

**Tuesday April 21, 2015**  
**JOINT MEETING**  
**Planning and Economic Development Board**  
**Design Review Committee**  
**Thayer House, 2B Oak Street**  
**Medway, MA 02053**

**Planning and Economic Development Board Members**

<b>Members</b>	<b>Andy Rodenhiser</b>	<b>Bob Tucker</b>	<b>Karyl Spiller-Walsh</b>	<b>Tom Gay</b>	<b>Matt Hayes</b>	<b>Rich Di Iulio</b>
<b>Attendance</b>	X	X	Absent with Notice	X	X	X

**Design Review Committee Members**

<b>Members</b>	<b>Matt Buckley</b>	<b>Julie Fallon</b>	<b>Rachel Walsh</b>	<b>Rod MacLeod</b>	<b>Mary Weafer</b>
<b>Attendance</b>	X	Absent with Notice	X	Absent with Notice	X

**ALSO PRESENT:**

- Director of Community and Economic Development, Stephanie Mercandetti
- Planning and Economic Development Coordinator, Susy Affleck-Childs
- Dan Hooper

The purpose of the meeting is to have Josh Fiala from The Cecil Group provide feedback about the Town of Medway’s Design Review Guidelines. The meeting agenda included introductions of the members around the table. The focus of the evening will be study the purpose, process, scope and goals of the Design Review Guidelines. The second part of the presentation will be to look at the current Design Guidelines along with reviewing the content by section. The third part of the evening will include suggestions about updates. The reasoning behind updating the Guidelines is to enhance the ease of use, streamline the review process, have clarity and transparency, and better align the content with the Medway’s goals and zoning updates. **(See attached PowerPoint presentation)**

The members reviewed the study process and scope which included the following tasks:

- Task One: kick off meeting, review regulatory context;
- Task Two: Discuss Items further possible public meeting with the inclusion of priorities and community vision;
- Task Three: Refining Final document.

Consultant Fiala provided general comments about the current document. There are some sections which have issues with categorization. There are many terms which need definitions. There needs to be further clarity in relation to the language which tends to be buried in other phrases which makes the document unclear. It is recommended to have a bulleted format. There are sections which have commentary and informal statements which make it distracting to the applicant. The language of the guidelines needs to be simple, focused and easily understandable. The scope of the guidelines needs to be carefully considered relative to other Town standards and regulations.

The discussion focused on and returned to several important terms that need clear definition and that are fundamental to the design guidelines for Medway. Those terms are “New England feel or style”, “Human scale” and “Village Scale”. The current guidelines suggest that we retain the “feel” of a small rural New England tone characterized by distinct neighborhoods, open space, and traditional architecture. It was suggested that the Guidelines include additional language and/or diagrams to show the characteristics of New England Style and the other fundamental terms. The current guidelines define the distinctive features which need to be included in New England style as including pitched roofs, dormers, moldings, covered landings, doorways, and carports.

It was also recommended that we have separate Guidelines for Industrial and Commercial properties. The goal is to educate applicants as to Medway’s stated preferences. There needs to be an articulation of the collective “vision” of Medway.

### **Site Design:**

The guidelines represented in the site design section need improvement to the language, a better and more consistent categorization of the information and guidance suggested and a simplification of the language and requirements. Some of the current guidelines may not apply to all types of site plans or projects and could therefore create confusion. The guidelines must be responding to the projects that are proposed and work within that development program to improve the design – guidelines such as “mixed-use buildings should be considered” are not within the purview of design guidelines.

### **Pedestrian and Vehicular Access:**

Pedestrian access to sites should be designed to have minimal roadway crossing is a fine guideline, but is then followed by “and with weather protection.” This may be an overly burdensome suggestion. Unrealistic suggestions or requirements may reduce the overall effectiveness of the guidelines. Categorization of guidelines should be considered, “Lighting should focus on access to and from vehicles and pedestrian links”, may be better placed in the lighting guideline section. The Guidelines need to define “Accommodate several pedestrians astride”. Much of the language may be repetitive with other sections or require a detailed consideration of categorization.

There was a suggestion to just reference the codified version of the document.

### **Parking:**

The recommendation for parking is that there needs to be clarification and definitions. For example, define what is an “improved drainage feature” and related “best management practices”. It was also suggested to add that parking areas should be set back from the street in

the rear of buildings. Since there is a great expense on developers with parking, it should be made navigable with separate smaller areas punctuated with trees and landscape. The terms “How big?” and “How many?” need to be defined. The message and understanding of what the Town expects needs to be clear. Since the EDC is inviting business into town, our expectations need to be clear. All reference for phrases such as “whenever possible” need to be removed since these terms are arguable. There needs to be non-negotiable items. The ambiguity needs to be taken out.

Rachel Walsh recommended that drainage be taken out completely.

### **Streetscape and Landscape:**

It was recommended that the following phrases be defined: maintenance plan, buffer zone, and inventory of existing landscape features. The terms professional landscape designer and landscape architect should be included within the document, but the expectation of those need to be defined. A plant list should also be included of those non-invasive plantings native to New England. One of the other suggestions was to have Landscaping as its own section separate from Streetscape. The Parking section should have a reference to the Landscape section. The intent of streetscape/landscape should be to avoid the look of the Medway Shopping center with the long length of building and the wide open pavement. The term Streetscape needs to be defined more clearly with examples and photos. There should also be photographs of types of planters, trash cans, enclosures etc. Another suggestion was to define and illustrate or provide graphics of how a sidewalk should look.

### **Building Orientation and Forms:**

The section re Building Orientation and Forms needs clarity and definitions. The reference to “consistency of human scale” is not clear. Another unclear term is “designed to appear as smaller through the use of bays or wings”. The suggestion is to include some metrics. All commentary such as “shallow pitches and cookie-cutters” should be removed along with all other colloquialisms. Relationships to other standards and bylaws need to be moved into another section. The definition of “natural materials” needs to be included. There should not be any recommendation to construction techniques. Any reference to architectural features such as New England rooflines needs to be defined more specifically. The reference to “Disney-eques or McMansion scale need to be removed. There was a recommendation to have a Scale section. The reference to “village scale” is throughout the document and this needs to be better defined. Windows are not covered in the design features for commercial, retail and industrial, but it was recommended to be included.

### **Adaptive Re-Use:**

This section is a different type of category regarding the type of project or construction. It may be relevant, but may want to be reorganized or placed in another location within the design guideline hierarchy. Include reference to the Secretary of the Interior’s Standards for Rehabilitation.

### **Infill Construction:**

This section is a different type of category regarding the type of project or construction. It may be relevant, but may want to be reorganized or placed in another location within the design

guideline hierarchy. The commentary included in this section needs to be taken out. The requirements need to be defined.

### **Stormwater Management:**

There was discussion if this topic even needs to be included in the Design Guidelines. If it is to remain, definitions of such things like rain gardens, grassy swales, and storm water management design need to be clarified and refined within the regulations.

### **Utilities:**

The intent of things such as green building design which includes recycling water, harnessing the sun's energy, pervious pavements to recharge groundwater and efficient heating and lighting needs to be clarified. The requirement of LEED needs to go into the Site Plan Rules and Regulations but how the utilities look could be in this section. There could be phrasing about how new technologies are integrated with architecture of the site.

### **Public Space Amenities:**

The term public open space needs to be defined. The commentary needs to be removed. The terms and requirements for public open space should be defined. A suggestion was made to put in language about longevity of material.

### **Outdoor lighting:**

The commentary about the outdoor lighting needs to be removed. There needs to be clarified definitions.

### **Accessibility:**

There is a question about whether it is a good idea to reference to Rules and Regulations regarding Massachusetts Architectural Access Board or whether they should be removed completely.

### **Subdivision & Residential Proposals:**

The recommendation for this section is to simplify the text and take out some of the commentary and justification. Generally, the Design Guidelines will not apply to by right subdivisions.

### **Planning and land use:**

The inventory of existing physical and visual characteristics need to be refined. Some of this information overlaps within other standards and bylaws. Remove the language "whenever possible".

