

Heritage On Main

Medway, Massachusetts

ROUTE 85 REALTY CORP.

DESIGN REVIEW COMMITTEE PRESENTATION
AUGUST 3, 2026

DESIGN • INNOVATION • STRATEGY

sparc

thinksparc.com
@thinksparc

Today’s Goals

1 Previous Design

2 What We Heard

3 Design Comparisons

4 Community Impact

5 Recap



1

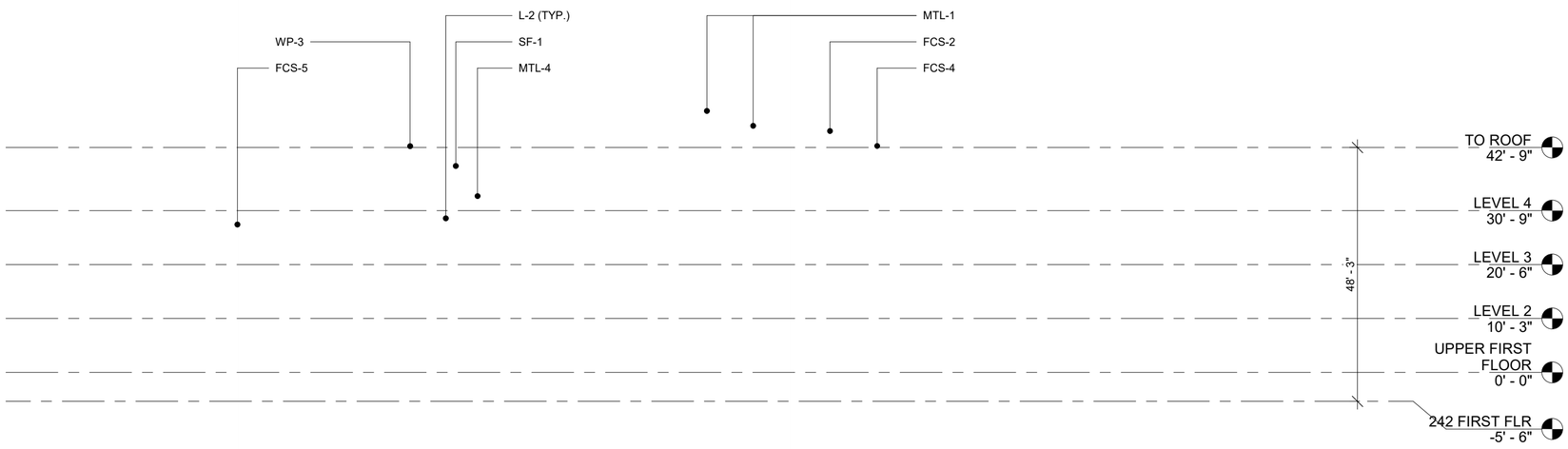
Previous Design



1

Previous Design







UNIT MATRIX					
	FLOOR				
UNIT TYPE	01	02	03	04	TOTAL
1-BEDROOM	32	38	38	38	146
2-BEDROOM	22	28	28	28	106
3-BEDROOM	3	4	4	4	15
TOTAL	57	70	70	70	267

BUILDLING AREA	
FLOOR AREA	
1ST FLOOR	76,940 SF
2ND FLOOR	76,450 SF
3RD FLOOR	76,450 SF
4TH FLOOR	76,450 SF
TOTAL	306,290 SF

1 FIRST FLOOR PARTITION PLAN
1/16" = 1'-0"



UNIT MATRIX					
	FLOOR				
UNIT TYPE	01	02	03	04	TOTAL
1-BEDROOM	32	38	38	38	146
2-BEDROOM	22	28	28	28	106
3-BEDROOM	3	4	4	4	15
TOTAL	57	70	70	70	267

BUILDLING AREA	
FLOOR AREA	
1ST FLOOR	76,940 SF
2ND FLOOR	76,450 SF
3RD FLOOR	76,450 SF
4TH FLOOR	76,450 SF
TOTAL	306,290 SF

