components of various traditional New England buildings.

Town Center

The Town Center features a mix of traditional and contemporary buildings that could ultimately range up to 5 stories. Whether traditional or contemporary in style, the scale of these buildings requires careful attention to massing and façade articulation. Dividing larger buildings into separate masses, and the use of an intentional base, middle and cap in organizing the façade, can help give the building a human scale.



These precedent images illustrate a variety of approaches to massing and façade articulation in larger commercial and mixed use buildings. Horizontal banding through material change and fenestration patterns, along with variations in the setback of the building façades, help break a tall building into less imposing segments. Note the larger windows and pronounced entryways on the first floors.











Village Center

In Village Centers, two- to three- story buildings reflect the scale and proportions of the many historic structures found in these areas. The villages have the strongest historic context, offering opportunities to reflect Greek Revival, Italianate, and Colonial Revival Styles. Many buildings have a formal façade that addresses the street, with a clear entrance and walkway connecting to the public sidewalk. Most have covered entrances and porches.









The tightly spaced two- to three- story buildings in these precedent images integrate traditional New England architectural styles and details to create pedestrian-friendly centers of community activity full of local character.

Residential Village

Development projects echo the size, scale, and proportions of existing buildings along the same street. Where lot sizes allow for larger buildings, these are composed of smaller masses with a residential scale, connected together as intersecting wings. Pitched roofs, dormer, porches and similar elements reflect historic architectural patterns.





The image at left shows a typical historic Greek Revival home in Medway.

The rendering at right illustrates how the massing of a large contemporary building can be designed to suggest that the building grew over time - typical of older New England buildings.

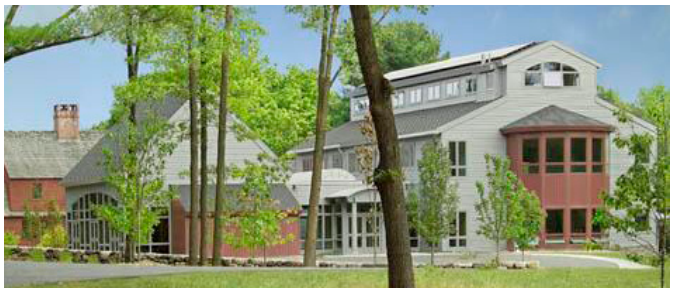
Rural Corridor

Buildings reflect rural architectural traditions, with larger buildings divided into smaller masses, or set back behind landscaping to blend in. Larger commercial, office, or industrial buildings should reflect traditional New England industrial or agricultural building forms, materials, and details, referencing buildings such as barns, mills, or workshops, as appropriate to the neighborhood and context. Industrial roof types should reflect New England mill and industrial traditions, including lower roof slopes, roof monitors, or sawtooth roof forms





These precedent images illustrate various approaches to referencing traditional New England industrial and agricultural building forms, materials, and details in new construction.





Rural Residential

Architecture reflects rural traditions of rambling farmsteads, rural estates, and hamlet centers, with clustered building forms and irregular massing. Cottages and townhouses are a good fit, as long as they avoid the cookie-cutter look created by too many repetitions of the same building.









A variety of residential building sizes can be appropriately designed to fit into the Rural Residential Context Areas. The examples above illustrate a few possible approaches. At left, a collection of multi-family buildings reflects traditional farmhouse architecture and massing. At right, single-family buildings incorporating traditional New England architectural forms are clustered along shared paths and common spaces. Concentrating the developed footprint preserves open space and rural views, and creates new walkable neighborhoods - evocative of traditional hamlet centers.

E. Landscape & Site Amenities



As one of the most multi-functional components of site design, landscaping should be given careful consideration. A thoughtful site landscape accentuates architectural features, creates and reinforces outdoor and outward-facing indoor spaces, defines the site's aesthetic identity, reflects the character, history, and ecology of the site, provides visual, tactile and olfactory interest, defines the relationship between adjacent land uses and sites, provides habitat, creates micro-climates, and is a tool for stormwater management. Intentional and well-maintained landscapes are a critical component of making a site an inviting place for people to shop, dine, and live.

1. Universal Landscape & Site Amenities Guidelines

a. Functions of Landscape



Landscaping is particularly useful in mixed use settings, where it can help separate private and public spaces, and indicate appropriate uses of different areas within the plan.

- **Define Site Entries and Gateways** Entry and gateway landscape should be used to define site access and reinforce a sense of arrival and layout of circulation on the site. The gateway landscape should be integrated with any signage and/or branding features for a development. This type of feature should be simple and balanced with the overall development.

- **Support Wayfinding and the Hierarchy of Circulation and Spaces.** The layout of primary or secondary vehicular or pedestrian circulation should be reinforced with a consistent landscape treatment that contributes to site wayfinding. All portions of a site will not or should not be landscaped, but the landscape should be used to reinforce the character, circulation and features of the site.

- **Define Building Landscape.** Building landscape should be used to integrate the buildings into the overall site plan, soften building edges, and enhance public sidewalks, building entries, and any shared open spaces, community or plaza areas. Foundation plantings, planter beds, window planters, and sidewalk street trees and shrubs are all appropriate for this purpose. Landscape may be used to mitigate or screen less desirable components or features of a building façade. Landscape at the building entry should be designed to provide a buffer transition zone between the building entry and the roadway. This landscaping enhances pedestrian safety at busy entries, and in residential uses provides a transition from the public street front to the private entry.

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

- **Provide Landscape Screening and Buffers.** Landscape buffers, including plantings, walls and fencing, should be used to screen dumpsters; recycling, stockpiling, service, and/or storage areas; parking lots; maintenance yards; utilities (such as solar panels) and other equipment or service uses from view by residential units or pedestrian areas. See Section 6.C. Vehicular, Pedestrian, and Bicycle Access, Circulation & Parking for parking lot screening.

- **Retain Stormwater.** Stormwater retention areas should be integrated with the site landscape and treated as a naturalized environment and site feature that is sustainable from a plant material and maintenance perspective.

  Also known as Low-Impact Development (LID), the use of small, decentralized, and low-tech stormwater management techniques is highly effective for reducing runoff, cleaning water, and promoting recharge.

  To maximize the functionality of outdoor spaces in more densely developed Context Areas, such as Town Centers and Village Centers, LID strategies should be integrated with site uses. For example, rain gardens along a walkway, or permeable pavement for seating areas or outdoor dining spaces -enhances both stormwater management and the aesthetic quality of the public realm.

  See Medway General Bylaws Article 26 Stormwater Management and Land Disturbance and the Medway Zoning Bylaw for stormwater management requirements.

- **Provide Habitat for Pollinators.** With insects on the decline and so much of our landscape given over to mowed lawns, a more naturalized approach to landscaping can support bees and butterflies while bringing life and color to the area. The use of native plants can play an important role in maintaining native insect species.

b. Landscape Design. Plantings for landscaped areas should include a mixture of herbaceous perennials, shrubs and trees. These should include a mix of evergreen and deciduous species, with an eye to maintaining year-round interest. Large expanses of turf grass or mulch should be kept to a minimum, with beds and spaces between trees and shrubs planted with suitable ground covers. The overall composition of plantings should provide visual interest through harmony and variation of the size, shape, color and/or texture of plants and/or their leaves, flowers, seed heads, fruits, stems, and bark. Plantings shall be designed in accordance with Planning and Economic Development Board Rules and Regulations.



Stormwater collection & infiltration in planting beds along a sidewalk.

- **Coordinate Scale of Landscape.** Selection of plantings and maturity of plantings should be carefully considered relative to the overall scale of development. The scale of the installed landscape should be directly tied to the scale of development and buildings.

New plantings should be selected for reasonable maturity at the time of installation to achieve a more full appearance quickly.

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

c. Landscape Materials & Structures

- **Integrate Functional Features and Materials.** The materials used for functional features, such as retaining walls, drainage structures or other required site elements, should be integrated with the overall site design and material palette. For example, a functional retaining wall should include stone facing to match stone walls on the site. Functional site features should be designed in consideration for how they appear from adjacent properties, as well as from within the site.

- **Select Appropriate and Beneficial Plant Species.** Plantings should prioritize native and locally-adapted species that can thrive in the conditions in which they are planted to minimize irrigation, fertilization, and pesticide needs. Plants should offer year-round visual interest from foliage, bark, branching and bloom and support pollinators, birds, and other desirable wildlife. Refer to the required list of species in the *Site Plan Rules and Regulations* that are drought tolerant, native to New England and non-invasive.

- **Use Quality Plant Materials.** All plants should meet A-Grade or No. 1 Grade standards and comply with ANSI Z60.1 or the latest American Standard for Nursery Stock guidelines. Plants should have full, even branching, dense foliage, and vigorous root systems. Shade trees should be at least 2.5 inches in caliper when installed (per Site Plan Review requirements), measured at 12-18" from the ground.

- **Plan for Impacts of Winter Maintenance.** Plant selections should account for the impacts of the application of winter salt and snow removal and storage needs.

- **Consider Planters.** In centers of activity, such as in Town Center and Village Center context areas, planters can help define space within the streetscape, add color and beauty, and protect pedestrians from traffic.



A continuous planted bed provides enough soil volume for healthy trees, and buffers pedestrian areas from the street.

d. Street trees. Street trees play a fundamental role in every context, providing screening, shade and beauty essential for anywhere we live, work and play. See Medway Zoning Bylaw Section 10 for additional street tree spacing, planter design, and tree pit dimension requirements in the Central Business Zone. See Section 6.C. Vehicular, Pedestrian, and Bicycle Access, Circulation & Parking for more information on parking lot landscaping.

- **Implement Effective Spacing.** Street trees should be planted so that they create a continuous canopy at maturity: generally this means about 30'-0" on center for large deciduous trees, and 20'-0" on center for small deciduous trees. Spacing can be adjusted to improve visibility of key features, such as signage or entrances, if the trees still form a complete canopy.

- **Clearance.** Trees should be set back to allow adequate access to fire hydrants, street signs, curb cuts, and stop signs. Tree pits should be a safe distance from gas, electric, water and sewer lines, and oil fill pipes.

- **Tree Soil.** Trees can have an enormous positive impact on the design of streets, parking lots, and other largely impervious areas, while taking up relatively little space on the ground. The key is to provide enough room to keep trees from being damaged and enough soil volume for healthy root growth, so that the tree can grow to its full potential. A minimum of 600 cubic feet of soil volume is recommended for small trees and 1,000 cubic feet for large trees. Tree pits should ideally be connected to each other or to adjacent landscaped areas. The use of a modular suspended pavement system is encouraged, where appropriate. Structural soil may be used, but trees should not be planted directly in structural soils.







Examples of various approaches to tree pit size, surface, and design.

- **Tree Pit Surfaces.** Street tree pits may be planted with ground cover or mulched. Where space limitations require that the surface of a tree pit must be used for pedestrian movement, any surfacing should be permeable to air and water and designed and constructed to prevent soil compaction, such as permeable rubber (flexi-pave or similar), suspended paver grids, or tree grates. Openings should be designed to be easily expanded as needed to allow for the growth of tree trunks over time.

- **Tree Pit Guards.** In busy pedestrian areas, to protect plantings from dogs and pedestrians, planted street tree pits

should have tree pit guards (low permeable fences, typically 18" tall, made of cast iron, wrought iron, or steel) installed on the three sides of a tree pit adjacent to the sidewalk (not on the street side).

e. **Commercial/ Mixed-Use Frontage Zones** In Town Center or Village Center Context Areas, the portion of a site that immediately adjoins the public right-of-way provides an opportunity to create additional space that activates the streetscape. This space can be designed to be either primarily hardscaped pedestrian plaza space, or primarily a planted garden. These areas should be in scale with the building and adjacent streetscapes. Large areas of lawn that are not intended for active or passive recreation are not appropriate in this area. Any stormwater management facilities in this area should provide a high-level of pedestrian interest.

- **A pedestrian plaza** is a semi-public or public space intended for circulation, passive recreation, outdoor dining, gathering, or commercial activities. A pedestrian plaza should be at grade with the adjacent sidewalk, or raised not more than 18" above it. A pedestrian plaza is primarily surfaced with hardscape, typically using high quality materials such as durable unit pavers. It should include seating such as benches or outdoor café seating. Plantings, pedestrian scale lighting, public art and fountains are encouraged to enliven a plaza. Plazas should provide for adequate shade through the use of trees, pergolas, or other shade structures.

- **A garden** is an outdoor space that is designed for beauty, to provide habitat for animals or insects, to provide food for humans, or to manage stormwater. A garden is primarily composed of plants and may also contain hardscape, outdoor furnishings, public art, low walls, intentional contouring of the ground plane, outdoor lighting, or water features. A garden should maintain visual interest in all seasons of the year through harmony and variation of size, shape, color and texture of plants. All plantings should be arranged and maintained such that they do not obscure views or operational space necessary for pedestrians, motor vehicle, or bicycles.



A paved plaza integrated into the sidewalk system provides for walking, sitting, outdoor dining and other active uses.

f. **Residential Landscapes.** Residential site landscape should be used to provide privacy, frame views and reinforce a sense of New England character and environment. Larger residential development projects



Garden spaces can provide year-round visual and other sensory interest while buffering private areas.



A layered landscape defines each zone of use and privacy within a residential development - street, sidewalks, semi-private front yards, and private garden spaces (Donovan's Farm, Norwell).

have a unique opportunity to provide open space integrated with the overall site plan. Important objectives for residential landscapes include:

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

- **Define Public and Private Space.** In a residential community creating clear and distinct boundaries between public space and private space are very important. This can be accomplished through the configuration of buildings, paths, fences and landscape.

- **Design Shared Open Space.** In the context of the residential development, shared open space is a common resource shared among residential units of the development, but is not necessarily open to the general public. Depending on the scale and use of the open space, this area could include natural park areas, small pedestrian plazas, playgrounds, community gardens, outdoor seating, landscape, and other amenities.

- **Create Private Open Spaces.** In addition to shared open space, private open space may also be provided in a residential development. It would be dedicated for use by a single unit with clear boundaries defined by ownership or exclusive use agreements.

- **Create Open Space Connections.** Open space within a project should connect to existing or proposed conservation land, greenways and/or trails or around the property, creating a network of connected open spaces and walking routes.

- **Landscape Buffers** should mitigate unsightly views, noise, etc. while reinforcing privacy. See Section 6.B. Site Composition and Building Siting &

Orientation for additional guidelines on landscape buffers.

g. Commercial & Mixed-Use Landscapes

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

- **Site Amenities.** Site amenities should enhance activity and serve a function near site and building entries and serve to enhance the pedestrian experience. Site amenities may include benches, trash and recycling receptacles, bike racks, and other components appropriate to the use and scale of the development. See Section 6.C. Vehicular, Pedestrian, and Bicycle Access, Circulation & Parking for information on bike racks.

- **Coordinate Design of Amenities.** The character and design of the site amenities selected should be consistent with the overall character of the site and building design. Site amenities should be integrated with the site design to allow appropriate clearances, space and circulation around them to allow busy areas to function appropriately.



Outdoor amenities add value to the visitor experience, but also contribute to the public character of commercial and mixed-use projects (LPA Design Studios)

F. Lighting for Landscape & Building



Lighting design should complement the style and materials of the rest of the building, site, and streetscape, and thoughtfully integrate with the proposed project's Context Area. Outdoor lighting should create a welcoming atmosphere by safely illuminating drives, walkways, building entrances, and other important features, while minimizing glare and other impacts on adjacent properties, motorists, pedestrians, ambiance, and the night sky. Systems should use the minimum illumination needed for visibility and safety, limiting light to the intended areas and to appropriate times. Lower light levels are generally preferred in contexts that are primarily residential or rural. All lighting should adhere to Dark Sky principles— useful, targeted, low level, controlled, and warm-colored— and provide even, glare-free light with minimal skyglow or spillover.

1. Universal Lighting Guidelines



Cafe lights work well because they combine to provide plenty of light while producing little glare to interfere with vision. Indirect lighting of building façades, sidewalks and vegetation works the same way: hiding the light source while enhancing visibility of the lighted feature. (Pulaski Park, Northampton - courtesy Stimson Studio)

a. Site & Building Lighting Design

Site lighting should focus on supporting evening activity, particularly near site and building entries, across parking lots, paths and open spaces - with a minimum level of lighting for nighttime safety.

Building lighting should be used to highlight and emphasize functional and decorative aspects of the building massing and façades. Building lighting should be energy efficient and designed to be minimized and focused on key components of the building.

Lighting design must comply with the lighting requirements of the Zoning Bylaw (Section 7.1.2 *Outdoor Lighting*) and applicable State Codes.