### **Architectural Features:**

The commentary within this section needs to be removed. Another recommendation is to reorganize sentences and clarify definitions.

### **Sign Guidelines:**

One of the principles mentioned is that the signs be professionally designed. This needs to be defined further. When the Guidelines make reference to a sign design taking adjacent storefronts into consideration, how will be done? It is not explained. The language "sensitivity to residential areas is also not defined or explained. It was suggested that sign design guidelines be part of the general bylaw. This section will need to be discussed further during another work

session. Take out the commentary with the size and proportion section. Examples of color and illustrations should be provided. The section on lighting is repetitive.

## **Typical Design Guidelines Structure**

### **Organization by Zoning District:**

- Part 1 – Introduction: Guide to the Guidelines
- Part 2 – Architecture
- Part 3- Signage
- Part 4 -Site Improvements
- Part 5 –Glossary of Terms
- Part 6 – References and Resources

The Committee will need to discuss the two options regarding the format. The Consultant indicated that most towns use option one since it separates the document into mini documents based on districts. There would be design guidelines within the districts. This does make for a bigger document. It is cleaner and the Guidelines are targeted to the particular zone.

There was a recommendation to have a matrix along with color coding within the sections within the Design Guidelines which makes it user friendly.

### **Public Workshop:**

There will be a public session on Tuesday, May 5, 2015. This will include dialogue from the Visual Preference Survey, discussion of purpose of guidelines, and provide for open comments on issues with guidelines.

### **Adjourn:**

#### **PEDB:**

**On a motion made by Matt Hayes, and seconded by Bob Tucker, the Planning and Economic Development voted unanimously to adjourn their meeting at 9:33 pm.**

#### **DRC:**

**On a motion made by Rachel Walsh and seconded by Mary Weafer, the Design Review Committee voted unanimously to adjourn their meeting at 9:34 pm.**

Respectfully Submitted,

Amy Sutherland  
Recording Secretary

Reviewed and edited by,



Susan E. Affleck-Childs  
Planning and Economic Development Coordinator

Red-line Guidelines Discussion | April 21, 2015



TOWN OF MEDWAY

# Design Review Guidelines Update

The Cecil Group

# Medway Design Guidelines Update

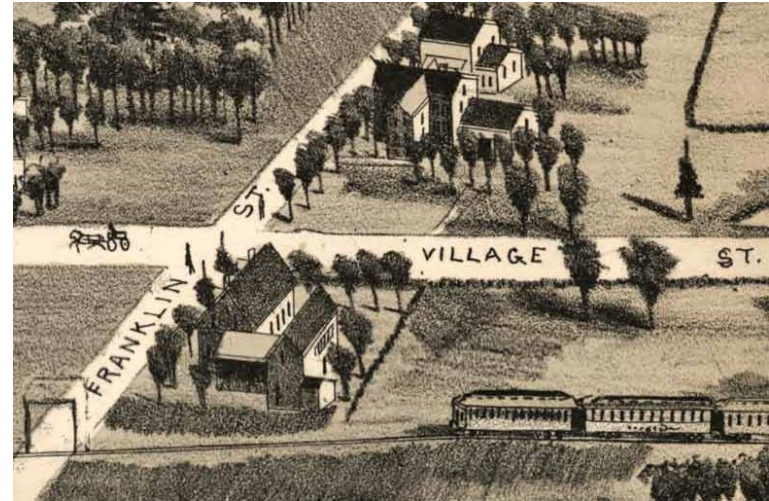
## MEETING AGENDA

1. Welcome and Introductions
2. Study Purpose, Process, Scope and Goals
3. Current Design Guidelines
  - a) Overall Outline
  - b) Content by Section
4. Discussion of Organization of Guideline Update
5. Next Steps



# WELCOME AND INTRODUCTIONS

- Planning and Economic Development Board
- Design Review Committee
- Design Guidelines Update Task Force
- The Cecil Group

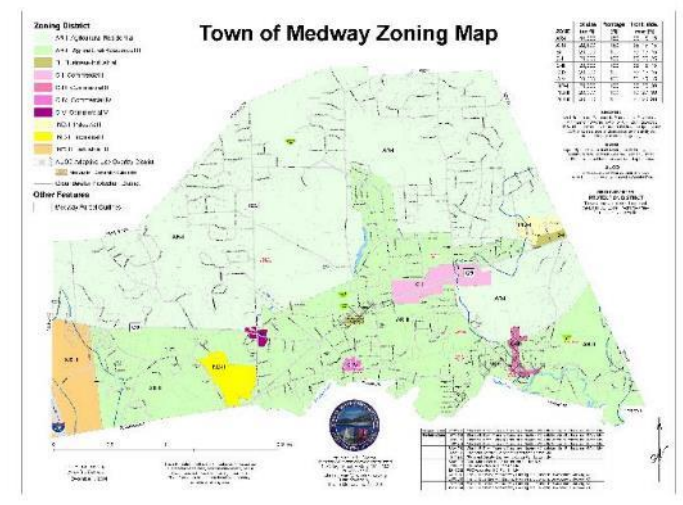
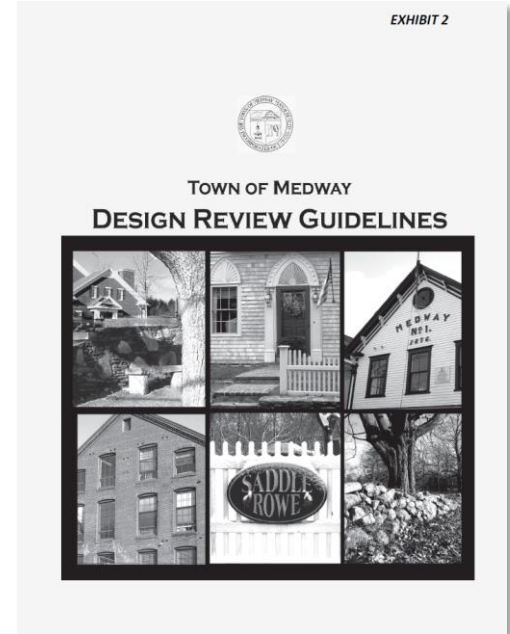




# Medway Design Guidelines Update

## STUDY PURPOSE AND GOALS

- Update Design Review Guidelines
- Enhance ease of use
- Streamline review process
- Leverage 10 years of practical application
- Promote clarity and transparency
- Enhance and better align content with Medway goals and zoning updates