1 TYP. UPPER FLOOR PARTITION PLAN
1/16" = 1'-0"


Key Plan
NTS

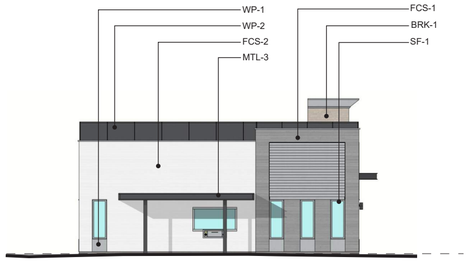

Key Plan
NTS


Key Plan
NTS

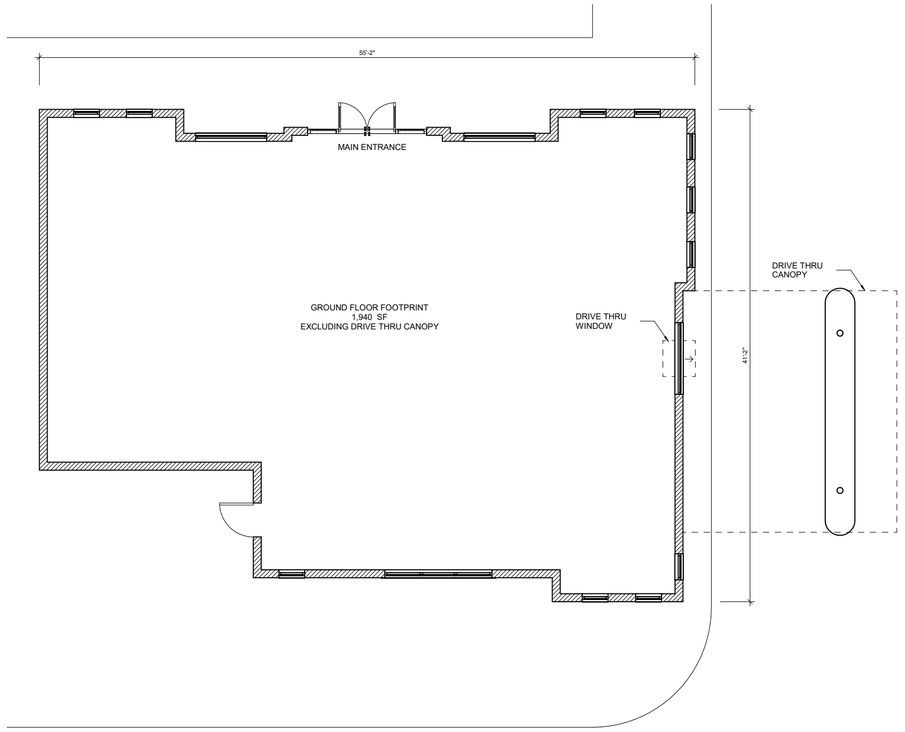

Key Plan
NTS



4 SOUTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



3 EAST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



1 BANK FLOOR PLAN
1/4" = 1'-0"



2 NORTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"

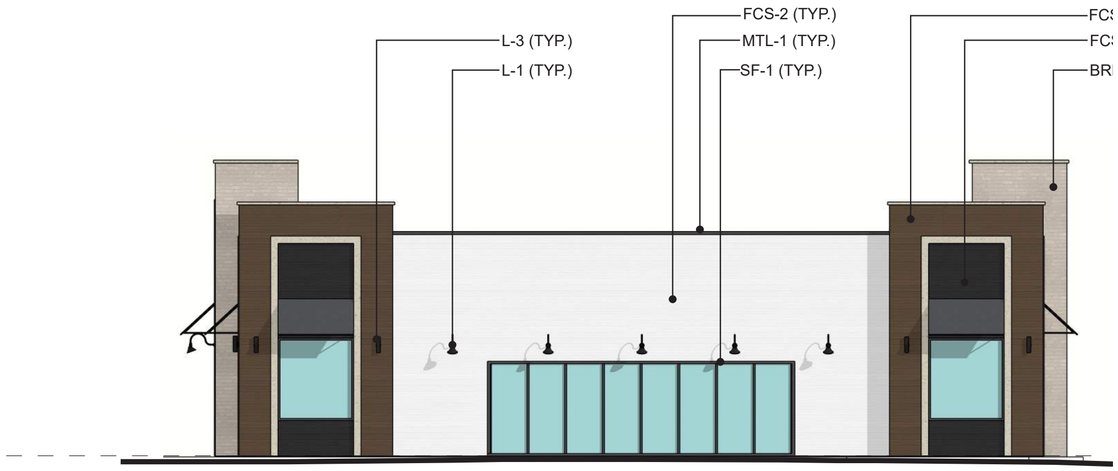
1 WEST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"

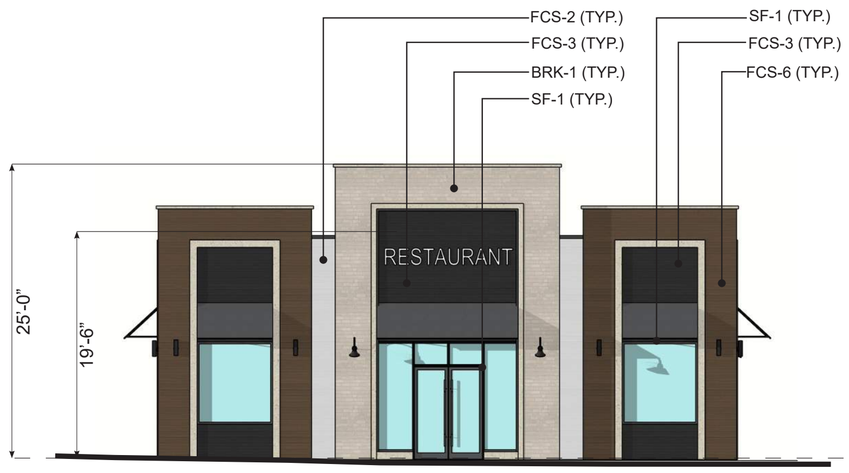




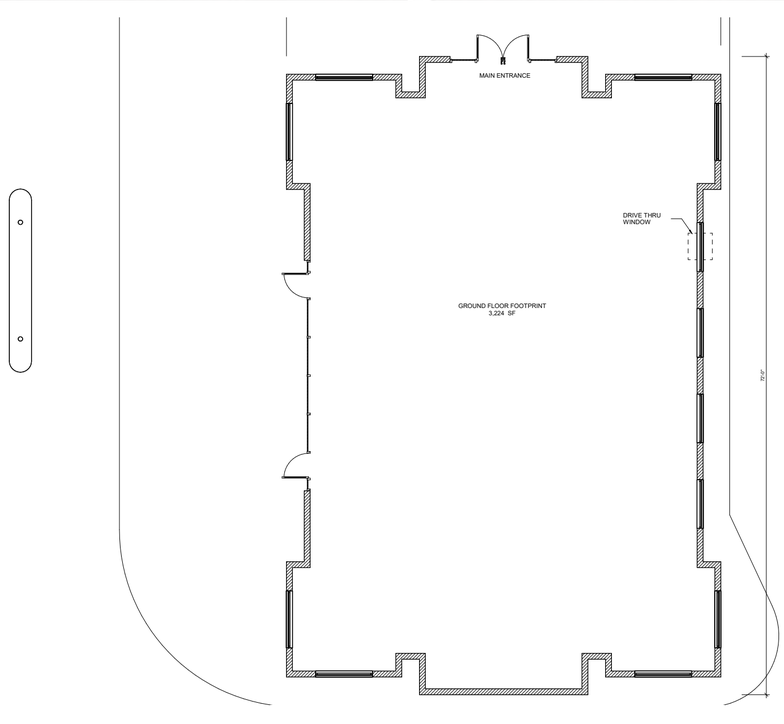
4 SOUTH EXTERIOR ELEVATION

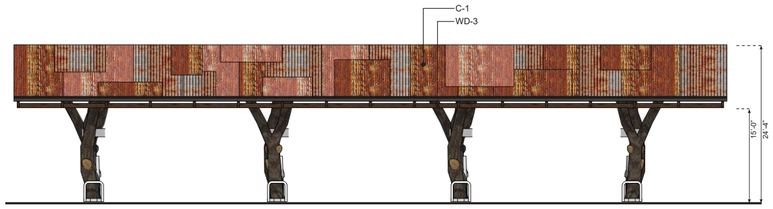
SCALE: 1/8" = 1'-0"



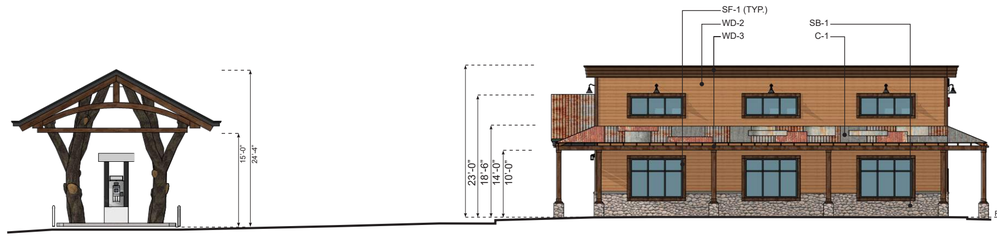



Key Plan
NTS
RESTAURANT


MAIN ENTRANCE
DRIVE THRU WINDOW
GROUND FLOOR FOOTPRINT
3,224 SF
72'-0"



