



Town of Medway
DESIGN REVIEW COMMITTEE
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*Matthew Buckley, Chair
 Julie Fallon, Vice-Chair
 Tom Gay, Member
 Rachel Walsh, Member
 Mary Weafer, Member
 Lisa Graves, Member*

Approved: 10/6/2015

**Medway Design Review Committee Meeting Minutes
 August 17, 2015
 Medway Public Library - 26 High Street**

Call to Order – With a quorum present, Chairman Buckley called the meeting to order at 7:06 pm.

Members	Matt Buckley	Mary Weafer	Rachel Walsh	Tom Gay	Julie Fallon	Lisa Graves
Attendance	X	X	X	Absent	Absent	X

Also Present:

Susy Affleck Childs, Planning and Economic Development Coordinator
 Amy Sutherland, Recording Secretary

Design Review Committee Meeting Minutes:

April 21, 2015:

On a motion made by Rachel Walsh and seconded by Matt Buckley, the Design Review Committee voted unanimously to accept the minutes from the April 21, 2015 meeting.

June 29, 2015:

On a motion made by Matt Buckley and seconded by Rachel Walsh, the Design Review Committee voted unanimously to accept the minutes from the June 29, 2015 meeting.

July 6, 2015:

On a motion made by Rachel Walsh and seconded by Matt Buckley, the Design Review Committee voted unanimously to accept the minutes from the July 6, 2015 meeting with revisions.

July 8, 2015 -The minutes from July 8, 2015 were tabled until the next meeting.

July 27, 2015 - The minutes from July 27, 2015 were tabled until the next meeting.

August 3, 2015 - The minutes from August 3, 2015 were tabled until the next meeting.

Sign Design Review – Medway Imports/Bosch Service, 2 Main Street

The Committee is in receipt of the following:

- Sign Design Review application received 8-12-15
- Specifications for interior illuminated wall sign Options A and B.
- Specifications for externally illuminated, free-standing pylon sign.

Karen Mullen from Sign Plus was present at the meeting. She explained that her only role in this project is to handle permitting and installation of the sign. She did explain that Bosch is a national company and has requirements for their signage. Any recommendations for changes would need to be made through the contractor. There are two types of signs proposed – internally illuminated wall signs for the east façade and an externally illuminated, free-standing sign near the roadway.

Wall signs – The applicant originally proposed a 9 sq. ft. sign for Bosch and a 15 sq. ft. sign for Medway Imports for a total of 24 sq. ft. The total square footage is fine and internal illumination is in compliance. The concern is that the Bylaw only allows for one wall sign on the façade. One way to address this is to put the 2 signs next to each other so that they appear as one sign. This is a middle ground to consider.

Having been informed of the bylaw limitations, Ms. Mullen distributed two alternatives – an 8' by 36" combined Bosch/Medway Imports sign (24 sq. ft.) and a 10' by 48" combined Bosch/Medway Imports sign (48 sq. ft.). With these options, there are actually 2 separate signs but they are joined to appear as one.

Free-standing, pylon sign - The Design Review Committee next reviewed the proposed free-standing, pylon sign. It is proposed to be 3' wide by 8' high with 16.5 sq. ft. of sign surface area per side for a total of 33 sq. ft. for both sides. The existing Medway Imports sign will be removed. Susy explained that the Bosch standards do not allow another business logo on the main identification signage. The concern is that Medway Imports is not branding their business. There was discussion that the sign should actually convey what is going on at this business. There was a recommendation that the sign would look better if the colors were reversed on the logo. Another suggestion was to have the sign specify that Bosch is for auto repair service. The DRC was in agreement that the other signs would need to come down – banners on light poles and window signs on south facade.

The Chairman will speak with Medway Imports owner Barry Roth about the high number of signs on site. It was consensus that Option A (24 sq. ft.) is the best option for the wall sign. This will also be communicated in the Letter of Recommendation. Susy indicated that they are

allowed one window sign. The Design Review Committee discussed inviting Mr. Roth to a meeting to discuss this further since he was not present at meeting.

Recommendations:

- Unify the branding of the business on the building.
- The visibility for Medway Imports on the freestanding roadside sign is too small.
- Recommend the telephone number be removed on road sign for safety reasons.
- Stack the words Medway Imports and Car Service.
- Include the address.
- The 24 sq. ft. combined wall sign fits the east façade better than the 48 sq. ft. option
- Signs in storefront windows should come down.
- Check if this is in fact “car service” or “auto repair”
- Variance would be needed for another wall sign - only one is allowed.
- A four sq. ft. window sign is allowed without a permit.
- Width should be consistent with the trim edge.
- Remove the blue on the logo.
- Put something over the service door or on the peak of the roof on the south façade.

