

**Wednesday, July 8, 2015**  
**Joint Meeting**  
**Medway Planning and Economic Development Board**  
**Design Review Committee**

**Medway Public Library - 26 High Street**  
**Medway, MA 02053**

**Planning and Economic Development Board**

<b>Members</b>	<b>Andy Rodenhiser</b>	<b>Bob Tucker</b>	<b>Tom Gay</b>	<b>Matt Hayes</b>	<b>Rich Di Iulio</b>
<b>Attendance</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

**Design Review Committee**

<b>Members</b>	<b>Matt Buckley</b>	<b>Mary Weafer</b>	<b>Rachel Walsh</b>	<b>Tom Gay</b>	<b>Julie Fallon</b>
<b>Attendance</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>Absent</b>

**ALSO PRESENT:**

Susy Affleck-Childs, Planning and Economic Development Coordinator  
 Amy Sutherland, Meeting Recording Secretary  
 Josh Fiala, Consultant, The Cecil Group

**OTHERS PRESENT:**

Bob Parella, Ann Sherry, Doug Havens, Glenn Trindade, Dan Hooper, Stephanie Mercandetti, Jennifer Powell and Brian White.

Andy Rodenhiser, Chairman of the Planning and Economic Development opened the meeting at 7:00 pm.

The Design Review Committee did not open their meeting at 7:00 pm since a quorum was not yet present.

There were no Citizen Comments.

The Cecil Group representative Josh Fiala was present. This is the second community meeting. The audience was presented with a draft document which incorporated the recent updates. The document is 75% complete. The updates are a joint effort of the Planning and Economic

Development Board, Design Review Committee, the Design Review Guidelines Update Task Force, and Cecil Group recommendations.

The meetings held to date were April 21, May 5, May 19, June 10 and July 1, 2015. The final meeting is scheduled for July 21, 2015 at which time the final document will be presented.

The task was to update the Design Review Guidelines to enhance ease of use, streamline the review process, promote clarity, transparency and better align content with the Town of Medway master plan.

Design Review Committee member Rachel Walsh arrived at 7:10 pm.

Matt Buckley, Chairman of the Design Review Committee opened the DRC meeting at 7:11 pm.

The updates were in relation to categorization, definitions, clarity, format, focus, simplicity, and scope.

It was explained that the first community workshop session held on May 5, 2015 involved a series of exercises. One of these asked attendees “How would you define New England Style?” The results of this exercise were shown in a visual which included larger words to represent the words which were used more frequently. These words are consistent with the use of the terms throughout the Design Review Guidelines. Some of the words listed were, “Architecture, brick, stone, small, and walkable etc.” Some of the element words used were, “Brick, stone, naturalized, and green”.

The characteristics for pattern of development is consistent with Medway’s New England village character. For example, buildings are arranged to possibly frame open spaces. The composition of buildings involves the arrangement of buildings that reflect New England village character which are varied but are identifiable with dormers, multiple rooflines, shingles etc. The materials used would be wood, slate, and brick.

The document presented was organized into three land use types: Commercial, Residential, and Industrial. The next section was administration. This section is in there to provide guidance to the applicants. The DRC review will be initiated by the Planning and Economic Development Board. The DRC will do an initial review based on the checklist. The DRC will present final written recommendations to the Planning and Economic Development Board.

The next section discussed was entitled “Compliance Alternatives” was included since it is difficult to predict all design scenarios. This section addressed if certain guidelines cannot be followed then a compliance alternative may be reached to follow the intent of the guidelines. This allows for innovative solutions. The alternative will have a written recommendation from DRC which will be provided to PEDB.

The following was suggested:

- Create a list of uncompleted items.

- Fix formatting issues.
- Include a letter of support from the Chairs of the PEDB and the DRC and also a letter from Board of Selectmen and Town Administrator.
- Check glossary of terms for consistency with definitions in the zoning bylaw.
- Include a reference to Stephanie Mercandetti as a liaison for the business community.
- Be sure the municipal/town buildings are held to the same standard.
- Move the list of figures to the back of the document. This needs to be expanded upon.

Member Tucker arrived at 7:13 pm.

## **Part II Commercial Zones:**

It was explained that each section includes a map of the zoning district. There is a disclaimer that it is not the official zoning map, but the most recent map is referenced in section Part VI References and Resources. There was a suggestion to include some of the streets on the maps included.

