



Town of Medway

DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
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Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Tom Gay, Member
Rachel Walsh, Member
Mary Weafer, Member
Lisa Graves, Member

Approved: 10/5/15

Meeting Minutes: September 14, 2015
Medway Library, Cole Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:02 p.m.

Attendees:

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

Susy Affleck-Childs also attended the meeting.

Minutes:

Rachel Walsh moved that the Committee approve the meeting minutes from July 27, 2015 as revised; Chairman Buckley second; No discussion; 4-0-1 (Julie abstained).

Rachel Walsh moved that the Committee approve the meeting minutes from August 3, 2015 as revised; Chairman Buckley second; No discussion; 4-0-1 (Julie abstained).

Chairman Buckley moved that the Committee approve the amendments to the July 8, 2015 meeting minutes; Rachel Walsh second; No discussion; 4-0-1 (Julie abstained).

Julie Fallon moved that the Committee approve the June 15, 2015 meeting minutes as submitted; Chairman Buckley second; No discussion; 3-0-2 (Rachel and Lisa abstained).

Sign Design Review – Direct Tire Wall Sign:

Direct Tire President & CEO Barry Steinberg and General Manager Bob Lane attended the meeting to discuss the Direct Tire wall sign. Mr. Steinberg said the blue color on the paper is not an accurate representation of the actual color. The proposed color is Evening Blue and is considerably lighter. There will be one wall sign. It is possible that a second sign could be added if an amendment to the Zoning Bylaws is approved at the Fall Town Meeting. The Committee said they believe having two signs so close together is redundant and unnecessary. Mr. Steinberg agreed and said he may consider adding a wall sign to the east side of the building. The proposed design has been revised and reduced from 80 sq. ft. to 50 sq. ft. The Committee agreed that the new design is better and looks more appropriate in the space. Mr. Steinberg said the trim cap will be white. The Committee thinks black or white trim cap will work. Mr. Steinberg said he hopes to have a sample of one letter made that he could share with the Committee. There will not be a raceway. The sign will be internally illuminated using LED. The Committee asked Mr. Steinberg to go with a medium brightness to avoid creating an aura. Rachel said typically the lumens can be adjusted at the time of installation. Economic Development Coordinator Susy Affleck-Childs said she will forward information on the hours outdoor lighting may be used to Mr. Steinberg. Chairman Buckley encouraged Mr. Steinberg to attend the DRC meeting where the monument sign for the property will be discussed. Rachel will do the LOR.

Medway Café Awning Update:

Ms. Affleck-Childs updated the group on the status of the Medway Café's awning application. Building Inspector Jack Mee and Ms. Affleck-Childs met with Mr. Morrissey to discuss the sign surface area. Building Inspector Mee explained to Mr. Morrissey that if the awning is externally illuminated the entire awning is considered the sign based on the Zoning Bylaws. Ms. Affleck-Childs reported that Mr. Morrissey was upset and indicated that he would keep the current awning up at this time.

Sign Design Review – Flying Fur Wall Sign:

Vander Barbosa, owner of the Flying Fur, attended the meeting to discuss the wall sign for their new location at 122 Main Street. This is the previous location of Cumberland Farms. The existing sign box will be removed and a new sign will be installed. The sign will not be illuminated at this point. The colors will remain the same as the sign at their current location. Julie recommended using serif for Flying Fur and sans serif for the other words on the sign. Mr. Barbosa said he is concerned with the condition of the shingles on the front of the building. The Committee said they recommend that the owner of the property restore the façade before the new sign goes up to avoid any ghosting. The Committee recommended that

Mr. Barbosa follow-up with the property owner on this matter. They also asked Mr. Barbosa to follow-up with the property owner on the design of the Flying Fur's sign panel for the monument sign. The Committee also agreed that the sign would look nice centered over the main door. They encouraged Mr. Barbosa to add plantings to the front of the building to give it more curb appeal. Mr. Barbosa said they plan to install planter boxes around the new fence. The group briefly discussed the addition of external lights in the future. They said that the lights at Gould's Plaza are a good example. They said it is important to consider the size of the sign, the size of the light fixture, and the types of lights that already exist on the building. Rachel will do the LOR.

122 Main Street Monument Sign Update:

Ms. Affleck-Childs reported that Jeff Dufficy, the property owner of 122 Main Street, was scheduled to attend tonight's meeting and discuss the design of the monument sign for 122 Main Street. She explained that he canceled because he has decided to seek a variance from the Zoning Board of Appeals for additional surface area and height. The Committee briefly reviewed the two new designs that Mr. Dufficy submitted. The Committee said they are concerned because there are several unresolved items, including the lighting, design of the sign panels, and location. Chairman Buckley will reach out to Mr. Dufficy to see if he has additional information that the Committee can review. The Committee can then prepare a LOR. Ms. Affleck-Childs said she will keep the DRC updated on the petition to the ZBA. The Committee would like the following information:

- Complete Application with materials.
- Drawing to scale.
- Drawing showing placement of the sign on the property.
- Designs and size of sign panels.

DRC FY16 Goals Discussion:

The Committee reviewed the draft goals for the DRC for FY16. The Committee asked Ms. Affleck-Childs to submit information on the new Design Review Guidelines for inclusion in the presentation at the Fall Town Meeting. The Committee will further discuss preparing a show for Medway Cable Access. Ms. Affleck-Childs will invite Zach Comeau from the Milford Daily News to attend tomorrow night's Design Review Guidelines Public Hearing. She also reported that the Planning & Economic Development Board (PEDB) will likely create a Sign Bylaw Update Taskforce in the next couple months. They plan to go through a process similar to what was undertaken with the Design Review Guidelines over the past year. The Committee also discussed the importance of having another PEDB member attend the DRC meetings when Tom Gay cannot. They agreed it is also important to have a DRC

member attend the PEDB meetings when he cannot and site design will be discussed. The Committee also thinks it would be helpful to meet with Building Inspector Jack Mee at least twice a year. They would like to discuss sign violations regularly at their meetings. Ms. Affleck-Childs recommended inviting Safety Officer Jeff Watson to a meeting to discuss LED traffic lights. She also encouraged members to attend an upcoming Medway Business Council meeting. Finally, the Committee said they would like to participate in the Urban Renewal Plan.

The Committee briefly discussed the status of several major projects, including the Route 109 Reconstruction project.

Action Items:

- Rachel will do Direct Tire LOR.
- Rachel will do the Flying Fur LOR.
- Matt will follow-up with Jeff Dufficy on the 122 Main Street sign.

Schedule:

Tomorrow night is the Design Review Guidelines Public Hearing.

It is unlikely that the DRC will need to meet on September 21, 2015. The next regularly scheduled meeting will be on October 5, 2015 at the Medway Public Library at 7:00 p.m.

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Mary Weafer to adjourn at 10:27 p.m.

Respectfully Submitted,

Michelle Reed