Willows ARCPUD

Susy updated the Design Review Committee on the status of the Willows ARCPUD project by communicating that the PEDB had not discussed the design aspects of the development as the focus of the last public hearing had been on stormwater where there are some substantial issues. Tetra Tech reviewed the stormwater design and identified some serious concerns with the stormwater which need to be addressed. The PEDB went on a site walk and there were 10 neighbors present. The topics for the next PEDB hearing on the Willows will be site amenities, landscaping, and architecture. The Design Review Committee’s review and comment letter will be in the PEDB board packet for the next meeting on August 25th.

There was a question asked about the scenic road permits and if the Design Review Committee needs to provide comments. Susy responded that the PEDB is only able to address scenic road matters if a tree or stone wall planned for removal is in the right of way.

The applicant will need to go the Zoning Board of Appeals for a variance for the main signage since it exceeds the height allowance and they want 2 signs, not just one. Susy will keep the Design Review Committee in the loop in regards to the filing.

The Design Review Committee would like to be in the discussion regarding the landscaping of the detention ponds and stream crossings and bridges. Susy will monitor the applicant’s progress with the Conservation Commission.

Medway Shopping Center signs

The Design Review Committee was informed that the Medway Shopping Center was successful in getting a variance from the Zoning Board of Appeals for the proposed sign package. Susy will forward the decision.

Tri Valley Commons Site Plan Modification

Susy reported that the PEDB acted on the proposed modification which was submitted and decided to have the gate around the exterior tire storage area be 8 ft. and not 6 ft.

Medway Café Signs

Susy reported that Peter Morrissey from Medway Café has not met with the Building Inspector. Susy will follow-up and will reach out the owner of Medway Café. The DRC has not yet prepared a Letter of Recommendation for this sign as they understood Mr. Morrissey would be returning to the Design Review Committee for further discussion.

There was a suggestion to meet with the Domino's representatives at the September 14, 2015 meeting.

Design Review Guidelines:

Susy reported that the Planning and Economic Development Board is planning on holding a public hearing on the updated Design Review Guidelines. This will take place at one of the September meetings. There was also discussion on how the revised Design Review Guidelines will be presented to the public. It was the consensus that it should be a collaborative effort. This could include a presentation to the following by some of the members which worked on this document.

The following was suggested:

- The document could be presented to the Board of Selectmen.
- Have a power point presentation for the business community and landlords in town. Invite these groups in for a breakfast. This could be an event at Thayer House.
- Create a flier or handout for realtors, residents, landlords and community members.
- Put something on the Town of Medway's Facebook page.
- This needs to be a marketing plan to reach business owners.
- Contact the press and speak with Glenn Trindade about how to put this out to the public.
- Get a cost estimate for the printing costs of the document. (50 copies)

Signage:

The DRC discussed that there should be communication with the landlord in town about signage. Susy explained that there was a letter sent in March 2015 to the landlords with the one page Sign Permit flyer. A mailing also was sent to 30+ sign companies.

The DRC could send out a letter letting landlords know that they can be used as a resource.

Rachel Walsh mentioned that there is a neighborhood sign up near Fairway Lane/Holliston Street. It is a large 7 ft. wood manufactured sign. Rachel will take a picture of sign.

The topic moved to lighting. There was a concern brought up about the lighting at the Learning Tree Center on Main Street. The lighting appears to be unshielded at this property. It was suggested that a meeting be set up with building inspector to discuss solutions for lighting enforcement.

Discussion of DRC Goals for FY16

Susy Affleck-Childs asked the DRC to brainstorm goals for FY 16. The discussion generated the following list of ideas.

1. Lead effort to roll out new Design Review Guidelines after adopted by PEDB
 - Establish a team comprised of PEDB and DRC reps to go out and introduce the new DRGs to various groups
 - BOS
 - Conservation Commission
 - Historical Commission
 - Town Department Heads
 - Medway Business Council
 - School Committee
 - Develop a show about the DRG for Medway Cable Access
 - Hold a meeting for major landlords in the business districts
 - Prepare some sort of handout about the DRG
 - Town of Medway Facebook page
 - Contact the media for a story about the new DRG
2. Meet with Building Inspector Jack Mee to talk more about signs, lighting, violations, etc.
3. Update DRC bylaw to submit for consideration at the May 2016 town meeting
4. Work with PEDB on updating sign bylaw and converting it from zoning to a general bylaw.
5. General outreach to landlords – reminder about signs and that DRC is a resource
6. General outreach to the public to let them know the good work the DRC is doing on behalf of the community.

Susy will write up notes for the DRC to discuss further at the next meeting.

Future Meetings

The next regularly scheduled meeting is Monday September 14, 2015 at 7:00 pm

Susy asked if the DRC would be willing to also meet on Monday, August 31st. August is one of the months with 5 Mondays. It would be nice to provide a meeting option for Medway Café and Domino's and not make them wait another month. DRC members were amenable to having a meeting on August 31st if there were two matters to consider.

Adjournment

On a motion made by Matt Buckley and seconded by Rachel Walsh, the Design Review Committee voted unanimously to adjourn their meeting at 9:15 pm.

Respectfully Submitted,

Amy Sutherland,
Meeting Recording Secretary