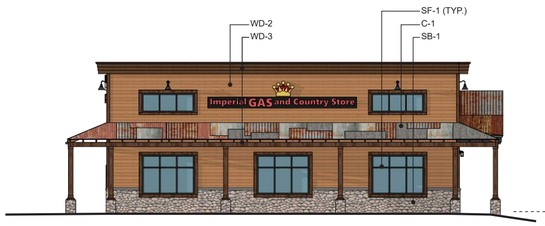
5 GAS CANOPY - WEST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



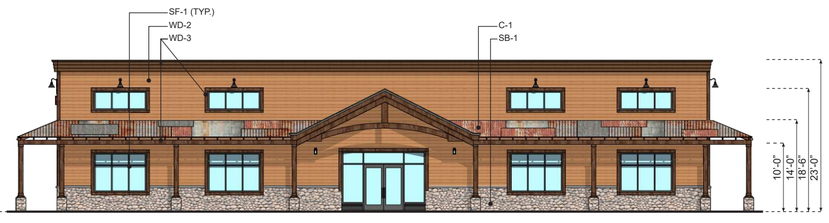
4 SOUTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



3 EAST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



2 NORTH EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



1 WEST EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"

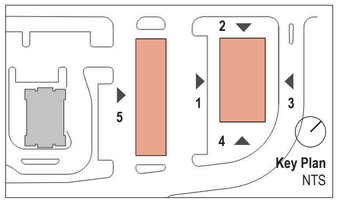
MTL-6
AGED METAL CANOPY
COLOR: X

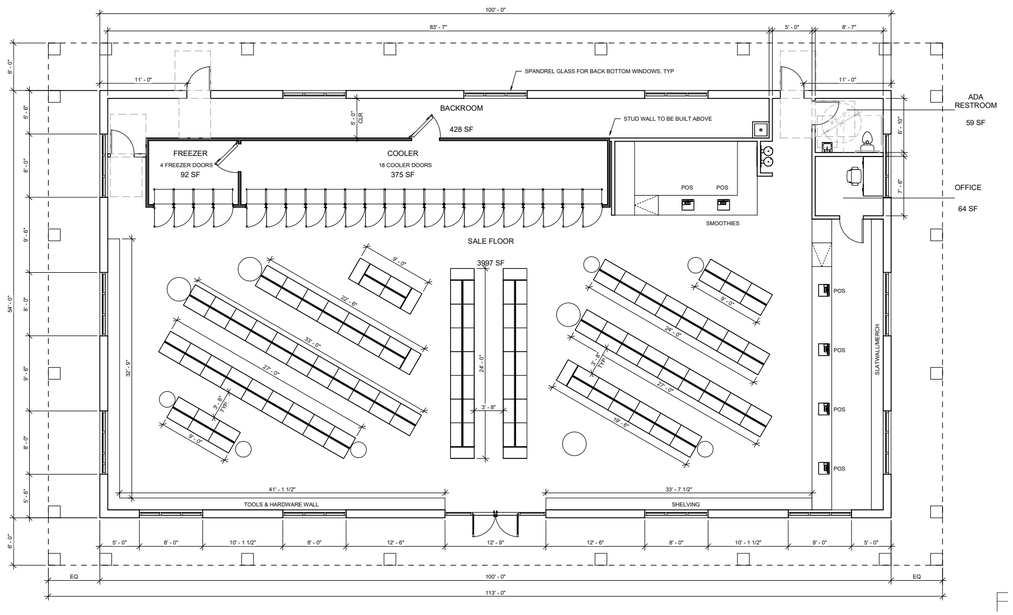
SB-1
FIELD STONE BASE
COLOR: X

SF-1
ALUMINUM STOREFRONT
COLOR: BLACK

WD-1
WOOD SIDING
COLOR: ORANGE

WD-2
WOOD
COLOR: DARK BROWN







WD-1
WOOD SIDING
COLOR: ORANGE

WD-2
WOOD
COLOR: DARK BROWN

TR-1
TRIM
COLOR: DARK GRAY

MTL-1
METAL COPING
COLOR: DARK GRAY

MTL-2
METAL CANOPY
COLOR: LIGHT GRAY

MTL-3
METAL CANOPY
COLOR: GRAPHITE GRAY

MTL-4
METAL RAILING
COLOR: DARK GRAY

MTL-5
AGED METAL CANOPY
COLOR: X

BRK-1
BRICK
COLOR: TAN

SB-1
FIELD STONE BASE
COLOR: X

FCS-1
FIBER CEMENT SIDING
COLOR: GRAY

FCS-2
FIBER CEMENT SIDING
COLOR: WHITE

FCS-3
FIBER CEMENT SIDING
COLOR: BLACK

FCS-4
FIBER CEMENT SIDING
COLOR: LIGHT GRAY

FCS-5
FIBER CEMENT SIDING
COLOR: BROWN

FCS-6
FIBER CEMENT SIDING
COLOR: BROWN

WP-1
WALL PANELS
COLOR: LIGHT GRAY

WP-2
WALL PANELS
COLOR: DARK GRAY

WP-3
WALL PANELS
COLOR: DARK GRAY

SF-1
ALUMINUM STOREFRONT
COLOR: BLACK

L-1
BARN LAMP
COLOR: BLACK

L-2
MULLION MOUNT
COLOR: BLACK

L-3
OUTDOOR WALL LANTERN
COLOR:BLACK

2

What We Heard

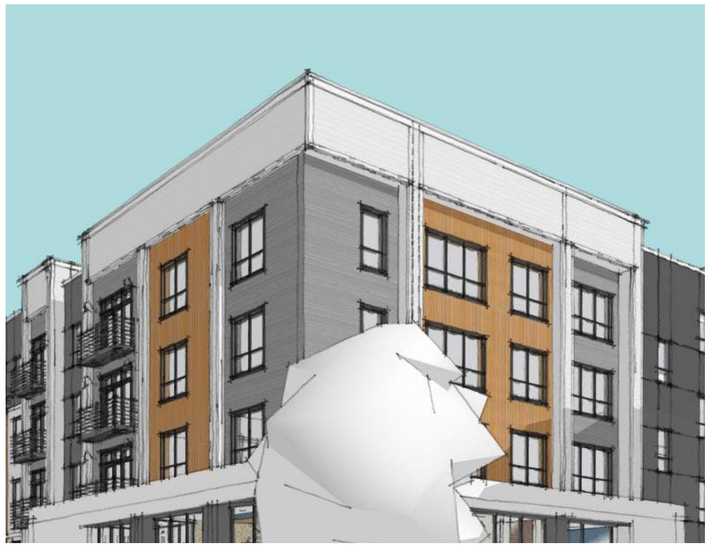
- Main Street multi-family building elevation felt too long and unbroken.
- Overall multi-family roof lines were too flat without enough variation in forms, slopes, setbacks and heights.
- Multi-family architecture needed more horizontal emphasis of the ‘base’, ‘middle’ and ‘cap’ sections of the building.
- Overall architectural palette should have more masonry, shingles, shakes and clapboards infused into the design.
- Multi-family building footprint undulations should have more depth.
