

January 4, 2005 ADMINISTRATIVE MEETING
Senior Center

Present: Dan Hooper, Karyl Spiller-Walsh; Alan DeToma, Matt Hayes - No Eric (sick)

Also Present: Susy Affleck-Childs, Planning Board Assistant and Gino Carlucci, PGC Associates (8:00 pm??)

The meeting was called to order at 7:12 pm

CONSIDERATION OF MEETING MINUTES

Motion by matt hayes – to approve all minutes - LIST out . . . – seconded by karyl – unanimously approved.

JOINT MEETING WITH DRC

Present – Andy Rodenhiser, Julie Fallon, Gary Jacob, Katie Tortorello, Stacey Wetstein; Deirdre Murphy Sullivan; Bob Greenebaum; Gwen Hendry

Introductions all around –

Dan – I don't have a particularly formalized agenda – welcome as a group – and the hope is we can talk about where we have come since your creation at ATM 2003 – what's been working, etc.

Gary – we have been feeling our way – created by the pb – to contribute to design – looking at trail systems, looking at signs – we have had several architectural discussions (2-4 Main St) – the other extreme is the McDonalds where we had an unwilling but because of the status of that review being Medway Commons - we kind of felt our oats with that one – I just kind of wonder if we had that kind of authority over every building that may not be a good thing – do we want every building in medway to look like mcdonalds –

Dan – that was guided by the medway commons overall site plan

Gary – we had unprecedented clout in that case because of the certificate of approval – but then you look at STAR Market – it seemed they were able to pull the wool over your eyes with that – the other extreme was that we couldn't get much of anywhere with 2-4 main street – one of the other comparisons was mcdonalds and we forced them to bring in professionals – in the end it was their professionals that designed – one lesson – is to – to work with small businesses who have no access at all or money to engage a professional designer so there we can provide some direct guidance but anything larger is to get the professionals involved early on – I was very aware of differences in outcome based on who puts pen to paper

Karyl – one thing that we had a lot of trouble with (dan and I) – the STAR market was a very big box – we didn't know how far we could go – that is a big issue with big box stores

Alan – there is another whole human element – mandate already put into place by the BOS Certificate of Approval for Medway Commons.

Gary – credit to the agreement – we had incredible authority based on that one clause

Alan – the second part of my comment was this – that was a big company and a mandate – the flip side of the coin is a local guy without much money and a crappy piece of property who wants to make some improvement – that is a situation where something is better than nothing – we could have said make it look nice

Dan – there were actually 3 entities – drc, pb and bos – the applicant knew they couldn't play one off against each other – they play off different boards (concom vs. PB) –

Deirdre – Andy had a great suggestion about a status report on each project – where it stands

Bob – I think it was actually me

Gary – the thing we need to do in our minutes – is to be very clear what is going to happen next and when

Deirdre – it would be very helpful to the applicants to know that info

Dan – they play that game some time – we are a reviewing body for site plan – we don't have authority

Katie – some sort of paper trail that – susy gives us a pretty good overview – status on

Andy – CVS was a good example – concom

GINO – 7:30 pm arrived

Karyl – 2-4 main street – he played us like a fiddle

Dan – he wanted to be a hero to the town – he started with us presenting that he was going to do the whole site – but what he really wanted was to construct a new building – virgin sites vs. retrofit sites – huge difference

Alan – part of that problem would go away if site plan process was changed.

Dan – feb 15 is deadline for town meeting articles – we have been rebuffed several times – our concept is to do a citizens petition

Gary – have you submitted one to them before that they have rejected

Dan – I have talked openly with Joe D about for years – Kent would be supportive

Gary – that would be the better way

Susy – the best way is to do it both – by the PB and citizens petition and that forces the issue

Alan – if that one change could occur would give this board and the drc so much more authority to impose design review – DRCs in other towns (like Natick) have a lot of power

QUESTION - citizen petition for ATM

Andy – last night at BOS meeting – China Lotus bus license – Joe D suggested that they go to the DRC; they want to paint and do landscaping – he is required to have a certain number of parking spaces – the BOS should be able to withhold their liquor license – Bob Speroni

