



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
Tom Gay, Member
Rachel Walsh, Member
Mary Weafer, Member

Approved: 9/14/15

Meeting Minutes: June 15, 2015
Medway Library, Conference Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:08 p.m.

Attendees:

	6/1/15	6/15/15	7/6/15	7/27/15	8/3/15	8/17/15
Matthew Buckley	X	X				
Julie Fallon		X				
Tom Gay	X	X				
Rod MacLeod	X					
Mary Weafer	X	X				
Rachel Walsh	X					

Planning & Economic Development Coordinator Susy Affleck-Childs, Dan Hooper, and resident Lisa Graves also attended the meeting. Ms. Graves is possibly interested in filling the vacancy on the Committee. Chairman Buckley gave Ms. Graves a brief background on the Committee and their responsibilities.

Master Plan Implementation – Status of DRC Action Items:

The group reviewed the DRC action items for the Master Plan Implementation and discussed the status of each. Chairman Buckley will send a status update to Jim Weiler, who is leading the project.

Informal Sign Design Review – Medway Shopping Center:

Attorney Bethany Bartlett, Medway Shopping Center Property Manager Paul LaPierre, and Tim Sullivan of Barlo Signs attended the meeting on behalf of the applicant. Attorney Bartlett explained that they have several new designs to present as a result of the feedback from the last meeting on May 18, 2015. One design has 3 vertical signs, two at the main entrance and one at the west end of the property, and the other design has 2 horizontal signs at

the main entrance. Attorney Bartlett said that they hope to have a solid design in the near future so they can bring it to the property owner for his consideration.

The Committee reviewed the elevations for both designs. Mr. Sullivan explained that the signs will have a fieldstone wall base. Two cabinets will be attached to the base to hold the sign panels. The signs will be double-sided. They chose black and white for the background and text because it is classic and can easily be matched in the future. They needed to come up with a design for the sign panels that could be easily and affordably changed as the tenants change. The end cap comes off and the panels slide out. There will be a wash light fixture across the top that will flood the top portion of the signs and two ground spot lights to light the sign panels. The signs will not be internally illuminated. Mr. Sullivan said he does not have a preference and that both designs have advantages and disadvantages. He said he is concerned about lighting the vertical design but thinks from a visibility standpoint this is the better option. He is concerned that it will be hard to read the sign panels on bottom portion of the horizontal design, particularly in the winter, but thinks the horizontal design is more aesthetically pleasing. The Committee had the following feedback and recommendations:

- The Committee really likes the stone wall design from the previous meeting.
- Horizontal design is more attractive but the Committee likes the sign panel on the vertical sign. It appears less cluttered. Would like to combine the stone wall with the sign panel from the vertical sign.
- Reduce the width of the cabinets. They should be as flush as possible.
- Have same stone treatment at the top of all the signs for continuity.
- Important that the main entrance identify the site and be a feature of the property.
- Use a black border around sign instead of white.
- Remove white between the sign panels.
- Have site name on the portion of the wall closer to the road.
- Consider curving the wall or at least the portion with the site name. Mr. Sullivan will work on the layout to make sure it doesn't create any visibility issues.
- The arch at the top of the sign is nice but needs to be more natural and gradual.
- The wall needs to look like a traditional New England fieldstone wall. Use rounder stones; not flat stones similar to the ones at Medway Commons. The color and shapes of the stones should be varied.
- Slightly raise panels on wall base to address visibility issues. Also consider berming the area to help with visibility.
- The entrance needs to be appropriate for the site. Make sure it is not too grand for the site.
- The signs need to be landscaped.

- The sign panels should have more black space around the text.
- Consider adding directional signs within the site.
- Remove any extraneous words on the sign panels.
- Consider using a standardized font on the sign panels that don't have a graphic/logo.
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The Committee asked if it was possible to not include all tenants on the sign. Mr. LaPierre said it is very important that every tenant have a sign. He said he has lost many prospective tenants over the years due to the lack of signage. The Committee discussed the location of the building on the property and how it makes the signs on the building very difficult to read. The Committee encouraged the applicant to create a Master Signage Plan during the Minor Site Plan process. They also reiterated that each tenant will need to come to the DRC for approval of their individual sign. Attorney Bartlett, Mr. LaPierre, and Mr. Sullivan said they would tweak the signs based on tonight's discussion and return on June 29, 2015 to discuss further.

Tri-Valley Commons:

The applicant for Tri-Valley Commons met with the Planning & Economic Development Board (PEDB) last Tuesday night. Chairman Buckley reported that he attended the meeting in case any questions arose relative to the DRC's Interim Letter of Recommendation (LOR). At the meeting, the applicant reported that Goodyear has backed out and will not occupy Building A. Chairman Buckley asked if the applicant would consider reducing the amount of garage bays on Building A from 7 to 5 considering this was one of the biggest issues for the Town. The following day the applicant asked if the Town would consider increasing the amount of garage bays to 8 if 3 were moved to the rear of Building A. Planning & Economic Development Coordinator Susy Affleck-Childs said the applicant needs a formal response from the PEDB on the current proposal by June 26, 2015. The applicant would then come back to the PEDB in July to discuss the new garage bay design. The DRC briefly reviewed the elevations for the new garage bay design. The Committee expressed general support for the new design. They said it is important that the materials that are used for all 8 garage bays, including those in the rear of the building, are consistent. In addition, Chairman Buckley said the Committee would also like to discuss the signage on the front of Building A with the applicant. The Committee thought the signage on the front of Building A could be consolidated. Ms. Affleck-Childs said she will draft an email expressing the Committee's general support for the new garage bay design and forward to the Committee for their review.

Design Review Guidelines Update Taskforce:

At last week's meeting, the group reviewed the commercial section of the Design Review Guidelines. The new Design Review Guidelines will be organized by zoning districts,

commercial, residential, and industrial. The next meeting is tomorrow night. Chairman Buckley said he is very happy with how the project is going and thinks bringing The Cecil Group and Josh Fiala on board was an excellent choice. The group needs help designing the new Design Review Guidelines cover and also gathering photos to illustrate the guidelines. The goal is to use local examples wherever possible. Chairman Buckley added that each section will also be color coded. Julie said she would work on the cover design and Mary said she would start to gather photos.

Action Items:

- Chairman Buckley will send a status update to Jim Weiler on the DRC actions items for the Master Plan Implementation.
- Julie will work on the cover for the new Design Review Guidelines.
- Mary will begin to gather local photos for the new Design Review Guidelines.
- Susy will draft an email about the Committee's support for the new garage bay design on Building A for the Tri-Valley Commons project for the Committee's review.
- Ideas for a message board at Choate Park, including location, design, fonts, illumination etc.

Schedule:

The next DRC meeting will be on June 29, 2015 at the Medway Public Library.

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Mary Weafer to adjourn at 9:22 p.m.

Respectfully Submitted,

Michelle Reed