



Town of Medway

DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
(508) 533-3264 • FAX: (508) 321-4988

Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Tom Gay, Member
Rachel Walsh, Member
Mary Weafer, Member
Lisa Graves, Member

Approved: 3/7/16

Meeting Minutes: February 29, 2016
Medway Library, Cole Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:05 p.m.

Attendees:

	1/4/16	1/25/16	2/1/16	2/29/16	3/7/16	3/21/16	4/4/16
Matthew Buckley	X	X	X	X			
Julie Fallon		X	X				
Tom Gay				X			
Mary Weafer	X	X	X	X			
Rachel Walsh	X		X	X			
Lisa Graves	X	X					

Planning & Economic Development Coordinator Susy Affleck-Childs, Director of Communications Mary Becotte, and resident Dan Hooper also attended the meeting.

Minutes:

Rachel moved that the Committee approve the meeting minutes from February 1, 2016 as submitted; Mary Weafer second; No discussion; 3-0-1 (Tom Gay abstained).

Introduction of Mary Becotte, Director of Communications for the Town of Medway:

Ms. Becotte joined the Town as Director of Communications in December 2015. She reported that she has been meeting with department heads, committees, and boards over the last couple months. She is currently working on a monthly newsletter and a bi-monthly television segment, Medway Municipal Matters, for Medway Cable Access. The next episode will feature Town Administrator Mike Boynton and will update residents on the Route 109 project, the census, the budgeting process, and the Exelon expansion. In addition, she is hoping to make the Town website more user-friendly. DRC members introduced themselves and discussed their professional background. Ms. Becotte said it would be nice to feature the

DRC on a future episode and discuss the new Design Review Guidelines. She also offered to post information for the DRC on the Town's official Facebook pages.

Sign Bylaw Taskforce:

Julie is no longer able to participate on the Sign Bylaw Taskforce. The Committee needs to appoint another member. The next meeting of the taskforce is Tuesday, March 15, 2016. Tom is on the taskforce and said they have met 3 times. He said there was a lot of discussion with the representatives of the Medway Business Council about what is working well and what isn't working well. Building Inspector Jack Mee attended the last meeting and the group discussed items that help and hinder enforcement. Tom said the general feedback on the current sign regulations are that they are poorly organized, contradictory, and repetitive. There has been some discussion about moving them from the Medway Zoning Bylaw to the General Bylaw. Ms. Affleck-Childs reported that Director of Community & Economic Development Stephanie Mercandetti is planning to have Town Counsel come to future meeting and discuss the advantages and disadvantages of moving the sign regulations to the General Bylaw. The sign regulations cannot include a sunset clause unless they are in the General Bylaw. Ms. Affleck-Childs said Ms. Mercandetti is also planning to invite a local sign professional to a future meeting. The taskforce will make findings about what needs to be fixed, removed, and/or added. Tom said that the group is also reviewing sign regulations from other towns. He said overall it is going well and there has been good input and discussion. Chairman Buckley and Rachel will look at their schedules and discuss who will participate on the taskforce from the DRC at the next meeting.

Direct Tire:

Direct Tire President Barry Steinberg would like to remove the two proposed decorative windows to the right of the 5 garage bay on the right side elevation (see attached). The Committee reviewed the elevations (see attached). Ms. Affleck-Childs said Mr. Steinberg is also looking at options for the decorative windows in the peaks. Chairman Buckley said options are also being considered for the decorative windows on the Advance Auto building. The Committee will send a letter that they are in agreement with removing the two decorative windows to the right of the 5 garage bay. Rachel wondered if additional landscaping could be added to the Advanced Auto building to detract from the decorative windows. Ms. Affleck-Childs said the applicant is consulting with a decorative painter and discussing options to improve the appearance of the decorative windows.

Electronic Sign at Choate Park:

The Committee will discuss this topic more at next week's meeting. This is a time sensitive matter. Chairman Buckley asked members to look at examples over the next week and be prepared to discuss at next week's meeting. Members need to consider the mechanism, site placement, and messaging. The DRC will submit a report with their findings to the Board of Selectmen. Chairman Buckley will forward the information that Lisa sent him on this topic to the Committee.

