



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: 8/3/15

Meeting Minutes: May 18, 2015
 Medway Library, Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:04 p.m.

Attendees:

	1/5/15	1/12/15	2/23/15	3/2/15	3/16/15 Joint w/ PEDB	3/23/15	4/6/15	4/27/15	5/4/15	5/18/15
Matthew Buckley	X	X	X	X	X	X	X	X	X	X
Julie Fallon	X	X	X	X	X	X	X			
Karyl Spiller-Walsh	X	X	X	X	X	X	X	X	X	X
Rod MacLeod	X	X			X	X	X		X	
Mary Weafer	X	X	X	X	X	X	X	X	X	X
Rachel Walsh	X	X	X	X	X		X	X	X	X

Planning & Economic Development Coordinator Susy Affleck-Childs also attended the meeting.

Minutes:

Karyl moved that the Committee approve the Design Review Committee meeting minutes from January 12, 2015 as written; Rachel second; No discussion; All ayes 4-0-0.

Rachel moved that the Committee approve the Joint Meeting of the Design Review Committee and Planning & Economic Development Board meeting minutes from January 19, 2015; Karyl second; No discussion; All ayes 4-0-0.

Informal Discussion on Proposed Free-Standing Signs at Medway Shopping Center:

Attorney Bethany Bartlett attended the meeting on behalf of the applicant. The Committee also met with Attorney Bartlett and a representative from the sign company on May 4, 2015. The applicant is trying to secure a variance for the proposed signs because they are non-compliant due to the height and square footage of the surface area. The Committee reviewed

the revised sign designs. The new design is a stone wall that incorporates a more horizontal ladder sign. One of these signs will be placed on each side of the main entrance perpendicular to Route 109. A third double sided sign will be placed on the west end of the property by Ocean State. Attorney Bartlett said they have come up with several different site names but Medway Place is the front runner. The Committee reiterated that reducing the square footage of the surface area is still a major issue. The Committee discouraged the applicant from using double sided signs at the previous meeting. The Committee informed Attorney Bartlett that the site name, Medway Place, will also be included in the square footage calculation. The Committee said they also encouraged the applicant to place the signs at the main entrance at a 45 degree angle as opposed to perpendicular. Chairman Buckley said that some signs that exist on Route 109 are perpendicular but many are non-confirming and should not be duplicated. The Committee asked if Attorney Bartlett spoke with the applicant about the stone wall along Route 109. Attorney Bartlett said her client would like the signage project and stone wall to be considered separately. Her client is concerned about the cost of the stone wall and how it will be shared. He would like to install the new signs ASAP. Chairman Buckley said that they discussed signage and site improvements, like updating the façade, together at the previous meeting. The Committee was hoping the applicant would make minor site improvements at the same time, similar to what was done at Gould's Plaza. The Committee discussed the following items relative to the new sign designs:

- Encouraged applicant to place signs main entrance at a 45 degree angle. A traffic light will be installed and motorists will stop and have time to read the signs.
- The new designs are more attractive but still very large and exceed the square footage allowed.
- Committee loved the idea of rebranding the site as Medway Place and said they would encourage the applicant to have a monument sign at the entrance with the new site name.
- The ladder sign and portion with Medway Place look like two distinct signs. They need to be better integrated.
- At the previous meeting, they established that the signs must be externally illuminated.
- With external illumination, the ladder sign should be able to be made thinner and integrate better into the wall. In the current design, the ladder sign is very wide and the end is unattractive.
- Any stone that is used needs to be indigenous and consistent with other walls in the area.
- The signs need to be constructed so that they can easily be married to any future walls.
- The Committee really liked the stone wall aspect of the design.
- The Committee asked that planned façade improvements be shown on the renderings.

- The Committee prefers the blue gray color scheme that was presented at the previous meeting.
- Possibly consider putting the site name on one side of the entrance and a double sided ladder sign on the other side. If use double sided signs each side should have different businesses. The Committee recommends that the ladder signs on each side of the entrance are single sided.
- Consider switching the placement of the site name and ladder sign so that the site name is closer to the road.
- The business names on the ladder signs are more legible. The Committee will need to review each ladder sign.
- The signs over the stores at Gould's Plaza are good examples. They are very crisp and attractive and the contrast of colors works well.
- Based on the Bylaws, the applicant is allowed a little more height. Possibly increase height and make ladder signs longer so that the ladder signs do not go any higher than the cap of the stone wall. Possibly three rows of three ladder signs.
- There needs to be a contrast in size with the site name side and ladder sign side so that the sections are not competing.
- Consider the future of the site with the possible addition of pad sites and housing. What kind of tone should be set?
- Very important to create Master Signage Plan. The plan does not go into specifics, just shows the intent. There are currently several vacant spaces and it's important to establish guidelines and make sure new signs are consistent.
- If lighting is added it should be consistent with the lighting that is being proposed for the Route 109 project.