- Overall architectural language should incorporate more “ New England Village” roof forms.
- Multi-family architecture should create the impression that 4th floor is stepped back further from the street to soften it’s presence on Main Street.
- DRB preference to avoid having true projecting balconies on Main Street.
- Overall development should have greater emphasis of walkabiltiy on Main Street.
- Country store design needs to have its prototype adapted to New England Village themes.
- Remove the ‘Tree Trunk’ columns at the gas canopy







Areas of Concern



Roof Lines

Comments encouraged an architectural language that utilizes more New England Village themes: gables, mansards and dormers.



Walkability

Previous Multi-family facade's verticality created too much of a harsh 'urban edge' along Maint Street. Comments encouraged architectural moves to soften the facade's perception from ground level, reduce the appearance of it's overall height, create perception of the fourth floor being steppd back.



Balconies and Materials

Previous comments expressed concern that projecting balconies on main street could result in undesirable aesthetics and views of resident belongings.

Inspiration - '*A New Direction*'



Pitched Roofs



Building Undulation & Horizontal Separation



Mix of Materials



New England Rhythm



Facade Unity



Juliet Balconies

3

Design Modifications: A New Approach







Comparison



BEFORE



AFTER



BEFORE



AFTER

Comparison



BEFORE



AFTER



BEFORE



AFTER

Comparison



BEFORE



AFTER



BEFORE



AFTER

Comparison



BEFORE



AFTER



BEFORE



AFTER

Comparison



BEFORE



AFTER



BEFORE



AFTER

Comparison



OVERALL AERIAL FROM MAIN STREET LOOKING SOUTH-WEST (PREVIOUS DESIGN)

Comparison



OVERALL AERIAL FROM MAIN STREET LOOKING SOUTH-WEST (NEW DESIGN)

Comparison



OVERALL AERIAL FROM MAIN STREET LOOKING SOUTH-EAST (PREVIOUS DESIGN)

Comparison

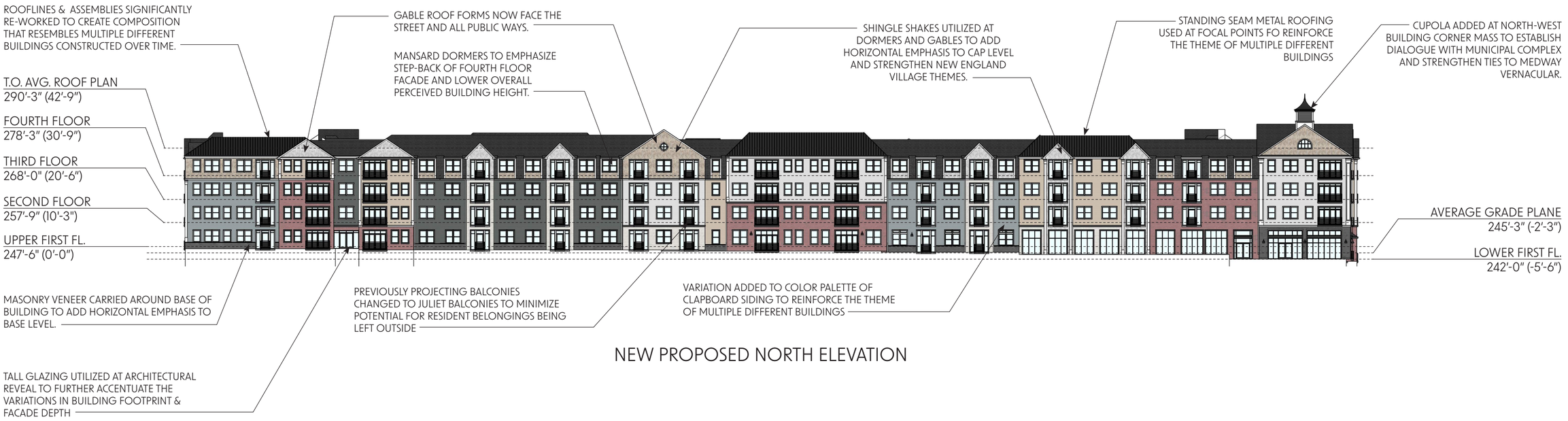


OVERALL AERIAL FROM MAIN STREET LOOKING SOUTH-EAST (NEW DESIGN)