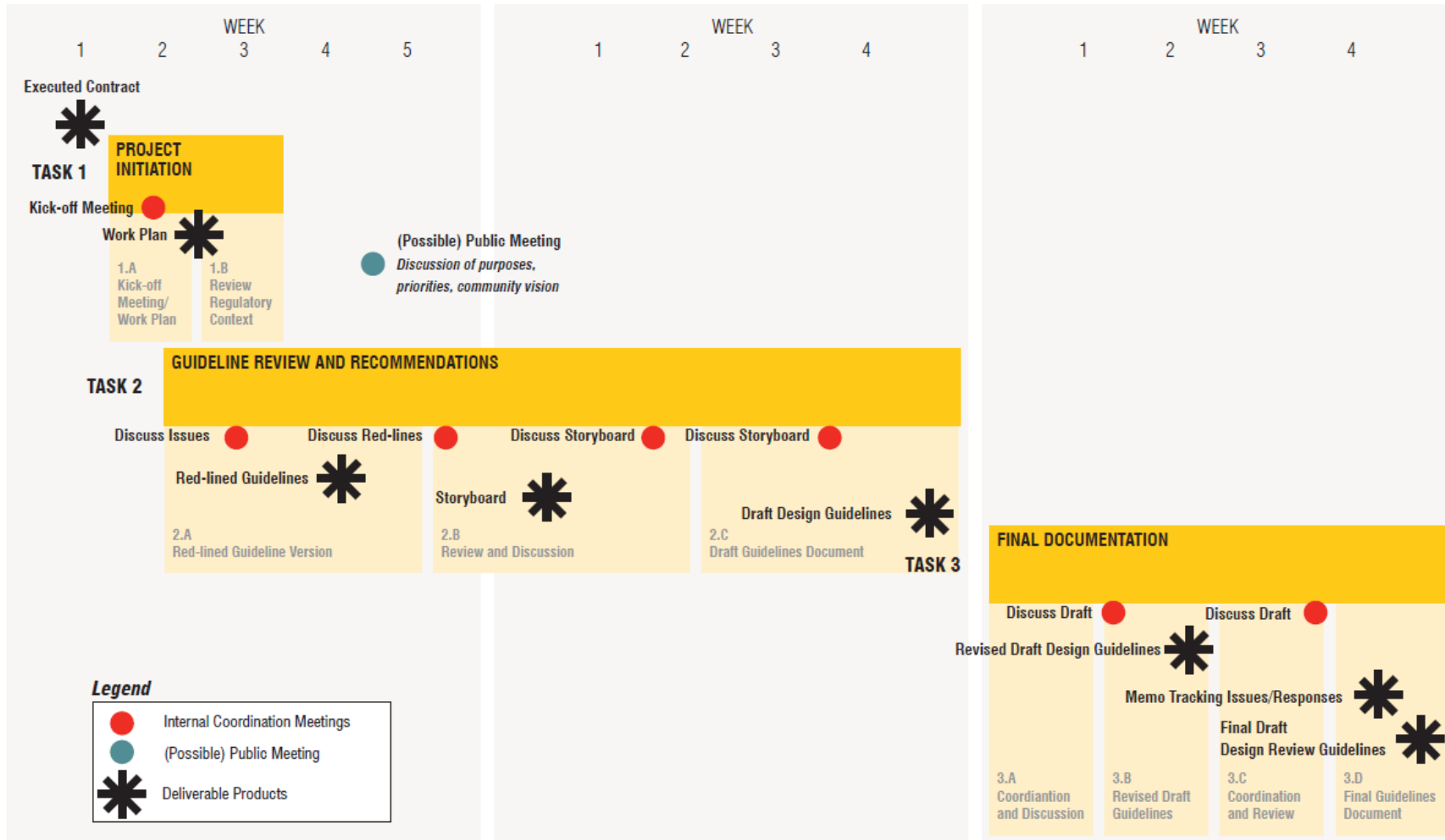


# STUDY PROCESS AND SCOPE

- **Project Initiation**
- **Guideline Review and Recommendations**
  - Red-lined Design Review Guidelines
  - Proposed Outline and Storyboard
- **Final Documentation**
  - Draft Design Review Guidelines
  - Memorandum Tracking Issues and Responses
  - Final Draft Review Guidelines

# Medway Design Guidelines Update

## STUDY PROCESS AND SCOPE



# Medway Design Guidelines Update

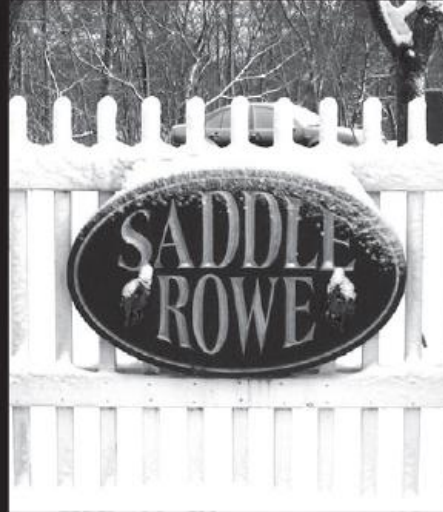
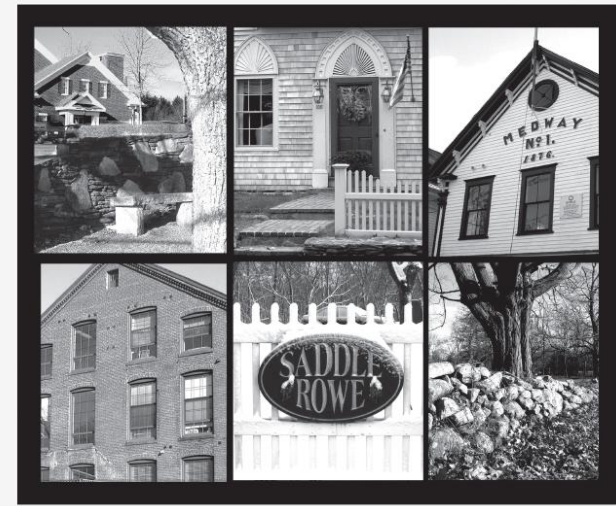
## CURRENT DESIGN GUIDELINES



EXHIBIT 2



### TOWN OF MEDWAY DESIGN REVIEW GUIDELINES



# CURRENT DESIGN GUIDELINES

## ■ General Comments:

- Categorization - issues within some sections
- Definition - many guidelines and terms need definition
- Clarity - guidance language is buried in other statements and often unclear as guidance
- Format - bulleted format would simplify and clarify
- Focus - commentary or informal statements are distracting
- Simplicity - need to simplify and reduce the language
- Scope - avoid duplication of other standards or reg's

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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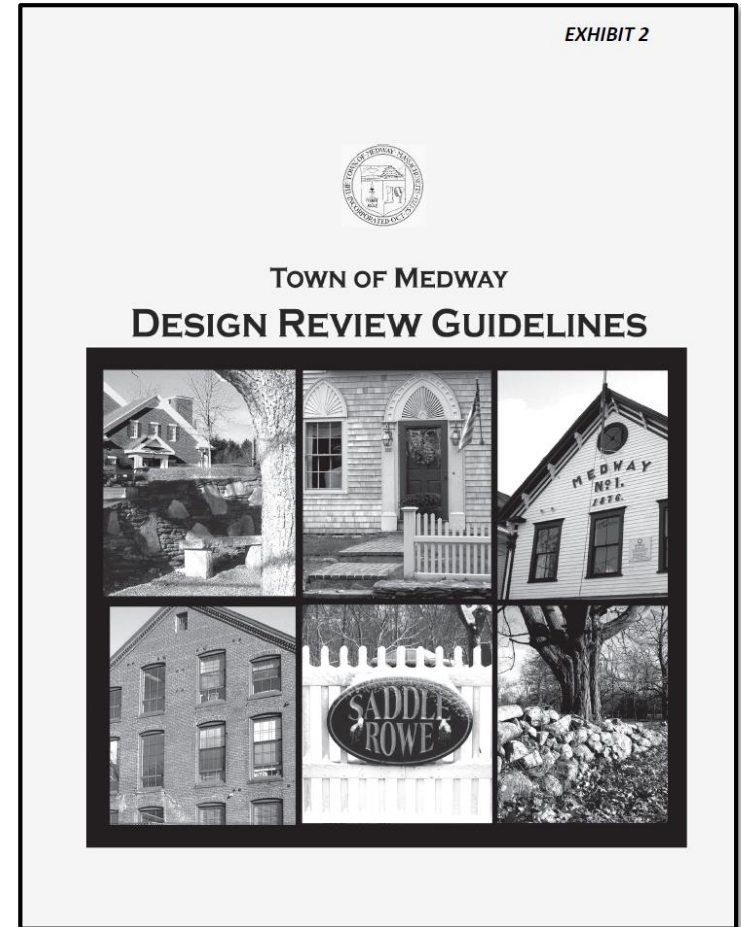
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### ■ Overall Outline/Document Structure

- Part I – Introduction
- Part II – Design Review Guidelines
- Part III – Sign Guidelines
- Part IV – Submission Process



# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure
  - **Part I – Introduction**
    - *The Design Review Committee (DRC)*
    - *Mission Statement*
    - *Relationship with Other Town Boards*
    - *Responsibilities of the DRC*

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure
  - **Part II – Design Review Guidelines**
    - A. Commercial, Retail & Industrial Proposals*
    - B. Subdivisions and Residential Proposals*



# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure

- Part II – Design Review Guidelines

- A. *Commercial, Retail & Industrial Proposals*

1. Site Design
2. Pedestrian & Vehicular Access
3. Parking
4. Streetscape and Landscaping
5. Building Orientation and Forms
6. Adaptive Re-use
7. Infill Construction
8. Stormwater Management
9. Public Spaces Amenities
10. Utilities
11. Outdoor Lighting
12. Accessibility

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure

- **Part II – Design Review Guidelines**

- A. Commercial, Retail & Industrial Proposals*

1. Site Design
2. Pedestrian & Vehicular Access
3. Parking
4. Streetscape and Landscaping
5. Building Orientation and Forms
6. Adaptive Re-use
7. Infill Construction
8. Stormwater Management
9. Public Spaces Amenities
10. Utilities
11. Outdoor Lighting
12. Accessibility

- **Typical categories that may be missing:**
  - Gateway sites or corner sites
  - Façade composition
  - Façade components
  - Site furnishings
- **Categories that may reach beyond scope of design guidelines:**
  - Stormwater management
  - Utilities
  - Accessibility

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure

- **Part II – Design Review Guidelines**

- B. Subdivisions and Residential Proposals*

1. Planning and Land Use
2. Roadways and Street Layouts
3. Driveways
4. Streetscapes and Landscaping
5. Architectural Features

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

### ■ Overall Outline/Document Structure

#### ■ Part III – Sign Guidelines

- A. Purpose*
- B. General Design Principles*
- C. Relationship to Neighborhood*
- D. Relationship to Building Architecture*
- E. Sign Location and Placement*
- F. Size and Proportion*
- G. Message and Content*
- H. Color*
- I. Materials*
- J. Multi-tenant Buildings*
- K. Lighting*
- L. Window Signs*
- M. Free-Standing Signs*
- N. Awning Signs*
- O. Projection Signs*
- P. Things to Avoid/ Discourage in Designing Signs*

# Medway Design Guidelines Update

## CURRENT DESIGN GUIDELINES

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- Overall Outline/Document Structure
  - **Part IV - Submission Process**
    - A. Submission Materials
    - B. Submission Schedule & Review Procedures
    - C. DRC Recommendation

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## Overview & Purpose (IIA.) Simplify and clarify

- Retain the “feel” of a small, rural New England town characterized by distinct neighborhoods, open space and traditional architecture
- Preserve residential New England architectural style and character in non-residential construction
- The distinctive features that reflect New England style shall be incorporated – pitched roofs, dormers, moldings, covered landings, doorways, carports
- Intended to provide written guidance in matters of design
- Hope to educate applicant’s as to Medway’s stated preferences
- Encourage creative interpretation of these guidelines
- Help to articulate the collective “vision” of Medway

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 1. Site Design (IIA. 1.)

Improve language, categories and simplify

- Use land effectively by modeling proposed development around prominent features
- Consider clustering structures to foster a sense of community
- Take advantage of topography when designing for the site – avoid leveling
- Use trees, rock formations and stone walls on site as focal point
- Existing footpaths should be accommodated
- Take architectural cues from setting
- Building should take advantage of natural views
- Avoid repetitive plans
- Placing buildings closer to street may increase land preserved
- **Where allowable, mixed-use buildings should be considered**

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 2. Pedestrian & Vehicular Access (IIA.2.)

Repeat language, categorization

- Pedestrian access should be designed with minimal roadway and access crossings **and with weather protection**
- Pedestrian crossings within parking lots should employ brick/stone paving to differentiate
- Lighting should focus on access to and from vehicles and pedestrian links
- Pedestrian links widths that can **accommodate several pedestrians astride** [DEFINE]
- Use of brick, cobble or similar textural construction to differentiate crosswalks [REPEAT AND ACCESSIBILITY ISSUES]
- Incorporate curves to slow traffic speeds
- Interconnect vehicular passages to minimize curb cuts



# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 3. Parking (IIA.3.)

Add clarification and definitions

- Parking areas should be set back from the street in rear of buildings
- Use pervious material when possible
- Create landscape berms and dense landscape beds to screen parking
- Improved drainage features and related Best Management Practices [DEFINE]
- *Discussion:* Parked cars deaden space.
- *Discussion:* Great expanse of parking should be made navigable with separate smaller lots punctuated with trees and other landscape [MUST DEFINE ALL TERMS – HOW BIG? HOW MANY?]

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 4. Streetscape and Landscaping (IIA.4.)

Add clarification and definitions

- Recommends use of maintained landscape entries and buffer zones, benches, lighting, and public trash receptacles [DEFINE ALL REQUIREMENTS – HOW MUCH/MANY?]
- Landscape plantings should be drought tolerate, native to New England, non-invasive and have a **maintenance plan** for the first 3 years [DEFINE]
- *Discussion:* An **inventory of existing landscape features** is imperative [DEFINE]
- *Discussion:* Plantings and hardscapes should provide interest to site
- *Discussion:* Creating a more inviting entry to serve to buffer undesirable views
- *Discussion:* Particularly sensitive to buffering concerns between zones [DEFINE]
- *Discussion:* Professional landscape designers and Landscape Architects can help to develop appropriate designs [DEFINE EXPECTATION OR REMOVE]

# CURRENT DESIGN GUIDELINES

- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 5. Building Orientation and Forms (IIA.5.a.)

Add clarification and definitions

### a) *Mass & Scale*

- There should be a **consistency of human scale** throughout [DEFINE AND CLARIFY]
- Large buildings should be **designed to appear as smaller through the use of bays or wings** [DEFINE AND GIVE METRICS]
- Cues of scale from New England residential architecture should be employed [ALWAYS? DEFINE]
- Construct buildings as if they grew out of the site as opposed to appearing as though they were dropped onto the site [UNCLEAR/INFORMAL LANGUAGE]
- *Discussion: Break up long forms with vertical shapes and give dimension to flat planes* [DEFINE]

# CURRENT DESIGN GUIDELINES

- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 5. Building Orientation and Forms (IIA.5.b.)

Refine language and references

### *b) Rooflines*

- Use traditional rooflines in the 8:12 to 12:12 range
- New England winters treat flat roofs and shallow pitches poorly [REMOVE COMMENTARY]
- The addition of dormers may add visual interest to rooflines
- *Discussion:* Avoid cookie-cutter repeats [DEFINE TERMS, REMOVE COLLOQUIALISMS]
- *Discussion:* See Planning Board “Site Plans – Rules and Regulations; Section 205-2: Design Standards” for specific regulations for large buildings [CONSIDER RELATIONSHIP AND REFERENCE TO OTHER REGULATIONS AND STANDARDS]

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# CURRENT DESIGN GUIDELINES

- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 5. Building Orientation and Forms (IIA.5.c.)

Focus and direction

### c) *Materials*

- Build with **natural materials** such as wood, brick or stone [DEFINE]
- Clapboard and cedar shingles are local favorites [REWORD INFORMAL LANGUAGE]
- Brick can be effective in creating textural variation on a building as an accent or as the primary façade material
- Granit is indigenous and highly recommended as a structural element or landscape feature
- Avoid concrete block
- Use neutral or historic colors
- Medway seeks durable structures made of permanent materials [DEFINE, AVOID RECOMMENDING CONSTRUCTION TECHNIQUES]

# CURRENT DESIGN GUIDELINES

- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 5. Building Orientation and Forms (IIA.5.d.)

Add clarification and definitions

### *d) Architectural Features*

- Look to historical details for inspiration. New England rooflines are historically pitched roofs of varying heights and angles [DEFINE MORE SPECIFICALLY]
- Stay away from architectural gimmicks such as over or undersized columns, the ubiquitous Palladian window, Disney-esque, or Mc-Mansion scale [AVOID POLEMIC]
- Emphasize the human scale with features such as functional lookouts, porches, covered entries, decks and walkways
- Garage doors should be subordinate to main entrance

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# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 6. Adaptive Re-use (IIA.6.) Different type of category, align guidelines with references

- Be respectful of the façade, the front of historic buildings should be refurbished only to express their original design [REFERENCE OR INCLUDE GUIDELINES FROM THE SECRETARY OF INTERIOR'S STANDARDS]
- Any interesting architectural elements that can be repeated throughout additions, interior or exterior, will aid in keeping the character of the original structure
- *Discussion:* Converting a structure from one use to another without altering the fabric of the neighborhood must be considered

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 7. Infill Construction (IIA. 7.)