Upcoming Meetings:

The next DRC meeting is scheduled for March 7, 2016 at 7:00 p.m. at the Medway Public Library. Shaw's will be at the meeting to discuss new wall and panel signs. Exelon will also be at the meeting to provide the DRC will an overview of the project. Ms. Affleck-Childs said she would forward the link to the Exelon site plan. The Committee briefly discussed the project and what the DRC's role may be. Susy said there is a substantial landscaping component to the project. Chairman Buckley said the Town should consider implementing a regulation on the height of walls if it doesn't already exist. Ms. Affleck-Childs said she will ask Exelon to bring material samples for the wall and buildings. The Committee said it would be nice to samples from other sites as well. Resident Dan Hooper said it is important to take photos of the area from different spots to get a good idea of what will be seen from the road.

The Willows ARCPUD:

Ms. Affleck-Childs brought a copy of the revised site plans for the Willows. The applicant is meeting with the Planning & Economic Development Board (P&EDB) next Tuesday night. The Committee reviewed the revised site plans to see if their recommendations have been incorporated. Ms. Affleck-Childs said there was additional testimony at the last P&EDB about the landscaping on the east side of the property. He said abutters are hoping it will be thicker and more varied. The DRC would like additional information on the following:

- Details on the fence located on the east side of the property, specifically the color and texture.
- Detail on the Versa Lok for the retaining wall south of main building.
- Detail on the stone face on the bridge crossings.
- Detail of the pool style fencing on top of the retaining wall south of the main building.
- The buffer on the east side should include more naturalized plantings that are large and varied. Tall plantings (evergreens) with modest level plantings in clusters, particularly at the end of the residential streets that abut the site.
- Details on the gazebo near the main entrance.

Chairman Buckley said it is important to also consider buffering scents and noise. Ms. Affleck-Childs said these items are regulated by the Department of Public Health. She said she would follow-up with the Town's Health Agent on this matter.

DRG Roll-out Update:

Tom presented to the Medway Business Council about the new DRG two weeks ago. Chairman Buckley presented to Economic Development Committee three weeks ago.

Sign Violations:

- 2-6 Main Street – size of For Lease signs.
- Lighting at Learning Tree.

Action Items:

- Committee members should come to next week's meeting prepared to discuss electronic signs. Matt will forward info from Lisa.
- Matt will draft an update letter for the Willows ARCPUD for the Committee's review.
- Mary will work on Annual Report.
- Susy will schedule meeting with Schools about new DRG.
- Ms. Affleck-Childs will draft something for local sign companies about new DRG.
- Matt and Tom will work on presentation at Annual Town Meeting on bylaw article.
- Ms. Affleck-Childs will forward the Committee the petition for variance relative to 122 Main Street when it is filed.

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Rachel to adjourn at 10:03 p.m.

Respectfully Submitted,

Michelle Reed

Susan Affleck-Childs

From: Matt Buckley <matt@matthewbuckley.com>
Sent: Monday, February 22, 2016 2:43 PM
To: Barry Steinberg; Matt Buckley
Cc: Susan Affleck-Childs
Subject: Re: Direct Tire and Auto Service

Barry,

Let me look at this when I get a moment. I can't imagine it would be an issue, but please know that any site changes must be done through the Planning Board. I have copied Susy Affleck-Childs on the email so that she is aware of your interest and can help facilitate any changes you may seek. I'll take a look at the site plan and give you input on the design in the morning.

Best,
Matt Buckley

On 2/22/16 2:35 PM, Barry Steinberg wrote:

Matt,

I am looking at my building and I am wondering for some reason there are 2 "fake" widows on the wall to the right of my 5 garage doors facing the doll house, oops sorry Advance Auto.

I think the wall would look so much better without those 2 windows. Is there any possibility of eliminating those without going back and having Rich re-apply of whatever takes place when something is changed.

I just think it would look so much cleaner without 2 more windows especially since my "real" windows look GREAT and the garage doors have a good look to them.

