Town of Medway

DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
(508) 533-3264 ● FAX: (508) 321-4988

Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Tom Gay, Member
Rachel Walsh, Member
Mary Weafer, Member
Lisa Graves, Member

Approved: 2/1/16

Meeting Minutes: November 30, 2015
Medway Library, Cole Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:00 p.m.

Attendees:

	9/14/15	10/5/15	10/19/15	10/26/15	11/30/15	12/7/15	12/21/15
Matthew Buckley	X	X	X	X	X		
Julie Fallon	X	X	X	X	X		
Tom Gay		X			X		
Mary Weafer	X		X	X	X		
Rachel Walsh	X	X	X	X			
Lisa Graves	X		X	X	X		

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

Sign Bylaw Review Task Force:

Planning & Economic Development Coordinator Susy Affleck-Childs reported that the Planning & Economic Development Board (PEDB) made appointments to the Sign Bylaw Review Task Force at their meeting last week. The following people were appointed:

- Tom Gay – Member of the Planning & Economic Development Board
- Julie Fallon – Member of the Design Review Committee
- Tina Chemini – Member of the Economic Development Committee and Owner of T.C. Scoops
- Debbie Anderson – President of the Medway Business Council
- Dan Hooper – Resident
- Jodi Kairit – Owner of Shear Magic

Director of Economic & Community Development Stephanie Mercandetti is coordinating the Committee. The group will need to elect officers at its first meeting. Ms. Mercandetti hopes to hold the first meeting before Christmas. Ms. Affleck-Childs said she will also attend the meetings. Julie said she will follow-up with Ms. Mercandetti on retaining a consultant for the project. Chairman Buckley also suggested asking a local sign designer to present to the Taskforce on signs and sign design so that all members have a basic knowledge.

Sign Design Review - Damon Financial:

The Committee reviewed the Sign Design Review application for Damon Financial, LLC, which recently relocated to 45 Milford Street (see attached). The Committee discussed the fact that Mr. Damon installed the sign without a permit. Ms. Affleck-Childs said the sign complies with the Zoning Bylaws. She added that a Master Signage Plan exists for this site and the sign coordinates with the other signs on the property. She also explained that the Zoning Bylaws require applicants to meet with the DRC. The Committee discussed whether there may be occasions when an applicant does not need to come in front of the DRC. They agreed that this would pertain to very specific circumstances and that the new process would need to be prescriptive and clearly explained in the Bylaws. Chairman Buckley said he wants to make sure that the Committee does not miss an opportunity to meet with the applicant and review the design. The Committee agreed that they need additional discussion on this matter.

Michael Damon joined the meeting. The Committee said they like the design of the sign. Mr. Damon said he was told by the landlord that he did not need to apply for a permit. Julie will write the LOR.

Debrief on the Zoning Board of Appeals Meeting Regarding the Willows Sign Petition:

Chairman Buckley reported that he attended last week's ZBA meeting. The Public Hearing on the Willows ARCPUD sign variance petition was closed at the previous ZBA meeting so no additional comment or testimony was allowed. He said this was unfortunate because there was some confusion but he was not allowed to clarify. He said the ZBA discussed the DRC's meeting minutes relative to the DRC's meetings with the applicant and interpreted them very literally. Chairman Buckley said there needs to be better communication between the DRC and the ZBA to avoid confusion in the future. Ms. Affleck-Childs said the DRC can communicate with the ZBA via writing and verbal testimony at the Public Hearings. Chairman Buckley said the ZBA's decision was in line with the DRC's recommendation. Ms. Affleck-Childs further explained that the applicant was allowed two signs at the entry but the height was limited to 6 feet. The ZBA also affirmed that the medical office building could have its own sign but no additional height or surface area than what is allowed in the Zoning Bylaws.

Discussion with Rich Boucher on Town Website:

Director of IS Rich Boucher attended the meeting. He explained that the Town is upgrading the website to a new platform. The new platform will make the website easier to manage and edit and have better search capabilities. He also reported that a Director of Communications has been hired and will start in December. The Director of Communications will be responsible for keeping track of the content, graphic, and photos. The Committee reviewed and discussed the new website. The group agreed that the main page of the current website has too much information. The Committee said the new website seems much friendlier. The Committee said they would like to see more photos of the community and community events on the website. Mr. Boucher confirmed that each Committee will still be responsible for editing its own webpage. The DRC would like to add galleries or slideshows to its webpage. The Committee will forward Mr. Boucher a list of their recommendations.