Gary – issue of who can speak for the DRC – even if he is not making a statement on behalf of the drc – I don't think we want to be a policeman – so we can mention it to you –

Karyl – we are not enforcers

Andy – we have the ability to take the positive feedback from McDoanlds so that businesses want to come here – we represent community standards – customers will want to go to those businesses

Gary – I don't want to be the one to point fingers

Dan – I think the first effort on your part is with other town boards – pb, bos, zba – imperative that – create respect by knowledge – you can

Karyl –

Gary – I have played different roles – concom was setting the standards and I was there as a regulatory agency – we set the standard and they agreed with the order of conditions – I can see the PB in the same role as the CONCOM – but the DRC doesn't have that and we don't want it.

Dan- I agree that you don't want to be crazy policing – we have been talking about a process with Bob – same answer –

Susy – explained the idea that is being put forth – sign violation complaints from the PB – up to the BOS –

Gary – what you need is a picture to go along with each complaint

Dan – lets talk about our priorities now – I haven't seen but I understand there exists the sign design guidelines – how is it going with the overall design guidelines?

Gary – we are struggling – that first summer we spent a lot of time research and discussing – the question is whether we have bitten off more than we can chew – we may be a little bit over our heads – I understand that the PB will not

Andy – I talked to Dick Maciolek as town counsel to see if we could use it – as long as we put something together on –

Karyl – we wouldn't want to necessarily adopt the whole thing – Bob had some good ideas to culminate some of the surrounding towns – we did decide what we didn't want – that was a biggie – what was extraneous

Dan – can I make a suggestion on this – I used to work for Sheraton for 10 years – I actually was part of the design guidelines effort – worldwide – signs to brochures - \$5 million effort – it almost seems like we need a skeletal start – it seems like we need

Gwen – we have that based on some we have liked

Dan – lets take it and just do something – we are midway and we are just starting out – get something as a framework – a year and half is good enough time to have some good experience – virgin vs. retro –

Gary – hopefully in the next month we can get to work on this

Dan - you got to get back down to something on paper – the PB should participate more than we have

Karyl – right now, on that note – we have to know where we are going – we have to be careful what we are trying to advocate – we are not trying to reproduce midway commons time and time again – it was almost painful to keep doing that time and time again - really, making everything not like everything else

Dan – that is the most difficult thing in the world to write – defined yet flexible – you need a skeleton – it may need to be a PB budget item – there may be some funding in this year's PB budget – I hope it is not lost – McDonalds – and others

Dan – I know we ran into a situation at a DRC meeting where in an instance you said you aren't going to recommend – the applicant is not obliged to attend your meeting that is perfectly discretionary right now – if they never show up, they take the materials and the form and you say here is what we recommend – here is what they prefer – that is the best we can do in the absence of them – it gives the PB and the DRC another stepping stone toward respect – it feels shallow and disrespect – not to town committees – we made a commitment to made

Bob – that was the purpose of this form – each time somebody comes in front of us – we should have a single document as to what our intentions are – this is meant as an informal type document – to give an applicant back at the end of each meeting – some codified way as we

report as a committee – something we can send to the PB and the PB can waive in front of the selectmen –

Sac – checklist to go along with a submittal to the DRC

Katie – also info on time line – when does the DRC

Dan – in some cases, maybe we should have a joint meeting on some projects – little subtleties that are hard to relate back and forth –

Karyl – the applicants know that the pb IS WAITing for the DRC's

Dan – Sometime during the course of a PB hearing it might be helpful to

Karyl – lots of times what happens to us – applicant comes in – we gave him sketches, photos – he never once hired a professional wrist –

Deirdre – he didn't know what was required to –

Andy – we wanted the PB to know

Alan – That is the case where he said I am going to

Karyl – his site was riddled with issues of nonconformity 0

Andy – it was a con – to make everybody to feel warm –

Karyl – he was in france –

Andy – the recommendations were not terribly expense details –

Bob – the reason I was so upset at the meeting is that it had't changed

Dan – that goes to the whole issue of site plan review and how much pressure we exert on them for architecture – we aren't there quite yet –