Different type of category, refine language

- If significant, historical structures exist onsite or nearby, consider incorporating complimentary styles across new buildings
- *Discussion:* The challenge of building in New England is blending new with old in a way that allows appreciation of both [COMMENTARY]
- *Discussion:* An inventory of the surrounding structures and their uses will provide architects/developers with references for new construction in terms of compatible uses, scale, setbacks, and enhanced pedestrian and bike accessibility [DEFINE REQUIREMENTS]
- *Discussion:* The DRC encourages thoughtfully designed new structures more than just mirrors the look of adjacent buildings [COMMENTARY]



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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 8. Stormwater Management (IIA.8.)

Relevance? Refine guidelines about design

- Stormwater Management design should incorporate the human scale, just like other large scale planning concepts [DEFINE]
- Incorporate Low Impact Design (LID) concepts wherever possible [IS DRG THE APPROPRIATE LOCATION FOR THIS?]
- *Discussion:* Rain gardens may be used to infiltrate water from cul-de-sacs and driveways
- *Discussion:* Grassy swales can be designed instead of catch basins and culverts
- *Discussion:* Drainage ditches and ponds should be designed and landscaped to appear naturally established

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 9. Public Space Amenities (IIA.9.)

Define guidance and intentions

- Create **public open space** by arranging buildings around open fields or by providing for “**common area(s)**” [DEFINE TERMS AND REQUIREMENTS]
- *Discussion:* Small spaces, such as a widened sidewalk for benches and landscaped planters, add significantly to the enjoyment of a space for customers and employees
- *Discussion:* Where larger lots permit, natural or created common areas can create visual and literal respites and serve to link buildings
- *Discussion:* Outdoor gathering places well designed, built, landscaped and protected invite pedestrian traffic, which in turn can encourage commerce [COMMENTARY]
- *Discussion:* Benches, fencing, trash receptacles, bike racks and dumpsters can be valuable site amenities when **considered and appropriately placed** during the design stages [DEFINE]

# CURRENT DESIGN GUIDELINES

- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 10. Utilities (IIA. 10.)

Relevance to design guidance

- Implement low impact design concepts [CATEGORY]
- Green building design includes recycling water, harnessing the sun’s energy, pervious pavements to recharge groundwater and efficient heating and lighting [DEFINE INTENT]
- Use the landscape and architecture to conceal systems from view [APPROPRIATE]
- *Discussion:* Natural resources available to Medway residents and businesses will continue to diminish and the costs for such will rise as development continues [COMMENTARY]
- *Discussion:* The DRC will strongly encourage resource preservation in construction as well as with the utility implementation and use, including the use of renewable energy sources [DEFINE INTENT – MOVE FROM DISCUSSION TO GUIDELINE]

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# CURRENT DESIGN GUIDELINES

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 11. Outdoor Lighting (IIA.11.)

Define guidance and intentions

- Outdoor lighting has a significant impact on safety, security, and visual quality of a project [COMMENTARY]
- Select fixtures that are in keeping with the historic nature of Medway [DEFINE]
- Consider both daytime and nighttime effects of lighting [HOW?]
- Keep lights on timers to allow adequate overall lighting [DEFINE] when needed and conserve energy when not needed.
- When illuminating public areas, no spill should spread onto abutting public or private properties [CLARIFY]
- Have a maintenance plan [DEFINE REQUIREMENTS]

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- Content by Section – IIA. Commercial Retail & Industrial Proposals

## 12. Accessibility (IIA.12.)

Relevance to design guidance

- All new construction projects and substantial renovation projects are subject to the Massachusetts Architectural Access Board rule and regulations (MAAB) publication #521 CMR. [NECESSARY TO REFERENCE OR INCLUDE?]
- Graphic signs and Braille lettering should be considered to aid in use by visually handicapped [SPECIFIC TO MEDWAY DESIGN?]
- Locate handicapped parking spaces as close to entrances as possible [DUPLICATES OTHER STANDARDS]
- Provide benches along accessible routes to aid people with limited strength
- Provide firm stable surfaces along walkways and nature trails designated for pedestrian use

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## Overview and Purpose (IIB.)

Simplify and clarify language

- With the large residential parcel sizes common in many towns today as well as many of the new home site in Medway, builders routinely center structures on the parcels, set them back from the road and clear much of the intervening land.
- The intent of this is to present the home as a majestic structure and therefore improve the market value of the house and lot [ASSUMPTION]
- The end result, however, is that the sense of village and community are destroyed along with much of the remaining forest and fields [COMMENTARY/JUSTIFICATION]
- DRC strongly recommends that homes be built in clusters wherever possible to preserve open spaces and encourages a sense of community [DEFINE]

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## 1. Planning and Land Use (IIB.1.)

Define guidance and intentions

- Conceptualizing a residential development should begin with an **inventory of existing physical and visual characteristics** [DEFINE REQUIREMENTS]
- Integrate those features into the development design to preserve unique elements of the area
- Mixed-use developments and multi-unit residential development provide more open spaces for walking and encourage less vehicular travel [STATEMENT NOT GUIDELINE, JURISDICTION?]

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## 2. Roadways and Street Layouts (IIB.2.)

Define guidance and intentions

- Streets should follow existing terrain and site features such as stonewalls, streambeds or older hedges
- Let the existing landscape drive the conceptualization of the road layout and let the intensity use dictate the scale as outlined in the Planning Board's Subdivision Rules & Regulations [DUPLICATIVE OF OTHER STANDARDS?]
- Preserve **mature and healthy trees** and forest groves wherever feasible [DEFINE]
- Sensible radii/curves, multiple route options, narrow ways, traffic circles, boulevards, and bump-outs, should be used where possible [MUST GIVE MORE GUIDANCE AND DEFINITION]



# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## 3. Driveways (IIB.3.)

Define guidance and intentions

- Use shared drives for adjacent homes as well as for multi-tenant buildings and dense housing designs [APPROPRIATE, MORE INSTRUCTION?]
- Landscape the center of circular cul-de-sac or consider or other type of turnaround such as teardrop or hammerhead [APPROPRIATE]
- The private circular drives can be used to avoid the necessity of a turnaround [UNCLEAR]
- *Discussion:* Multiple, parallel driveways make for a monotonous landscape and increase curb cuts, generally an unfavorable planning approach for roadways
- *Discussion:* Short driveways, which are grouped, or shared leave more contiguous green space and are less invasive to the landscape

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## 4. Streetscapes and Landscaping (IIB.4.)

Define guidance and intentions

- Landscaping should be drought tolerant, native to New England, use non-invasive species and have a **maintenance plan** for the first 3 years [DEFINE REQUIREMENTS]
- Use natural landmarks to define an entrance to a new subdivision
- Leave a buffer zone of natural vegetation between new development and road edge [HOW MUCH?]
- Use indigenous materials, granite, fieldstone, wood, small amounts of brick, cobblestone, or iron for entrance structures
- *Discussion:* For the last 50 years most street systems have been designed to be car friendly but not human friendly [COMMENTARY/POLEMIC]
- *Discussion:* Attempt to find the human scale, wherever possible [DEFINE]

# CURRENT DESIGN GUIDELINES

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- Content by Section – IIB. Subdivisions & Residential Proposals

## 5. Architectural Features (IIB.5.)

Define guidance and intentions

- Look to historical details for inspiration
- New England rooflines are historically pitched roofs of varying heights
- Stay away from architectural gimmicks such as over or undersized columns, the ubiquitous Palladian window, Disney-esque, or Mc-mansion scale [COMMENTARY]
- New Englanders traditionally reserve ornamentation for window and door surrounds, as well as roof brackets [REORGANIZE SENTENCE]
- Emphasize the **human scale** with features such as functional lookouts, porches, covered entries, decks and walkways [DEFINE]
- Garage doors should be subordinate to main entrance but styled to coordinate with other architectural features

# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## **A.** Purpose (III.A.)