Comparison



PREVIOUSLY PROPOSED NORTH ELEVATION



NEW PROPOSED NORTH ELEVATION

Comparison



PREVIOUS WEST ELEVATION



PREVIOUS NORTH ELEVATION



PREVIOUS EAST ELEVATION



PREVIOUS SOUTH ELEVATION



NEW PROPOSED WEST ELEVATION



NEW PROPOSED NORTH ELEVATION



NEW PROPOSED EAST ELEVATION



NEW PROPOSED SOUTH ELEVATION

Comparison



PREVIOUS NORTH ELEVATION



PREVIOUS EAST ELEVATION



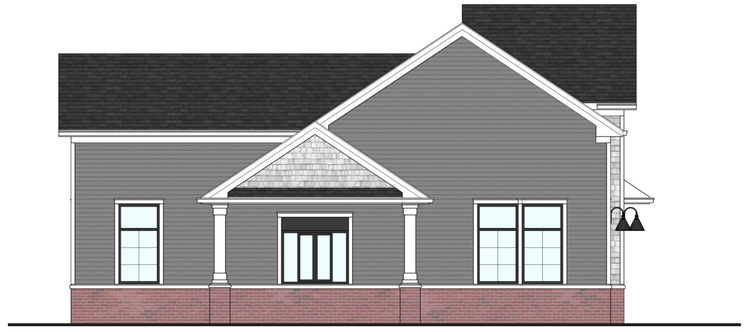
PREVIOUS SOUTH ELEVATION



PREVIOUS WEST ELEVATION



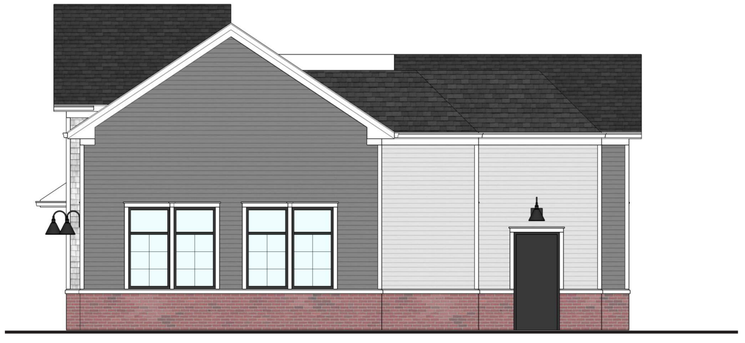
NEW PROPOSED NORTH ELEVATION



NEW PROPOSED EAST ELEVATION



NEW PROPOSED SOUTH ELEVATION

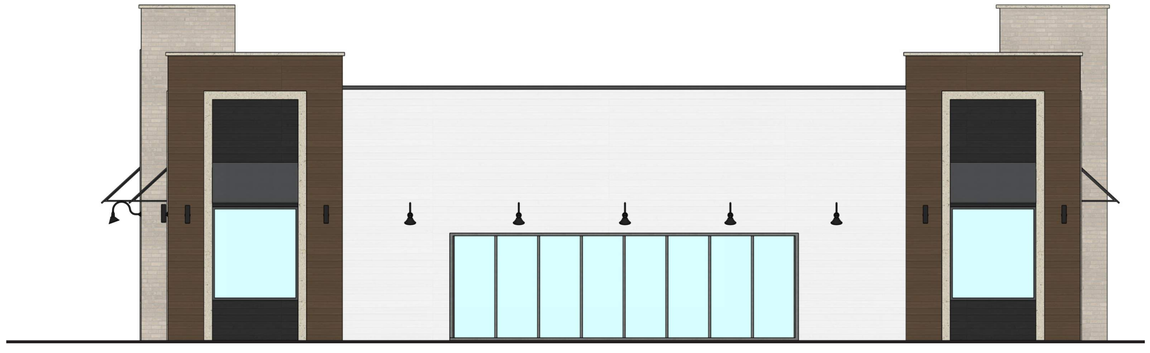


NEW PROPOSED WEST ELEVATION

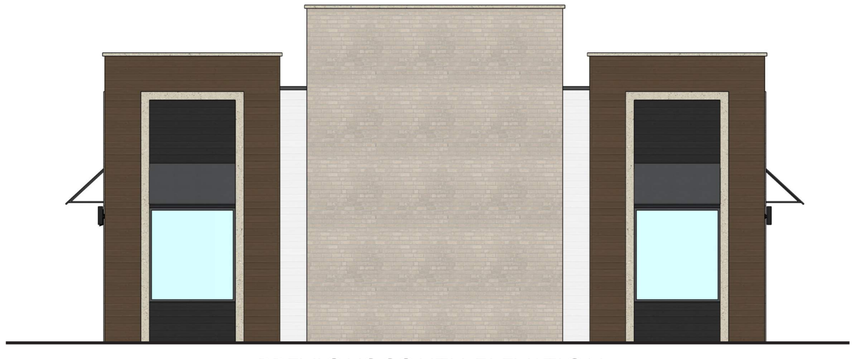
Comparison



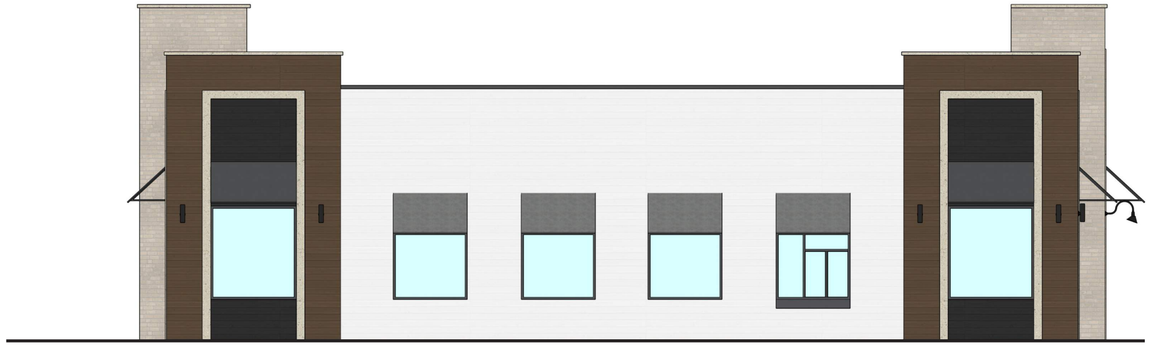
PREVIOUS NORTH ELEVATION



PREVIOUS WEST ELEVATION



PREVIOUS SOUTH ELEVATION



PREVIOUS EAST ELEVATION



NEW PROPOSED NORTH ELEVATION



NEW PROPOSED WEST ELEVATION



NEW PROPOSED SOUTH ELEVATION



NEW PROPOSED EAST ELEVATION

Character Study



VIEW OF MULTI-FAMILY BUILDING NORTHWEST CORNER FROM MAIN STREET (GOLDEN HOUR)

Character Study



VIEW OF MULTI-FAMILY BUILDING NORTHWEST CORNER FROM MAIN STREET (DUSK)

Character Study



VIEW OF RETAIL BUILDING FROM MAIN STREET

Character Study



Character Study



4 Community Impact



OVERALL MATERIAL PALETTE:

Signficantly modified from previous design to incorporate the Medway village palette and establish more direct dialogue with the new proposed municipal complex across Main Street.



Country Store amenities & Ice Cream walk-up incorporated into architecture and site design.

Gathering space added along main street, with area for seating, landscaping and lighting. Space can also be used for locally sourced produce & fresh farm goods outdoor sales & farmers market from Country Store.



Intimate courtyard park along Main Street

Sunken courtyard open to public along main street, at north-east corner of multi-family building.