- **Create Multiple Layers of Lighting.** Site lighting design should be coordinated across roads, parking lots, pedestrian areas, building entrances and site features to complement the overall character of the site. Lighting should be used to highlight key areas and features of sites and buildings. Lighting heights and poles should be scaled appropriate to the use: pedestrian height lighting and light bollards should be used when not lighting a vehicular area. Light fixtures of varying height should be of a compatible design and cohesive lighting fixture palette.

- **Minimize Lighting**. Lighting should be provided at minimal levels that will allow for reasonable comfort and security, and reduce "hot spots." Downward-directed, dark-sky compliant lighting is required as per the lighting requirements of the Zoning Bylaw to minimize excess glare and spillage.

- **Define Hierarchy of Lighting.** Building entries should be a primary focus of building lighting to reinforce safety, security and convenience for access to the building. Lighting to highlight building features, key architectural elements, accents or signage should be a secondary focus of building lighting. Site lighting that is highlighting a specific site element should be confined to focusing on that site element. This may include lighting a sign, a wall, landscape plantings or other feature.

b. Light Sources and Fixture Placement

The Illuminating Engineering Society (IES), in collaboration with the International Dark-Sky Association (IDA, now DarkSky International), developed the BUG (Backlight, Uplight, and Glare) rating system. Released in 2007 and refined in TM-15-11, these standards were designed to measure light pollution from outdoor fixtures and replace outdated, less comprehensive cutoff classifications.

- **Backlight, Uplight, and Glare (BUG).** In general, light should be shielded and carefully aimed so that the direction of the light beam points downward and does not spill beyond where it is needed. Flood or area lighting is not acceptable. To keep glare to a minimum, recessed fixtures should be used under eaves and porches and window displays should use shielded accent lights. Light fixtures with the lowest possible BUG rating should be selected. Recommended maximum BUG ratings are listed in the table opposite.

- **Useful Light.** All outdoor light should be deliberately directed to serve its intended purpose, such as improving visibility, safety, or utility.

- **Warm-Colored Light.** Fixtures should have a warm color temperature. The correlated color temperature (CCT) of the light fixture (measured in Kelvin (K)) should not exceed 2700 K. When a CCT higher than 3000 K is necessary to meet lighting objectives, total emission of blue light should be kept as low as reasonably possible through low intensities, careful targeting, and reduced operating times.

- **Fixture Heights in Pedestrian Areas.** Fixture heights along sidewalks and plazas should match the pedestrian-scale streetscape, with wall-mounted fixtures no higher than 12-15' and pole-mounted fixtures no higher than 20'.

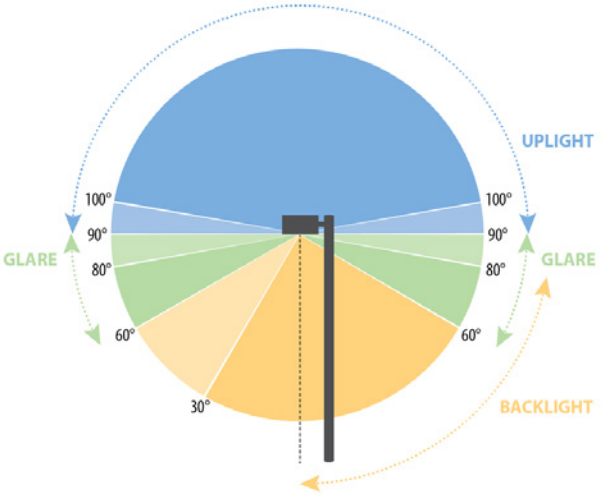


Image Credit: *Night Sky and Dark Environments: Best Management Practices for Artificial Light at Night on BLM-Managed Lands* by Sullivan, R et al. 2023

Maximum Allowable Backlight, Uplight and Glare (BUG) Ratings	
B	2
U	0
G	2

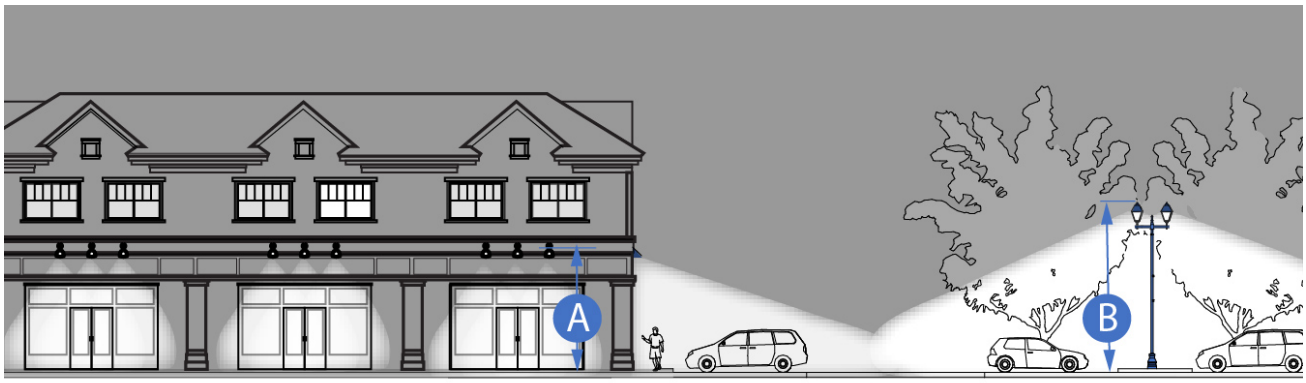


Illustration showing the use of multiple low-level light fixtures to produce pedestrian scale lighting with even distribution. Wherever possible, use lighting of façades, porches and canopies to provide indirect lighting of sidewalks - reducing the need for free-standing street lights.

A = maximum height of wall mounted fixtures, 12-15 feet

B = maximum height of pole mounted fixtures, 20 feet

- **Fixtures.** Traditional light fixture styles are preferred. See images below for some examples of traditional styles. When located on a public Right of Way, lighting should be consistent with specifications established by the Town of Medway. When streetlights are located on private property, variations that fit the design theme of a project may be acceptable, but if visible from the streetfront, should complement other nearby streetlight fixtures.

- **Electrical Components.** Transformers, conduits, and other electrical components of lighting should be concealed from view. The location of transformers and light poles should be determined early in the design process to allow for coordination with building, landscape and streetscape elements.

Examples of Traditional -Inspired Light Fixtures



















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Section 7. Glossary

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

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

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

Backlight, Uplight, and Glare (BUG) Ratings. BUG ratings are based on the Illuminating Engineering Society's TM-15-07 (Revised) method for evaluating outdoor lighting performance. The three components are:

- Backlight (B): Light emitted behind a luminaire, often resulting in spill light or trespass onto adjacent properties or roadways.
- Uplight (U): Light emitted above the horizontal plane, contributing to sky glow and reduced night sky visibility.
- Glare (G): Light emitted at high angles that enters the eye directly or is reflected from surfaces, causing visual discomfort or decreased visibility.

Bay (Architecture). A vertical section of a building's façade, particularly the space included between two supports, often defined by structural elements like columns, walls, or bays of windows.

Bioretention/Rain Garden.. Landscaped depressions planted with vegetation that collect rainwater and filter out pollutants as it infiltrates into the soil.

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

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

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

Color Temperature (Kelvin). A measure of how "warm" (yellow/orange) or "cool" (blue/white) a light appears. Lower numbers (like 2700K) look warm; higher numbers (like 4000K) look cool.

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

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

Cornice. Any decorative horizontal feature at the top edge of a wall, window, door, or building.

Curb Cut. A small ramp or lowered section of a sidewalk at the street's edge that allows pedestrians to move smoothly between the sidewalk and the street without stepping over a curb; also a driveway entrance into a property that passes through a curbed street edge, or informally, any driveway entrance.

Dark-Sky. An international initiative, embraced by the Medway Bylaw, to reduce light pollution intending to increase the number of stars visible at night, reduce the effects of unnatural lighting on the environment and cut down on energy usage. The dark-sky movement encourages using light purposefully, the use of full-cutoff light fixtures that cast little or no light upward in public areas, using the lowest appropriate level of light, employing controls like timers or motion sensors to use light only when needed, and using warmer color temperatures (3000K or lower) to minimize harmful blue light.

Design Review Committee (DRC). A committee established under Medway General Bylaw Section 3.11 and appointed by the Planning and Economic Development Board.

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

Dormer. A small roofed structure with one or more windows that projects from a sloping roof. In traditional New England architecture, dormers typically take the form of a gable or "doghouse," a shed, or hipped roof.

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

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

Façade. The substantially vertical exterior face or outer layer of a building exposed to public view. Typically the front, but sometimes other sides that have special architectural treatment as well.

Façade Articulation. The design details that break up large monolithic surfaces of a building's façade into visually interesting, human-scaled sections. Articulation reduces the perceived scale of a building. Common techniques for façade articulation include but are not limited to: modulation (projections and recessions), vertical and horizontal divisions (using piers, pilasters, columns, cornices, or different window patterns), and varying materials and colors.

False Pitched Roof. A decorative, non-functional addition to a building's roof that mimics a roofline. The "false" part created the appearance of a sloped roof from the street but is actually attached to a lower-pitched or flat roof.

Frontage. That portion of a lot which fronts on a street or streets from which physical access to the principal building on the lot can be provided. See Section 6.2.E of the Medway Zoning Bylaw for details on measurement of frontage.

Full-Cutoff Fixture. A luminaire having a light distribution where zero candelas intensity occurs at an angle of 90 degrees above nadir, and at all greater angles from nadir. Additionally, the candelas per 1,000 lamp lumens does not numerically exceed 100 (10 percent) at or above a vertical angle of 80 degrees above nadir. This applies to all lateral angles around the luminaire. This kind of luminaire emits no light above the horizontal.

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

Gambrel Roof. A two-sided roof with two slopes on each side, the lower slope being steeper, often seen in the construction of barns.

Glazing. The glass, along with structural elements such as window sashes and shop fronts, that hold the glass with the façade of a building.

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

Hip Roof. A roof that slopes down on all four sides, either from a central peak or linear ridgeline.

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

Low Impact Development (LID). A set of design practices that manage rainwater by letting it soak into the ground close to where it falls (like rain gardens or permeable pavement).

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

Mansard Roof. A roof with two slopes on each side, the lower/outer slope being steeper than the

upper one. Popularized in France, it allows for more usable space in the attic than a more steeply pitched roof.

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

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

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

Multi-Tenant Development. See definition in Section 7.2 *Signs* of the Medway Zoning Bylaw.

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

New England Vernacular. The traditional architectural style of the region, reflecting the climatic influences, available materials, and common building methods. Key features include simple forms, pitched roofs, additive massing and wood siding.

Pedestrian Scale. Design that feels comfortable and inviting to people walking, with details sized for humans rather than cars.

Permeable Pavement. Pavement that allows water to pass through into the soil below.

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

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

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

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

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

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

Shared Parking. A system where different businesses or uses share the same parking lot. Maximizes the efficient use of available space for business or residential uses that may need spaces at different times.

Signs. See definitions of sign types in Section 7.2 *Signs* of the Medway Zoning Bylaw, including: Directory Sign, Residential Development Sign, Projecting Sign, and Wall Sign.

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

Street Enclosure Ratio. The ratio of building height to street width. A ratio of 1:2 indicates that the measured distance between building façades on opposite sides of a street is equal to twice the measured front façade height of these same buildings.

Street, Local; Street, Neighborhood; Street, Primary; Street, Secondary. See definition in Town of Medway Planning Board Rules and Regulations Chapter 100 - *Land Subdivision*.

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

Transparency. The percentage of a building's wall that is made up of clear windows, allowing views in and out.

Tree Pit. The underground soil-filled space around the base of a tree, designed to support healthy tree growth by providing space for roots to develop and water to infiltrate.

Visible Light Reflectance (VLR). A measure of how much light bounces back from a window (a higher % means more mirror-like).

Visible Light Transmittance (VLT). A measure of how much light passes through a window (a higher % means clearer glass).

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

Wayfinding. Wayfinding signage refers to a family of signage products created for the purpose of

directing people to & from a defined area, all while guiding them through paths, marking destinations reached, and providing both essential and commercial instructions and data along the way.

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

Section 8. References & Resources

A. Town of Medway Resources

- **Zoning Bylaw and Zoning Map.** The Town of Medway Zoning Bylaw and Zoning Map are available online at the Town's website. As of the date of this publication, the Medway Zoning Bylaw was updated November 10, 2025 and the Medway Zoning Map was updated January 8, 2026. Check the Town of Medway website for the most up-to-date information. The Zoning Map and Zoning Bylaw are available at the following webpage: https://medwayma.gov/zoning-bylaw-and-map-current/

- **Town of Medway Community and Economic Development Department website.** https://medwayma.gov/departments/community-and-economic-development/

B. Medway's Historic Districts

The Town of Medway includes two historic districts that are designated as National Historic Districts, the Rabbit Hill Historic District and the Medway Village Historic District.

More information about each district is available at National Register Database and Research website: https://www.nps.gov/subjects/nationalregister/database-research.htm

Maps of each of the Historic Districts are available at: https://medwayma.gov/historic-district-maps/

C. Dark-Sky Lighting Resources

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

- Massachusetts has its own chapter of DarkSky International, with state-specific information and guidance: https://darkskymass.org

D. Low Impact Development (LID)

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

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

E. Rehabilitation & Preservation Standards

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

Section 9. Appendices

A. Index of Architectural Styles of Medway

B. History of Growth & Patterns of Development

Appendix A

Architectural Index

A Supporting Document to the

Medway Design Guidelines

2026

Index of Architectural Styles of Medway

Medway is blessed with a rich architectural legacy, reflecting its evolution from a rural farming community on the banks of the Charles River to a 19th Century Mill Town and 20th Century suburb. Over the course of more than three centuries, residential, commercial and civic buildings were erected following the architectural styles and building traditions that were popular in each era. The oldest surviving structures from the 1700s reflect the Georgian architecture of England, and the colonial desire to honor the English homeland. After the founding of the United States, local architects and builders adapted these traditions into the Federal Style. As the villages were expanding in the early 1800s, the popular Greek Revival style reflected a move away from English traditions and a celebration of American democracy, especially after the War of 1812. Over the course of the following century, the range of styles further proliferated, including Gothic, Italianate, Second Empire, Queen Ann, Shingle Style, Stick Style, and so on.

While there are "pure" examples of many of these styles in Medway, there are many structures with a combination of elements. There were also many ordinary, everyday dwellings and businesses built throughout the town's history that do not express a particular architectural style. These vernacular buildings, ranging from cottages and farmhouses to simple commercial buildings, may not be stylish, but fit very well in a small New England town.

This index provides examples of the most common architectural styles found in Medway, and describes the key features that set them apart. Many examples of each style were documented as part of the nominations to the National Register of Historic Places for the Rabbit Hill Historic District (listed in 1988) and the Medway Village Historic District (listed in 2008).

Overview of Architectural Styles



Georgian (1700-1780) Named after the English Kings George I, II and III, the Georgian style was developed by Robert Adams and other English architects and used for both great city centers and country estates. It is characterized by symmetry, proportions and detailing that reflected the classical architecture of Greece and Rome. It came to America by way of pattern books. Typical examples include houses lined up with their long axis parallel to the street, with hipped roofs and a symmetrical arrangements of windows on either side of a central doorway, often flanked by projecting columns.



Federal (1780-1820) Boston Architect Charles Bulfich introduced the Federal Style to the United States after a tour of Europe. It is considered a lighter and more elegant development of the Georgian style, sometimes with rounded Palladian windows, at least over the main entrance. Examples from Medway include the Walker-Mason and Elias Whiting Houses, each with central doorway in the long wall facing the street, flanked by bays of windows, with a simple hipped roof.



Greek Revival (1825-1860) This was considered in its time the "National Style," and reflected a desire to move away from English and European Renaissance architecture to something older and purer. The gable end of the structure became the main façade of the house, with columns holding up a triangular pediment, like the Parthenon in Athens. There are quite grand Greek Revival structures in Medway like the Hurd House at 204 Village Street, as well as modest homes like the Ellis House on Mechanic Street. The basic form, known as an "end house" because the end faces the street, became one of the more common vernacular types in both village and rural farm settings, often with the addition of a porch across the façade to shelter the front door.



Gothic Revival 1830-1860 This style grew out of the romantic movement in architecture, drawing on the architecture of medieval Europe to find forms that were seeing as a better fit to the context of rural homes and estates. It was also used for many churches, which often featured towers, parapets and tracery windows. Popularized through pattern books written by Andrew Jackson Downing and others, the style features steeply pitched roofs and front-facing gables, often with decorative bargeboards or "gingerbread." The pointed gothic arch was used for windows, doors and porch framing. "Carpenter gothic" featured vertical board and batten wooden siding and incised wood trim and other decoration.