I would appreciate your opinion on this request.

Barry

From: [Matthew J Buckley](#)
Sent: Wednesday, February 10, 2016 12:52 PM
To: [Barry Steinberg](#)
Subject: Re: Direct Tire and Auto Service

Barry,

On behalf of the DRC, we are very glad to have you in town and are pleased with your strong interest in the appearance of your business. You more than reflected this intent during our meeting late last year, to discuss the monument sign at Tri-Valley.

We have worked exhaustively to improve Tri-Valley Commons' appearance over the course of the past 3 proposals. At times, this created some unpopular views of the DRC, but I believe that the end result of the current site appearance is testament enough. We will continue to observe the ongoing changes to the site and provide input to insure the desired outcome. Frankly, I think all parties know what it should look like, it is just a matter of getting the builder to follow through. The DRC has believed that if this site is attractive it will succeed and then put pressure on adjacent property owners to improve their sites, resulting in improvement and viability throughout that sector. Please feel free to turn to us with any questions, we are a group of design professionals offering who are glad to offer our advice. I hope to see you around town and good luck with the new store.

Best regards,

Matt Buckley

On Feb 10, 2016, at 12:02 PM, Barry Steinberg <barry@directtire.com> wrote:

Matt,

Very nice meeting you last evening.

As I told Susy I am going to put whatever pressure it takes to get Rich put a priority on these

windows and the thee versions to see what looks best.

The look now is totally unacceptable and I realize that the public sees these buildings as Advance Auto Parts and Direct Tire NOT Landry Architecture.

I take a great deal of pride in the name I have build over the past 41 years and am looking forward

to creating a successful and respectful location in Medway.

I have know Kevin for over 30 years and I consider him a friend and have a great deal of respect

for him and the business that he and Shawn have created and I am not coming to town to disrupt that.

It's like McDonalds and Burger King, CVS and Walgreen there is enough good business out there for all of us

if we earn it.

As I told Kevin better off with me than Goodyear, Firestone or a Town Fair tire and so is the Town. I know you

understand that a family owned business is always more focused on doing things by the book as apposed to

following directions from Akron, Ohio or some corporate office.

Thank you again for the input on the windows and I will keep you posted as to the progress with Rich.