Recap

5

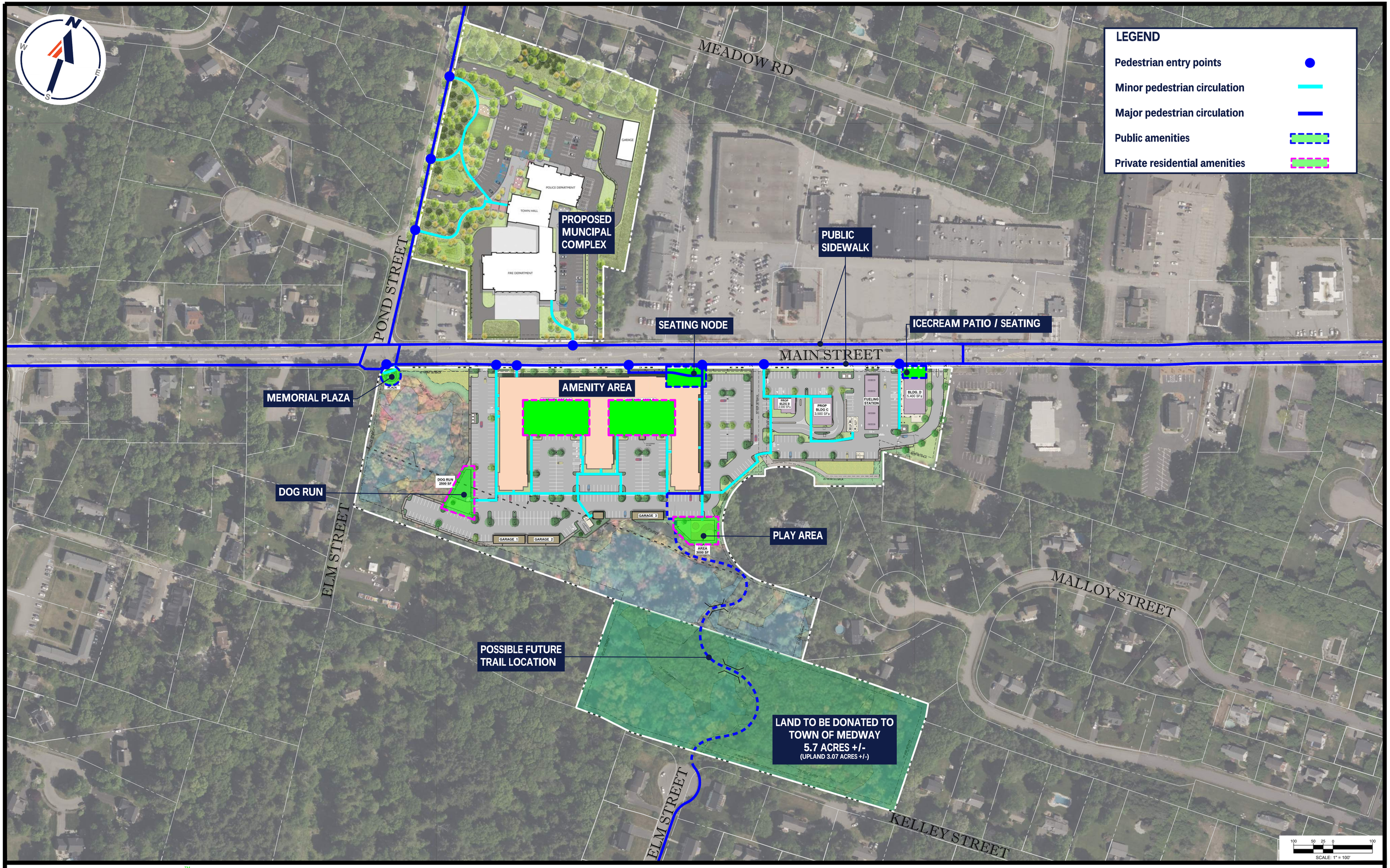
- Overall architectural palette substantially re-designed to emphasize New England Village themes;
- Overall material palette re-configured to utilize brick & stone masonry, shingles-shakes, shingle roofing, standing seam metal roofing and clapboards (which were included in previous design scheme as well).
- Cupola added to northwest corner of multi-family building to establish more direct dialogue with new municipal complex planned across the street.
- Country store design re-configured to provide a walk-up ice cream window on Main street with public seating area.
- Roof lines of multi-family building substantially re-designed to achieve greater variation in roof forms, heights and materials.
- fourth floor facade of multi-family building reconfigured to emphasize roof level step-back.
- Landscape buffer along main street embellished further with additional landscaping, streetscape lighting and public-facing seating amenities.
- public 'court' incorporated along main street at mid-point of development.