Italianate *(1850-1880)* Inspired by rambling Italian villas, the style featured tall blocky forms capped by a low-pitched roof, with wide eaves supported by decorative brackets. Windows were tall and narrow, sometimes arched, and lined up in bays. They often included a tower or belvedere. With an irregular floorplan and asymmetrical massing, these structures were often designed to be grand, but also romantically picturesque.



Queen Anne 1880s-90s Houses built in the Queen Anne Style are often what we picture when we think of Victorian Architecture, with complex, asymmetrical massing, hipped, cross-gabled and pyramidal roofs with deep overhangs, wrap-around porches, and elaborate detailing. They often have towers and turrets, bay windows and projecting upper floors, with surfaces covered with textured wall patterns, including shingling, with bold multicolor paint schemes. They were inspired by Old English cottages and manor houses, but in America were expressed in a combination of styles that had relatively little to do the actual Queen Anne of the early 1700s.



Second Renaissance Revival 1890s-1915 This style drew on the architecture of the Italian and French Renaissance and was popular for commercial or large residential buildings, often built with stone and masonry like the Palazzi of Florence or a French Chateau. Structures feature large rectangular, symmetrical façades, often capped by a low hipped roof with a wide overhanging cornice. The façade is often divided by vertical columns and strong horizontal lines, with rows of round topped windows. Windows of a different type are often used on each floor, and highlighted by arches, columns and decorative details.



Colonial Revival 1880-1955 The celebration of the nation's centennial at the 1876 Philadelphia Exposition inspired a rediscovery of the simple shapes and clean lines of colonial architecture – which can also be seen as a rejection of the elaborate detailing and fussy interiors popular in the Victorian Period. Colonial styles were (and remain) popular in the expanding suburbs, and were adopted for civic, institutional and commercial buildings through the 20th Century.



Classical Revival 1890s-1910s Represented locally by the "four square" house, the style took a simple square form and applied decorative details inspired by classical Greek and roman architecture, including wide bracketed cornices, thin corner boards and broad, elliptical fanlights over the door or porch openings. Even otherwise simple homes could have an elaborate porch or portico with columns and pediment. Like the earlier Greek Revival period, the classical revival often drew on the form of the Greek temple, especially for institutional and civic buildings.



Craftsman 1900 - 1920s Inspired by the Arts and Crafts movement, the style was popularized by American furniture designer Gustav Stickley through his magazine "The Craftsman." A reaction to mass production and the excesses of Victorian Architecture, Craftsman homes were smaller, made from natural wood and stone, and designed to be livable. Stickley designed hundreds of homes and published floor plans that included one and two-story bungalows, country cottages, ranch houses and farmhouses.

20th Century Styles For most of the 20th Century, the decline of local industry and modest economic growth meant that people continued to live and work in buildings that had been in place for decades, if not centuries. The colonial revival style was common, especially for schools, post offices and other civic buildings. When development picked up again after World War II the focus was on new homes in residential subdivisions. These mostly fell into the common builder's models - capes, split levels, ranches, and colonials. Commercial development was dominated by strip malls and chain retail centers, which either followed a functional modernism or attempted to adapt neoclassical details to the sprawling footprints of supermarkets and chain stores. In the 21st Century this

has continued, though the town has worked effectively with developers to design buildings with a more traditional "New England" style of architecture.



What style is most appropriate for Medway today? If we still value the richness of the town's traditional architectural styles, how can those be adapted to the reality of big box stores and multi-family residential development? As described in the Design Guidelines, much of the answer lies in site planning and landscape techniques that focus on creating and enhancing attractive, pedestrian-oriented streetscapes and centers of activity. But there is much to learn from traditional building forms and architecture that can help contemporary buildings fit in more successfully.

On the following pages are more detailed examples of the long history of building types and architectural styles found in Medway. While each style has unique features, there are common elements that are consistent across eras. Many of these can be applied directly to contemporary buildings, whether or not they follow a recognized architectural style:

- Simple, additive massing with a repetition of similar shapes and proportions - especially when designing larger buildings.
- Human Scale, with buildings and outdoor spaces that relate to the dimensions and proportions of the human body,
- Building orientation that creates a formal relationship to the streetscape and other public spaces.
- Building entrances that are easy to find and celebrated with decoration and detailing.
- Use of wood, stone, brick and other materials that reflect regional traditions.
- An arrangement of windows, doors and other elements on a façade that creates a sense of order and harmony.
- Tall windows with vertical proportions.
- Functional elements like porches, covered entrances and window treatments that provide physical shelter, a sense of refuge and a transition between public and private space.
- An appearance of elegance, grace and dignity that says that no matter how humble, the lives within this structure have value.

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Federal

Sanford Mansion
7 Sanford Street, Medway Village

Year Built: 1794-1830

Architectural Features

1. Five bay symmetrical façade.
2. Gabled roof with central ridge parallel to the original street.
3. Central entrance framed by ornamentation, including a broken pediment with denticular raking cornice supported by fluted Tuscan pilasters framing a semi-circular fanlight and paneled door.



Photo c.1900 courtesy Medway Historical Commission

Federal

Feltt-Cary Row House
103-109 Village Street, Medway Village

Year Built: 1794-1830

Architectural Features

1. 12 bays divided into four units.
2. Gabled roof with central ridge parallel to the street.
3. Two porches shelter paired entries, flanked by symmetrical sets of windows.
4. Simple detailing appropriate to worker housing.



Photo courtesy Google Street View

Federal

201 Main Street
Rabbit Hill

Year Built: 1825

Architectural Features

1. Dual chimney.
2. Central entrance.
3. Five bay symmetrical façade.
4. Gabled roof with central ridge parallel to the street.
5. Addition of a lower rear ell.



Photos courtesy Google Street View

Federal

"Old Parish House"
199 Main Street
Rabbit Hill

Year Built: 1825

Architectural Features

1. Gabled Roof oriented towards the street.
2. Prominent central entrance with archway.
3. Five bay symmetrical façade.
4. 12 over 12 first floor windows.
5. 6 over 6 upperstory windows.



Photo courtesy Berkshire Hathaway

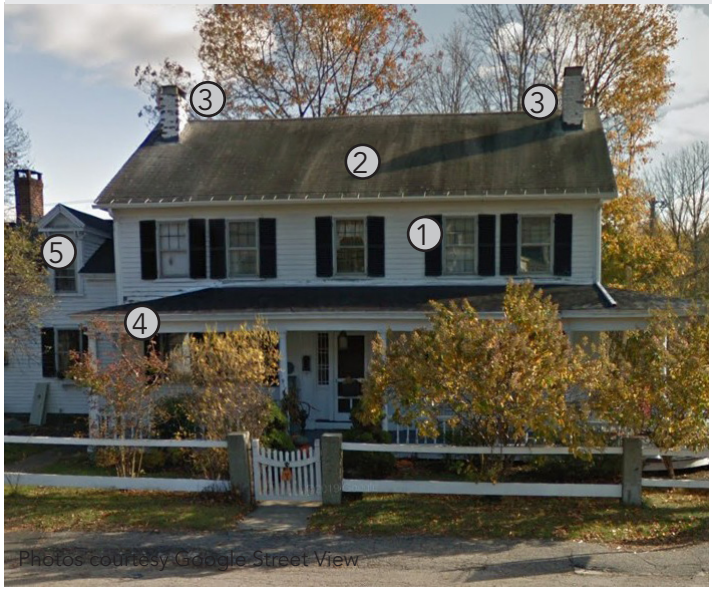
Late Federal/Greek Revival

191 Main Street
Rabbit Hill

Year Built: 1838

Architectural Features

1. 5-Bay symmetrical façade.
2. Principal roofline parallel to the street with central entry.
3. Dual chimney.
4. Full one-story porch supported in some areas by round columns.
5. Lateral ell with an Italianate projection added in the late 19th century.



Photos courtesy Google Street View



Federal/Italianate

"Old Schoolhouse"
29 North Street
Medway Village

Year Built: 1816 (moved to current location in 1876)

Architectural Features

1. Hipped roof entry porch, with over-scaled scroll brackets.
2. Three bay symmetrical façade .
3. Accentuated gable rake and cornice returns.
4. No cornice between second and third floors.
5. Lateral ell with full length hipped roof porch.



Photo courtesy Google Street View

Greek Revival

16 Holliston Street Medway Village

Year Built: 1852-1858

Architectural Features

1. Prominent gable end facing the street.
2. Three-bay façade with side entry.
3. Recessed entry with full entablature under a slightly pedimented hood and paneled Tuscan pilasters.
4. One-story shed roof porch supported by turned posts, faces towards the yard rather than the street.
5. Paneled Tuscan corner pilasters
6. Prominent gable rake and cornice.



Photo courtesy Google Street View

Greek Revival

6 Holliston Street Medway Village

Year Built: 1831-1852

Architectural Features

1. Three-Bay façade with side entry.
2. Off-center middle window to allow for side passage in third bay.
3. Third story window centered in gable.
4. Prominent gable rake and cornice.
5. Simple 4x4 posts supporting porch (probably a later addition.
6. Narrow corner pilasters
7. Low addition in rear.



Photo courtesy Google Street View

Greek Revival

204 Main Street
Rabbit Hill

Year Built: 1835

Architectural Features

1. Five bay façade with central entry.
2. Full pedimented gable facing the street.
3. Fluted columns supporting a portico.
4. Fluted pilasters framing doorway.



Photo courtesy Google Street View

Greek Revival

Metcalf House,
204 Village Street
Medway Village

Year Built: 1830-1852

Architectural Features

1. Original 5 bay façade with a series of additions and outbuildings repeating the original form.
2. Gable ends facing the street.
3. Wrap around portico set close to the ground.



Photo courtesy Google Street View

Gothic Revival

Clark-Monroe House, 6 Sanford Street Medway Village

Year Built: circa 1830-1852

Architectural Features

1. 2-1/2 story gable block.
2. Steeply pitched roof, cross-gable and wall dormers.
3. Elongated paired windows and polygonal bay window.
4. Polygonal porch in corner between main house and rear ell.



Photo courtesy Google Street View

Gothic Revival

Seavey House, 5 Church Street Medway Village

Year Built: 1858-1876

Architectural Features

1. 1-1/2 story gable block with picturesque massing.
2. Steeply pitched façade gables with patterned verge boards.
3. Hip-roofed entry porch supported by thin tripartite columns connected by gothic arches.

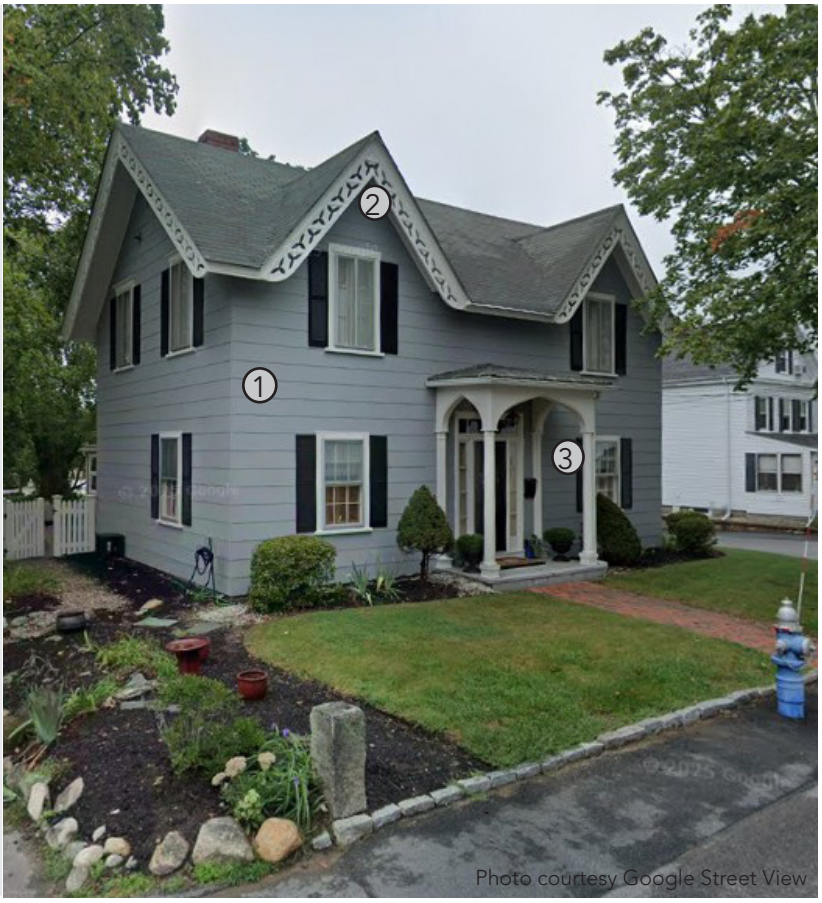


Photo courtesy Google Street View

Italianate

11 Barber Street
Medway Village

Year Built: circa 1852-1858

Architectural Features

1. Square, 2-1/2 story hip block.
2. Belvedere centered on roof.
3. Wide cornice supported by large-scale, paired brackets.
4. Tall double-hung window with protected by flat hoods supported by brackets.
5. Recent changes (below) removed all but the first floor bay windows and bracketed door hood.



Photo courtesy Medway Historical Commission

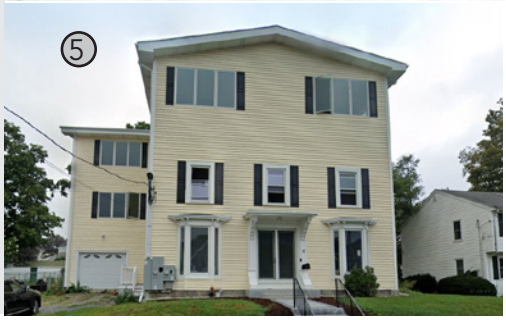


Photo courtesy Google Street View

Italianate

Mason House
12 School St.
Medway Village

Year Built: 1876-1884

Architectural Features

1. 2-1/2 story mansard roof end house, with open gambrel wall on the street façade.
2. Gabled dormers with circle-top windows.
3. Polygonal bay window on first floor.
4. Full-width porch with hipped roof across the front façade, likely enclosed later.



Photo courtesy Google Street View

Italianate

Partridge-Plympton House
116 Summer Street

Year Built: 1790-1830, 1858-1876

Architectural Features

1. Original center-chimney Federal house was redeveloped as 3-story hipped-on-mansard roofed house.
2. Below the roof, the house retains the original façade layout on the street side.
3. Side entry porch and bay window on side of house allows access from farmyard.
4. Narrow dormers with shallow peaked roofs.



Photo courtesy Google Street View

Queen Anne

Gay-Moon House
3/5 Mechanic St
Rabbit Hill

Year Built: circa 1831-1852 with later additions.

Architectural Features

1. Complex massing with intersecting gables.
2. Three story tower with tall bell-cast roof.
3. Decorative shingle work, horizontal banding and paneling.
4. Wrap-around porch with spindlework porch supports and decorative brackets.



Photo courtesy Google Street View

Queen Anne

3 Barber Street
Medway Village

Year Built: circa 1892-1897

Architectural Features

1. Asymmetrical massing with intersecting gables.
2. Irregular floor plan with additions.
3. Tall,vertically-proportioned windows
4. Wrap-around porch with prominent round corner extension with conical roof.



Photo courtesy Google Street View

Classical Revival

9 Barber Street
Medway Village

Year Built: 1892-1897

Architectural Features

1. Four-square massing with hipped roof and dormer.
2. Classically-derived detailing, with wide, bracketed cornice and thin corner boards.
3. Hip-roofed porch with and elliptical fanlights spanning porch openings.



Photo courtesy Google Street View

Classical Revival

32 Lincoln Street West Medway

Year Built: 1895

Architectural Features

1. Side gabled roof with central dormer.
2. Double hung windows with shutters.
3. Pronounced entryway with sidelights.
4. Minimal ornamentation.



Photo courtesy Google Street View

Classical Revival

8 Sanderson Street Medway Village

Year Built: 1910-1922

Architectural Features

1. Unusual "two-decker" duplex form with shared entry.
2. Shallow hipped roof with hipped dormers.
3. Modest classical detailing, including wide board entablature and corner boards, and narrow flat hoods above first story windows and front door.
4. Two story polygonal bay window.



Photo courtesy Google Street View

Dutch Colonial Revival

151 Main Street
Rabbit Hill

Year Built: 1933-1942

Architectural Features

1. Two-story gambrel-roofed house.
2. Continuous dormer across front and rear elevations.
3. Symmetrical arrangement of double hung windows with shutters.
4. Central pedimented entry portico with curved underside.



Photo by Dodson & Flinker

Colonial Revival

165 Village Street
Medway Village

Year Built: circa 1950

Architectural Features

1. Symmetrical façade with evenly spaced windows.
2. Central emphasized entrance with fanlight above doorway.
3. Double hung windows with shutters.
4. Gabled Roof.



