



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: 12/15/14

Meeting Minutes: December 1, 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 7:02 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		X	X
Julie Fallon	X	X		X	X	X	X
Karyl Spiller-Walsh	X	X	X		X	X	X
Rod MacLeod	X	X	X		X	X	X
Mary Weafer	X	X	X	X	X	X	
Rachel Walsh		X	X	X	X	X	X

Building Inspector Jack Mee, Director of Community and Economic Development Stephanie Mercandetti, and Planning and Economic Development Coordinator Susy Affleck-Childs also attended.

1 **Meeting Minutes:**

2 **Karyl Spiller-Walsh moved that the Design Review Committee approve the November 17,**
3 **2014 meeting minutes as amended; Rachel Walsh second; No discussion; 5-0-0.**

4
5 **Introduction of Building Inspector Jack Mee:**

6 Jack Mee, Medway's new Building Inspector, introduced himself to the Committee and
7 discussed his prior experience. He said John Emidy, the previous Building Inspector, gave him
8 an overview of the Committee and the sign permitting process. Chairman Buckley said the
9 process has been confusing in the past but they are trying to make it more clear and concise. He
10 said it is really important for applicants to be clear on what they are allowed for signage prior to
11 meeting with the DRC. Recently, Susy Affleck-Childs has been providing the Committee with a
12 chart that shows what the applicant is allowed, which has been very helpful. He said the best
13 scenario is when applicants meet with the DRC in the beginning stages of the design process.
14 Committee members have a wealth of knowledge and experience and want to help applicants
15 with their designs. He said most people are not aware that this service is available and it is free.
16 The Committee discussed reaching out to key property owners in Town to promote their services
17 and provide them with the information so they can pass it on to their new tenants. Rachel Walsh
18 said many times applicants are apprehensive about meeting with the DRC but they leave the
19 meeting very pleased and with a better design.

20
21 The Committee also discussed non-conforming signs, which include window signs and sandwich
22 boards, and how they can work with businesses to bring them into compliance. They
23 acknowledged that it is a daunting task but something needs to be done. They also discussed
24 lawn signs and at what level they can tackle this issue. Building Inspector Mee said he has dealt
25 with similar matters in Walpole and said he has had good luck with warning chronic offenders.
26 He said a lot of times residents are not aware of the rules. The Committee emphasized that the
27 goal is not to penalize residents and businesses; they just want to improve the overall appearance
28 of Medway.

29
30 The Committee said \$15,000 was approved at Fall Town Meeting in November to hire a
31 consultant to create more clear and precise Design Review Guidelines.

32
33 In addition, Susy Affleck-Childs introduced the new Director of Community and Economic
34 Development Stephanie Mercandetti.

1 **Informational Document for Sign Application:**

2 The Committee reviewed the draft prepared by Mary Weafer. They initially discussed
3 presenting the information in a letter but now think it may be too overwhelming. They also want
4 to make sure that the document works well in electronic form as most applicants download the
5 information from the webpage. Julie Fallon will create a draft for the Committee to review at the
6 next meeting. The Committee talked about possibly using a chart to help applicants understand
7 the process. The most important thing is that the process is clear to the applicants. The
8 Committee also agreed that it needs to be clear that members of the DRC are residents and
9 volunteers. They discussed whether they needed two documents, one describing the process and
10 one explaining who the DRC is and the services they offer.

11
12 **Design Guidelines:**

13 The Committee agreed that Belchertown's Design Guidelines are a great example. They are
14 easy to read and understand and incorporate a lot of images. They want to include illustrations
15 that demonstrate what is encouraged and discouraged and an explanation as to why. They also
16 liked how Boxborough's guidelines included a list of shrubs that are not advised. The
17 Committee agreed that the current cover of the Medway Design Guidelines is excellent. Rachel
18 Walsh added that the introduction is also very good. The Committee needs to review Medway's
19 Design Guidelines and note areas that need more details, have extraneous information, need
20 images, and also identify new sections that should be included, such as industrial buildings and
21 multi-family structures. The Committee agreed that it is important that this is a collaborative
22 effort with the Planning and Economic Development Board (P&EDB). The Committee plans to
23 meet with the P&EDB in the near future to show them examples of guidelines from other towns.
24 Chairman Buckley will send a letter to the P&EDB and update them on what the DRC is
25 working on as well as links to guidelines from other towns that the Committee thinks are good
26 examples. Chairman Buckley asked members to review the guidelines from Boxborough, Acton,
27 Belchertown, and Northborough and pull out specific examples that should be included in the
28 presentation.

29
30 **2015 Meeting Schedule:**

31 The Committee reviewed and discussed the 2015 meeting schedule. Michelle will post the final
32 schedule on the website.

33
34 The next DRC meeting will be held on Monday, December 15, 2014 at 7:00 p.m. at the Medway
35 Public Library.

1 **Action Items:**

- 2 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 3 • Michelle will print copies of December 1, 2014 minutes for the next meeting.
- 4 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
- 5 etc.
- 6 • The Committee needs to review Medway’s Design Guidelines and note areas that need
- 7 more details, have extraneous information, need images, and also identify new sections
- 8 that should be included, such as industrial buildings and multi-family structures.
- 9 • Julie will work on the layout of the informational document for the Sign Review
- 10 Application.
- 11 • Rachel will do the LOR for the lighting for Estate & Co.
- 12 • Each member will go through guidelines from other towns and send Chairman Buckley
- 13 examples that should be included in the P&EDB presentation.
- 14 • Michelle will email Margaret Perkins about meeting dates and meeting space.

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16 **Adjournment:**

17 With no further business before this committee, a motion was made by Chairman Buckley,
18 seconded by Rachel Walsh to adjourn at 9:28 p.m.

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20 Respectfully Submitted,

21
22 Michelle Reed

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