Appendix



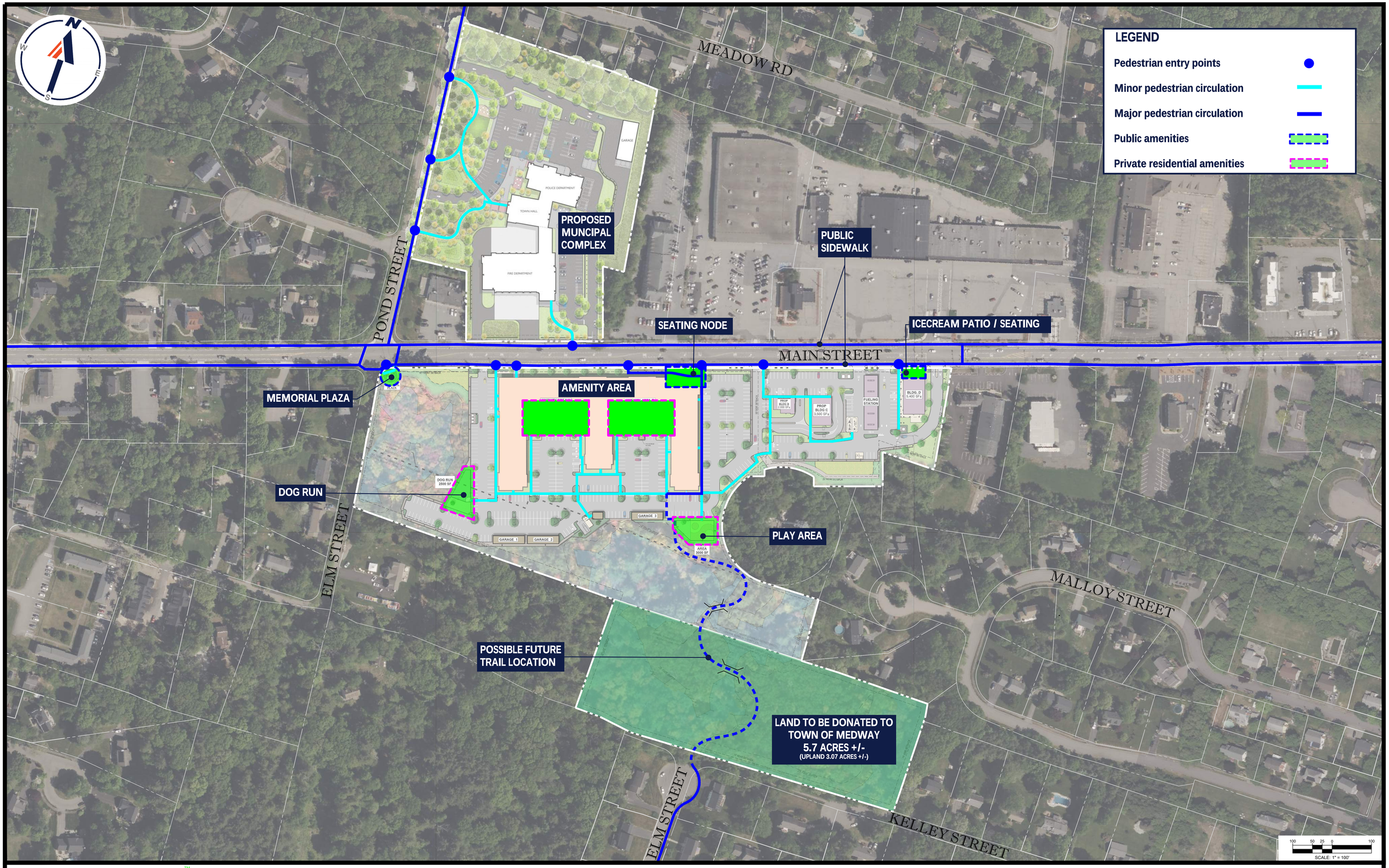
STREET CHARACTER STUDY SHOWING EXISTING UTILITY POLES & LINES ALONG MAIN STREET



BOHLER

HERITAGE ON MAIN - CONTEXT PLAN

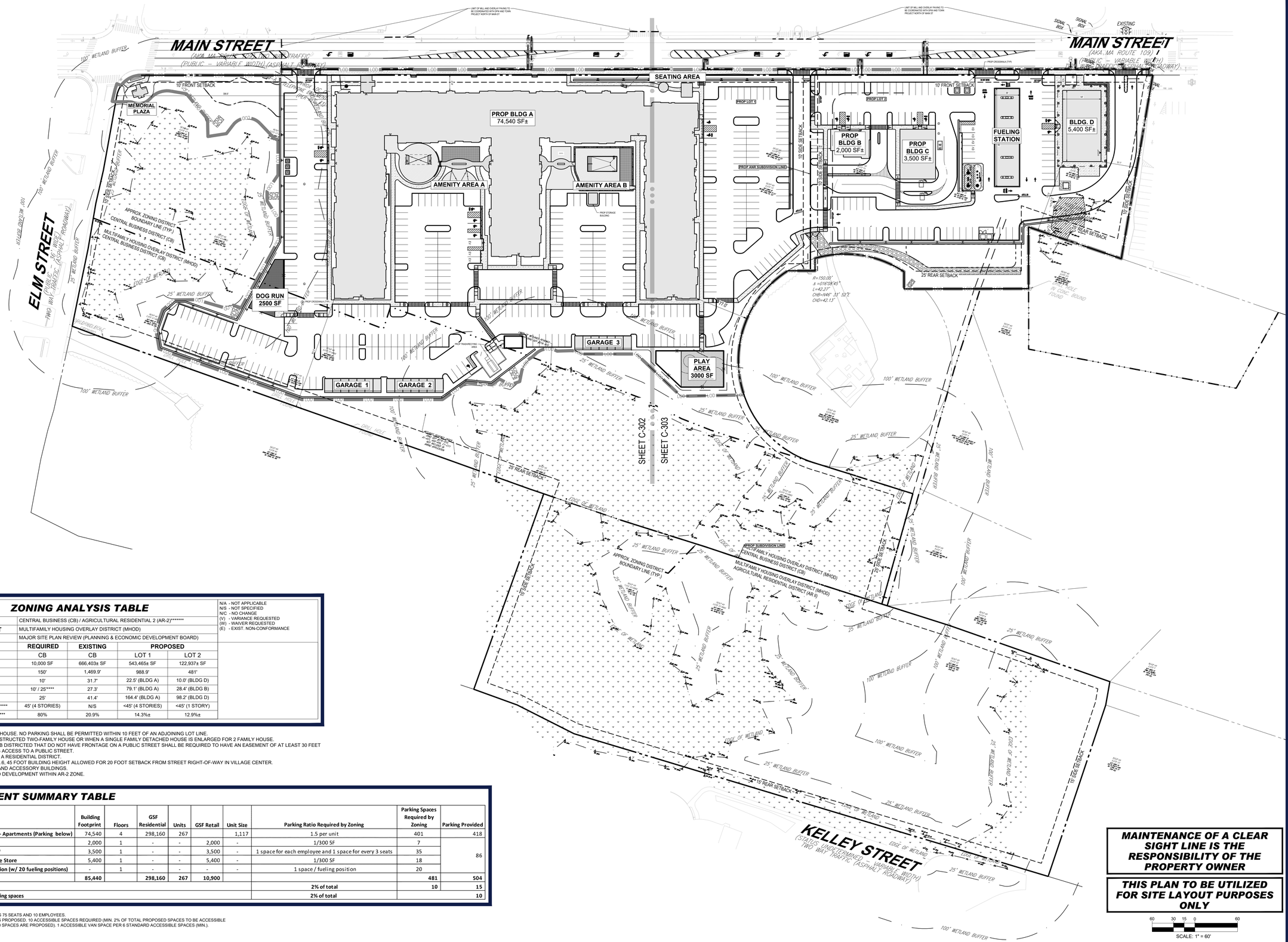
RTE. 85 REALTY CORP



BOHLER

HERITAGE ON MAIN - CONTEXT PLAN

RTE. 85 REALTY CORP



ZONING ANALYSIS TABLE

ZONE CRITERIA	REQUIRED	EXISTING	PROPOSED	
ZONING DISTRICT	CENTRAL BUSINESS (CB) / AGRICULTURAL RESIDENTIAL 2 (AR-2)*******			
OVERLAY DISTRICT	MULTIFAMILY HOUSING OVERLAY DISTRICT (MHOD)			
REQUIRED PERMIT	MAJOR SITE PLAN REVIEW (PLANNING & ECONOMIC DEVELOPMENT BOARD)			
	CB	CB	LOT 1	LOT 2
MIN. LOT AREA	10,000 SF	666,403± SF	543,465± SF	122,937± SF
MIN. LOT FRONTAGE	150'	1,469.9'	988.9'	481'
MIN. FRONT SETBACK	10'	31.7'	22.5' (BLDG A)	10.0' (BLDG D)
MIN. SIDE SETBACK	10' / 25'*****	27.3'	79.1' (BLDG A)	28.4' (BLDG B)
MIN. REAR SETBACK	25'	41.4'	164.4' (BLDG A)	98.2' (BLDG D)
MAX. BUILDING HEIGHT******	45' (4 STORIES)	N/S	<45' (4 STORIES)	<45' (1 STORY)
MAX. LOT COVERAGE*******	80%	20.9%	14.3%±	12.9%±

N/A - NOT APPLICABLE
N/S - NOT SPECIFIED
N/C - NO CHANGE
(V) - VARIANCE REQUESTED
(W) - WAIVER REQUESTED
(E) - EXIST. NON-CONFORMANCE

(1) *FOR A TWO FAMILY HOUSE. NO PARKING SHALL BE PERMITTED WITHIN 10 FEET OF AN ADJOINING LOT LINE.
(2) **FOR A NEWLY CONSTRUCTED TWO-FAMILY HOUSE OR WHEN A SINGLE FAMILY DETACHED HOUSE IS ENLARGED FOR 2 FAMILY HOUSE.
(3) *** PROPERTIES IN CB DISTRICTED THAT DO NOT HAVE FRONTAGE ON A PUBLIC STREET SHALL BE REQUIRED TO HAVE AN EASEMENT OF AT LEAST 30 FEET IN WIDTH PROVIDING ACCESS TO A PUBLIC STREET.
(4) **** WHEN ABUTTING A RESIDENTIAL DISTRICT.
(5) ***** PER TABLE 9.3.B.6, 45 FOOT BUILDING HEIGHT ALLOWED FOR 20 FOOT SETBACK FROM STREET RIGHT-OF-WAY IN VILLAGE CENTER.
(5) ****** FOR PRIMARY AND ACCESSORY BUILDINGS.
(6) ******* NO PROPOSED DEVELOPMENT WITHIN AR-2 ZONE.

DEVELOPMENT SUMMARY TABLE

Key	Description	Building Footprint	Floors	GSF Residential	Units	GSF Retail	Unit Size	Parking Ratio Required by Zoning	Parking Spaces Required by Zoning	Parking Provided
A	Residential - Apartments (Parking below)	74,540	4	298,160	267		1,117	1.5 per unit	401	418
B	Bank	2,000	1	-	-	2,000	-	1/300 SF	7	
