

## Medway Planning Board Meeting July 8, 2008

PRESENT: Bob Tucker, Karyl Spiller-Walsh, Chan Rogers, Tom Gay  
ABSENT WITH NOTICE: Andy Rodenhiser

DESIGN REVIEW COMMITTEE PRESENT: Gary Jacob, Matt Buckley, Mickee Whitney,  
Gwen Hendry

ALSO PRESENT: Susy Affleck-Childs, Planning Board Assistant

Open the meeting at 7:03 pm

Bob Tucker – it would be nice for the Planning Board and the Design Review Committee to exchange minutes

### **BILLS**

PGC Associates - \$206.25 – Karyl Spiller-Walsh, Chan Rogers – all yes

PGC Associates - \$ 699 – Karyl Spiller-Walsh, Chan Rogers – all yes

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Bob Tucker – Andy Rodenhiser cannot attend tonight – personal issues to deal with . . .

Bob Tucker – Joint meeting with the Design Review Committee – always a pleasure

Bob Tucker – introductions all around . . .

Bob Tucker – a couple of discussion items . . . guidelines for corporate sponsorship signs to get over this hurdle

Gary Jacob – One way we might get started on it – if we want to do it – phased approach – start out with really small signs – traditionally – cul de sacs and landscaped islands – sponsorship – I don't think most people mind that – get labor donated – you could have an official policy

Bob Tucker – outfield fence for baseball programs – take a look at the typical sizes of the banners – making them temporary things – they -

Mickee Whitney – They have to be large enough for an adult to see from behind home plate.

Gary Jacob – time duration issue – GATRA – How long would the support acknowledgement be up for . . . key criteria - . . . . one of the baseball issues there – is who is controlling it? Town property –

Mickee Whitney – banners that were hung on the fence? It used to be . . . is it fixed signs

Tom Gay – Another thing to consider is where they are. – traffic island – smaller sign who did the work and who is maintaining it – At a baseball park those things aren't as offensive as they are on a public street. Take careful consideration where those things end up. - as opposed to a general statement –

Gary Jacob – not just that it is sports – some sort of clause that if anything is determined to be illegal then they all have to come down – reserve final rights to some board . . . consistent . . .

Karyl Spiller-Walsh – We at Design Review Committee had laborious conversations about whether we should even consider corporate sponsorship of public signs, and that is not a slam dunk yet. – That is something we talked all about. The second thing we had concern is about placement. That is very site sensitive – location is driven by the businesses – we have come up with a lot of observations, comments, sizes – Matt Buckley has some formulas – basic question is whether we should accept –

Bob Tucker – Part of the decision needs to involve that organization who has the facility –

Mickee Whitney – Principal of the school? School committee?

Bob Tucker – I would go to the school committee first.

Mickee Whitney – If you allow it at the schools but not anywhere else – that is

Bob Tucker – But the school committee - parks board would

Mickee Whitney – There needed to be a town wide formula – and then additional approval of the respective location

Bob Tucker – I look at us as being the starters of an overall guideline – subject to approval of

Tom Gay – There could be consistent rules for size, colors, text

Karyl Spiller-Walsh – A good place might be to talk about that at the SWAP meeting.

Bob Tucker – not just a business wanting to put up a sign – They are also investing in the various programs.

Tom Gay – that is one of the keys – as opposed to just put up a sign for advertising they are giving their support to an activity or a project –

Gary Jacob – One other area you might want to look at would be memorials. – one of the reasons we reacted so strongly on the GATRA sign – thinking back to the Coakley building – Holliston brick program I think they raised 100,000

Karyl Spiller-Walsh – like plaques

Gary Jacob – Washington D.C., huge bronze sidewalk plaques. . different category for things in memoriam –

Another thing occurred to me. . . Would we limit who can advertise to just town residents or businesses?

