

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

Design Review Committee

November 11, 2013 @ 7 pm

Approved December 16, 2013

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

Absent with notice:

Absent without notice: Bruce Hamblin, Rod Macleod

Nonmembers present:

Applicants present:

Location: Town Hall

Call to order

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

Cumberland Farms Monument Sign Discussion

- The façade signs were discussed how they were reduced by 30%. The DRC thinks these signs look much better.
- Rachel said the monument sign on the plan is not what the applicant is proposing. The numbers will be scorable white numbers on a blue background which is not shown in the plan.
- The sign is 10 feet high and will be a light box. The applicant is asking for a variance of 8 feet to 10 feet. If they removed the roof the sign would be 8 feet which is allowed.
- Julie showed the committee an example of what the monument sign would look like without a roof. Julie recommends taking out the roof. Karyl and Rachel think the roof should remain. Rachel and Mary suggested using the white background. Matt pointed out that they are using their corporate colors on the sign.
- Mary suggested taking the roof off and making the top a small curve.
- The monument sign is set far back from the intersection. It is a 2 sided sign so the area exceeds the limit so this is another variance they need. The hardship was that the prices on the pumps were not very visible with all the landscaping.
- Internal illumination is another variance they are asking for.
- Mary suggested the curve top and a stone base. She doesn't think it needs a roof. She would prefer a white background with blue lettering. She thinks this makes the sign look

softer. She thinks smaller columns would look better. Julie agrees with Mary but thinks the stone base should have more width.

- The DRC would not recommend the internal illumination.
- Matt thinks the roof is needed because this can provide external illumination. He doesn't think the gable end depth is necessary. He thinks they could reduce the pitch.
- If there is no roof, then they can use ground lightings.
- Rachel will edit the signage LOR to submit to the ZBA.
- Rachel read the letter that the DRC will submit to the ZBA. There will be 2 façade signs in which has been reduced by 30% . Applicant has taken out all corporate logo from canopy signs. The monument sign is appropriate to be double sided and the correct distance from the road. The monument sign will include a shingle roof and stone base which the DRC recommends which should be minimized. The DRC recommends all white background with black colored lettering as seen in the Medfield Cumberland Farms. The DRC recommends that the sign be externally illuminated.

Next Meeting

- The next meeting will be Monday December 2, 2013.

Adjournment

- The meeting was adjourned at 8 pm.

Minutes respectfully submitted by,

Jillian Morley
Night Board Secretary