



## DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

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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: 10/20/14 as revised**

Meeting Minutes: October 6, 2014

Medway Library, 26 High Street, 1<sup>st</sup> Floor Conference Room

**Call to Order:** – With a quorum, this meeting was called to order by Chairman Buckley at 7:05 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	X	X				
Julie Fallon	X	X					
Karyl Spiller-Walsh	X	X	X				
Rod MacLeod	X	X	X				
Mary Weafer	X	X	X				
Rachel Walsh		X	X				

**Minutes:**

Chairman Buckley moved that the Design Review Committee approve the September 8, 2014 minutes as written; Karyl Spiller-Walsh second; No discussion; All ayes 5-0-0.

1 **Chairman Buckley moved that the Design Review Committee approve the September 22,**  
2 **2014 minutes as revised; Rachel Walsh second; No discussion; All ayes 5-0-0.**

3  
4 **Sign Design Review – One Stop Convenience:** Hardik Patel and William Patel joined the  
5 meeting to discuss the signage for One Stop Convenience. The store will be located at 76  
6 Holliston Street, which is the former site of the Little Store. The Committee discussed the  
7 benefit of the building’s proximity to the road and a stop light. They encouraged the applicants  
8 to keep the sign simple so it is easy to read. The applicants said that One Stop Convenience  
9 occupy the entire building. The Committee encouraged the applicants to center the sign on the  
10 building so it is clear that it is a bigger than the previous convenience store. They recommended  
11 putting a small awning over the main door so the entrance is obvious. They also recommended  
12 removing the O and S symbol because it may look like a “don’t” sign as motorists drive by. The  
13 Committee agreed that the lemon cream color with red lettering and black accents was appealing  
14 and very legible. They also advised the applicants to follow-up with the Building Inspector on  
15 how much signage they are allowed. Depending on what is allowed, they could place a large  
16 sign in the center of the building and a plaque on the front of the store detailing what is available  
17 such as lottery, beer, etc. The applicants also need to confirm that internal illumination is  
18 allowed. The Committee advised them to experiment with more classic fonts and consider  
19 external illumination. They discussed leaving the banner on the bottom of the sign but making it  
20 black with yellow lettering so it coordinates and is easy to read. They suggested only having the  
21 name of the store on the side of building so it can be easily read as motorists drive by. The  
22 applicants said they are not planning to put the signs up for at least another 30 days. The  
23 Committee encouraged them to look at different options and come back to discuss the signs  
24 further. Chairman Buckley said they would forward the draft signs to DRC member Julie Fallon  
25 for ideas on fonts and formatting.

26  
27 **Informal Sign Discussion – Kim Thibeault:** Kim Thibeault joined the meeting to informally  
28 discuss the signage for her Barber Shop located at 89 Main Street in the Reardon Building. It  
29 was operated by another owner as the Keystone Barber Shop for the last 30 years. Ms. Thibeault  
30 said that the landlord has asked her to keep the sign in the same location. It is currently on the  
31 left side of the building. The new sign will be about 5 feet wide and 4 feet 10 inches high. She  
32 also said she is hoping to replace the barber pole that is on the left side of the building at a later  
33 date. Her initial thought is to give the sign a vintage feel and incorporate the image of a keystone  
34 cop to honor the previous name of the shop. The Committee said they loved the idea of giving  
35 the sign a vintage feel but discouraged Ms. Thibeault from using the keystone cop image as it has  
36 a negative connotation. The Committee also discussed the name of the shop, Open’s, and how

1 adding this to the sign might be confusing for patrons. They asked Ms. Thibeault to consider  
2 adding the date the Keystone Barber Shop was founded to the sign as a way to honor the  
3 previous business. The Committee said that temporary signs are permitted and encouraged.  
4 They also asked her to follow-up with her landlord on putting a temporary banner above the  
5 window. They informed Ms. Thibeault that window signs are not permitted and she should  
6 follow-up with the Building Inspector as to whether a neon "Open" sign is allowed. The  
7 Committee said they discourage neon signs but suggested using an antique barber pole in the  
8 shop as a decoration, which would be visible through the window. Ms. Thibeault's next step is  
9 to submit an application to Susy and have a formal meeting with the DRC.

10  
11 **Sign Design Review - Bob Potheau:** Mr. Potheau and his wife joined the meeting to discuss  
12 signage for 6 Main Street. They are planning to implement one of the signs from the site's  
13 Master Signage Plan. The sign will be located at the most westerly point of the property.  
14 Current tenants include Wellesley Physical Therapy, R.I.S.E Outlet, and a nutritional store. The  
15 directory sign will be made of two granite posts and individual white signs with black lettering.  
16 This will allow the signs to be easily updated as tenants change. He said it is similar to the sign  
17 that is in front of the church next to the Millis Police Station. The Committee said they are  
18 concerned that the white signs with black lettering may look generic and that the letters may be  
19 illegible, particularly for a long name like Wellesley Physical Therapy. The Committee asked  
20 Mr. Potheau to consider using a cream color for the signs and adding the address. Mr. Potheau  
21 said he would not add the address because it would take up too much of the allowable space but  
22 that he would consider adding it to the building, retaining wall in front of the building, or granite  
23 post of the directory sign. The Committee agreed that the address is a critical piece of  
24 information that should be included. Mr. Potheau said he is only looking for approval at this  
25 point for the granite posts and individual signs. Mr. Potheau said he would come back in front of  
26 the Committee to discuss how to incorporate the address and the individual signs' colors and  
27 fonts. The Committee also asked Mr. Potheau to consider adding plantings behind the sign to  
28 create a backdrop and minimize the presence of the billboard. They also recommended using  
29 external lighting for the signs. Mr. Potheau agreed the site is challenging because of design and  
30 has limitations. The Committee reminded Mr. Potheau that each tenant needs to come in front of  
31 the Committee for approval of their individual sign and that window signs are not allowed and  
32 should be removed. The Committee agreed to write a Letter of Recommendation (LOR) for the  
33 general concept of granite posts and individual signs.

34  
35 **October 1, 2014 ZBA Meeting:** The October 1, 2014 Zoning Board of Appeals (ZBA) meeting  
36 that Chairman Buckley and Karyl Spiller-Walsh were planning to attend was cancelled due to

1 lack of quorum. The meeting was rescheduled for October 15, 2014. Chairman Buckley said  
2 that he forwarded a letter to the Chairman of the ZBA with the Committee's recommendation  
3 that the variance should be denied and asked that it be added to the meeting's official record.  
4 ZBA Secretary Sandy Trufant acknowledged receipt of Chairman Buckley's letter. Karyl  
5 Spiller-Walsh said the Planning and Economic Development Board also recommended that the  
6 variance be denied.

7  
8 **Action Items:**

- 9 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 10 • Michelle will print copies of August 18, 2014 and October 6, 2014 minutes for the next  
11 meeting.
- 12 • Michelle will follow-up with Susy for Tri-Valley joint meeting for minutes and print for  
13 the next meeting.
- 14 • Ideas for a message board, including location, design, fonts, illumination etc.
- 15 • Rachel will prepare the LOR for 6 Main Street. One Stop Convenience said they would  
16 revise their design and return to discuss with the Committee. Kim Thibeault said she  
17 would return once she files her application and has a design.

18  
19 **Schedule:** The next DRC meeting will be held on Monday, October 20, 2014 at 7:00 p.m. at the  
20 Medway Public Library.

21  
22 **Adjournment:** With no further business before this committee, a motion was made and  
23 seconded to adjourn at 9:08 p.m.

24  
25 Respectfully Submitted,

26  
27  
28 Michelle Reed