Photo courtesy Google Street View

Second Renaissance Revival

Sanford Hall
155 Village Street
Medway Village

Year Built: 1912

Architectural Features

1. Hipped Roof with a wide overhang.
2. Rectangular windows flank a central group of five tall arched windows, indicating the use of a meeting space on the second floor.
3. First floor is divided into seven broad bays by columns, creating separate commercial spaces. The original storefronts have been replaced, but retain much of their original transparency.



Photo courtesy Google Street View

Classical Revival

High Street School/ Public Library
24 High Street, Rabbit Hill

Year Built: 1940

Architectural Features

1. 12 bay hip-block brick school building.
2. Low-pitched hipped roof.
3. Square, hip-roofed belvedere/bell tower siting on a cruciform pedestal.



Photo courtesy Google Street View

Mill Building

Sanford Mill Complex
Medway Village

Year Built: 1881, 1884-1887, 1910-1922

Architectural Features

1. Three story brick mill block with tall gable roof; four stories on rear.
2. 5 story tower with mansard roof.
3. 12 bays, each lit by large triple-hung or casement windows.
4. Cornice ornamented with brick corbelling.
5. Windows topped with segmental arches.



Photo courtesy 29 Realty Group

Mill Building

Stone Mill Company Complex
165 Main Street

Year Built: 1912

Architectural Features

1. Brick Façade
2. Tall evenly spaced six over six sash windows
3. Mansard roof on west elevation added before the 1950's



Photo courtesy Google Street View

Craftsman/Bungalow

185 Village Street
Medway Village

Year Built: 1910-1922

Architectural Features

1. 1-1/2 story side gabled bungalow.
2. Low pitched roof with wide eaves.
3. Full-width porch under the front roof slope, supported by Tuscan columns on fieldstone pedestals.
4. Large gabled dormer centered on the front-facing roof slope.
5. Center door flanked by leaded side lights.



Photo courtesy Google Street View

Craftsman/Bungalow

11 Mann Street
Rabbit Hill

Year Built: after 1888

Architectural Features

1. 1-1/2 story gable block.
2. Deep roof with wide gable facing the street
3. Deep side eaves supported by triangular knee braces.
4. Rustic fieldstone foundation.



Photo courtesy Google Street View

Appendix B

History of Growth & Patterns of Development

A Supporting Document to the

Medway Design Guidelines

2026

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Introduction

This document serves as a supporting reference for the 2026 Medway Design Guidelines, to provide an overview of the existing development types in key areas of Medway. It is accompanied by an Index of Architectural Styles of Medway (Appendix A) that serves as a quick reference for key components of major architectural types in Medway. These materials will help both applicants and reviewers understand neighborhood context and the architectural styles that characterize buildings in each context.

The overview of existing conditions and the development types are organized around six main development patterns in Medway: **Village Centers, Residential Village, Suburban Residential, Rural, Rural Commercial Corridor, Suburban Commercial Corridor, Mills,** and **Industrial.** Each of these sections explores the characteristics of defining architectural styles & development types within their historic context.

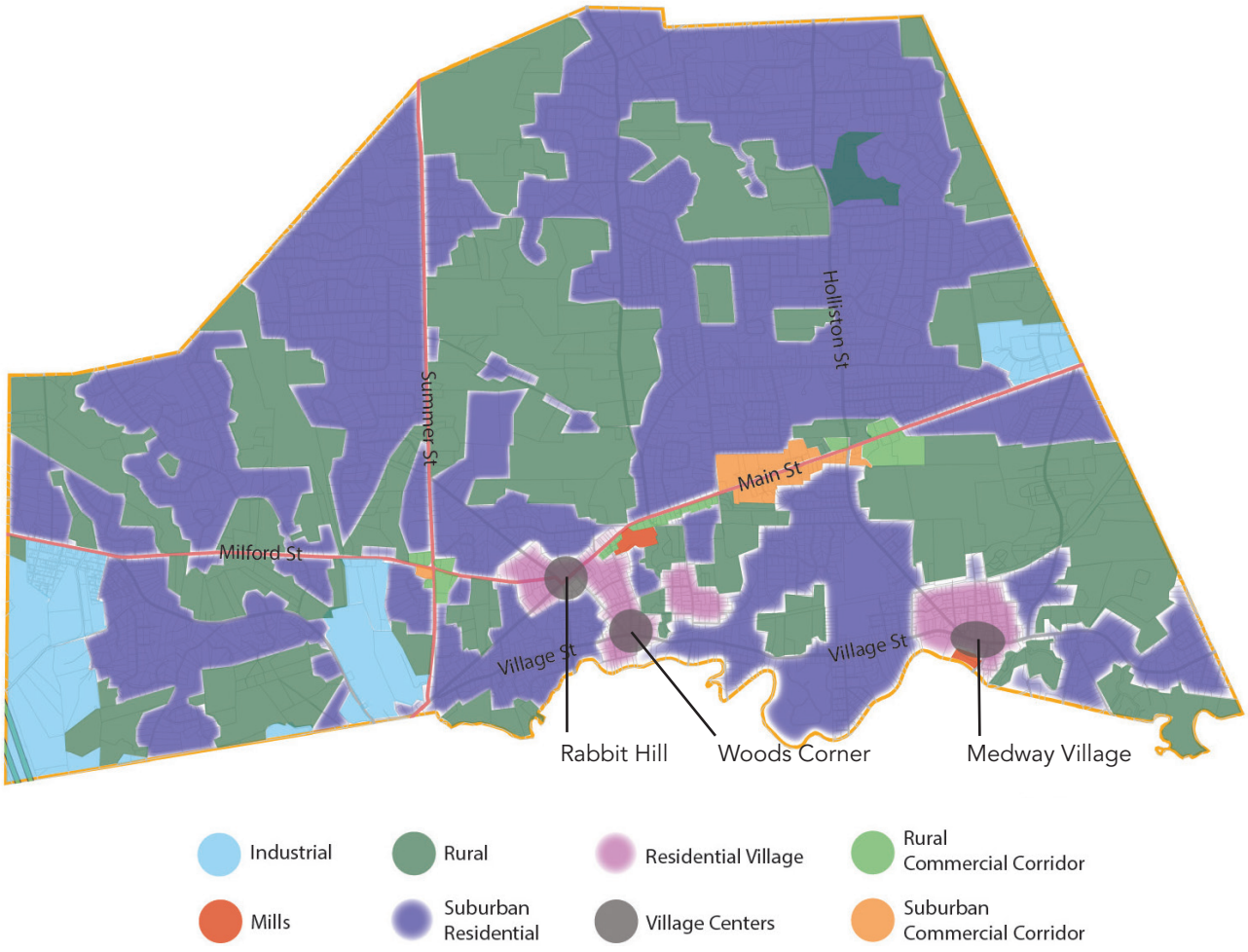


Figure 1. Existing Development Patterns

History of Growth & Change in Medway

In the 18th century, Medway was a small agricultural community with farms dotting a pastoral landscape. By the end of the century life in Medway was centered in two areas: Medway Village in the southeastern part of Medway, with Village and Holliston Streets serving as the main corridors; and West Medway, an area that includes the historic Rabbit Hill neighborhood, Woods Corner, and the residential neighborhoods in between. Today these **village centers** with their associated **residential villages**, are still two of the most densely populated areas of town. Both Medway Village and Rabbit Hill have been designated as National Historic Districts.

The age of Industrialization arrived in Medway with the construction of the **mills**, mostly in the early 1800s. Most of the original mills were built of wood, and many burned down. Wooden replacements were frequently built on the same site, but the mill buildings that remain in Medway today - Medway Mills and Sanford Mill - are constructed of brick.

Medway's patterns of growth in the 20th Century followed that of the rest of the country. The Great Depression and the World Wars slowed growth and resulted in a housing shortage. After World War II, the cultural and governmental response to the impacts of these pressures, combined with increasing access to cars and highways, resulted in wide-spread development of **suburban residential neighborhoods** and **suburban commercial corridors** designed around convenience for an increasingly car-centric way of life. Improved highway access for trucks and commuters also supported new **industrial** businesses in Medway.

In the 21st century, a desire to aesthetically reference the historic rural and village center

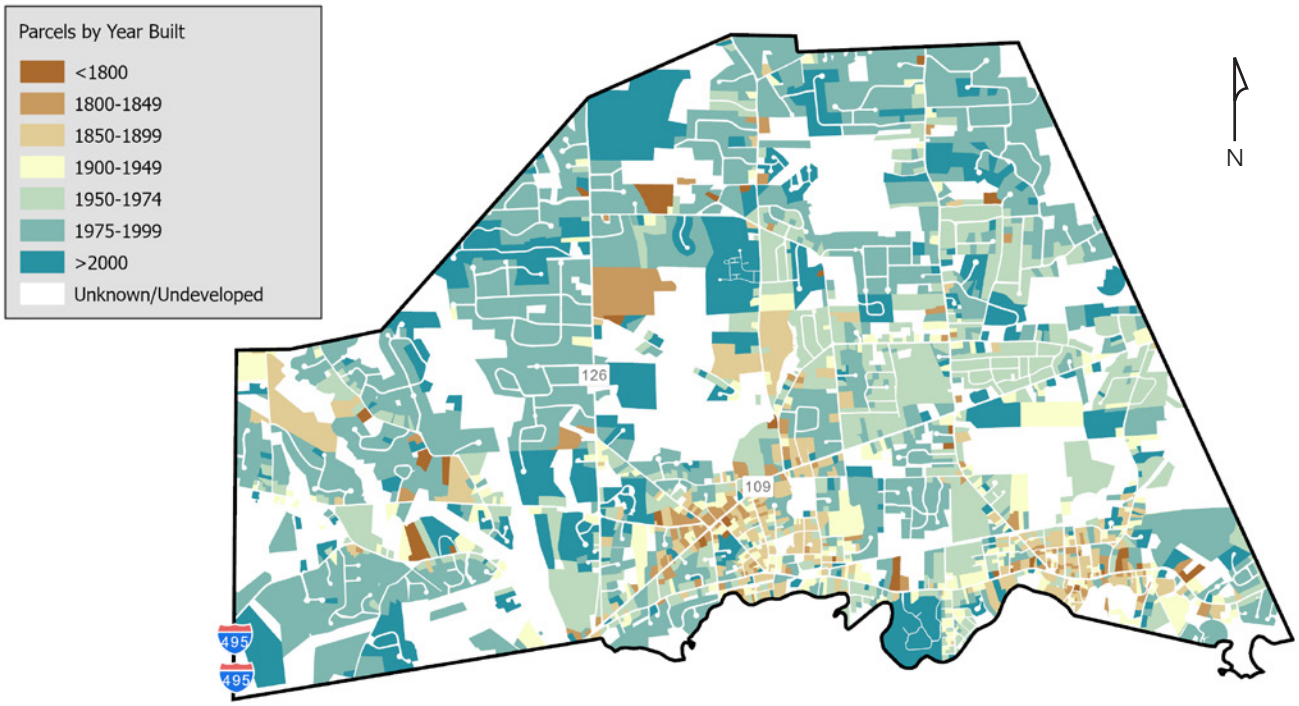


Figure 2. Parcels by Year Built in Medway

character of towns, combined with increased awareness of the ecological and environmental importance of green spaces, lead many municipalities to incorporate planted buffers along and in new or redeveloped commercial corridors. In Medway, these **rural commercial corridors** run along portions of Main Street - roughly from Holliston Street to Richard Road in the east, and around the Milford Street/Summer Street intersection.

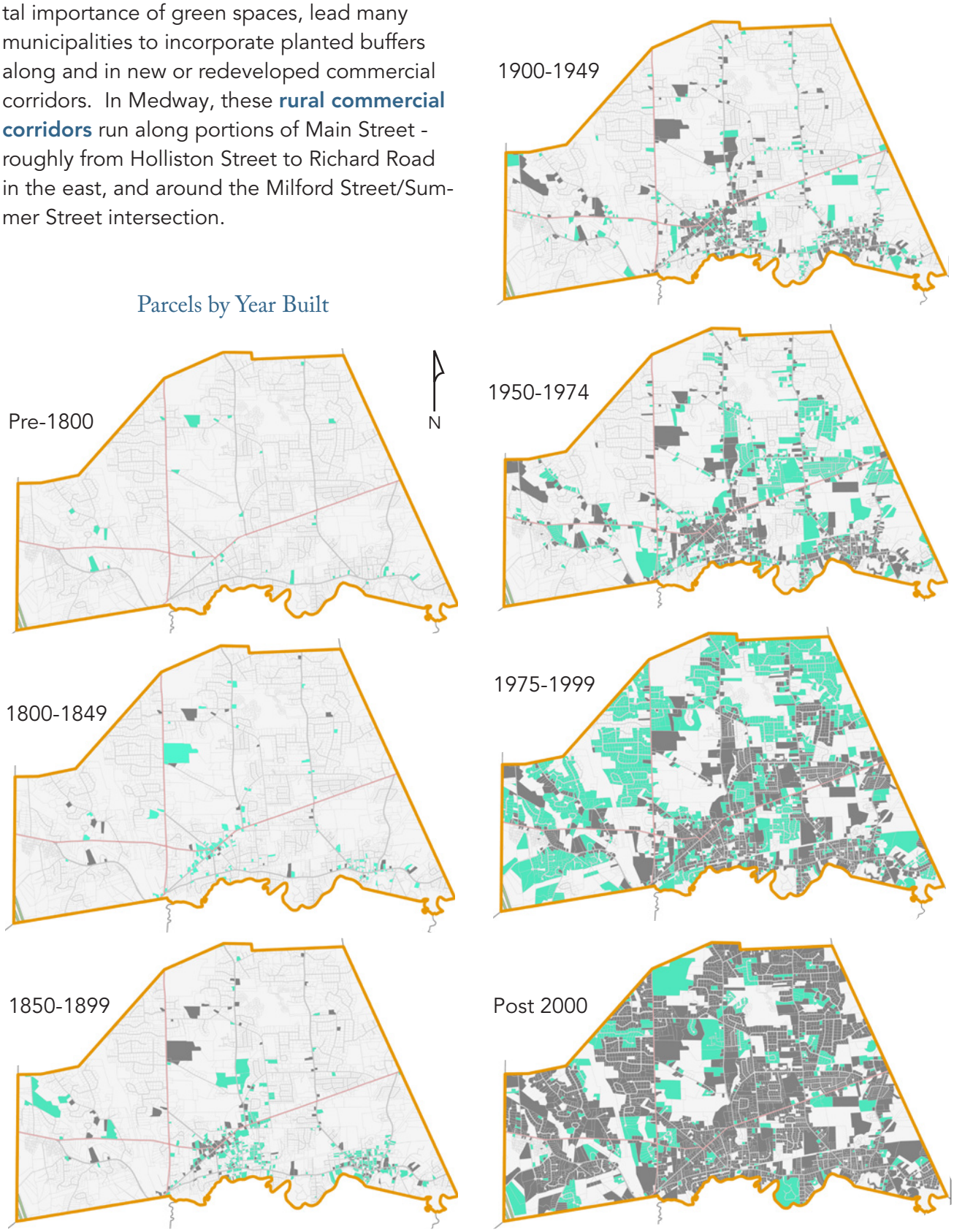


Figure 3. Parcels by Year Built in Medway, 50-Year Increments

Patterns of Development & Architecture

Village Centers and Residential Villages

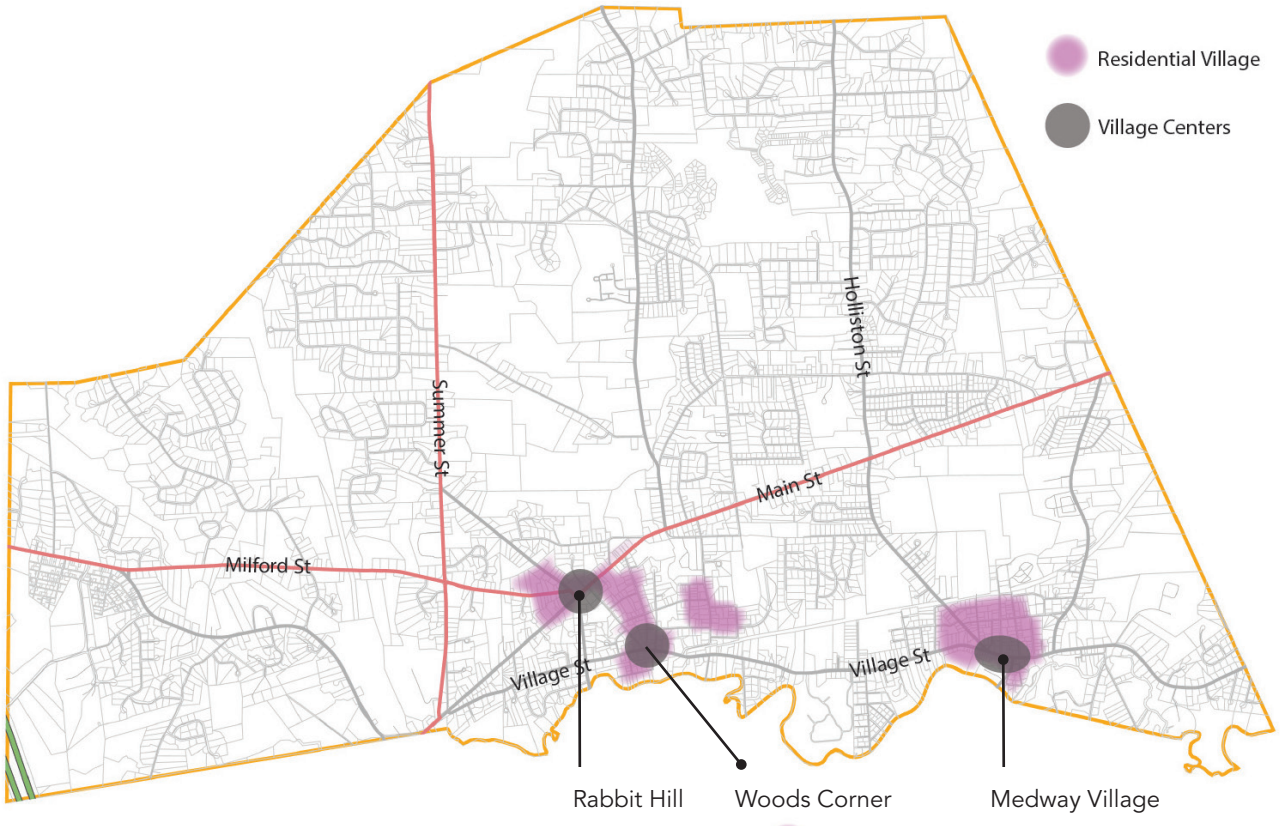


Figure 4. Locus Map - Residential Villages of Medway, and associated Village Centers