Discussion with Shelley Wieler:

Energy Committee member Shelley Wieler attended the meeting to discuss the mission and goals of the Energy Committee. She said the Committee was formed as part of 2009 Master Plan. The Energy Committee is an advisory board to the Board of Selectmen. She said she hopes that the DRC will consider and encourage energy efficiencies when feasible. Chairman Buckley said the new Design Review Guidelines (DRG) include a section on solar panels. He said it would helpful for the Committee to have a list of ideas of energy efficiencies that could be included in projects. Ms. Wieler said using LED lights, solar panels, and electric charging stations are some of the ways. Ms. Wieler said the Energy Committee does not endorse a specific company or product but would be happy to vet any projects that come in front of the Town.

Discussion with Jack Mee Building Inspector:

The group discussed the Sign Design Review process and the need to eliminate confusion for applicants. Chairman Buckley said it is important for applicants to know ahead of time if and why their design does not comply with the Zoning Bylaws. They also discussed the difficulty in meeting with an applicant and discussing a sign that does not comply. Mr. Mee said he and Susy Affleck-Childs meet jointly with applicants whenever possible. The group clarified how the size of the medical office building sign for the Willows was calculated, which seemed to be a point of confusion at the ZBA meeting. The group discussed whether additional language needs to be added to the Bylaws about how the size of the sign is calculated and what elements of the sign are included in the calculation. They also discussed whether this information needs to be easier to locate within the Bylaws.

In addition, the group discussed sites throughout Town that have their lights on through the night and how this might be addressed. Ms. Affleck-Childs said the PEDB needs to ask their consultants to pay particular attention to lighting when reviewing plans. The enforcement of temporary signs and window decals were also discussed. Building Inspector Mee says he addresses these issues when time allows. Building Inspector Mee also reported that the Medway Café is allowed to replace their awning fabric. Town Counsel has advised that there is case law to support the decision. Chairman Buckley said this is unfortunate considering the new material mimics the design of the corporate logo. He said he thinks there needs to be further discussion on how a building should be treated when the design of the building and colors are the sign.

Board of Selectmen (BOS) Meeting – December 7, 2015:

The DRC will attend the BOS meeting on December 7, 2015 to discuss the new Design Review Guidelines (DRG). The Committee will hold their regular meeting in the Town Administrator's office following the presentation to the BOS. Chairman Buckley will draft a memo for inclusion on the Board of Selectmen's packet. Tom will revise the PowerPoint from the PEDB's Public Hearing for the meeting. The Committee hopes to make a similar presentation to the ZBA soon. The Committee reviewed and discussed the next steps for the roll-out of the new DRG (see attached). They also discussed whether it would be beneficial for the Sign Bylaw Review Task Force to hold a couple informational sessions for the public.

Action Items:

- Julie will draft the LOR for Damon Financial.
- Susy will send LOR template to Julie and Rachel.
- Julie will draft the list of recommendations for the website and send to Rich Boucher.
- Matt will draft memo on new DRG for BOS board packet.
- Susy will send a memo with the updates to the Sign Bylaws.
- Ms. Affleck-Childs will forward the Committee the petition for variance relative to 122 Main Street when it is filed.

Adjournment:

With no further business before this committee, a motion was made by Julie Fallon, seconded by Chairman Buckley to adjourn at 9:46 p.m.

Respectfully Submitted,

Michelle Reed

DRC Sign Design Review
Planning and Economic Development Office Comments
October 20, 2015

Business Name: Damon Financial

Sign Location Address: 45 Milford Street

Proposed Signs:

1. Wall Sign positioned above doorway facing Milford street

	Proposed	**Allowed by Bylaw**
Sign Surface Area	15" x 95" = 10 sq. ft.	14 sq. ft. (based on 14 linear feet of storefront frontage)
Sign Height	NA	NA
Illumination	External	External

2. Panel in free-standing development sign

	Proposed	**Allowed by Bylaw**
Sign Surface Area	52 " x 6" = 2 sq. ft. per side x 2 = 4 sq. ft.	Total of 40 sq. ft. for both sides
Sign Height	NA	NA
Illumination	External	External

Comments:

1. The wall and free-standing development sign panel insert comply with the Master Sign Plan for 45 Place.

2. The signs were installed this summer without securing sign permits. Mr. Damon states that the landlord, Mark Smith, told him he could go ahead and install the wall sign. Mark informed me that he had told Mike Damon he could reuse the prior tenant's sign panel. Also, the applicant indicates that the landlord purchased and installed the insert panel for Damon Financial for the free-standing development sign.

3. The business has also installed window decal signage which may exceed the 4 sq. ft. maximum allowed per the zoning bylaw.

