



Town of Medway

DESIGN REVIEW COMMITTEE

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: 6/1/15 as amended

Meeting Minutes: February 23, 2015
Medway Library, 1st Floor Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:03 p.m.

Attendees:

	1/5/15	1/12/15	2/23/15	3/2/15	3/16/15	4/6/15
Matthew Buckley	X	X	X			
Julie Fallon	X	X	X			
Karyl Spiller-Walsh	X	X	X			
Rod MacLeod	X	X				
Mary Weafer	X	X	X			
Rachel Walsh	X	X	X			

Susy Affleck-Childs also attended the meeting.

Design Review Guidelines Revision: Chairman Buckley reported that interviews were held for the three companies that responded to the RFP for a revision of the Design Review Guidelines last Thursday. He said that all three candidates were excellent and they chose the Cecil Group. The Cecil Group is a planning and design firm located in Boston. He said they felt the Cecil Group understood the Town's needs the best and had previously worked on similar projects. Susy said she would forward the company's proposal to the Committee for their review.

Sign Design Review – TopDog Daycare: Rocco Cavallaro of Cavallaro Signs attended the meeting on behalf of TopDog Daycare and the Medway Dog Wash. Mr. Cavallaro brought an updated version of the design that the Committee did not receive. Susy reported that Building Commissioner Jack Mee agreed that the sign would be considered the area inside of the three dimensional doghouse. There is a mural that is already painted on the top portion of the building and the doghouse is installed in the middle of the mural. The only aspect of the sign that has not been finished is the lettering. Mr. Cavallaro said that the font will be the same font that was used on the other signs at the Medway Mill. The Committee expressed their concern about the shadow that the overhang created. Mr. Cavallaro said that there is only a

shadow at a particular time of day and assured the Committee that the lettering would be legible. Mr. Cavallaro was not sure whether there is an existing light but said he believes the owner plans to add a light in the future. One of the pictures the Committee received showed a light. The Committee explained that they really liked the concept but had hoped to speak directly with the owner to discuss some of their concerns. The Committee discussed breaking up the two business names and possibly moving Medway Dog Wash underneath the doghouse. They think having both names in the peak of the dog house is overwhelming and confusing. They also wondered if it were possible to drop the word Medway from the sign. Mr. Cavallaro was adamant that his client wanted all of the words in the peak of the doghouse. The Committee reiterated that they would really like to speak with the owner directly and asked Mr. Cavallaro to invite his clients to join him at the meetings in the future. Mr. Cavallaro said he would follow-up with his client on the Committee's recommendation to move the Medway Dog Wash underneath the doghouse. The Committee will issue a LOR, which will include their concerns and recommendations.

Sign Design Review – Cunnally Law Group: Rocco Cavallaro of Cavallaro Signs attended the meeting on behalf of the Cunnally Law Group. The Committee pointed out that the font on the ladder sign appears to be different than the proposed font on the building sign. They asked Mr. Cavallaro to make sure the same font is consistent. The Committee suggested making The Divorce Collaborative smaller and using all caps. The Committee reiterated that it would be very helpful to have the owners present and encouraged Mr. Cavallaro to invite his clients going forward. The Committee will issue a LOR, which will also include their concerns and recommendations.

Informal Sign Discussion – Domino's Pizza: Chris Courtemanche attended the meeting on behalf of Domino's Pizza. The Committee reviewed the proposed designs and agreed that they really like the design. They discussed naming the sign Plaza 122 and other options including dropping the word Plaza and just using 122. They suggested increasing the size of 122 if they decide to drop Plaza. Mr. Courtemanche said they provided the sign company with a copy of the Town's Bylaws to make sure it is compliant. The Committee discussed the size of the proposed sign. As proposed, it is about the double the allowable size. They said it is unlikely that they would be granted a variance. The Committee emphasized that they really like the design but that it needs to be smaller. The applicant is allowed 30 sq. ft. per side. Mr. Courtemanche said they plan to add gooseneck lights or spotlights. He said the three ladder signs will be same font and same color. Julie said the sample with the pineapples seems more proportionate. Karyl added that she thinks the scale is perfect. The Committee also agreed that the green color at the top of the sign looks very nice. Mary suggested possibly adding stone to the lower half of the posts. They reminded the applicant that the area