Gary – a lot would depend on how the site plan regs are written

Andy - with the Iarussi property, we didn't know what to talk about

Dan – open space subdivision – it came in fast and it came in with some understandings – we don't anticipate that happening again

Dan – I think we are going to have to keep communicating – how can we take the skeletal design guidelines and bring it to some oife

Gwen – one idea we had was to break up the table of contents and have different people write it

Andy – set a standard format

Gwen - draft and swap

Dan – Maybe we could take a good draft and then take it to a professional

Bob – it the stuff in the middle that is useful – we get bogged down

Dan – is that

Alan – I think gwen's idea of beaking up the sections – that is a rough draft – then as a committee you look at the whole draft –

Dan - bring a good revised draft – it doesn't have to get down to such details

Bob – one of the problems is that we haven't really been addressin it as issue and reponse to issue – it has been a mismosh – our intention is now to really get down to it – I think it is an issue

Dirdre – I think we really need to start with a table of contents – make up a super list – then each of just tackle a chapter – use the other guidelines as a reference –

Katie – we need one editor initially to take what everybody has written

Deirdre – guidelines need to be adapted toward medway – I have worked on these before – I went around researching and phtogrpahing the whole town of norwood – I think it is important that the guidleins incoproate positive and negatives in the town –

Alan – I remember that discussion – different regions/sections of the town –

Dan – you will find that you cant make a one fits all – it is a guidelines – it is not a law or a rule/reg – it is your discretion to help them get around it if it makes sense –

Gary – to change the subject and we need to move forward –I want to bring up another issue all together – I want to have a gathering of some of the other committees – historical commission, CPC, in terms of what their goals are – so I am thinking of just having something like that – I would include the PB – more the touchy feely committees than the regulatory boards – another area where we can talk – this whole issue of concrete wall down by my house – I have tried to point out the travesty – some way for the committees

Dan – design guidelines in your hand and do an outreach effort to various groups – medway business coundil , etc – here is who we are and this is what we are guided by – I would have somelkthing in place that would give you the credibility – what – I don't think the DRC is settled into the brains

Gwen – we were hoping to get some input from some of them to include in the guidelines –

Alan – like a research mission

Dan – I think you will get bogged down

Gwen – I think we should just go to them to one of their meetings -

Gary – groups ought to get together –like concom and PB – to discuss drainage – I want to do it for several reason s- keep the groups small – Saturday morning or wed evening.

Dan – it is very rare to have this kind of get together – I am exactlyl in the same line of thinking as that – like once annually - town meetings are not the time to do this – all boards meeting – I think it is an opportunity tmissed – I have tried to talk Joe D into that – he is just simply not for it – I think he thinks it would be a waste of time – have the moderator run the session and have boards submit questions –

Karyl – from my little observation – the board that is having the biggest visual struggle is the ZBA with the 40B projecgts – they are lost on many levels and one of them is architecgture and landscaping – lost as to even what they should c onsider – they are going to be around us and are coming in -

Dan – hopefully we can get some things rolling – having design guidelines would be of huge help

Kent – developers have design packages – this model or that model – they have to show that they have worked with the town – but if the zoning board does not have the tools –

Karyl – the ZBA doesn't even know –

Kent – Communicating the purpose of the DRC

Dan – Kent is doing an unbelievable job on the BOS -

Gary – our action items – from your point of view id the design guidelines – I want to propose some effort to get commikteess together whether we go door to door – we have talked about some input to your site plan rules and regs – we would want to have some input – we would suggest that you take a more aggressive approach that anything that is going to end up being town property you can be tougher -

Andy – we need to get tougher – you have to create your reputation

Dan – we went to Springfield – back and forth – we are getting there –

Kent – you need to get away from the perception that – documenting what your criteria and guidelines should be – get that together in a DRAFT form – bring that to them – this is our current thinking –

Gary – my initial thought wasn't to work on the guidelines but to talk

Dan – don't forget the new administrator when that time comes – Susy and I talk about this we would like to see a bit more of visionary role for the TA; the TA has a lot of input at the tail end of the site plan process -