Be well,

Barry Steinberg

Direct Tire and Auto Service

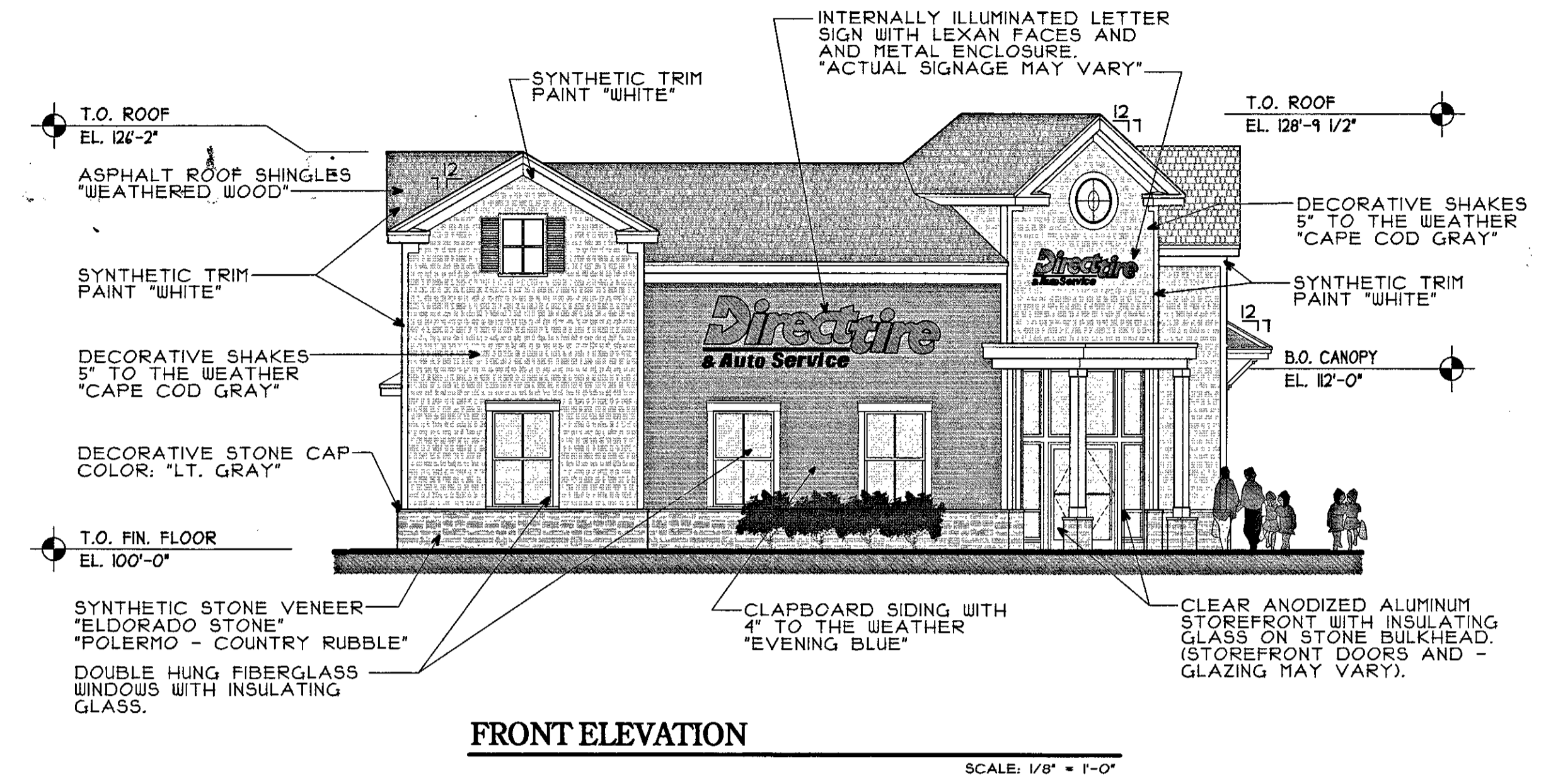
617 710 1000 cell 24/7/365

617 923 1800 office

barry@directtire.com