1. Provide guidance
2. Promote well-designed signs
3. Encourage creative and innovative approaches
4. Enhance overall property value
5. Ensure signs are designed for the purpose of identification

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## **B.** General Design Principles (*III.B.*)

1. Signs should make a general contribution to appearance
2. **Professionally designed** signs are most effective [DEFINE]
3. All signs should be compatible and coordinated

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## C. Relationship to Neighborhood (III.C.)

Define guidance and intentions

1. Signs design should **take into consideration** adjacent storefronts and flanking buildings [HOW?]
2. Signs should be designed and located with **sensitivity to residential areas** [DEFINE]

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## **D.** Relationship to Building Architecture *(IIID.)*

1. Signs should be designed to integrate with architectural style, historical significance and/or inherent character of the building
2. A sign should be designed with regard for the specific location where it will be placed on the building or site

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# CURRENT DESIGN GUIDELINES

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- Content by Section – III. Sign Guidelines

## E. Sign Location and Placement (III.E.)

1. For wall signs, the architectural design of the building suggests the appropriate placement location
2. Wall mounted signs on fascias above storefront windows should be sized to fit within existing friezes, lintels, spandrels, and other such features
3. In positioning a free-standing sign, consideration should be given to lot characteristics, roadway curves and building location on lot [ADD CIRCULATION]



# CURRENT DESIGN GUIDELINES

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- Content by Section – III. Sign Guidelines

## F. Size and Proportion (*IIIF.*)

1. A sign should be proportional in size to the area where the sign is to be located
2. Carefully consider the proportion of the lettered and graphic area to the overall size of the sign background [REDUCE COMMENTARY]
3. Although the sign bylaw prescribes the maximum sign size, as a general guideline, the length of a wall-mounted sign should not exceed 70% of the frontage of the establishment [JURISDICTION TO FURTHER DEFINE SIZE?]
4. The size of the sign should take into account the vantage point of the viewer. [DEFINE]

# CURRENT DESIGN GUIDELINES

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- Content by Section – III. Sign Guidelines

## G. Message and Content (III.G.)

Define guidance and intentions

1. Use a brief message. Keep it simple. [BEYOND SCOPE]
2. Avoid hard-to-read, overly intricate typefaces. Fonts should be selected to provide clarity and artistic integrity [EXAMPLES]
3. Avoid trendy typefaces
4. The following information should not be included on a business' primary sign

# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## H. Color (III.H.)

1. Colors should be selected that enhance sign legibility
2. Building colors should be considered when selecting sign colors

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## I. Materials (IIII.)

1. Signs should be construction using high-quality, durable and low maintenance materials [EXAMPLES]
2. Sign materials should be compatible with the design of the building and façade on which they are placed
3. Select materials to contribute to sign legibility

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# CURRENT DESIGN GUIDELINES

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- Content by Section – III. Sign Guidelines

## J. Multi-Tenant Buildings (*III.J.*)

1. Multi-tenant developments, which have gone through site plan review, will already have prepared a master sign plan for development [REMOVE]
2. Signs in a multi-tenant building or development should share a generally common design in terms of type of sign, materials, size, shape, illumination, placement, alignment and method of attachment
3. New signs proposed for existing buildings should provide a compatible appearance with the existing signage of other tenants
4. Employ a consistent placement for signs

# CURRENT DESIGN GUIDELINES

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## ■ Content by Section – III. Sign Guidelines

### **K. Lighting (III.K.)**

1. Window awning signs
2. When signs other than channel letters are internally lit, only the sign copy should be illuminated
3. Preferred forms of internally lit signs are those using push-through graphics, standard channel letters, reverse channel letters
4. Raceways, conduits and other electrical components should be concealed from public view
5. External lighting fixtures that project light on a sign from above or below are strongly encouraged
6. Light fixtures should be simple and unobtrusive in appearance and size
7. Light fixtures should be positioned so as to not obscure the sign's message and graphics
8. Light sources should be shielded

# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## L. Window Signs (*III.L.*)

1. Window signs are directed primarily at pedestrians and are meant to be read close range at pedestrian eye level
2. Window signs should be created from high-quality materials such as **neon**, gold-leaf and computer cut adhesive vinyl [CONFIRM]
3. Hand-painted and paper window signs are discouraged
4. Window signs should be applied directly to the interior face of the glazed area of the window or hung inside the window

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## M. Free-Standing Signs (*IIIM.*)

1. Single pole signs are highly discouraged. Monument or structured signs are preferred
2. Free-standing signs should be architecturally designed and incorporate design details
3. Free-standing signs should be placed perpendicular to approaching vehicular traffic
4. A free-standing sign should be placed within a **substantial planted landscape area or raised planter** [DEFINE]
5. Sign text should be limited to the business or development name [REPEAT]



# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## **N.** Awning Signs (*IIIN.*)

1. Opaque fabric is preferred
2. Lettering and or graphic elements should comprise no more than 30% total exterior surface
3. Cross reference to item K1.1 in Internal Illumination [MOVE GUIDELINE]

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## 0. Projecting Signs (III.0.)

1. Mounting hardware should be an attractive and integral part of the sign design
2. The design of a projecting sign may incorporate visually interesting elements such as painted or applied letters

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# CURRENT DESIGN GUIDELINES

- Content by Section – III. Sign Guidelines

## **P. Things to Avoid/Discourage in Designing Signs (III.P.)**

1. Overly cluttered
2. Excessive quantity
- ~~3.~~ ~~Sign material~~
- ~~4.~~ ~~Sign position~~
- ~~5.~~ ~~Sign shape~~
6. Strange shapes
7. Fluorescent/day-glow colors
- ~~8.~~ ~~Use of too many colors/fonts~~
9. Internally illuminated
- ~~10.~~ ~~Amateur or poorly crafted~~
- ~~11.~~ ~~Use of pole type free standing~~
12. Use of neon tubing
13. Reuse of existing sign
14. Wall signs above eaves
15. Not removing old signs

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# DISCUSSION OF GUIDELINE ORGANIZATION

I

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## ■ Current Document Structure

- Part I – Introduction
- Part II – Design Review Guidelines
- Part III – Sign Guidelines
- Part IV – Submission Process

## ■ Typical Document Structure

- Part 1 – Introduction: Guide to the Guidelines
- Part 2 – Architecture
- Part 3 – Signage
- Part 4 – Site Improvements
- Part 5 – Glossary of Terms
- Part 6 – References and Resources