Rabbit Hill is the oldest and most intact historic neighborhood in Medway. First Parish Church, the center of community life, was built in 1750, when the population of Rabbit Hill was increasing, and the settlement was distinguishing itself from the eastern side of Medway. Medway remained largely agricultural until the early 1800's, when the creation of the Hartford-Dedham Turnpike (1807) and the growing establishment of mills and factories along the Charles River and Chicken Brook began a decades-long trend of growth in the southern Medway villages of Rabbit Hill, Woods Corner, ad Medway Village. These mill areas were served by new rail connections:

Medway Station (on the New York, New Haven and Hartford Railroad) opened in 1861 in Woods Corner, and the Medway Branch Railroad operated from 1852 to 1864, connecting the businesses & residents of Medway Village to Boston.

The booming mill industry drew workers to Medway. This in turn created new opportunities for businesses providing services to the growing population. **Residential Villages** formed as housing for employees and business owners was added near the village centers. Everything residents needed for daily life was accessible

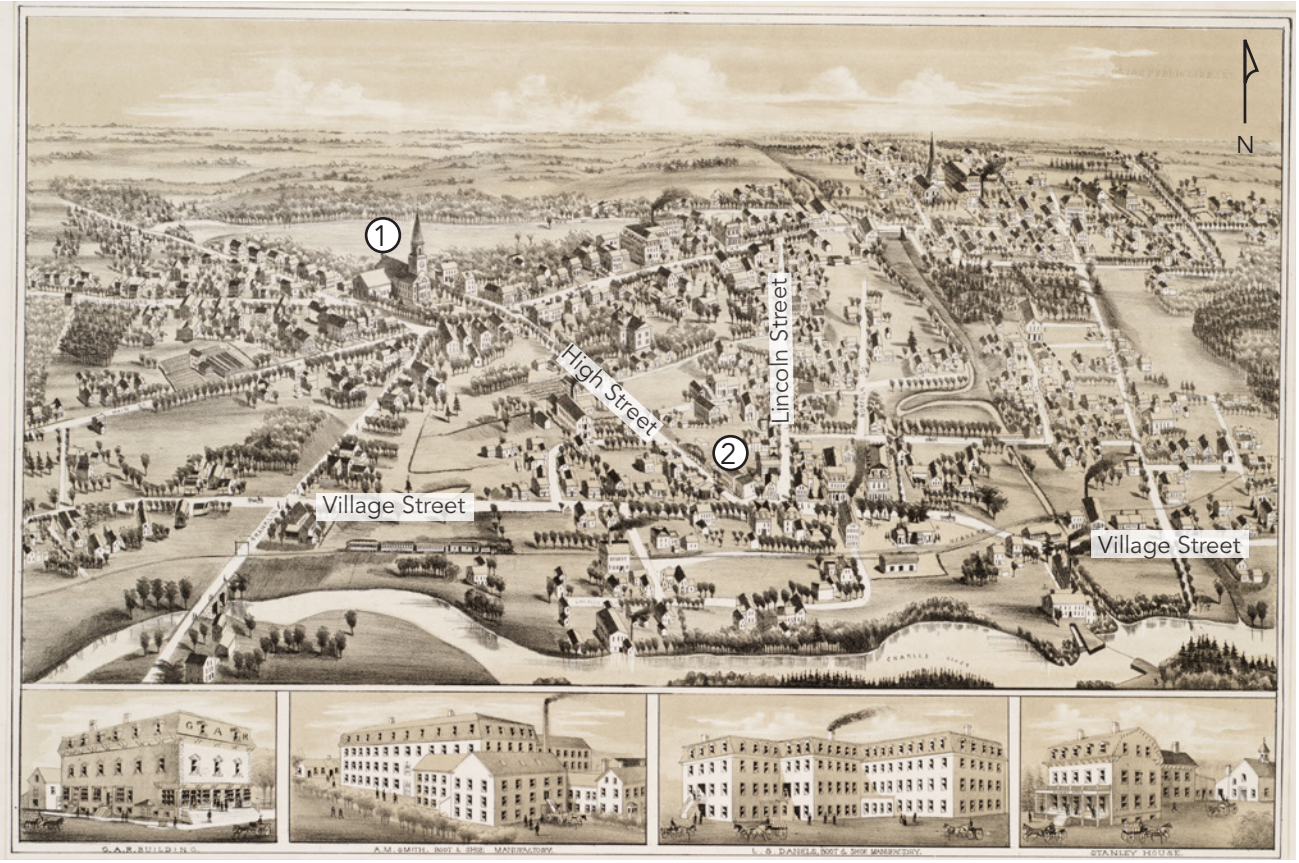


Figure 5. 1887 West Medway by O.H. Bailey & Co. with Rabbit Hill (1) centered around the church (now the West Medway Community Church), and Woods Corner (2)



Figure 6. Woods Corner today

by foot in the village centers - work, shopping, church, and community.

A significant number of existing buildings in West Medway and Medway Village are historic structures that were originally built in the late 18th,19th, or early 20th century. The architectural styles of these buildings largely reflect the era in which they were built.

The historic buildings in these villages illustrate the story of shifting periods of growth and significance in each neighborhood. Rabbit Hill, the oldest neighborhood, largely reflects the early 19th century period in which it was established, with the oldest structures in Rabbit Hill, including the First Parish Church, the old Parish House, and several other buildings along Main Street, influenced by the Federal architectural style popular in the late 18th and early 19th century, while the homes from the early-to-mid 19th century that line Milford and Highland Streets reflect the growing popularity of the Greek Revival style in the 1830s and 40s. Other areas of West Medway, including Woods Corner, were mostly developed in the second half of the 19th century into the beginning of the 20th century, and many buildings reflect the Italianate, Second Empire, and Queen Anne styles that were popular during that the time. Colonial Revival architecture came into vogue in the early 20th century.

Medway Village has perhaps the most diverse array of historic homes in Medway. Forty-five percent of all buildings within the Medway Village Historic District were built between 1831 and 1897. There are well preserved groups of Greek Revival homes along Village and Hollis-ton Streets - the earliest corridors to develop in the area. The side streets have Italianate, Second Empire, and Queen Anne homes from later in the 19th century. Because much of the growth in Medway Village occurred in the early-mid 19th century, Greek Revival is the dominant influence in this area's vernacular.

After the turn of the century a number of important historic structures were built, including Sanford Hall which currently serves as the Town offices. The industrial buildings that once served as the economic engine of Medway Village are gone, with the lone exception of Sanford Mills, which has been converted to condominiums.

Though most of the factories and some of the residential and commercial buildings from Medway Village and West Medway's 19th century boom are now gone, these neighborhoods retain their historic feel and identity through the persisting buildings, greens, and classic "New England village" pattern of development.



Figure 7. Medway Village center today
See the Congregational Church (1836) (1)
the Roman Catholic Church (1876-1885) (2)
and the Partridge Wilder House (1858-1876) (3)



Figure 8. 1887 Medway Village by O.H. Bailey & Co. Several historic buildings remain, including the Congregational Church (built 1836) (1) the Roman Catholic Church (built 1876-1885) (2) the Partridge Wilder House (built 1858-1876) (3) and several homes. Note the number of mills on the edge of the Charles River.



Figure 9. Medway Village today, with the Congregational Church (1) the Roman Catholic Church (2) and the Partridge Wilder House (3) still marking the center of the village.

Medway's Village Centers and Residential Villages Today

The villages of Medway illustrate the classic evolution of old New England towns. The historic villages are now a mix of the walkable development of 1700s-1800s community centers, and newer development.

Village Center Streetscape

1. *Village Street has a wide paved width (~45'), long sight-lines, and limited pedestrian activity. On-street parking is limited at the core of the villages.*

2. *Sidewalks and crosswalks define an area of existing (or desired) pedestrian activity at the civic & commercial center of the village.*

3. *Civic buildings and significant historic residences of past wealthy Medway residents define the heart of the Village Center. These larger buildings are set back 30-50' from the sidewalk, in proportion to their grander façades.*

4. *Trees along the streets are in yards, not in the Right-of-Way.*

5. *Businesses have parking in front of the buildings when possible, while civic uses have parking behind and along side, with several curb cuts for access.*

6. *Side-streets are narrower (~25-35'), with inconsistent sidewalks.*

7. *New infill buildings mix design elements with varied success. See call-out box on the next page.*



Figure 10. Medway Village Center Streetscape - Annotated Birdseye View



Figure 11. Medway Village Center - Annotated Aerial View

Village Center Streetscapes - Commercial Spaces

1. *Along with civic buildings, commercial buildings define the center of the village. Proximity to civic buildings also helps increase visitation.*

2. *Walkable access from the surrounding residences, façades oriented toward vehicular & pedestrian street traffic.*

3. *Buildings with ground-floor commercial space often feature large windows to display goods & services.*

4. *Businesses maximize parking space for customer convenience and to meet zoning requirements.*

5. *Mixed-use buildings generally retain appearance of single-family homes, per current zoning regulations.*

Woods Corner Commercial Spaces



Figure 12. Woods Corner Commercial Spaces. Images: Dodson & Flinker

Medway Village Commercial Spaces



Figure 13. Medway Village Commercial Spaces.

Residential Villages

The Residential Villages of Medway grew around the historic Village Centers. They include the extents of the two National Register Historic Districts of Rabbit Hill and Medway Village, as well as areas around Woods Corner that also contain many historic structures. These areas are largely residential, but a scattering of small commercial, industrial, and home businesses are also part of the fabric.

The 2- 2.5 story homes in these areas are a mix of architectural styles & eras. As in the Village Centers, the modestly-sized historic homes are strongly oriented toward the street, and often located closer to the street than their newer mid-late 1900s neighbors. Driveways run closely along the sides of the homes.

Newer residential buildings have been added over time. The homes built in the mid-to late 1900s-2000s tend to emphasize separation and privacy of the home, and demonstrate the dominance of the car. Buildings are set further back from the street, usually lack front porches, and large garages and/or generous drives and parking areas are placed close to the house. On these homes, front entries are mostly decorative. Side or rear entries that are aligned with parking areas are more frequently used. Early zoning codes reinforced these patterns, requiring larger lot sizes and setbacks, and less building coverage than typically found in historic villages. Design of homes built in the last decade has shifted to reference historic architecture and site design.

Despite these differences, Residential Village neighborhoods retain a sense of cohesion and walkable scale due to the smaller lot sizes and front setbacks, 1-3 story buildings oriented toward the street, and a diversity of building ages and styles (see figures 15-21 on pages 18-21).

Residential Village Streetscapes

Figure 14 at right

1. *Historic homes are strongly oriented toward the street with decorative and central front entryways connected to the streetfront by walkways.*

2. *Modest historic homes are on tightly-spaced lots, and are generally set back 15-25' feet from the sidewalk/ street, behind front yards with mature trees and shrubs.*

3. *Driveways and parking areas for historic homes are located to the sides and back of the buildings, leaving the front façade of the home as the most visually impactful element of the site.*

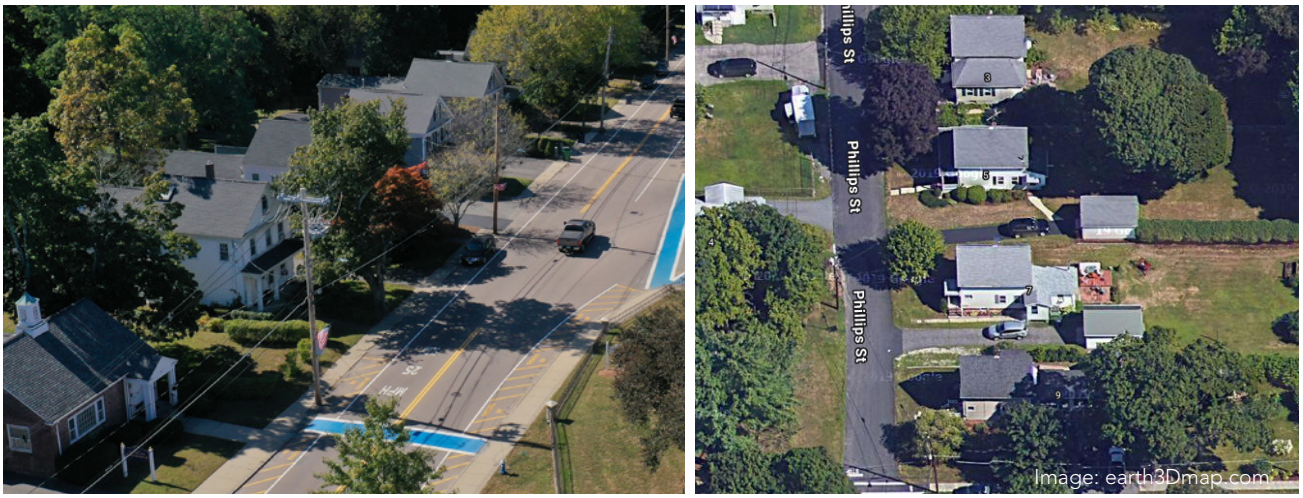
4. *Grand historic homes of wealthier past Medway residents stand further back from the street, in scale with their larger façades*

5. *Homes built in the late 1900s-2000s are further back from the street, with prominently placed garages and driveways. Side-entries are given practical preference, being oriented toward the parking area. The buildings are generally on larger lots, with larger front, side, and rear setbacks, emphasizing privacy and creating space for parking and driveways.*

6. *Homes built in the past decade - many of them smaller multi-family buildings - reference historic architecture & site design, including architectural details, front entries connected to the street, and parking behind or to the side of the building.*



① *Older homes in Woods Corner (left), and Rabbit Hill (center and right).*



② *Modest historic homes on Village Street in Medway Village (left) and Phillips Street (right)*