The Committee thinks it is very important to see the entire concept, including the Master Signage Plan and façade improvements. At this time, the Committee does not have the answers to satisfy the ZBA's questions or make a positive recommendation. Attorney Bartlett said she will take the ideas back to her client. The Committee said the design is going in the right direction but needs more work. Attorney Bartlett said she will return to one of the June DRC meetings to discuss further.

Tri-Valley Interim Letter of Recommendation:

John Kucich from Bohler Engineering attended the meeting on behalf of the applicant. He said the 3D renderings were presented at last week's Planning & Economic Development Board meeting. Mr. Kucich said all of the concerns and recommendations have been addressed with the exception of the specimen tree to the east of Building A and the size of the specimen trees. He said the landscape designer was adamant that a conifer should not be used on the island to the east of Building A. The base of a sizable conifer is wide, possibly wider

than the island, and could create line of sight issues. The landscape designer is proposing a linden with low shrubs in this location. The Committee said the purpose of putting a sizable tree in that location is to screen the 7 garage bays. Their concern is that a deciduous tree, like a linden, will only provide during certain seasons. The Committee agreed that it is very important to have screening throughout the entire year. The Committee discussed several options, including a white pine, cedar, or sugar maple. The Committee said if a deciduous tree is used it should be large (bigger than 12-14 feet) and have a round canopy at the time of planting. They also suggested a tree with color changes to create visual interest. In addition, the Committee asked that the island in front of Building B be beefed up and evergreens added to help screen the garage bays. Mr. Kucich said they called several local nurseries and the largest trees they can get are 12-14 feet. The Committee said the specimen tree to the right of Building A tree must be larger or it will not screen the bays. The Committee said Cumberland Farms brought in several large specimen trees from Pennsylvania to provide the screening that was needed. Karyl said it is also very important to add 2 sizable conifers to the west of Building A towards the front of the property to screen the visual alley that is created. Mr. Kucich reported that the tree survey has been completed and the trees that are shown on the landscape plan will remain. The Committee asked that the trees on the west side of Building A be welled if necessary. The Committee asked that several more 12-14 feet conifers be added to the southeastern portion of the property. They said they are happy with 2 rhododendrons at southeastern portion of the property to screen the retaining wall. The rhododendrons should each be 4-5 feet wide.

The Committee reviewed the Design Review Checklist. They went through each item and discussed if it had been addressed or still needed to be addressed. The following was discussed:

- The color of the stone veneer on the buildings needs to be specified.
- Mr. Kucich said the systems box for Building C cannot be moved. The Committee said they are concerned because it is very visible when entering the site. The Committee asked that the area be screened and planters added. Bollards should be painted a neutral color if possible to help them blend. Mr. Kucich said he would try to move the systems box to the east.
- Beef up line of eastern white pines behind the systems box. 1 added near detention pond and 2 towards southeast corner.
- Requesting two sizable (20-22 feet) conifers added to the west of Building A and one sizable deciduous added to the east of Building A. The Committee initially requested 10 specimen trees that are 20-22 feet.

- Need to make sure the stone walls don't end abruptly. If it is an informal stone wall it should end informally.
- The stone wall should be rustic and dry laid in appearance. There should also be naturalized breaks for pedestrians.
- The light poles with the ornamental lights should also be ornamental. Similar to the fluted tapered poles that are being used for the Route 109 project. The Committee asked that the post details be added to the plan. The lights and poles should be black and consistent with what is being used for the Route 109 project.
- The Committee needs additional clarification on the monument sign. They think the sign should incorporate the site name and address.
- The yellow Good Year sign on the white portion of the Good Year Building is very difficult to read.
- The Committee needs details for the trash receptacles. They should be black metal with slats to coordinate with the bench. They discussed putting 1 at Building C and 2 at Building B. They also encouraged the applicant to add a recycling receptacle.
- The color and size of the Versa-Lok needs to be added to the plans. They discussed using a variegated granite color.
- The bike rack should also be black.
- The truncated road that leads to the detention pond should be minimized. Discussed adding rhododendrons to north side.

Chairman Buckley will update the Interim Letter of Recommendation. The applicant is meeting with the Planning & Economic Development Board on June 9, 2015.

The Committee briefly discussed the status of the Timber Crest Estates Development.

Action Items:

- Nominate 2nd member for Design Guidelines Update Work Group.
- Chairman Buckley will update the Tri-Valley Interim Letter of Recommendation.
- Ideas for a message board at Choate Park, including location, design, fonts, illumination etc.

Schedule:

The next DRC meeting will be on June 1, 2015 at the Medway Public Library.

Adjournment:

With no further business before this committee, a motion was made by Karyl Spiller-Walsh, seconded by Mary Weafer to adjourn at 10:15 p.m.

Respectfully Submitted,

Michelle Reed