# Medway Design Guidelines Update

## DISCUSSION OF GUIDELINE ORGANIZATION

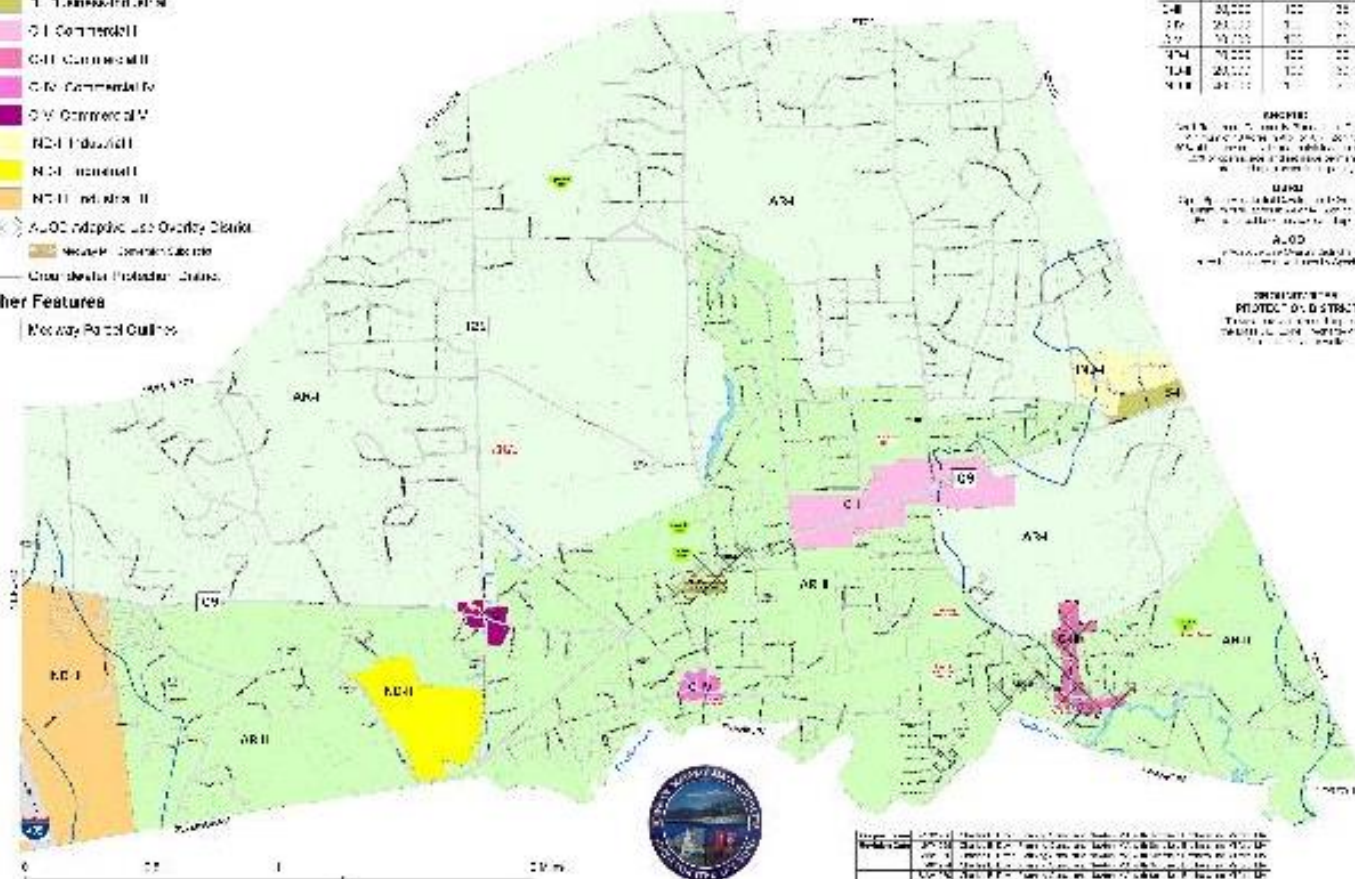
### Zoning District

- AR I Agricultural Residential
- AR II Agricultural-Residential II
- T Transitional
- CI Commercial I
- CI II Commercial II
- CI III Commercial III
- CI IV Commercial IV
- IND I Industrial I
- IND II Industrial II
- IND III Industrial III
- A-UD Adaptive Use Overlay District
- MSM Medium-Density Mobile
- CPD Creative Professional District

### Other Features

- Medway Parcel Outlines

## Town of Medway Zoning Map



ZONE	Area (sq. ft)	Percentage (%)	Acres (sq. ft. / 43,560)
AR I	14,000	100	32.15
AR II	24,000	171	55.10
T	20,000	143	45.91
CI I	10,000	71	22.96
CI II	20,000	143	45.91
CI III	20,000	143	45.91
CI IV	20,000	143	45.91
IND I	10,000	71	22.96
IND II	20,000	143	45.91
IND III	20,000	143	45.91

**NOTES:**  
 1. This map is a preliminary zoning map and is subject to change without notice.  
 2. The zoning districts shown on this map are subject to change without notice.  
 3. The zoning districts shown on this map are subject to change without notice.  
 4. The zoning districts shown on this map are subject to change without notice.  
 5. The zoning districts shown on this map are subject to change without notice.

**SCALE:**  
 1 inch = 1 mile

**LEGEND:**  
 A-UD Adaptive Use Overlay District  
 MSM Medium-Density Mobile  
 CPD Creative Professional District

**DATE:**  
 10/15/2014

**PROJECT:**  
 TOWN OF MEDWAY ZONING MAP

10/15/2014  
 10/15/2014

Each parcel is shown with its zoning district. The zoning district is shown in the color of the parcel. The zoning district is shown in the color of the parcel.

Town of Medway  
 Planning and Zoning Department  
 100 Main Street, Medway, MA 01948  
 508-538-2200  
 www.townofmedway.com

Symbol	Description
AR I	Agricultural Residential
AR II	Agricultural-Residential II
T	Transitional
CI I	Commercial I
CI II	Commercial II
CI III	Commercial III
CI IV	Commercial IV
IND I	Industrial I
IND II	Industrial II
IND III	Industrial III
A-UD	Adaptive Use Overlay District
MSM	Medium-Density Mobile
CPD	Creative Professional District

# DISCUSSION OF GUIDELINE ORGANIZATION

I

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## ■ Current Document Structure

- Part I – Introduction
- Part II – Design Review Guidelines
- Part III – Sign Guidelines
- Part IV – Submission Process

## OPTION 1

## ■ Typical Document Structure

- Part 1 – Introduction: Guide to the Guidelines

## Organization by Zoning District

- Part 2 – Architecture
- Part 3 – Signage
- Part 4 – Site Improvements
- Part 5 – Glossary of Terms
- Part 6 – References and Resources

# DISCUSSION OF GUIDELINE ORGANIZATION

I

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## ■ Current Document Structure

- Part I – Introduction
- Part II – Design Review Guidelines
- Part III – Sign Guidelines
- Part IV – Submission Process

