

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

Design Review Committee

December 16, 2013 @ 7 pm

Approved January 27, 2014

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

Absent with notice: Rachel Walsh, Rod Macleod

Absent without notice:

Nonmembers present:

Applicants present: Judi Barret, Paul Tingley, Lester Gould

Location: Medway Library

Call to order

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

Minutes

- The minutes, with amendments, from November 11 and December 2 were approved.

Cumberland Farms Discussion

- Matt discussed the Cumberland Farms project. Matt discussed the bylaw that explains that no portion of the building can be further from the intersection than the canopy. The public hearing is now closed and Matt thinks that the public hearing will be reopened to complete this discussion.

Discussion with Judi Barrett, RKG Consultant for The Town of Medway

- The Town Administrator asked Judi to come to Medway to do an organizational assessment of the town to see what is working, how communication is working etc and make recommendations to the Town. Her job right now is to find out what each department and committee does.
- Matt pointed out to Judi that this committee consists of all volunteers with the exception of the night board secretary.
- Judi asked the committee what the responsibilities of DRC are. Matt stated they do sign and site review. DRC explained that the site plan applicants come to the DRC before they

go before the Planning Board. DRC looks at exteriors, architect, landscaping, site concept, pre existing conditions, and lighting. Their guiding documents are the bylaws.

- Judi questioned what type of knowledge or experience would the DRC like in a committee member. Julie said that an ideal person would have a design or artistic background. Julie thinks it would nice to have a good balance of art and architect. They do not have an architect or a person from the business counsel.
- Judi questioned if the DRC has ever been offered training. The DRC has been to a seminar of Randal Arendt. Judi asked if the Board could get training, what kind of training would they like? Matt stated that the committee skills are well balanced. Karyl would like to have more access to outside architects. This would be a great resource if they can't have architect on the board, a consultant would help tremendously on site plans.
- Karyl stated the DRC has great communication skills
- Judi asked what type of support and budget does the DRC get? DRC said they just have the night board secretary. They lack administration support from the Town Hall. Matt explained the process. At the beginning of the DRC for the first 6 or 7 years, they did have the help of Susy from Town Hall but no longer have this help. This is the decision from the Town Administrator. There is no presence at the Town Hall. If someone comes into the Town Hall, John Emidy takes a look at the application to see if it is compliance. There is no discussion to the applicant at the Town Hall. The application is then sent to the night board secretary who then goes to DRC for review. The DRC then rights a letter of recommendation for the applicant to get a permit. Judi asked what happens when the DRC does not like a sign. The DRC said they do not have a say. Julie showed Judi an example of what they do with sign design with photo shop.
- Matt explained that one of the issues the DRC has is the applicants don't understand that the DRC is here to help. The problem is the applicant generally just goes to a sign maker not a graphic designer or the committee for their help. The DRC provides free design review. Bruce said there is a lack of administrative support for this process.
- Judi wanted to get an explanation of the site plan process. DRC explained that someone submits a site plan application to Susy and she then sends them to the DRC. A pre-application site plan is more beneficial to the applicant and the committee. Matt said that having the chance to take a look at the site plan before the applicant comes in is very helpful to the committee.
- Bruce stated that another issue is a lack of consistency within Town. An example of this is when the Town was building the middle school. They had a façade change and sign change. The DRC had some really nice ideas of the court yard and landscaping and they did not use any of the DRC's ideas.
- The Planning Board and ZBA have authority and say in what goes in the Town.
- DRC explained that some applicants come to the DRC that have signs that are not in compliance. This should not be the responsibility of the DRC.
- Another problem the committee has is that many applicants already have their sign made or even put up at their location.
- The functions of the night board secretary were discussed.

Sign Design Review – Tingley’s 122 Main St with Paul Tingley

- Paul showed the drawing of the sign. The sign has not been made yet.
- The DRC showed the applicant a few examples of signs they would prefer. Julie showed the applicant examples.
- DRC prefers the coffee cup as their logo. The DRC asked the applicant not to use script because it competes with the nice coffee cup logo. Julie finds the tails off the letters competes with logo. Julie would prefer a coffee or caramel coloring.
- Lighting of the signage was discussed. Matt suggested a down lighting such as a goose neck.
- The applicant prefers Julie’s examples over his. A copy of these examples is being sent to the applicant’s sign maker.
- DRC will write an LOR.

Sign Design Review – Gould’s Plaza 74 Main St with Lester Gould

- DRC cannot make a design recommendation on the current sign because it is out of compliance. Should the applicant receive the variance from the ZBA, the committee would be more than happy to offer sign recommendations.
- The DRC did not want to discuss alternatives to this sign unless the variance is approved. The applicant may come back for a sign review if a variance is approved.

Next Meeting

- The next meeting will be Monday January 6, 2014.

Adjournment

- The meeting was adjourned at 9:20 pm.

Minutes respectfully submitted by,

Jillian Morley
Night Board Secretary