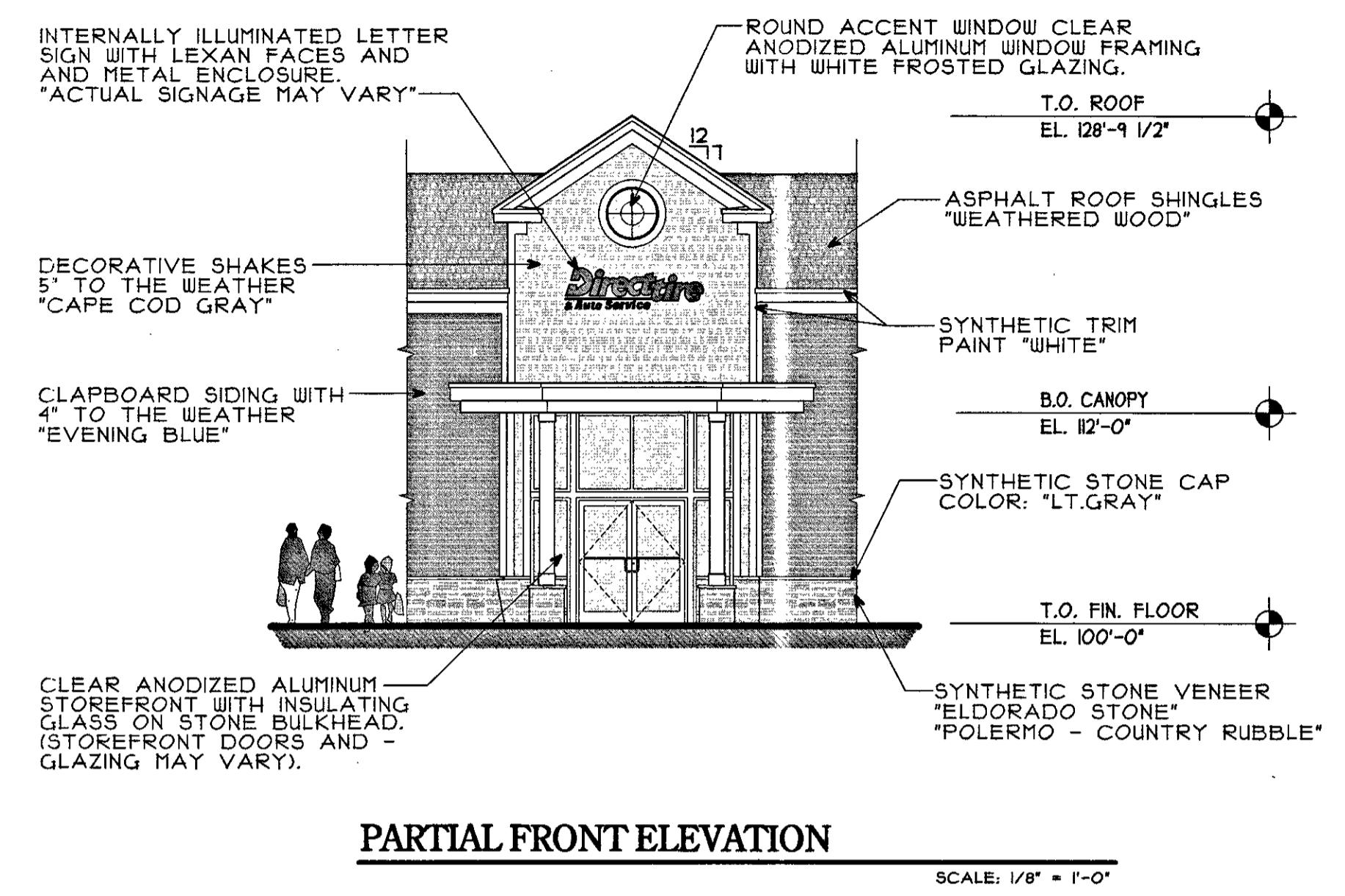
www.directtire.com

<Barry!.vcf>



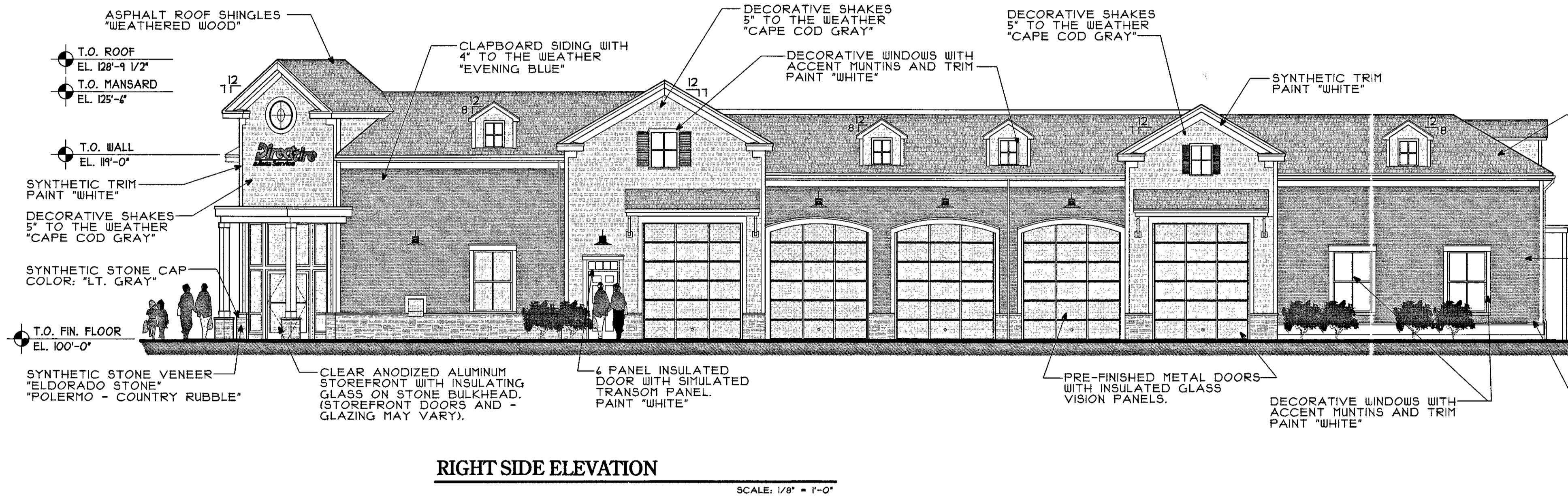
FRONT ELEVATION

SCALE: 1/8" = 1'-0"