## OPTION 2

## ■ Typical Document Structure

- Part 1 – Introduction: Guide to the Guidelines
- Part 2 – Architecture

### Organization by Zoning District

- Part 3 – Signage

### Organization by Zoning District

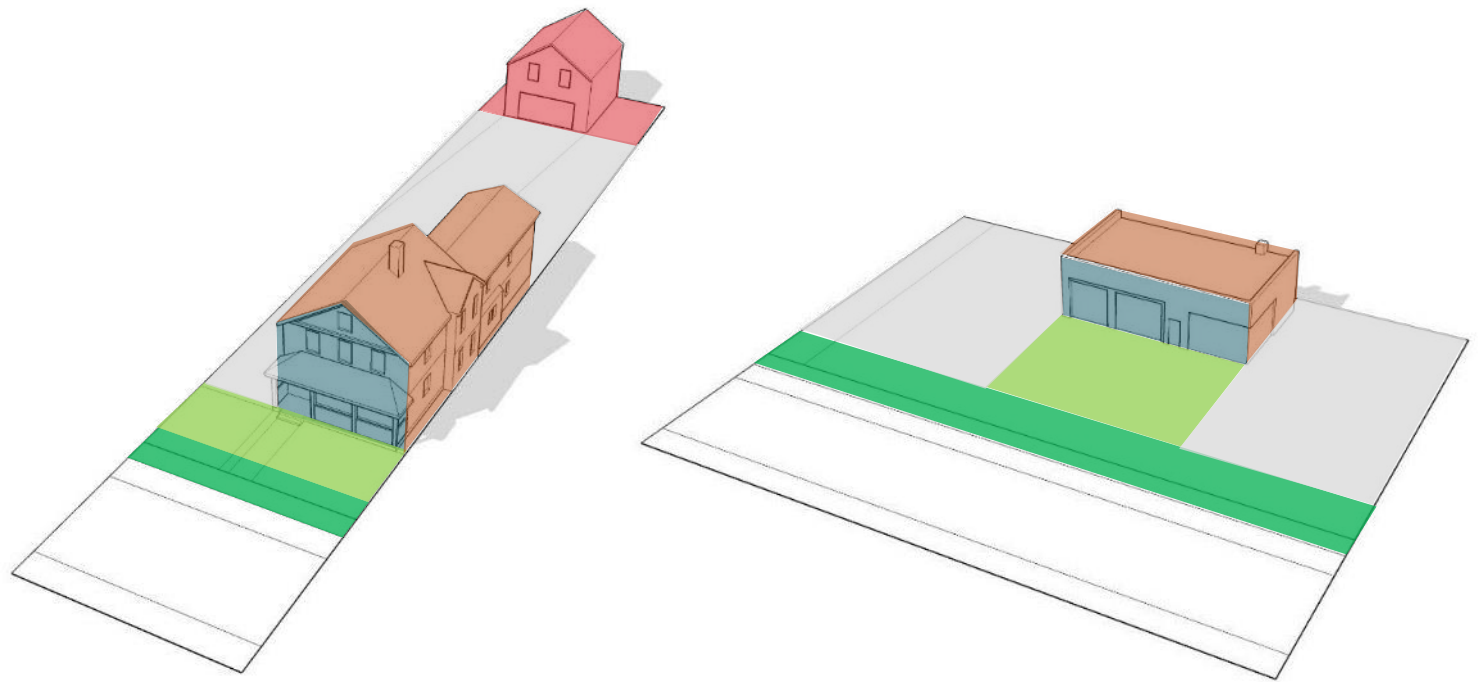
- Part 4 – Site Improvements

### Organization by Zoning District

- Part 5 – Glossary of Terms
- Part 6 – References and Resources

# DISCUSSION OF GUIDELINE ORGANIZATION

- Reorganization of and migration of content into new structure
- Expanded outline – “Story Board”





# NEXT STEPS

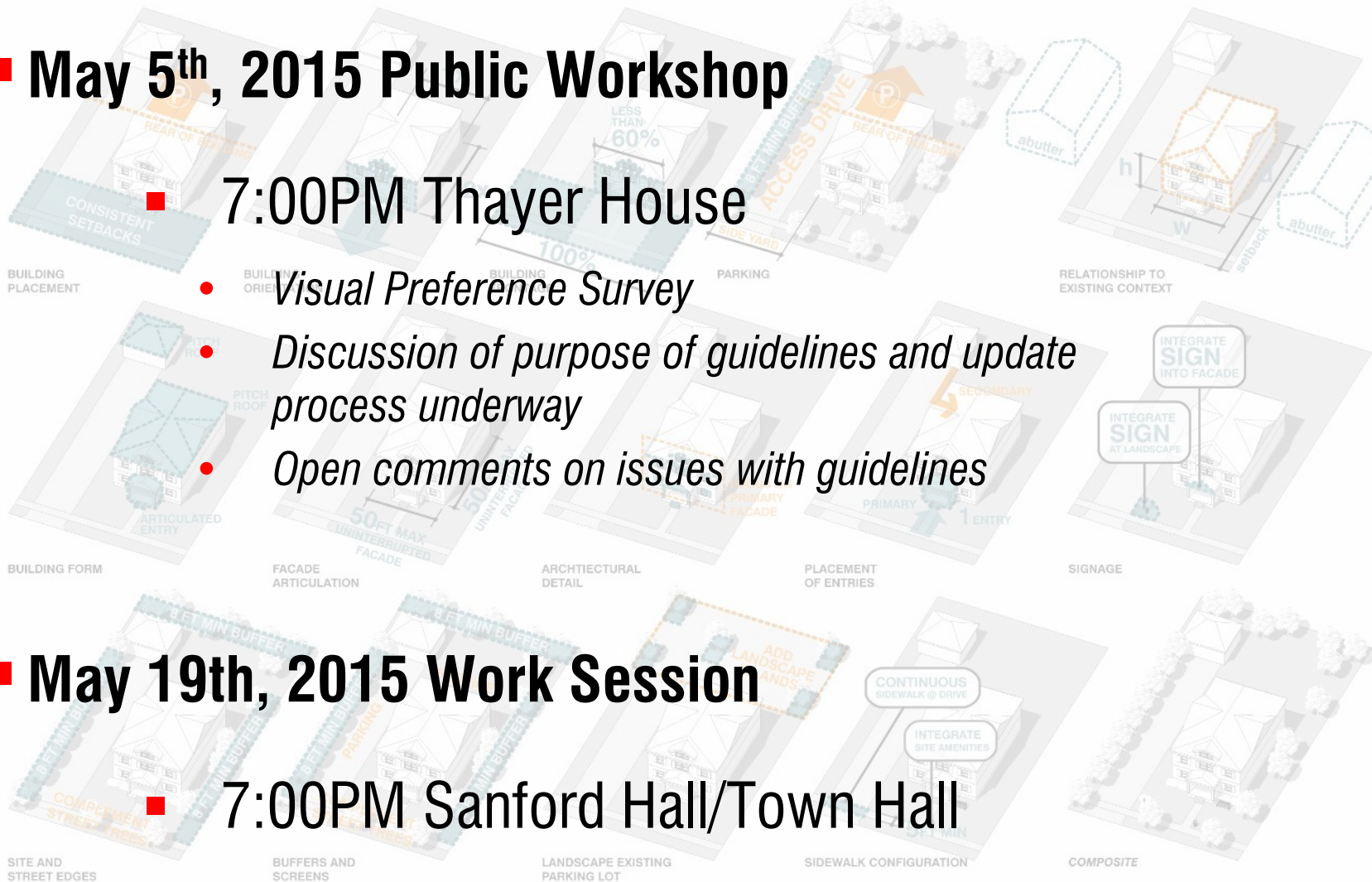
## ■ May 5<sup>th</sup>, 2015 Public Workshop

### ■ 7:00PM Thayer House

- *Visual Preference Survey*
- *Discussion of purpose of guidelines and update process underway*
- *Open comments on issues with guidelines*

## ■ May 19<sup>th</sup>, 2015 Work Session

### ■ 7:00PM Sanford Hall/Town Hall



# Medway Design Guidelines Update

## NEXT STEPS

TOWN OF MEDWAY | DESIGN REVIEW GUIDELINES UPDATE

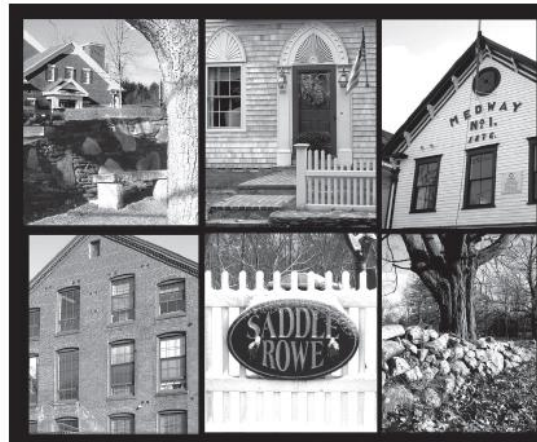


### COMMUNITY WORKSHOP

Meet with the Planning and Economic Development Board, the Design Review Committee, and the Design Guidelines Update Task Force. Residents and members of the Medway business community are encouraged to attend.

Tuesday May 5, 2015  
7:00 PM to 8:30 PM

**LOCATION:** Medway's Thayer Homestead, 2B Oak Street, Medway. *Please park in adjacent lots, not on the street.*



**PROJECT BACKGROUND** – The Town of Medway has hired The Cecil Group, a consulting firm, to help update its Design Guidelines used in the Town's Design Review process. The Guidelines are used to evaluate proposals for major renovations and new construction in Medway. Through the updated Guidelines, the Town hopes to better reflect and preserve the historic character of Medway, create a more streamlined and user-friendly product, and provide graphic and photographic examples to illustrate the Guidelines.

**WORKSHOP FORMAT** – Attendees will participate in a Visual Preference Survey to help determine what the aesthetic character of the Town should be – as affected through such elements as building style, site planning, landscaping, and parking.

**SCHEDULE** – The updated Design Guidelines will be completed during the summer and implemented in the fall.

**MORE INFORMATION** – Contact Susan E. Affleck-Childs, Medway Planning and Economic Development Coordinator, 508-533-3291 [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)



Red-line Guidelines Discussion | April 21, 2015



TOWN OF MEDWAY

# Design Review Guidelines Update

The Cecil Group