



**TOWN OF MEDWAY**  
155 Village Street  
Medway, Massachusetts 02053

**Design Review Committee**

*Matthew Buckley, Chairman*  
*Julie Fallon, Vice-Chairman*  
*Rod MacLeod*  
*Karyl Spiller-Walsh*  
*Rachel Walsh*  
*Mary Weafer*

**Planning and Economic Development Board**

*Andy Rodenhiser, Chairman*  
*Robert K. Tucker, Vice-Chairman*  
*Thomas A. Gay, Clerk*  
*Matthew J. Hayes, P.E.*  
*Karyl Spiller-Walsh*  
*Richard Di Iulio, Associate Member*

**Approved: 6/1/15**

**SPECIAL JOINT MEETING**  
**Planning & Economic Development Board and Design Review Committee**  
**Meeting Minutes - March 16, 2015 at Thayer Homestead**

**Call to Order:** – With a quorum, the meeting of the Planning & Economic Development Board and Design Review Committee was called to order by Andy Rodenhiser and Matt Buckley at 7:01 p.m.

**Attendees:** Matt Buckley, Julie Fallon, Karyl Spiller-Walsh, Rod MacLeod, Mary Weafer, Rachel Walsh, Andy Rodenhiser, Bob Tucker, Tom Gay, Matt Hayes, Rich DiLulio, Susy Affleck-Childs, Stephanie Mercandetti, Dan Hooper, and Jim Wieler.

**Discussion:** Jim Wieler welcomed everyone and introduced himself as the meeting facilitator. Jim is a former member of the Planning & Economic Development Board and currently a member of the Community Preservation Committee and Upper Charles Conservation Land Trust. He explained that he spoke with the members of the Planning & Economic Development Board (PEDB) and Design Review Committee (DRC) prior to the meeting. He also spoke with applicants that had both positive and negative experiences. He said the main goal is to improve the communication between the boards and applicants and also enhance the perception of the boards. He invited each member to introduce themselves and explain what motivated them to join their respective boards.

Jim reviewed the mission statements of each board and discussed the inception of the DRC. The DRC was created around 2002 during the development of Medway Commons. The PEDB realized that they needed additional support to handle design aspects of the project, which were consuming a significant amount of time. They also realized they may not always have members on the PEDB with design experience and wanted to make sure the projects reflected Medway. The Design Review Guidelines were created in 2008. Issues that arose during the Medway Commons project, including roof lines, naturalized

detention ponds, and buffered access roads, were incorporated into the Design Review Guidelines and Site Plan Regulations.

The group discussed some of the feedback that Jim received from applicants. He said it is evident that the purpose and importance of the DRC needs to be more effectively communicated. He said he heard many times that applicants were unaware that they needed to go in front of the DRC. Applicants also felt like the process was lengthy. He said it is important for members to realize applicants are coming to them at a very critical time and often have invested a lot of time and money in their designs. The group discussed the Cumberland Farms project and aspects of the project that required several meetings, including the non-conforming canopy and resistance from abutters. In addition, the DRC did not have administrative support at this time, which put them at a huge disadvantage. However, in the end the project was a huge success because of the enormous amount of work that went into it. The group agreed that a more comprehensive set of Design Review Guidelines will help alleviate some of the issues but that it is imperative that the new guidelines are drafted and supported by both the DRC and PEDB.

They discussed how applicants approach the process and the role of the DRC. The DRC is advisory board and can make recommendations but cannot require applicants to make changes. Chairman Buckley said often applicants are reluctant but frequently they incorporate many of the DRC's recommendations and walk away with a better product. The DRC has the ability to manipulate the designs during the meeting and share their recommendations with the applicant. Often sign fabricators are not designers and cannot help their customers with this particular aspect. Chairman Buckley said they made a simple recommendation to Starbucks for their drive-thru sign that didn't cost them any additional money but had an enormous impact aesthetically. The group agreed that it is very important that new businesses know that this service exists.

The group had a lengthy discussion about the communication and perception issues that exist between the PEDB and the DRC. They said these issues were highlighted during the Tri-Valley project. A significant frustration for the DRC is that the guidelines are only a guide and cannot be enforced. The group agreed that going forward it is imperative that ambiguity in the Design Review Guidelines is eliminated and that both boards fully support the new guidelines. They agreed that it would be helpful to get the DRC's recommendations and concerns much earlier in the process. The DRC agreed to create a template and provide the PEDB with status updates similar to the report that Gino Carlucci submits. The DRC will also continue to identify how their recommendations tie to specific sections of the Design Review Guidelines. The group also discussed the difficulty in dealing with an uncooperative applicant and the need to establish consequences for these situations. Matt Hayes said it is important for the group to define what a complete pre-application packet is. The group agreed the requirements may differ depending on the scale of the project. The group acknowledged that the process needs to accommodate all types of applicants. The group agreed that the new Design Review Guidelines must be a joint effort and both boards must be involved in the process.

Bob Tucker left the meeting at 10:15 p.m.

The group created the following action items:

- PEDB define what a complete packet for a pre-application discussion is.
- DRC send PEDB status on project early in the process with issues and concerns.
- DRC draft status template similar to the report Gino Carlucci submits.
- DRC and PEDB need to own the new Design Review Guidelines.
- PEDB needs to be clear on the DRC's role and what they are asking them to review.
- DRC and PEDB need to increase their communication and make sure it occurs early in the process.
- PEDB will revise site plan rules and regulations and possibly add what documents should be in the pre-application. What is required may depend on the scale of the project.
- Share timeline/schedule for projects with DRC.
- Should a member of the Medway Business Council be asked to join?

**Adjournment:**

With no further business, a motion was made by Karyl Spiller-Walsh, seconded by Rachel Walsh to adjourn at 10:49 p.m.

Respectfully Submitted,

Michelle Reed