③ ④ ⑤ ⑥ *Homes in Medway Village and Woods Corner*

Figure 14. Illustrative examples from Medway's Residential Village streetscapes

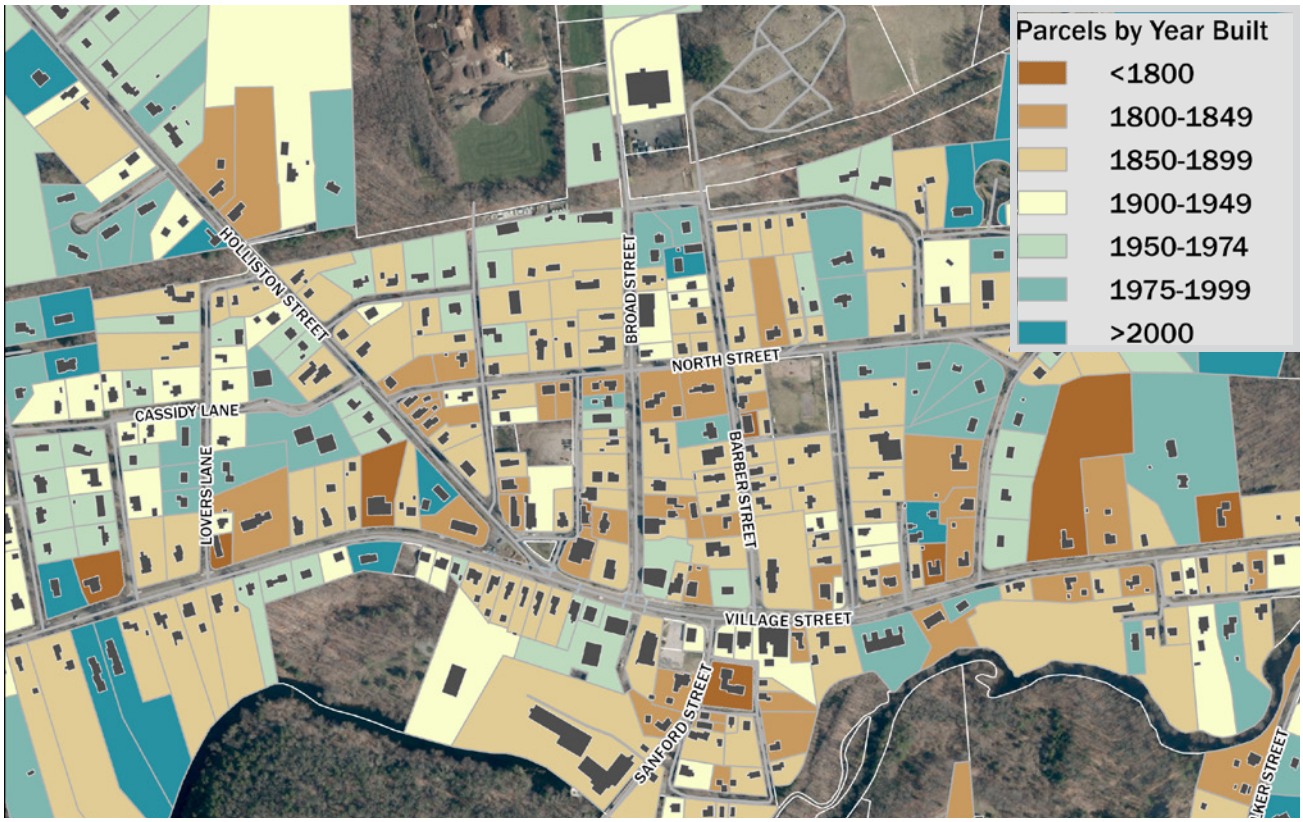


Figure 15. Parcels by year built in Medway Village Center and surrounding Village Residential

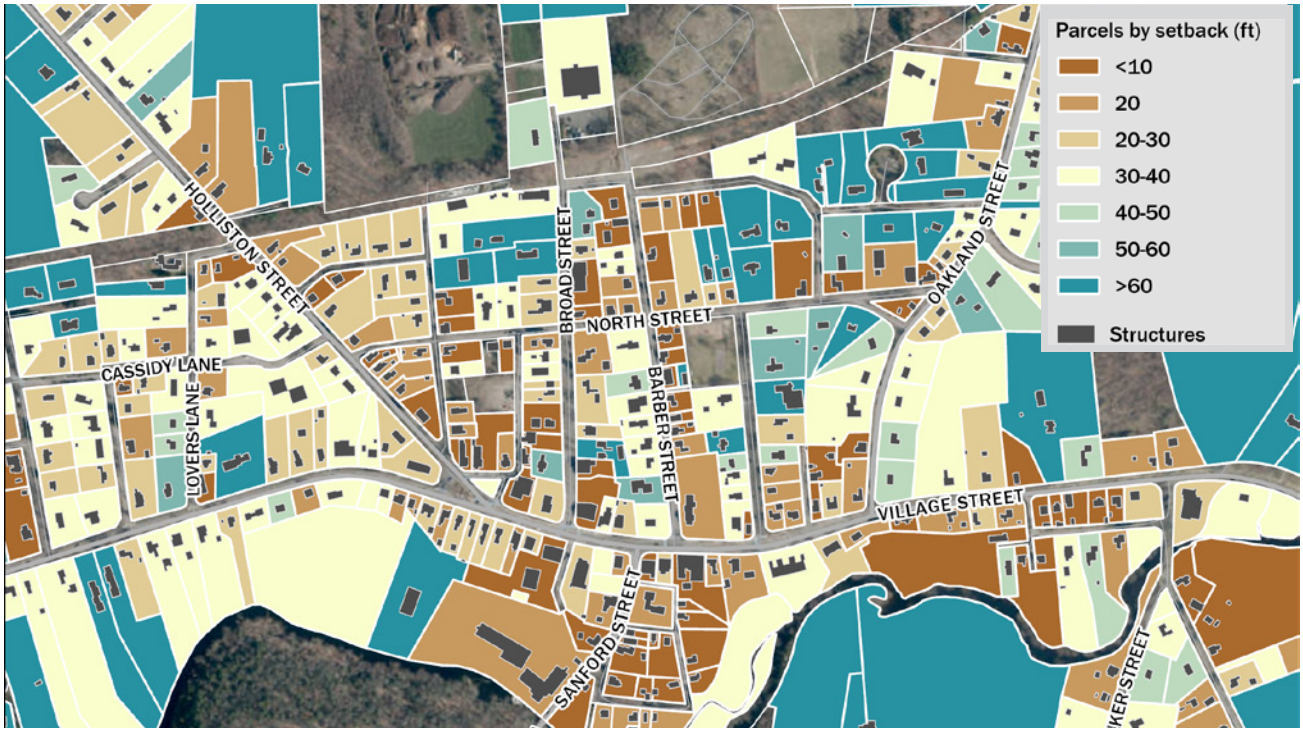


Figure 16. Parcels by setback in Medway Village Center and surrounding Village Residential. Note the concentration of parcels with smaller setbacks in the Village Centers and Village Residential areas, with larger setbacks in the surrounding rural and suburban areas.



Figure 17. Parcels by lot size in Medway Village Center and surrounding Village Center. Note the concentration of smaller parcels in the Village Centers and Village Residential areas, and the larger rural & suburban parcels surrounding.



Figure 18. Parcels by year built in Rabbit Hill and Woods Corner Village Centers, and surrounding Village Residential



Figure 19. Parcels by setback in Rabbit Hill and Woods Corner Village Centers, and surrounding Village Residential



Figure 20. Parcels by lot size in Rabbit Hill and Woods Corner Village Centers, and surrounding Village Residential

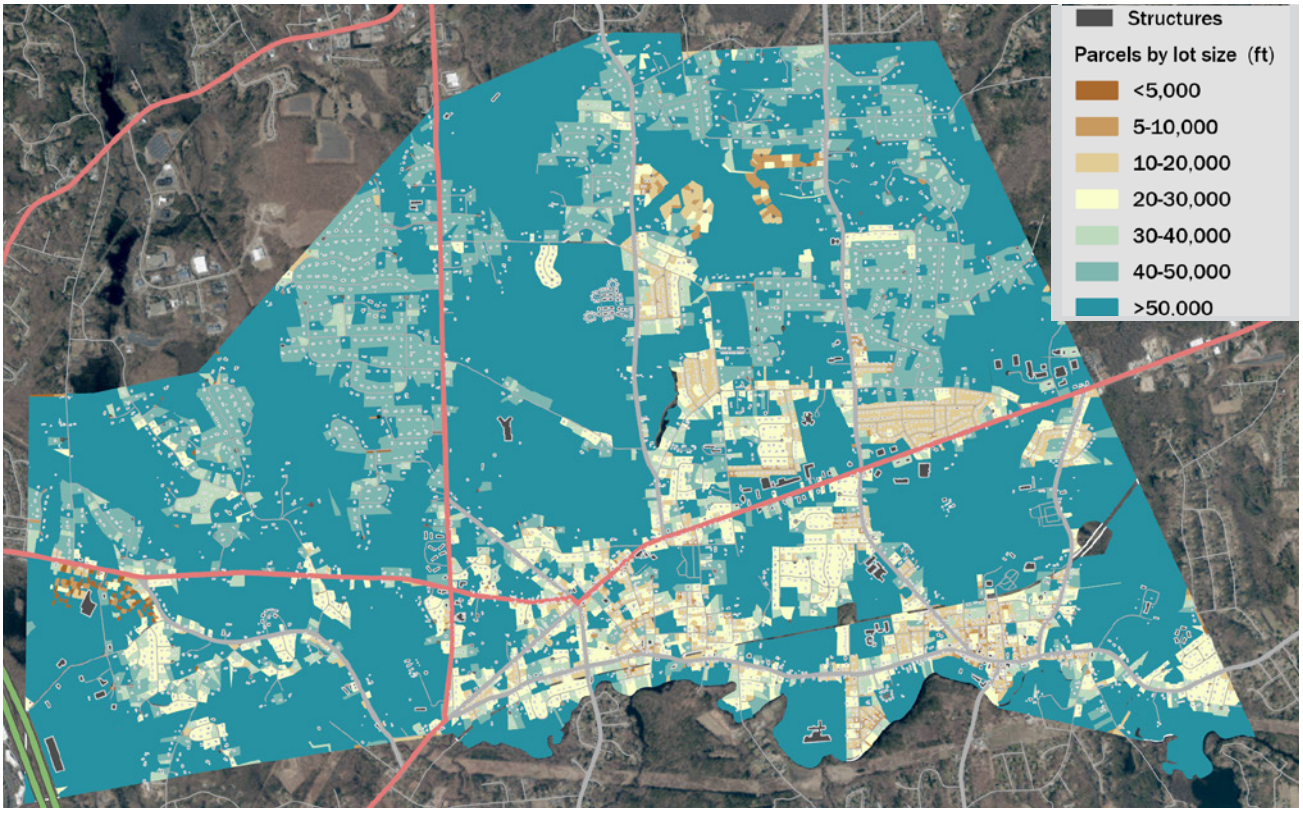


Figure 21. Parcels by lot size across Medway

Suburban Residential

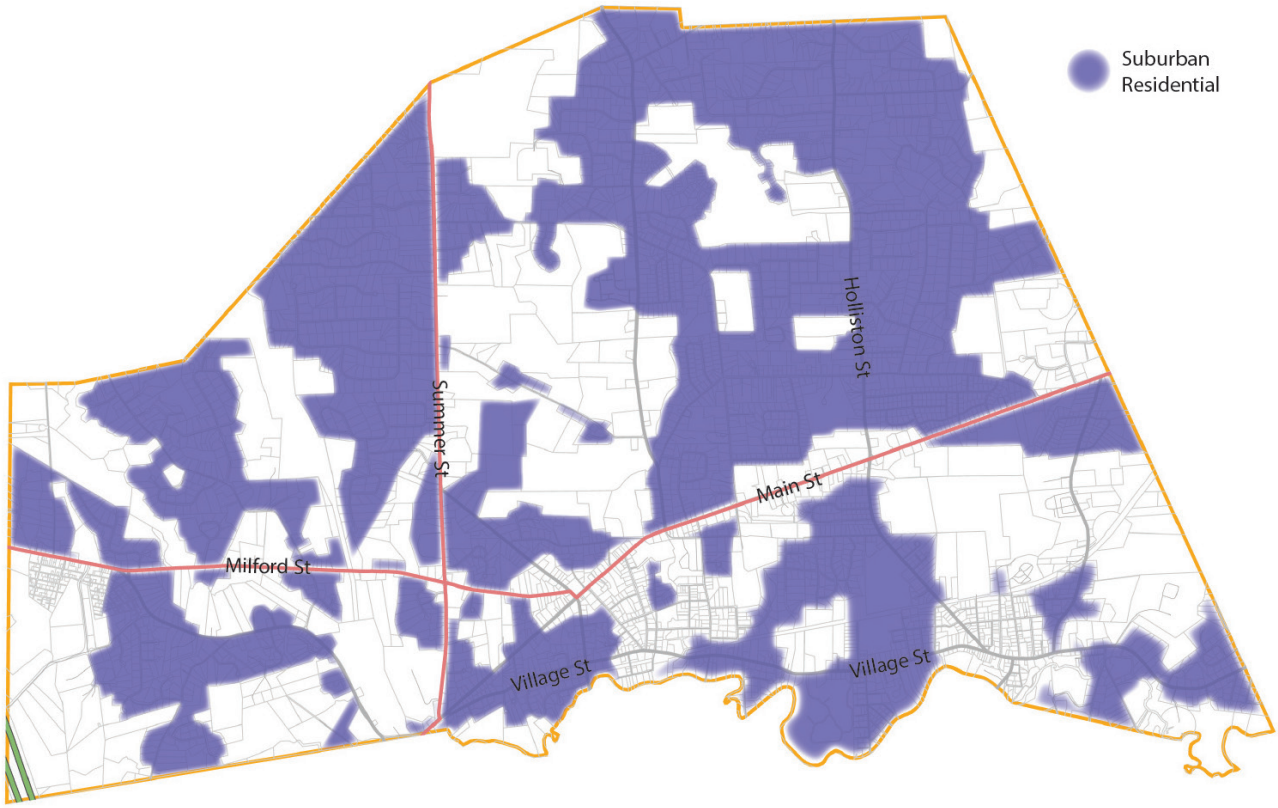


Figure 22. Locus Map - Suburban Residential Areas of Medway

Suburban residential development in Medway began in the late 1950s and has continued in various forms through to today.

The surge of suburban development in the United States is attributed to the confluence of several factors. Low housing production during the depression and World War II combined with the post-war baby boom created a national housing shortage. This spurred the Federal Government to intervene, by providing homebuyer loans, mortgage insurance, and no-downpayment home purchases for veterans, along with insurance on construction loans, and requiring construction standards and inspections. Many of these Federal initiatives favored the creation of new single-family homes outside of cities over construction of multi-family homes or urban redevelopment. These policies coincided with the increasing affordability of cars, an expanding network of highways, and the development of mass-production methods for home construction utilizing technologies and methods created during the war.[1] People with the mobility to move out of the cities were eager to purchase these large homes on private lots, in quiet neighborhoods.

The impact of these broader pressures and trends on the built landscape is clearly represented in Medway's suburban areas.

1 https://sites.google.com/view/1950shousingboom/home?authuser=0; https://americanhistory.si.edu/explore/exhibitions/america-on-the-move/online/city-and-suburb; https://www.huduser.gov/portal/hudtimeline_1950.html

Suburban Residential Streetscape

1. *Driveways are the main point of arrival at each home, few front entry paths connect to the street.*

2. *No or few sidewalks - streetscape prioritized for vehicular access.*

3. *Connections to shops/work/civic life destinations is generally by car only - due to distance and to the auto-oriented design of the destinations built in the same period (see Figure 21).*

4. *Lots are uniform shapes and sizes, homes are in the same position on each lot.*

5. *Homes are architecturally similar, with the entire neighborhood built to completion within a few years.*

6. *Each home is set back from the street, generally 30-80 feet. Most front entry walkways lead to the home's private parking area, not the public streetscape.*



Figure 23. View looking east down Meadow Road



Figure 24. Meadow Road neighborhood, adjacent to Medway Place shopping plaza.



Figure 25. Hemlock Drive, Clover Lane, and Buttercup Lane were built in the early 1960s, Ash Lane was built in the early 2000s. Later subdivisions more frequently include sidewalks.