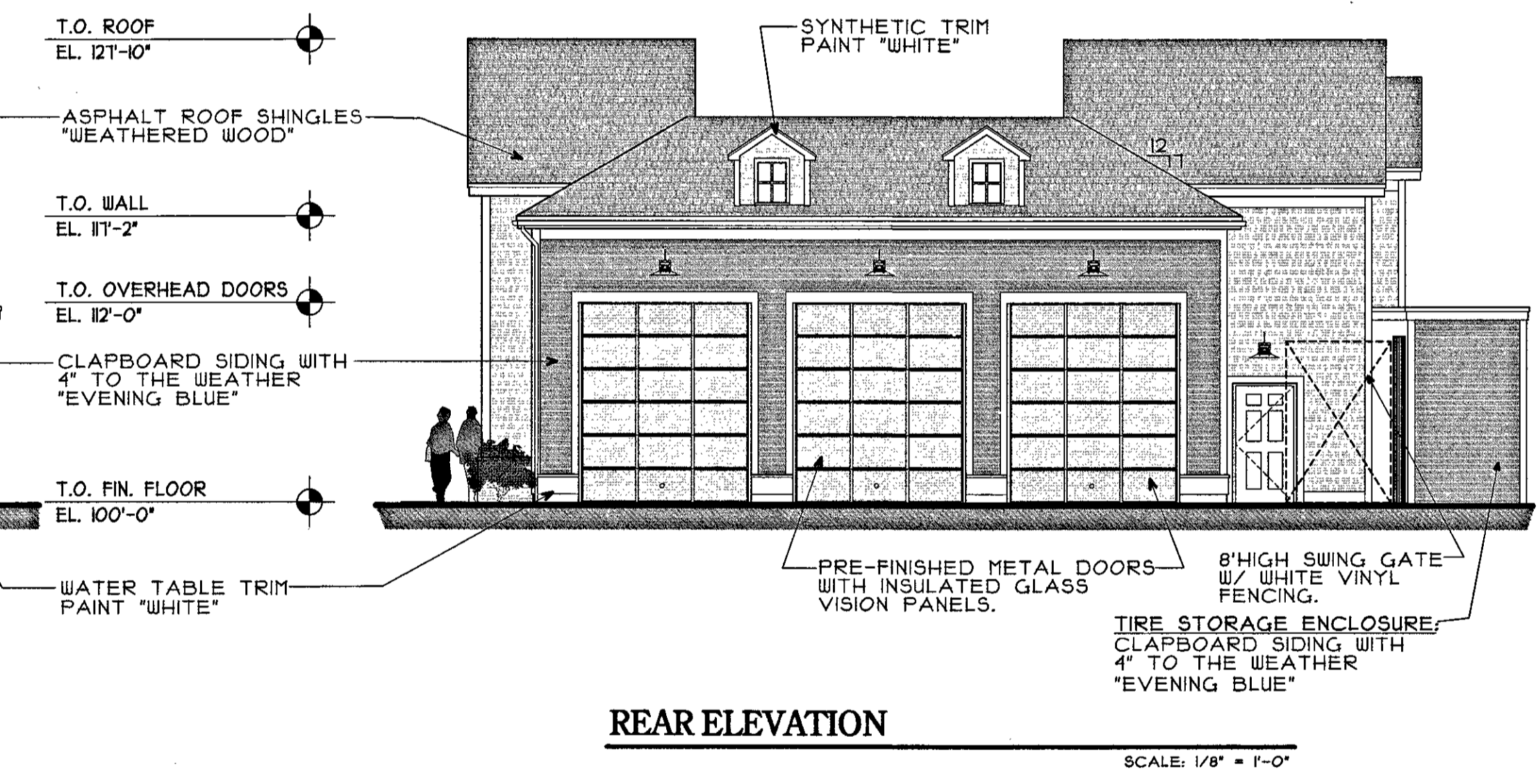
PARTIAL FRONT ELEVATION

SCALE: 1/8" = 1'-0"



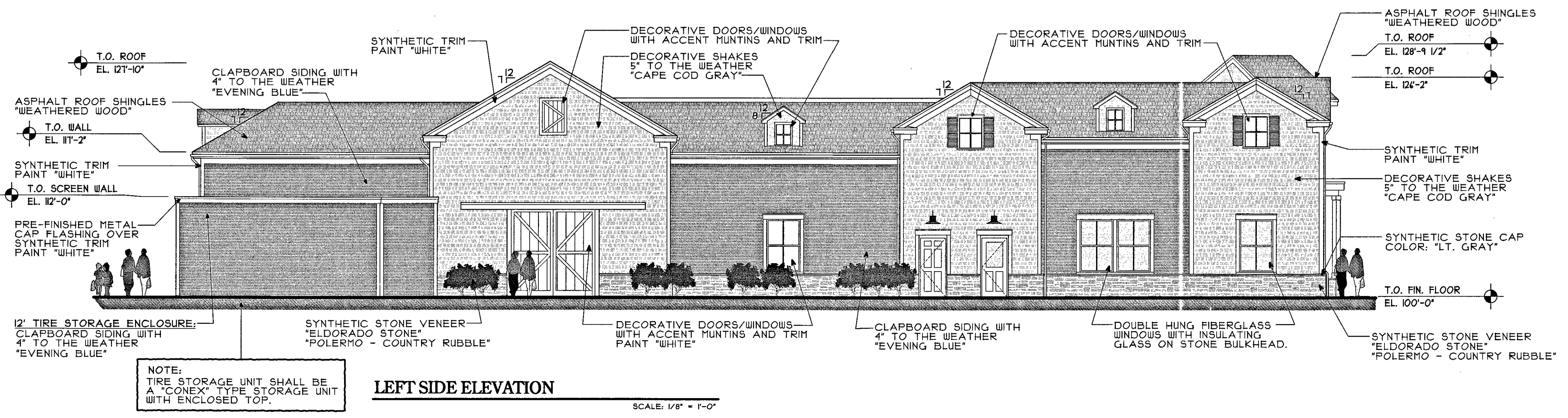
RIGHT SIDE ELEVATION

SCALE: 1/8" = 1'-0"



REAR ELEVATION

SCALE: 1/8" = 1'-0"



LEFT SIDE ELEVATION

SCALE: 1/8" = 1'-0"

NOTE:
TIRE STORAGE UNIT SHALL BE A "CONEX" TYPE STORAGE UNIT WITH ENCLOSED TOP.

APPROVED DATE: 8-11-15
MEDWAY PLANNING AND ECONOMIC DEVELOPMENT BOARD

[Signatures]

SIGNATURE DATE: 9-8-15
BEING A MAJORITY

REVISIONS
1 REVISED 6-24-15
2 REVISED 7-15-15
3 REVISED 8-14-15
4 REVISED 9-04-15
5
6
7

DRAWN BY: P.F.
CHECKED BY: REL
DATE DRAWN: 1-12-15
DATE ISSUED: 6-23-15
SCALE: AS NOTED
JOB NUMBER: 13-30
ARCHITECT'S SEAL