This section is broken up into the following areas:

- A. Applicability
- B. Principles and Intentions
- C. Site Improvement Guidelines
- D. Architectural Guidelines
- E. Sign Guidelines

There was discussion about if this will be available electronically for each section or as the whole document. This needs to be easily downloaded by builders and developers which may be only interested in the Commercial Section. There was a suggestion that numbers be used instead of roman numerals to designate part. Another recommendation was to use the word “Section” instead of “Part” on the cover pages of each section. There was also a comment about having it include page 1 of 6 in the Commercial Zone. This was not the consensus of all. It was noted that you can specify a range of pages when printing the document. There will be more illustrations included in the margins.

Section c) Integrate and Screen Utilities was discussed. It includes language about mechanical equipment in rooftops being screened from visibility of pedestrians. This does not include ground mounted solar panels. Flanders Road was referenced with the stockade fence.

There was a recommendation that the sections commercial and industrial be ordered first and then be followed by the residential section.

## **Part III. Residential Zones:**

The residential zones apply to developments within the adult retirement community planned unit development (ARCPUD), Open Space Residential Development Overlay District (OSRD) and Multifamily Overlay districts.

It was explained that these Guidelines do not apply to conventional subdivision developments. The Guidelines provide specific recommendations for larger scale residential developments that require a special permit. The intent is to reinforce the traditional New England Village character of Medway. Natural features should be integrated into the site. The larger scale residential development projects should have open space integrated with the site plan design. There should be clear boundaries between the public and private space. This is done by careful arrangement of building configurations, paths, fences and landscape designs. The open space connections should link to existing or proposed trails.

There was a recommendation to have a better image included at the bottom of the page 38.

#### **Part IV. Industrial Zones:**

The purpose of the Industrial Zone section is to create high quality development that respects its site and surroundings. The site landscape will retain a naturalistic appearance, preserving existing vegetation and providing pedestrian pathway networks connecting the building to public streets. The guidelines were created for both smaller and larger scale industrial developments with respect to the traditional New England village character of Medway. The building orientation should reinforce the primary building façade to face onto and be visible from the public street. It should frame open space, conceal parking, service and loading areas.

#### **Part V Glossary of Terms:**

Part V includes the glossary of terms.

#### **Part VI References/Resources:**

Part VI includes the References/Resources.

There was discussion that the Boards/Commission need to push the developers to give us what we want in regards to franchise branding. This can be worked into the design. Page 21 Section 2D has a section which covers building design and architectural features which should reflect a New England village character and should not over-prioritize franchise features or identity. The building form, roof form, and façade design should not be overly specific to a franchise or brand.

Dan Hooper explained that the reader of this document will be able to tell what the community's beliefs are regarding expectations which need to be complied with. We are currently reversing a trend that started years ago. Bob Parella mentioned the branding of Dunkin Donuts in Medfield, McDonalds on Martha's Vineyard, and the branding of the Friendly's Restaurants which look like "New England Style". Glenn Trindade asked how to make sure that when a franchise business leaves, the town is not left with "white elephants" such as the Kentucky Fried Chicken in Franklin.

Chairman Buckley explained that the town has spent time and money to work on these design guidelines and it has come with a lot of hard work. Member Gay communicated that this has been a collaborative effort by many.

It was suggested that language be added to assist applicants by advising them to start with the Director of Community and Economic Development in regards to permitting coordination among the Boards and Departments such as Conservation Commission and Zoning Board of Appeals as well as the PEDB.

The Chairman thanked all for attending.

The final work session is planned for Tuesday, July 21, 2015.

**Adjourn:**

**Planning and Economic Development Board:**

**On a motion made by Tom Gay and seconded by Matt Hayes, the Planning and Economic Development Board voted unanimously to adjourn the meeting at 8:55 pm.**


**Design Review Committee:**

**On a motion made by Rachel Walsh and seconded by Mary Weafer, the Design Review Committee voted unanimously to adjourn the meeting at 8:55 pm.**

Respectfully Submitted,

  
Amy Sutherland  
Recording Secretary

Reviewed and edited by,

  
Susan E. Affleck-Childs  
Planning and Economic Development Coordinator

PLEASE  
JOIN US!

# COMMUNITY MEETING

Meet with the Planning and Economic Development Board, the Design Review Committee, and the Design Guidelines Update Task Force. Residents and members of the Medway business community are encouraged to attend.

Wednesday, July 8, 2015

7:00 PM to 8:30 PM

**LOCATION:** Medway Public Library, 26 High Street, Cole Room



**PROJECT BACKGROUND** – The Town of Medway has hired The Cecil Group, a consulting firm, to help update its Design Guidelines used in the Town’s Design Review process. The Guidelines are used to evaluate proposals for major renovations and new construction in Medway. Through the updated Guidelines, the Town hopes to better reflect and preserve the historic character of Medway, create a more streamlined and user-friendly product, and provide graphic and photographic examples to illustrate the Guidelines.