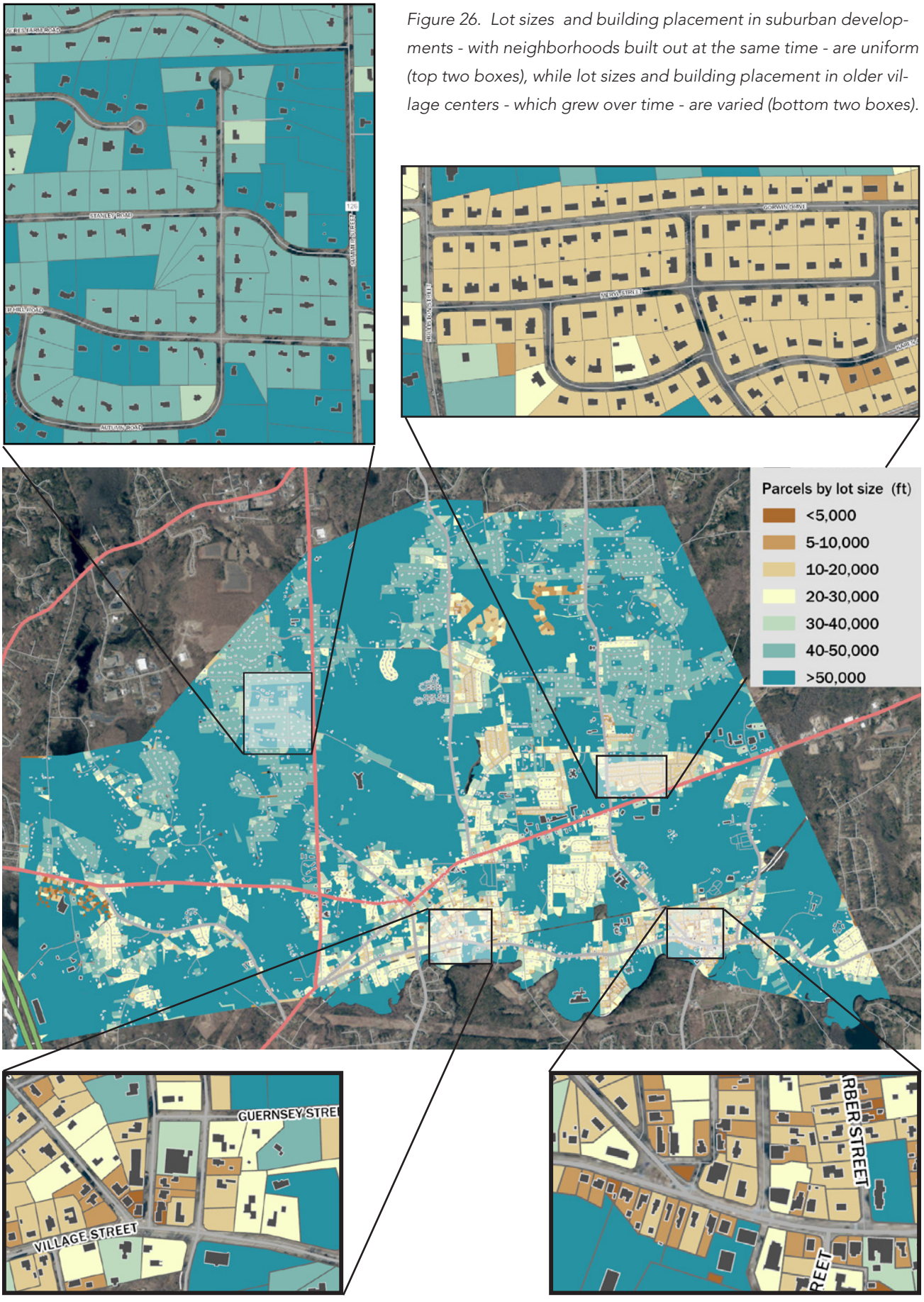


Figure 26. Lot sizes and building placement in suburban developments - with neighborhoods built out at the same time - are uniform (top two boxes), while lot sizes and building placement in older village centers - which grew over time - are varied (bottom two boxes).

Recent Additions to Medways' Suburban Residential Development Patterns

Suburban development models have continued to evolve, and several have been added to Medway's zoning bylaws. These include:

Open Space Residential Development

"The purposes of open space-residential development (OSRD) are to preserve open space, agricultural and forestry land, view sheds, wildlife habitat and corridors, wetlands and water resources, and historical and archeological resources; minimize the total amount of disturbance on a site; encourage more efficient development that consumes less open land ... better than a conventional or grid subdivision; encourage flexibility and creativity in the design of residential developments..." - Section 8.4.A - Town of Medway Zoning Bylaw

Example: Charles River Village, 2014



Figure 27. Charles River Village off of Village Street. Single-family homes are clustered together to preserve open space in the parcel.

Adult Retirement Community Planned Unit Development

"The purposes of the Adult Retirement Community Planned Unit Development (ARCPUD) are to develop a variety of housing for senior citizens and accommodate their long-term social, cultural, recreational, and continuing care needs." - Section 8.5.A Town of Medway Zoning Bylaw

Example: Millstone Village 2015-2018



Figure 28. Millstone Village off of Winthrop Street. Single-family and multi-family buildings are clustered to preserve open space and oriented to create shared community spaces.

Rural

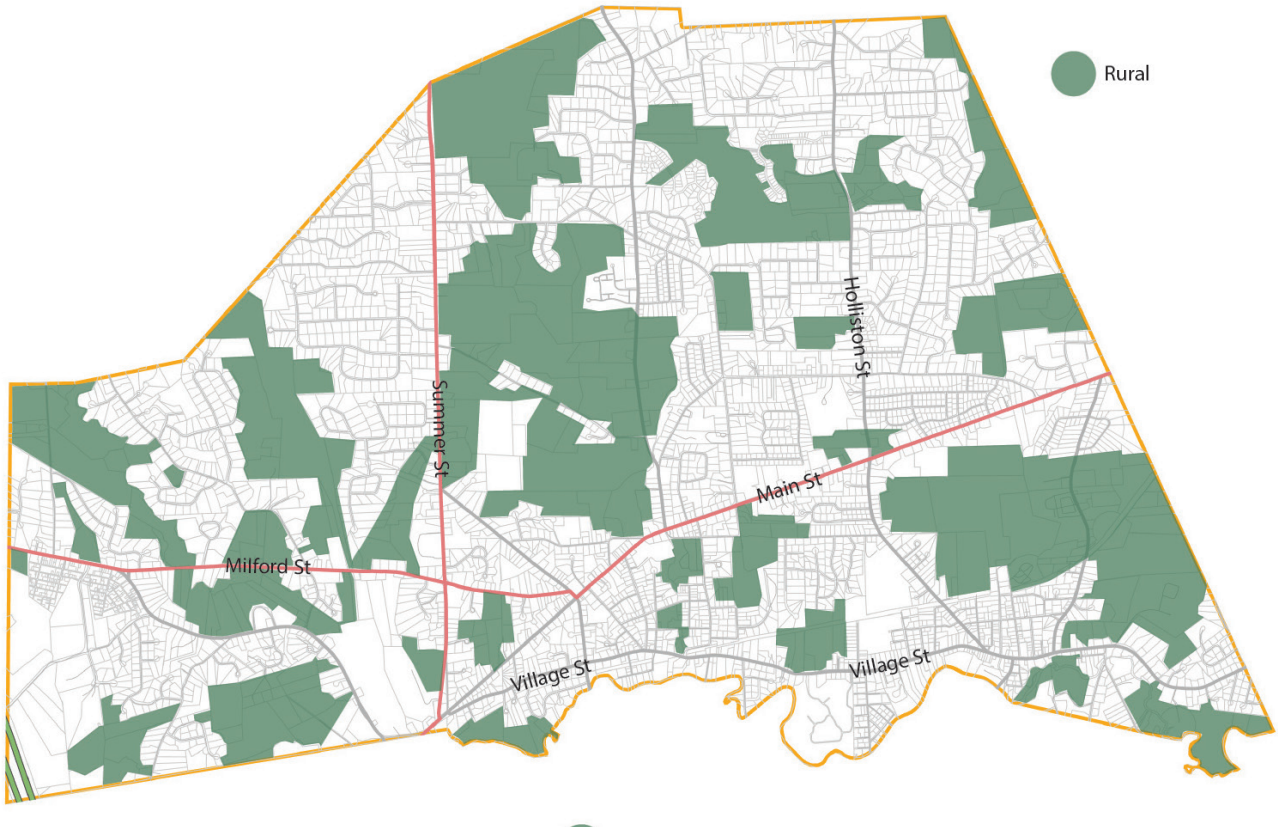


Figure 29. Locus Map - Rural Areas of Medway

Medway's rural areas are an important part of its identity and history, as well as providing environmental benefits such as wildlife habitat and stormwater management.

Rural areas include undeveloped forest and wetlands, farmland, and scattered homes. Several large power line corridors cross Medway - these also provide open early successional habitats (meadows & shrublands) as well as vistas.

As with many suburban communities, development pressures have led to a reduction of farmland and open space over the past decades. Higher-density and infill development in recent years has allowed for growth that has a smaller footprint on Medway's rural landscape.

Rural design elements are used as a reference point for contemporary building and site design. Stone walls, natural materials, and planted areas are part of the preferred landscapes in new developments, and traditional "rural" building materials and forms are appearing in new residential, commercial, and professional buildings. See the Index of Architectural Styles (Appendix A) for more information.



Figure 30. Medway Community Farm and Chicken Brook, scattered homes along Winthrop Street



Figure 31. Views to one of the power line corridors running through Medway, from Stone St. (left) and West St. (right)



Figure 32. Stone walls, fields, and forestlands create a rural feel that extends into Medway's developed areas - Milford St. (left) and Oak Grove (right).

Suburban Commercial Corridor



Figure 33. Locus Map - Suburban Commercial Corridors of Medway

The rise of suburban commercial corridors goes hand-in-hand with the success of suburban residential developments. These development types epitomize the car-centric lifestyle that became popular and wide-spread in the mid-late 1900s, with vehicular access and circulation prioritized over pedestrian access and traditional walkable, mixed-use village structures.

Typified by the strip mall, suburban commercial corridors feature long single-story buildings housing multiple shops accessed by individual exterior entries. These long buildings are set behind expansive parking areas easily accessed from the road. Gas stations, fast-food drive-throughs, and other businesses - with plentiful parking - both support and capitalize on the concentration of car-bound customers driving through the area. As with the suburban residential developments, these commercial corridors require large, flat, open land for development - often farmland.

Commercial corridors are a place where a day's errands can all be completed with a few close stops in the car, parking only steps away from each destination. They are areas that are visited frequently by residents and area employees, and are the centerpoint of commercial activity in Medway today.

One of the main challenges of these commercial corridors is traffic. When visitors must drive to every destination along the strip (instead of parking in a central location and walking), traffic builds. Roadways are large and straight, pro-

viding room for breakdown lanes and turning lanes, which are needed for the large number of curb cuts for individual parking lots. Vegetation is low and sparse along the streets to maximize business visibility. These features make the streetscape inhospitable to pedestrians and cyclists, even where sidewalks are in place.

Suburban Commercial Corridor Streetscape & Sites

1. *Strip malls are a major feature of suburban commercial corridors.*
2. *Parking lots line the road, setting the public storefront space at a distance, and disconnected from sidewalks.*
3. *Roadways are straight and wide, accommodating traffic peaks. Crosswalks are infrequent.*
4. *Plantings are low and sparse.*

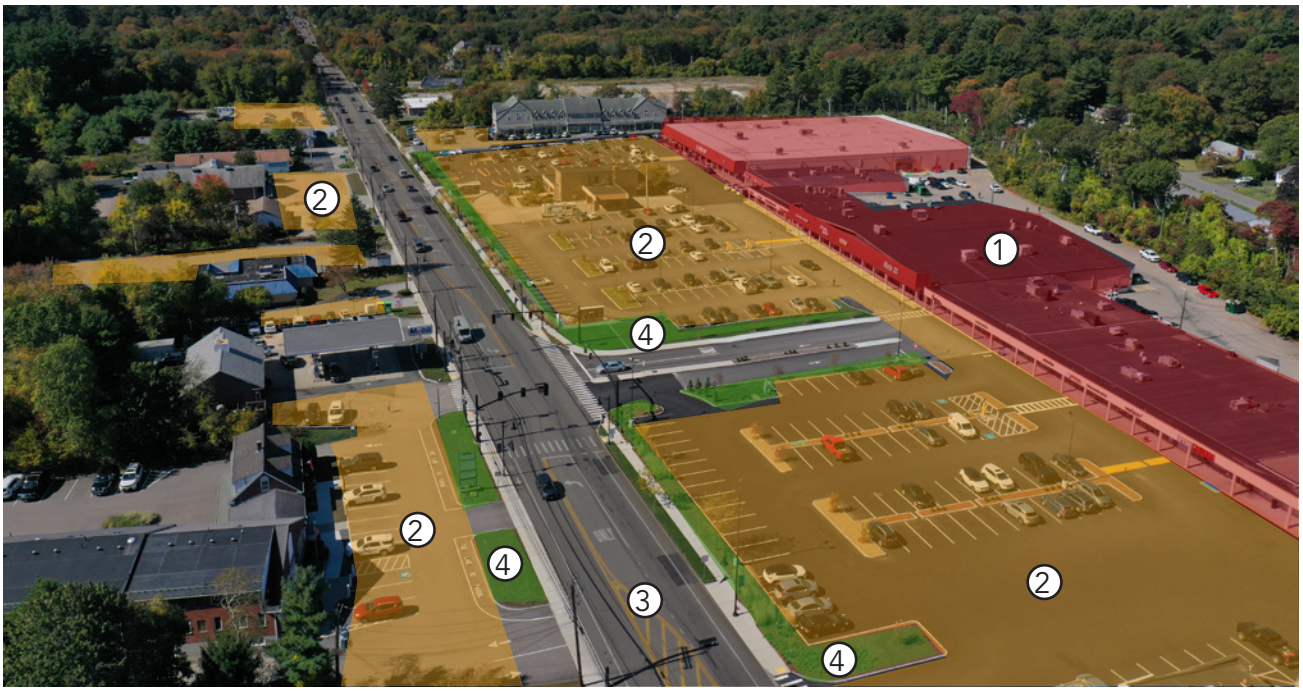


Figure 35. Main Street/Rte 109, with Medway Place shopping plaza on the right.

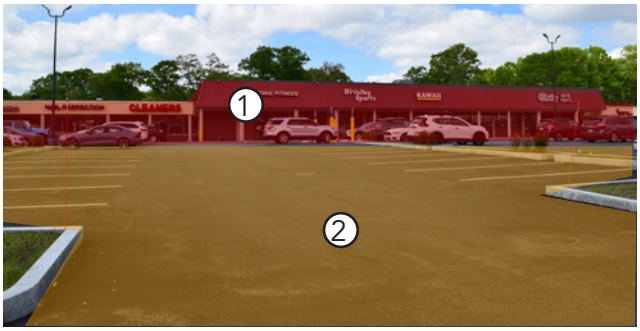


Figure 34. The view entering Medway Place from Main Street/Route 109

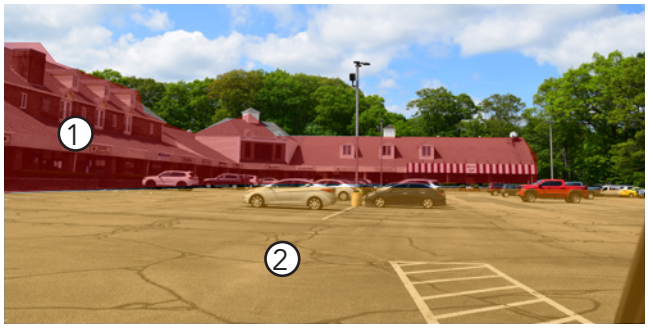


Figure 36. Entering Gould's Plaza from Main Street/Route 109

Rural Commercial Corridor



Figure 37. Locus Map - Rural Commercial Corridors of Medway

In the past 10-20 years, a new vision for commercial corridors has emerged - a greener and somewhat more pedestrian-friendly version of the commercial strip that evokes the rural landscapes that are a strong part of local identity. These "rural commercial strips" still function as car-centric commercial hubs, but they include larger planting areas and tree cover - particularly along the roadfront - and include improved pedestrian connections within the plazas and to main sidewalks.

These rural commercial corridors include buildings with a "rural" aesthetic - building façades use materials that look like traditional clapboard or fieldstone, and include architectural references to traditional architectural features.

Cars are still the main method of getting to destinations along these corridors, but the greener appearance from the road references the experience of driving through a rural landscape. The tree-lined sidewalks and smaller-scale buildings along the streetfront contribute to a more comfortable pedestrian experience than in the suburban commercial corridor. However, the large and mostly unshaded parking lots within the shopping plazas remain a deterrent to parking at one location and walking to different destinations.

Rural Commercial Corridor Streetscapes & Sites

1. *Buildings reference traditional materials & architectural features.*

2. *Pedestrian connections are planted along the street, but exposed within the site.*

3. *Visually impactful plantings screen parking.*

4. Smaller buildings at the streetfront.



Figure 38. Medway Commons on Main Street.





