



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: 1/12/15

Meeting Minutes: January 5, 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 7:01 p.m.

Attendees:

	1/5/15	1/12/15	1/26/15	2/2/15	2/23/15	3/2/15	3/16/15
Matthew Buckley	X						
Julie Fallon	X						
Karyl Spiller-Walsh	X						
Rod MacLeod	X						
Mary Weafer	X						
Rachel Walsh	X						

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1 **Meeting Minutes:**

2 **Chairman Buckley moved that the Design Review Committee approve the December 15,**
3 **2014 meeting minutes as amended; Julie Fallon second; No discussion; 5-0-1 (Rachel**
4 **abstained).**

5
6 **Sign Design Review – Reardon Building – 89 Main Street:**

7 David Moniz, the Reardon Building’s property manager, attended the meeting to discuss the
8 addition of five sign panels to the main sign structure. Mr. Moniz said there are currently 9
9 spaces available. There is a second sign structure on the property with additional signs for
10 Damon Financial and the Medway Tailor. Mr. Moniz said he plans to take down the wooden
11 sign near the Mobil station and he will not replace it. The Committee encouraged Mr. Moniz to
12 develop a Master Signage Plan for the property, similar to what was done at Gould’s Plaza. He
13 agreed that a new sign and design would be very helpful but wasn’t sure it was in the budget.
14 Julie showed Mr. Moniz several alternatives to the designs he already had fabricated for the five
15 sign panels. The Committee agreed that less information is more effective and it is very
16 important that the panels are consistent, including any future panels that are added. Mr. Moniz
17 really liked Julie’s design and said that he would have the lettering for the five panels redone.
18 Julie will forward a pdf of the new design to Mr. Moniz. Rachel will do the Letter of
19 Recommendation (LOR).

20
21 Mr. Moniz said he has only been in the position since October of 2014 and was unaware that
22 permits were required for the new signs. The Committee asked Mr. Moniz to make sure any new
23 tenants are aware of the process and make an appointment to meet with the DRC. They
24 encouraged him to provide new tenants with the sign specifications, including font, color, and
25 size, to simplify the process.

26
27 **Informal Sign Discussion – Jeff Dufficy – Domino’s Pizza:**

28 Jeff Dufficy and Chris Cordamarsh joined the meeting to discuss the sign structure at 124 Main
29 Street. Mr. Dufficy is the owner of Domino’s Pizza and recently purchased the property from
30 Cumberland Farms. The Committee and Mr. Dufficy just learned that the existing sign structure
31 is in the Right of Way. If Mr. Dufficy would like to use the existing sign he would need to
32 petition the Zoning Board of Appeals (ZBA) for a Special Permit. Mr. Dufficy noted that several
33 other businesses’ signs are in the Right of Way. Mr. Dufficy expressed his frustration that he has
34 been a tenant at the property for 17 years and is now being told the sign is non-conforming. The
35 Committee discussed Mr. Dufficy’s property and how the Route 109 will transform the area.
36 Sidewalks will be added to both sides of the road to encourage foot traffic. The Committee

1 agreed that this is a very nice property and noted that it is the first property in Commercial
2 District I when traveling eastbound on Route 109. The Committee asked Mr. Dufficy to
3 consider installing a new monument sign. They said the signs at Cumberland Farms and Dunkin
4 Donuts at the intersection of Routes 109 and 126 are good examples. Mr. Dufficy said he agrees
5 that a monument sign would look very nice and is open to the idea. The Committee asked Mr.
6 Dufficy to attend another meeting with a rough sign design. Julie Fallon also recommended he
7 drive by the dance studio next to the Millis Fire Station to see another good example. Mr.
8 Dufficy said he will plan to attend the January 26th meeting to further discuss the design. He also
9 needs to consider the location of the sign on his property. If he plans to put the new sign in the
10 Right of Way, he will need to secure a Special Permit. Planning and Economic Development
11 Coordinator Susy Affleck-Childs asked Mr. Dufficy to follow-up with DPS Deputy Director
12 Dave D'Amico to discuss the location of curb cuts for the Route 109 project. Mr. Dufficy
13 thanked the Committee for their help.
14

15 In addition, Susy said she and Building Inspector Jack Mee have discussed sending a letter to
16 major businesses in Town explaining the Sign Design Review process. Several new signs have
17 been installed at Gould's Plaza without the Committee's approval. Jack Mee plans to follow-up
18 with Gould's Plaza on this matter.
19

20 **Preparation for the January 19, 2015 Planning & Economic Development Board Meeting:**

21 The Committee reviewed and discussed the presentation for the joint meeting with the Planning
22 & Economic Development Board on January 19, 2015. The Committee plans to discuss the
23 current Design Review Guidelines and possible modifications. They also want to discuss the
24 current process and areas that need improvement. The Committee discussed whether a sub-
25 committee was needed to focus on this particular issue. The Committee will meet on January 12,
26 2015 to finalize the presentation.
27

28 **Action Items:**

- 29 • Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- 30 • Ideas for a message board at Choate Park, including location, design, fonts, illumination
31 etc.
- 32 • Matt will finalize the PowerPoint for the January 19, 2015 joint meeting with the
33 Planning & Economic Development Board.
- 34 • Julie will finalize the brochure for the Sign Design Review process and send to Susy for
35 the Medway Business Council meeting on January 21, 2015.
- 36 • Michelle will revise and post the 2015 meeting schedule.

- 1 • Michelle will find meeting space for January 12 and follow-up with Susy about posting
2 the meeting.
- 3 • Rachel will do the LOR for the Reardon Building.

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5 **Schedule:**

6 The next DRC meeting will be held on Monday, January 12, 2015 at 7:00 p.m. at the Medway
7 Public Library.

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9 **Adjournment:**

10 With no further business before this committee, a motion was made by Chairman Buckley,
11 seconded by Rachel Walsh to adjourn at 10:25 p.m.

12

13 Respectfully Submitted,

14

15 Michelle Reed

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