surrounding the sign needs to be landscaped and encouraged Mr. Courtemanche to consider adding a small sitting area or pocket park. They also asked Mr. Courtemanche to make sure the finials are secured. Mr. Courtemanche said that the Domino's Pizza sign on the façade will be replaced once the store is remodeled. He said at this point they are planning to go with channel letters. The Committee encouraged Mr. Courtemanche to make sure that all of the façade signs are consistent. Susy Affleck-Childs added that the applicant will likely need to do a Site Plan Review when the façade is changed. Mr. Courtemanche will schedule an appointment with the Committee for a formal review of the monument sign in the near future.

Sign Design Review – Cybex: Brian Winter and Ken Bancewicz attended the meeting on behalf of Cybex. Mr. Winter said the Cybex logo has changed slightly and they are planning to update the signs to reflect the change. They will be updating two building signs that already exist. Mr. Winter said the new logo is already widely used on machinery so they cannot make additional changes. The signs will be stainless steel and the same size as the current signs. The larger sign will be lit with LED lighting from behind that will create a halo effect. The smaller sign is too small to use this type of lighting so they plan to use a spotlight or not light the sign at all. The Committee was very happy with the design and the lighting. The Committee recommended adjusting how Research Institute lines up with Cybex. Mr. Winter said he is not sure he can make this adjustment but will try. The Committee thanked Mr. Winter and Mr. Bancewicz for the excellent presentation and said they would issue a LOR.

Sign Design Review – Our Town Publishing: The sign for Our Town Publishing has already been installed. The owners did not go through the Sign Design Review process. Building Commissioner Jack Mee spoke with the local sign company and reminded them that all clients need to go through the formal process. Chairman Buckley will follow-up with Lester Gould to reiterate the importance of informing all new tenants of the process.

The Committee discussed the importance of having the owner and the sign fabricator present at the Sign Design Review meeting.

Design Review Guidelines Revision: The Committee discussed forming a smaller work group to help with the Design Review Guidelines revision. They talked about inviting members from the Medway Business Council and Planning and Economic Development Board to participate on the work group. The smaller group would work on tasks between meetings and then present the progress to the DRC and PEDB. It is critical that the DRC have a unified vision that the representatives can relay to the other members of the work group. Susy Affleck-Childs said she hopes to have the initial meeting by mid-March. At this initial

meeting the schedule and process would be discussed. Susy said that the new Design Review Guidelines do not need to be approved by Town Counsel. Karyl asked Susy to forward the list of touch points. Each member needs to examine the current Design Review Guidelines and send their mark up to Susy prior to the March 16 meeting.

Karyl said the PEDB had their initial meeting with Salmon Senior Health and the DRC process was reinforced. Karyl also reported the site plan for 74 Main Street has changed. The Committee briefly reviewed the plans and some of the changes, including removal of the large retaining wall and a new detention pond. Rachel said the detention pond between Medway Yoga and CVS is a good example of a naturalized detention pond. Chairman Buckley said he would like to recommend that the trash enclosure be moved from the front of the site. Susy reported that the PEDB will be the permitting body and the applicant will be required to secure Special Use Permits. The Committee will review the site plans with the applicant at their March 2, 2015 meeting.

Action Items:

- Ideas for 74 Main Street. Possibly include ideas in design guidelines with photos.
- Ideas for a message board at Choate Park, including location, design, fonts, illumination etc.
- Rachel will do the LOR for Cybex, Cunnally Law Group, and Our Town Publishing. Mary will do the LOR for TopDog Daycare and Medway Dog Wash.
- Each member needs to review the current Design Review Guidelines, mark them up, and send to Susy before the March 16 meeting.
- Susy will draft letter to local sign companies and landlords for Committee's review. Committee will review and send comments to Susy.

Schedule:

The next DRC meeting will be held on Monday, March 2, 2015 at 7:00 p.m. at the Medway Public Library.

Adjournment:

With no further business before this committee, a motion was made by Karyl Spiller-Walsh, seconded by Rachel Walsh to adjourn at 9:36 p.m.

Respectfully Submitted,

Michelle Reed