



DESIGN REVIEW COMMITTEE

Town of Medway

155 Village Street, Medway MA 02053

Tel: (508) 533-3264

Fax: (508) 533-3281

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

Approved: 11/17/14

Meeting Minutes: November 3, 2014

Medway Library, 26 High Street, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Vice Chair Fallon at 7:04 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	X			
Julie Fallon	X	X		X	X		
Karyl Spiller-Walsh	X	X	X		X		
Rod MacLeod	X	X	X		X		
Mary Weafer	X	X	X	X	X		
Rachel Walsh		X	X	X	X		

Meeting Minutes:

Rachel Walsh moved that the Design Review Committee approve the October 20, 2014 meeting minutes as amended; Julie Fallon second; No discussion; All ayes 4-0-0 (Karyl was not present).

1 **Sign Design Review – One Stop Convenience:**

2 Hardik Patel joined the meeting to discuss the signs for One Stop Convenience and the
3 recommendations that the Committee made at their October 6, 2014 meeting. Mr. Hardik said he
4 is going to install a canopy with a flat front over the entrance. The main sign will be on the front
5 of the canopy. He decided against centering the sign on the front of the building. He said the
6 sign will be externally illuminated with LED tube lights, which will be installed under the
7 canopy. Mr. Patel said the tubes are stainless steel and will not be visible. The Committee
8 reviewed the color scheme of the signs. They cautioned Mr. Patel on using a bright yellow. The
9 Committee said the bottles are distracting and recommended that he remove them from the
10 design. They also recommended using a black line between One-Stop and Convenience.
11 Additionally, they recommended using a solid black band on the bottom of the sign with white
12 lettering to advertise the store’s offerings. Mr. Patel said he plans to paint the building in the
13 future but it is not his first priority. The Committee said the signs on the front and side of the
14 building do not need to be the same but they should be consistent. The Committee will draft a
15 Letter of Understanding (LOR) and request that the Building Inspector follow-up with the
16 applicant on the light fixture specifications.

17
18 **Discussion – Sign Design Application Letter and Scope of Services for Design Consultant:**

19 Planning & Economic Development Coordinator Susy Affleck-Childs joined the meeting to
20 discuss the informational document that applicants receive with the Sign Design Application. In
21 addition, they discussed the scope of services for the consultant that will work on revamping the
22 Town’s Design Review Guidelines.

23
24 The Committee explained that they would like the document to be a letter and to be more user-
25 friendly. They think it is extremely important that the information is clear and concise. It should
26 include a welcome, an overview of the Committee and its purpose, and a reference to the Design
27 Review Guidelines. They also want to make sure it is clear that applicants can meet with the
28 Committee informally for a brainstorming session before they have a solid design. The
29 Committee said it is critical that applicants are clear on what is allowed before they meet with
30 the Committee. Susy said typically she meets with the applicants and goes over the process and
31 what is allowed. She said going forward she will provide the Committee with this information as
32 well, including what is allowed, how it can be illuminated, and if a Master Plan exists. The
33 Committee discussed including examples of hypothetical good and bad signs and common
34 mistakes that are made. Mary Weafer will incorporate the Committee’s ideas and circulate it for
35 discussion at the next meeting.

1 Dan Hooper joined the meeting to discuss the scope of services for the consultant that will be
2 hired to revamp the Design Review Guidelines. They agreed the scope needs to be clear and
3 precise. The Committee acknowledged that there is a finite budget that should be used wisely
4 and that there is work that the Committee needs to do before the consultant begins. They also
5 discussed whether there is enough money in the budget for the consultant to provide the images
6 or if the Committee will need to do this. The final product will be a revised set of guidelines in
7 color. There will be some physical copies and an online version. The online version may
8 include links to additional examples. The Committee agreed that this process needs to be done
9 cooperatively with the Planning & Economic Development Board, including the selection of the
10 consultant. The Committee acknowledged that the goal is to make the Design Review
11 Guidelines more understandable and effective and that the redesign will not give more weight to
12 the guidelines. The Committee also agreed that it is important to socialize the new Design
13 Review Guidelines with other committees and boards. For the next meeting, members will go
14 through the current Design Review Guidelines and identify what should remain, what needs to
15 be revised or removed, and where images should be included. They will also look at how other
16 towns present their guidelines, including how they incorporate illustrations.

17
18 Finally, they discussed how and where the Design Review Guidelines should be referenced in
19 the zoning bylaws. Susy said there is language in the current warrant article relative to
20 Commercial I that makes a solid reference to the Design Review Guidelines. Karyl said the real
21 concern is how this will change with the recodification of the Zoning Bylaws that is planned for
22 next spring. The Committee needs to discuss this further and see how they can work with the
23 Planning & Economic Development Board on this matter. The Committee also discussed
24 possibly changing their meetings to the second and fourth Mondays of the month so that they can
25 use Sanford Hall and have their meetings televised.

26
27 **Action Items:**

- 28 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 29 • Michelle will print copies November 3, 2014 minutes for the next meeting.
- 30 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
31 etc.
- 32 • Rachel will do Letter of Recommendation for One Stop Convenience.
- 33 • Invite Jack Mee, the new Building Inspector, to a future meeting.
- 34 • Locate a physical copy of pamphlet from a couple years ago.
- 35 • Committee members will review the current guidelines and identify what should remain,
36 what needs to be revised or removed, and where images should be included.

- 1 • Susy will forward links to other towns' design guidelines for the Committee's review.
- 2 • Mary will incorporate the Committee's ideas on the introductory letter and circulate to
- 3 the Committee for discussion at the next meeting.

4

5 **Schedule:**

6 The next DRC meeting will be held on Monday, November 17, 2014 at 7:00 p.m. at the Medway
7 Public Library.

8

9 **Adjournment:**

10 With no further business before this committee, a motion was made by Karyl Spiller-Walsh,
11 seconded by Rachel Walsh to adjourn at 9:26 p.m.

12 Respectfully Submitted,

13

14 Michelle Reed

15