



DESIGN REVIEW COMMITTEE

Town of Medway

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

Approved: 10/6/14

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Meeting Minutes: September 8, 2014
Medway Library, 26 High Street, 1st Floor Conference Room

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

Attendees:

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

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Minutes:

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

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

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

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

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

1 explained that R.I.S.E. (Reaching Independence and Striving for Excellence) is a non-profit
2 organization serving women in Metrowest. She hopes the revenue from the clothing store will
3 help fund some of the other programs that the organization offers. They are in the beginning
4 stages of the process and do not have a design or logo. The Committee recommended that they
5 meet with John Emidy, Medway's Building Inspector, to discuss what type of sign they are
6 allowed. They also recommended contacting area colleges to see if they can find a design
7 student or recent graduate who is willing to work with them and not charge a fee. They
8 encouraged them to look online and make notes on what they like and don't like. They said it is
9 very important that the sign convey the purpose of the business. They asked Ms. James to
10 forward her design to Susy Affleck-Childs and she will forward to the Committee for their
11 review. They said it is helpful if it is sent ahead of the meeting so they have time to review.
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13 **Discuss Tri-Valley Commons Site Plan Review Process:** Chairman Buckley said there was a
14 Planning and Economic Development Board meeting last Tuesday night. He reported that the
15 site plan presentation included 3D renderings of Building B. Chairman Buckley explained that
16 he objected to the new plans because the Committee had not seen them prior to the meeting. He
17 said the purpose of the meeting was to review the Committee's Letter of Recommendation
18 (LOR) but the LOR was based on a different version of plans and was therefore irrelevant. He
19 said they scheduled a meeting for Monday, September 8, 2014 to discuss and review the new
20 plans; however, the applicant withdrew its application the previous Wednesday. The Committee
21 agreed that the property is a difficult site and that it was the cost of the project and usage of the
22 land that hindered the project and not the DRC's recommendations. Chairman Buckley also
23 reported that the applicant has requested all DRC meeting recordings and that it is possible he
24 may seek legal remedy. Committee members said they were shocked that the applicant provided
25 3D renderings at the meeting because they had been requesting them since March. They added
26 that throughout this process communication from the applicant was scarce.
27

28 The Committee agreed that the process needs to be reviewed. They would like to create a
29 timeline so that expectations are clear. They also plan to discuss what they would like to see at
30 74 Main Street and what obstacles applicants might face in trying to develop the site.
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32 Also, Chairman Buckley reported that the Planning and Economic Development Board, Board of
33 Selectmen and Judy Barrett met recently to discuss the reorganization. The goal is to make them
34 more clear and concise. At the Fall Town Meeting, there will be an article asking for funds for
35 the DRC to work with a consultant to codify the design guidelines.
36

1 **Action Items:**

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

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

12 the Medway Public Library.

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

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

16

17 Respectfully Submitted,

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20 Michelle Reed

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