October 21, 2015

Medway Design Review Committee (DRC)

Application for Sign Design Review

Medway Location/Address *where the sign will be installed:* 45 Milford St, Ste 3
What is the interior width of the storefront? 170" (14 linear feet)

Building/Development Name: *(if applicable)*: 45 Place

Medway Zoning District: AR II

Applicable Sign Standard Table *(from Medway Zoning Bylaw)* **Table #** 7 - Commercial V district

Applicant Information *(Local Medway business establishment where the sign is to be installed)*

Business Name: Damon Financial, LLC

Mailing Address: 45 Milford St, Ste 3
Medway, MA 02053

Contact person: Michael Damon

Phone: 508-321-2101 Cell Phone

Email address: mike@damonfinancial.com

Type of Proposed Sign – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: www.townofmedway.org.

Type of Sign	# of Signs	Signs Dimensions	Total Square Footage of Sign Surface Area	Sign Height	Type of Illumination (Internal, external or none)
Wall/Façade Sign	1	15"x95"	10 ft	~9'	external
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign	1	52"wx 6" panel	2 sq ft	~3'	landlord put this in external
Awning Sign			per side		
Projecting Sign					
Directory Sign			x2 = 4 ft		

Attach the following items to this form. pdf format is requested for application form and attachments. Please email application and documents to sachilds@townofmedway.org

✓ 1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination. *(You may bring in preliminary sketches of your design concept if you would like assistance in developing your sign design. If this is the case, you should plan to attend a second meeting with the DRC to finalize your sign design.)*

✓ 2. For a wall sign, a scaled image showing the sign's position on the building.

N/A 3. Landscaping Plan and Plot Plan marked with location of the free-standing sign and distances from street/lot lines.

✓ 4. Color photograph(s) of building/location(s) where sign will be installed and existing signs.

____ 5. Color drawing of corporate logo *(if applicable)*.

____ 6. Color photograph of similar/comparable sign on which your sign design is based.

____ 7. A letter or other descriptive or explanatory information you want to provide to the DRC.

Does this application pertain to a completely new sign?

____ Yes X No *(If NO, please include photos/info of the existing sign you are modifying)*

Does this application pertain to a replacement panel for an existing sign structure?

X Yes *(If yes, please include photos/info of the existing sign)* ____ No

If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?

X Yes ____ No ____ Don't Know

Does your lease require the property owner's approval of your sign?

X Yes ____ No ____ Not applicable

Sign Designer/Fabricator/Installer Information

Company Name: Signs Plus

Mailing Address: 89 S. Main St., Milford, MA 01757

Contact person: Karen Mullen, Owner

Phone: (508) 478-5077 Cell Phone: ____

Email address: Karen@signs-plus.net

Property Owner Information

Company Name: PMAM Group, LLC

Mailing Address: 45 Milford St.

Contact person: Mark Smith

Phone: ____ Cell Phone: (508) 889-5431

Email address: ____

Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).
The business owner and sign designer/fabricator must attend the DRC meeting.
The DRC generally meets on the first & third Monday night of each month at 7 p.m.
at the Medway Library, 26 High ST
(DRC meeting agendas are posted at the Town's web page at www.townofmedway.org)

An Application for Sign Design Review and all supporting information must be submitted to the Medway Planning office by 12 noon on the Wednesday before a DRC meeting.

Please submit this application form and all attachments as follows:

Email:	sachilds@townofmedway.org **PREFERRED**
Fax:	508-321-4987
Mail:	Design Review Committee c/o Medway Planning office 155 Village Street, Medway, MA 02053
Drop Off:	Medway Planning office @ Medway Town Hall, 155 Village Street
Phone:	508-533-3291

Applicants and sign designers should read
Medway's *Sign Design Guidelines* before developing a sign design.
http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Sign%20Design%20Guidelines

Sign designs should be developed in accordance with the *Sign Design Guidelines*.

Date Application Received by Medway Planning office: 10-16-2015

Reviewed by Medway Planning Coordinator: 10-20-15 ***DRC Meeting Date:*** 11-2-15

Updated 9-21-15

Proposed Layout

FABRICATE AND INSTALL ONE, 15"X95" SINGLE FACED SIGNFOAM PANEL APPLIED OVER EXISTING "45" PANEL.

CARVED LOGO, 23K GOLD LEAF - TEXT - SURFACE GILD BEVELED BORDER AND "FINANCIAL, LLC" TEXT

BLACK SMALT BACKGROUND

SignsPlus
89 South Main Street, Milford, MA 01757

Phone: 508-478-5077
Fax: 508-634-9825
E-mail **info@signs-plus.net**
Website **www.signs-plus.net**

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