Figure 39. Planted buffers and traditional materials at Cumberland Farms on Milford & Summer Streets

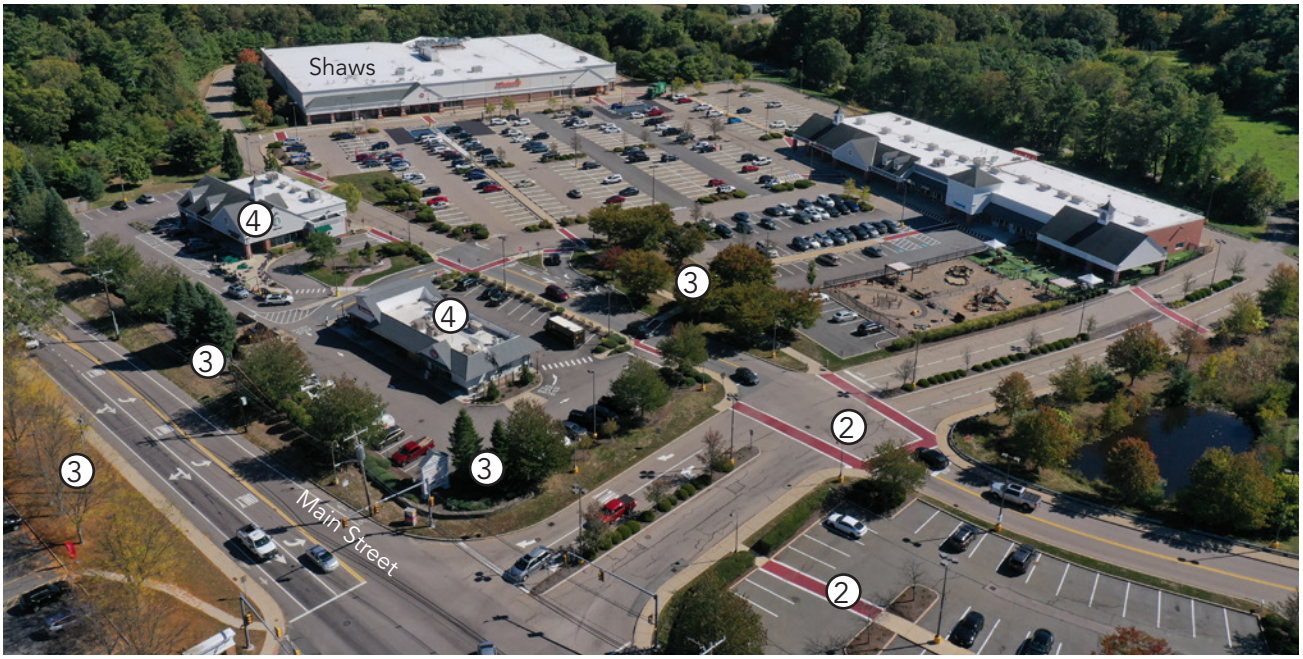


Figure 40. Medway Commons on Main Street

Mills

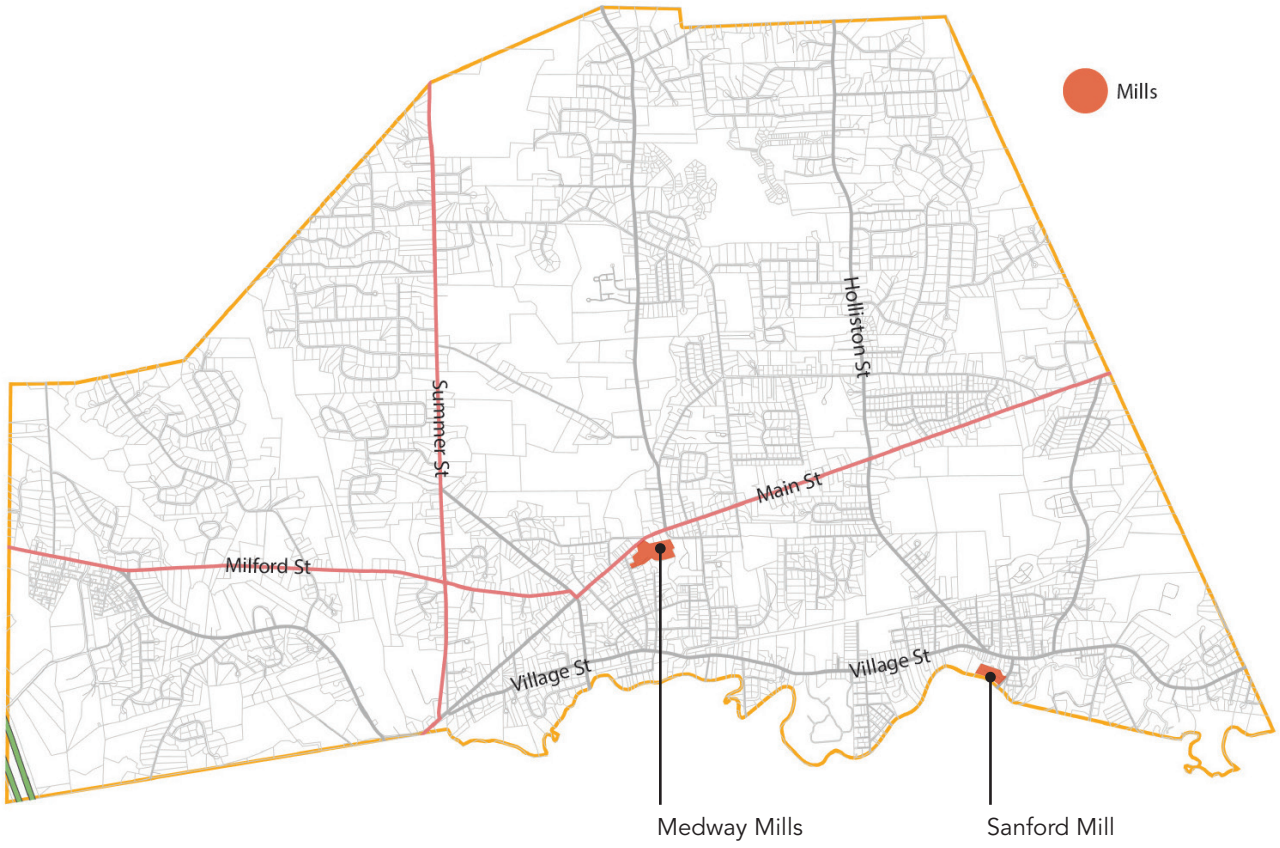


Figure 41. Locus Map - Mills of Medway

Two mills remain in Medway today - Medway Mills on Chicken Brook, and Sanford Mill on the Charles River. Mills were once a driving economic force in Medway, with the nearby villages of Rabbit Hill (Medway Mills) and Medway Village (Sanford Mill) housing workers and serving as local economic and civic centers.

The Mills are no longer industrial powerhouses - they have been replaced by modern industrial districts and buildings on the outskirts of towns. The remaining mills have been repurposed for residential and commercial uses, and their proximity to the historic village centers creates opportunities for walkable live-work-play neighborhoods.

The organization and layout of the mill complexes follow their original industrial function. While the interior spaces are now mostly divided into smaller areas, the exteriors of the large blocks of buildings tell the story of the original expansive open work rooms with high ceilings that accommodated machinery and materials processing. On the mill site, the buildings directly abut the waterway that once powered the mill, while large open areas for materials shipping and receiving wrap around the other sides of the buildings. The mills are located close to major through-ways (Main Street for Medway Mills and Village and Lincoln Streets for Sanford Mill), which facilitated the transporting of raw materials and finished goods.

Mill Site Characteristics

1. *High ceilings and expansive interior spaces are evident in fenestration patterns and building massing.*

2. *Buildings are bounded by the watercourse and vehicular circulation/parking.*

3. *Situated on major roads*

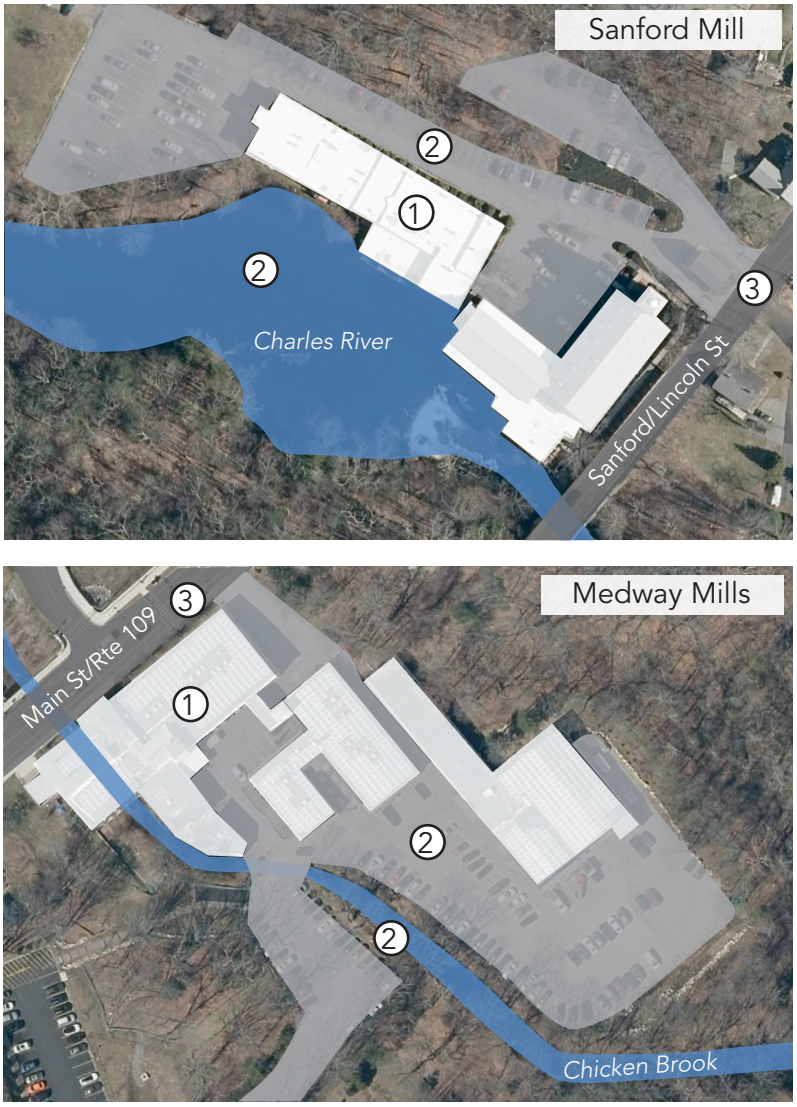


Figure 42. Typical mill site layout highlighted on Sanford Mills (top) and Medway Mills (bottom): on a watercourse and a major transportation route, with ample space around the large blocks of buildings for shipping & receiving (and today, parking).

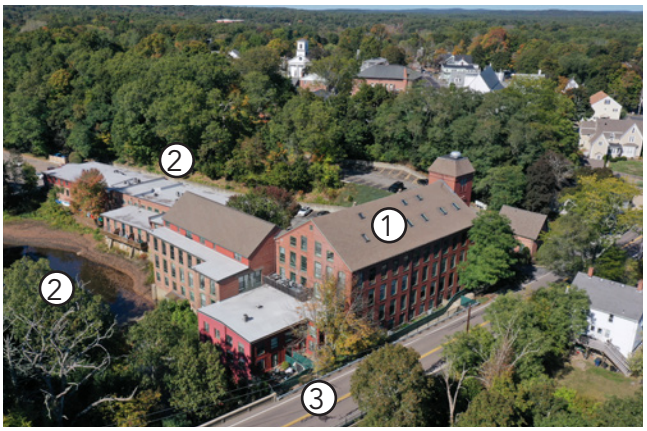


Figure 43. Sanford Mill on Sanford/Lincoln Street

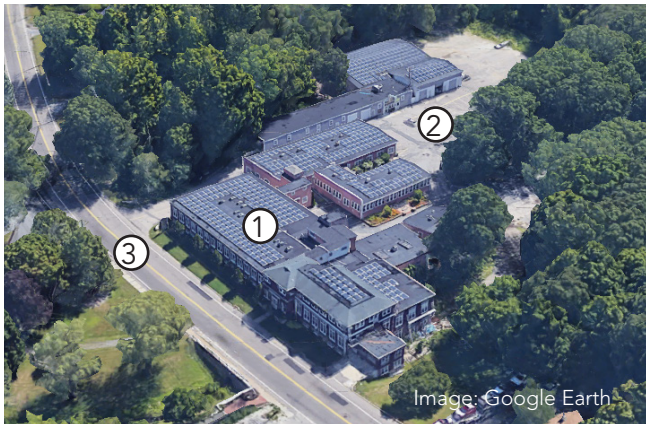


Figure 44. Medway Mills on Main Street

Industrial

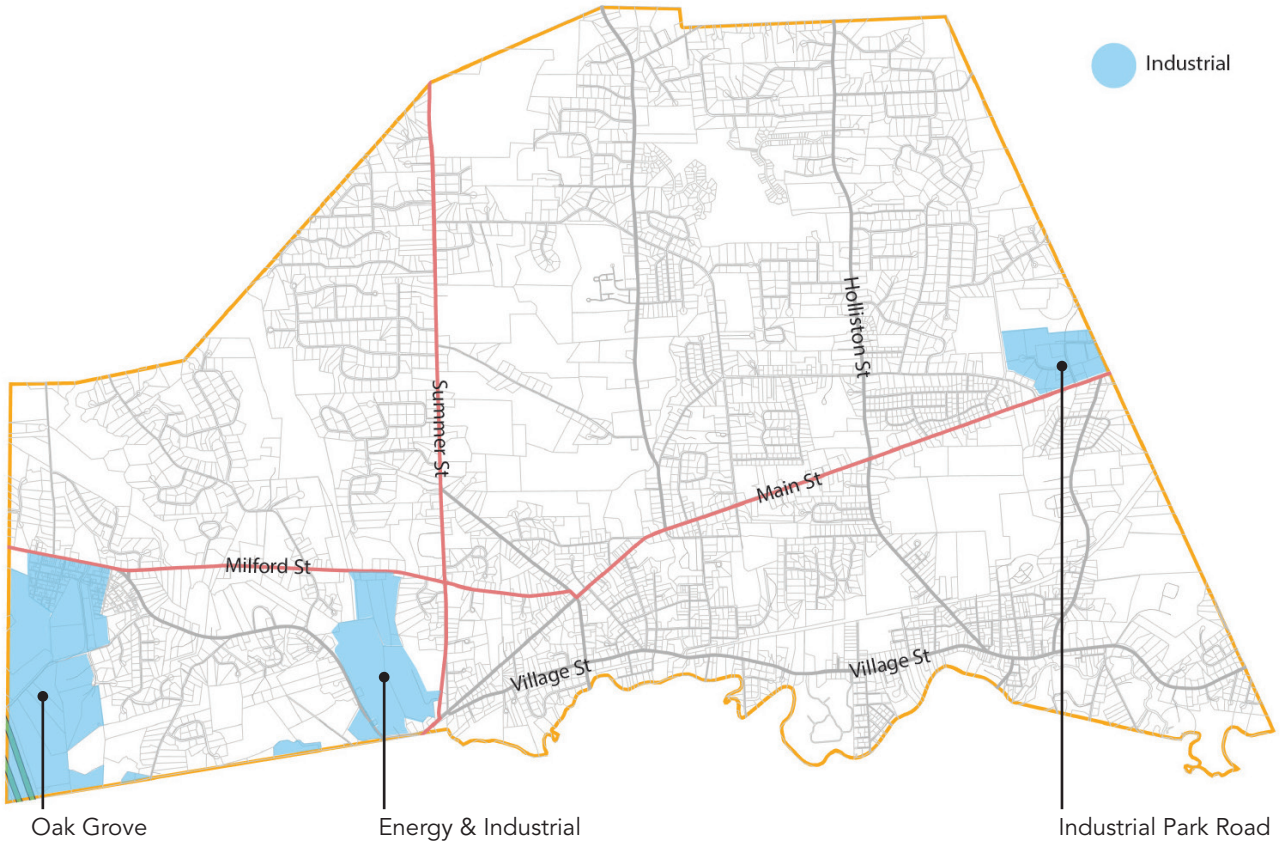


Figure 45. Locus Map - Industrial Areas of Medway

The industrial heart of Medway has shifted from the mills and their associated villages to areas on the outskirts of town. Medway's industrial areas include large energy facilities - such as a battery storage facility on Milford Street and a generating station on West Street.

Industrial Park Road to the east is home to several industrial uses, while Oak Grove to the west is sparsely developed and has a mix of uses, including office space and suburban residential.

These 20-21st century industrial areas are characterized by large, high-ceilinged single-story buildings centered on their lots, with generous parking areas and wooded or planted buffers.

Oak Grove has pleasant sidewalks running along woodlands that will be important connections as the area is built out. Presently, the distances between buildings and the lack of commercial or recreational destinations means that foot traffic is rare.

Industrial Park Drive lacks pedestrian connections and destinations, though buildings are within easy walking distance of each other.

Industrial Area Characteristics

1. *Large block buildings centered on lots, entrances are oriented to parking areas.*
2. *Ample parking*
3. *Wooded or planted buffers*



Figure 46. Industrial Park Way



Figure 47. Oak Grove Industrial Area



Figure 48. Industrial Park Way Area



Figure 49. Oak Grove Industrial Area - left and right images