**MEETING FORMAT** – A presentation will be given regarding an updated draft of the Design Review Guidelines, followed by discussion to provide feedback on the draft document.

**SCHEDULE** – The updated Design Guidelines will be completed during the summer and implemented in the fall.

**MORE INFORMATION** – Contact Susan E. Affleck-Childs, Medway Planning and Economic Development Coordinator, 508-533-3291 [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)

**Community Workshop | July 8, 2015**



**Town of Medway**

# **Design Review Guidelines Update**

**The Cecil Group**

# Medway Design Guidelines Update

## MEETING AGENDA

1. Welcome and Introduction
2. Study Purpose and Goals
3. Community Workshop Results
4. Updated Design Guidelines
  - a) Update Process
  - b) Overall Outline
5. Discussion
6. Next Steps

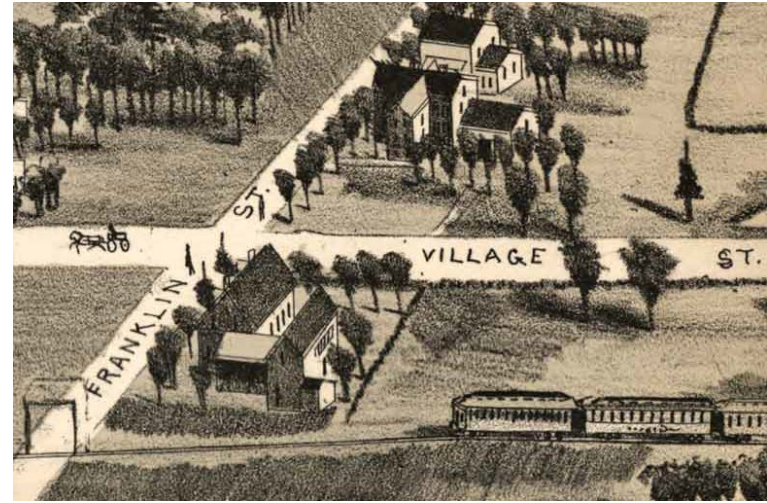




# Medway Design Guidelines Update

## **WELCOME AND INTRODUCTION**

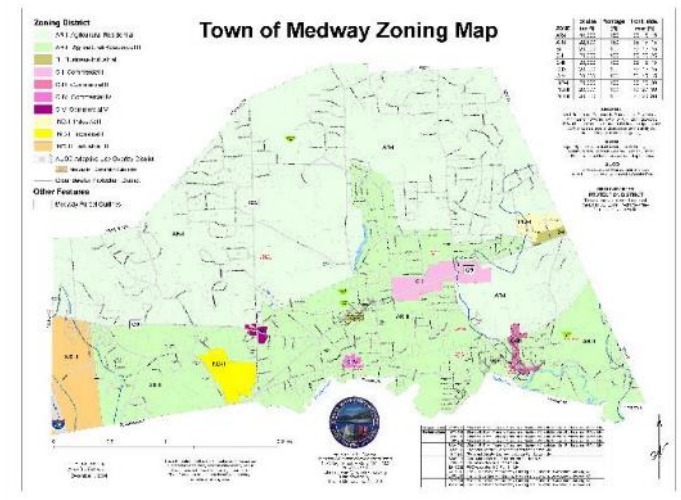
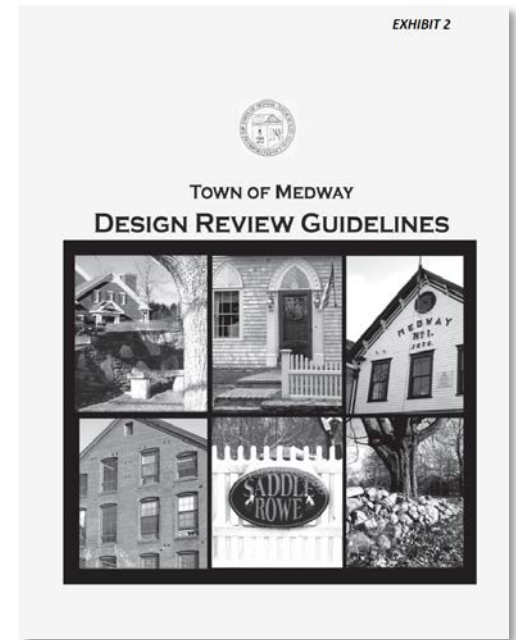
- Planning and Economic Development Board
- Design Review Committee
- Design Guidelines Update Task Force
- The Cecil Group