C	Restaurant*	3,500	1	-	-	3,500	-	1 space for each employee and 1 space for every 3 seats	35	86
D	Convenience Store	5,400	1	-	-	5,400	-	1/300 SF	18	
E	Fueling Station (w/ 20 fueling positions)	-	1	-	-	-	-	1 space / fueling position	20	
TOTAL		85,440		298,160	267	10,900			481	504
Accessible spaces								2% of total	10	15
EV charging stations Parking spaces								2% of total		10

NOTES:
* RESTAURANT ASSUMES 75 SEATS AND 10 EMPLOYEES.
(1) 15 ACCESSIBLE SPACES PROPOSED. 10 ACCESSIBLE SPACES REQUIRED (MIN. 2% OF TOTAL PROPOSED SPACES TO BE ACCESSIBLE SPACES WHEN 501-1000 SPACES ARE PROPOSED). 1 ACCESSIBLE VAN SPACE PER 6 STANDARD ACCESSIBLE SPACES (MIN.).

MAINTENANCE OF A CLEAR SIGHT LINE IS THE RESPONSIBILITY OF THE PROPERTY OWNER

THIS PLAN TO BE UTILIZED FOR SITE LAYOUT PURPOSES ONLY

60 30 15 0 60
SCALE: 1" = 60'

P:\MA\2024\MAA240482.00\CAD\DRAWINGS\PLAN SETS\CIVIL SITE PLANS\P-CIVL-PROP-MAA240482.00-1F---LAYOUT: C-301 SITE
SR

BOHLER
SITE CIVIL AND CONSULTING ENGINEERING
LAND SURVEYING
PROGRAM MANAGEMENT
LANDSCAPE ARCHITECTURE
SUSTAINABLE DESIGN
PERMITTING SERVICES
TRANSPORTATION SERVICES
THE INFORMATION, DESIGN AND CONTENT OF THIS PLAN ARE PROPRIETARY AND COPYRIGHTED AND SHALL NOT BE DISCLOSED OR USED FOR ANY PURPOSE, WITHOUT THE EXPRESS AUTHORIZATION FROM BOHLER. ONLY APPROVED, SEALED PLANS SHALL BE UTILIZED FOR CONSTRUCTION PURPOSES.

REVISIONS

REV	DATE	COMMENT	DRAWN BY / CHECKED BY

811 Know what's below. Call before you dig.
ALWAYS CALL 811
It's fast. It's free. It's the law.

PERMIT SET

THIS DRAWING IS INTENDED FOR MUNICIPAL AND/OR AGENCY REVIEW AND APPROVAL. IT IS NOT INTENDED AS A CONSTRUCTION DOCUMENT UNLESS INDICATED OTHERWISE.

PROJECT NO.: MAA240482.00-1F
DRAWN BY: AP, JK, SW
CHECKED BY: TH, MM
DATE: 02/02/2026
CAD I.D.: P-CIVL-PROP

PROJECT:

HERITAGE ON MAIN

FOR

RTE. 85 REALTY CORP
P.O. BOX 2440

PROPOSED
MIXED-USE DEVELOPMENT

107-119 MAIN ST, 1 & 3 ELM ST,
0 & 26 KELLEY ST,
NORFOLK COUNTY,
TOWN OF MEDWAY,
MASSACHUSETTS

BOHLER
352 TURNPIKE ROAD, 3rd FLOOR
SOUTHBOROUGH, MA 01772
Phone: (508) 480-9900
www.BohlerEngineering.com

SHEET TITLE:

OVERALL SITE PLAN

SHEET NUMBER:

C-301

ORG. DATE - 04/15/2026