# Medway Design Guidelines Update

## STUDY PURPOSE AND GOALS

- Update Design Review Guidelines
- Enhance ease of use
- Streamline review process
- Leverage 10 years of practical application
- Promote clarity and transparency
- Enhance and better align content with Medway goals and zoning updates



# STUDY PURPOSE AND GOALS

- **The type of updates that may improve the guidelines:**
  - Categorization - issues within some sections
  - Definition - many guidelines and terms need definition
  - Clarity - guidance language is buried in other statements and often unclear
  - Format - bulleted format would simplify and clarify
  - Focus - commentary or informal statements are distracting
  - Simplicity - need to simplify and reduce the language
  - Scope - avoid duplication of other standards or reg's

# WORKSHOP RESULTS - Word Cloud Results

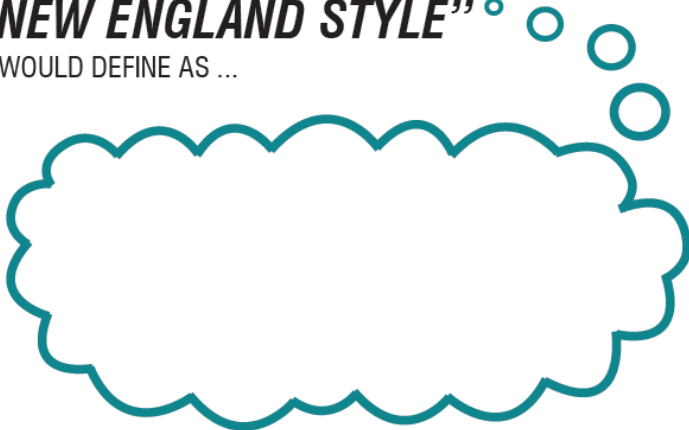
## DESIGN GUIDELINES COMMUNITY WORKSHOP

PLEASE FILL IN THOUGHTS FOR HOW YOU WOULD DEFINE  
A TERM THAT IS FUNDAMENTAL TO MEDWAY'S GUIDELINES  
(PLEASE HAND IN YOUR RESPONSES AT THE END OF THE WORKSHOP)

Please record a few words that come to mind when you think of the "feel" of a small, rural New England town. We will collect these responses and create a visual diagram, a "word cloud" that helps define this term.

**"NEW ENGLAND STYLE"**

I WOULD DEFINE AS ...



# Medway Design Guidelines Update

## Word Cloud Results

PLEASE FILL IN THOUGHTS FOR HOW YOU WOULD DEFINE A TERM THAT IS FUNDAMENTAL TO MEDWAY'S GUIDELINES (PLEASE HAND IN YOUR RESPONSES AT THE END OF THE WORKSHOP)

Please record a few words that come to mind when you think of the "feel" of a small, rural New England town. We will collect these responses and create a visual diagram, a "word cloud" that helps define this term.

### ***"NEW ENGLAND STYLE"***

I WOULD DEFINE AS ...



# WORKSHOP RESULTS - Districts and Categories

## A

- Commercial, retail or industrial
  - a.** Buildings and Architecture
  - b.** Site Design and Landscaping
  - c.** Signage or Amenities

## B

- Residential or subdivisions
  - a.** Buildings and Architecture
  - b.** Site, Streets, and Landscaping

Vote:

1

Objectionable

2

Not OK

3

OK

4

Good

5

Very Desirable

# Visual Preference Survey

## Districts and Categories

**A**

■ Commercial, retail or industrial

**a.** Buildings and Architecture

Image Results:

**WORST**



Image Results:

**BEST**



Vote:

1

Objectionable

2

Not OK

3

OK

4

Good

5

Very Desirable

# Visual Preference Survey

## Districts and Categories

**A**

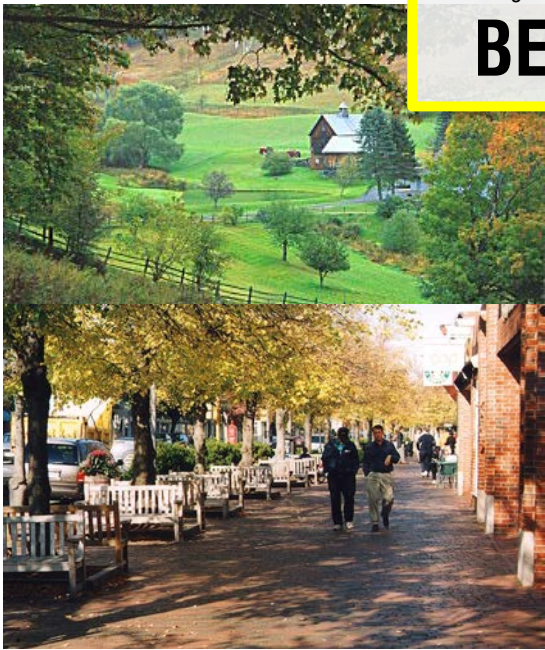
■ Commercial, retail or industrial

**b.** Site Design and Landscaping

Image Results:  
**WORST**



Image Results:  
**BEST**



Vote:

**1**

Objectionable

**2**

Not OK

**3**

OK

**4**

Good

**5**

Very Desirable



# Visual Preference Survey

## Districts and Categories

**A**

■ Commercial, retail or industrial

**C** ■ Signage or amenities

Image Results:

**WORST**



Image Results:

**BEST**



Vote:

1

Objectionable

2

Not OK

3

OK

4

Good

5

Very Desirable

# Visual Preference Survey

## Districts and Categories

**B**

■ Residential or subdivision

**a.** Buildings and Architecture

Image Results:

**WORST**



Image Results:

**BEST**



Vote:

1

Objectionable

2

Not OK

3

OK

4

Good

5

Very Desirable

# Visual Preference Survey

## Districts and Categories

**B**

- Residential or subdivision
- b.** Site, streets and landscaping

Image Results:

**WORST**



Vote:

1

Objectionable

2

Not OK

3

OK

4

Good

5

Very Desirable

Image Results:

**BEST**





# Medway Design Guidelines Update

## **DRG UPDATE PROCESS**

- **Project Initiation**

- **Guideline Review and Recommendations**

- Red-lined Design Review Guidelines
- Proposed Outline and Storyboard

- **Final Documentation**

- Draft Design Review Guidelines
- Memorandum Tracking Issues and Responses
- Final Draft Review Guidelines

## **DRG UPDATE PROCESS**

- Tuesday 6/16 –Working Group Review
- Tuesday 6/23 – Revised Draft
- Tuesday 6/30 – Committee Comments
- Wednesday 7/1 – Working Group Review
- Tuesday 7/7 – Revised Draft
- **Wednesday 7/8 – Joint Committee Meeting**
- Tuesday 7/21 – Final Meeting

# Medway Design Guidelines Update

## DRG UPDATE APPROACH

- **Town of Medway divided into the following districts:**
- *Commercial, Retail:*
  - Commercial I (C-I)
  - Commercial III (C-III)
  - Commercial IV (C-IV)
  - Commercial V (C-V)
  - Adaptive Use Overlay District (AUOD)
  - Medway Mill Conversion Subdistrict
  - **Business/Industrial (BI)**
- *Industrial:*
  - **Industrial I (IND-I)**
  - **Industrial II (IND-II)**
  - **Industrial III (IND-III)**
- *Residential or SP Res. Develop.:*
  - Agricultural Residential I (AR-I)
  - Agricultural Residential II (AR-II)
  - Adult Retirement Community Planned Unit Development (ARCPUD)
  - Open Space Residential Development Overlay District (OSRD)
  - **Multifamily Overlay District**

# Medway Design Guidelines Update

## DRG UPDATE OUTLINE

### ■ Previous Document Structure

- Part I – Introduction
- Part II – Design Review Guidelines
- Part III – Sign Guidelines
- Part IV – Submission Process

### ■ Current Outline Structure

#### Part 1 – Introduction

#### Part 2 – Commercial Zoning Districts

- Site Improvements
- Architecture
- Signage

#### Part 3 – Residential Zoning Districts

- Site Improvements
- Architecture
- Signage

#### Part 3 – Residential Zoning Districts

- Site Improvements
- Architecture
- Signage

#### Part 5 – Glossary of Terms

#### Part 6 – References and Resources

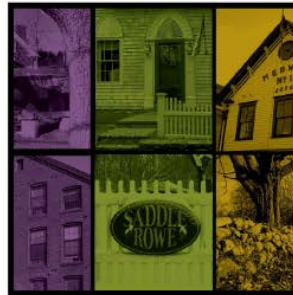
# Medway Design Guidelines Update

## DRG UPDATE DISCUSSION

*Draft for Discussion | July 8, 2015*



**DRAFT FOR DISCUSSION**



TOWN OF MEDWAY

# Design Review Guidelines

JULY 2015



## **NEXT STEPS**

- Final revised draft based on comments and outstanding to-do items
- **July 21<sup>st</sup>, 2015 Final Work Session**

**Community Workshop | July 8, 2015**



**Town of Medway**  
**Design Review Guidelines Update**

**The Cecil Group**