Matt Buckley – There are signs. . . Let individual departments decide how to handle – some of the different signs at town that were just put up – things that weren't discussed – have the decision making be tied to the specific

Dan Hooper – the police station sign – Not to say they don't have a right to sign – The process they went thru was none – Most people who live in this town – that is another village area, to put up a vinyl internally lit sign was a shocker and a same - There needs to be some

Mickee Whitney – Moveable letters are reserved for non-profits

Gary Jacob – You could still have the Design Review Committee or the TA final decision on approval - . . .How would you do the equivalent for soccer fields where they don't have fences? Just because the parks department said it was okay doesn't

Bob Tucker – The department that controls the land or the building

Mickee Whitney – The sign bylaw applies to municipal projects as well.

Gary Jacob – Just the opposite is an example of a sign that would not be approved. The sign in front of Choate Park was a Boy Scout project. I don't think it would ever be approved now. But it has been there for years now. It is a highly successful

Tom Gay – It is not for advertising for a company – not to promote sponsorship – It is kind of a news thing

Mickee Whitney – It is regulated. What guidelines – town takes precedent over any other fundraising –

Karyl Spiller-Walsh Spiller-Walsh – It works because it is up. That doesn't necessarily mean it was well designed.

Susy Affleck-Childs – What about Cassidy Corner? Is that in the town's right of way?

Matt Buckley – some sort of guideline in terms

Schools, landscaped islands, fields,

Gary Jacob – What about religious organizations on

Dan Hooper – sponsorship signs. . . Was the opportunity even put out to bid? That is a bigger issue than the aesthetics.

Karyl Spiller-Walsh Spiller-Walsh – Do we even want this stuff?

Gary Jacob – One of the things you can do is to figure how much revenue to get. Signs on the baseball fields, etc. – maybe they already have – is this worth

Tom Gay – It may be worth contacting those groups to see if they have a list.

Karyl Spiller-Walsh Spiller-Walsh – What is wrong with a bronze plaque?

Matt Buckley – People want to read it as folks drive by.

Gary Jacob – If there was a specific building that already had a name, maybe you wouldn't allow it. My big thing is a level playing field.

Karyl Spiller-Walsh– I remember it was \$30,000.

Mickee Whitney – It was \$35,000. They didn't come to the town. They were solicited by the town.

Karyl Spiller-Walsh Spiller-Walsh – Who set the number?

Mickee Whitney – It was the non profit group that was trying to raise money. They went to various groups and clubs. That was the figure that was asked for.

Bob Tucker – I was part of that group pulling numbers together. That was all based on what we estimated it would cost to complete the building.

Gary Jacob – If there was a published list of what you get for what you pay, that would have solved the problem. – guidelines for private funds???

Mickee Whitney – Let's sit down and come up with solutions we face along the way. There is an issue, and we should solicit ideas on what people want, and what makes sense for the town, not just from a financial perspective.

Gary Jacob – Just the opposite thing happened 15 years ago. – decided to put up lights at the football stadium, and then the town said it couldn't pay for the bill. In the absence of a policy a group came together to raise money for a town item. – depends on what is the item raising money for . . . If a sticker goes onto something it becomes advertising.

Matt Buckley – Do we want to have corporate signage? Do we want to have opportunities for that?

Dan Hooper – Do we want to raise funds through the use of signage on public, private – Assuming we do, then we come up with parameters.

Tom Gay – Medway youth baseball . . . t-shirts, banners . . . I am one of those townies. That stuff doesn't offend me at the ball field. Sponsorship of an activity – that is not soliciting funds as a sign to make money for some other purpose – we need to draw that distinction –

Gary Jacob – Even the GATRA thing . . .

Gary Jacob – I don't know that this group

Gary Jacob – Does the town want this? We should do something more – some articles in the newspaper with some ideas? Get something on the web page.

Bob Tucker – Maybe a question needs to go to the various youth organizations – baseball, soccer – and see what their attitudes are.

GWEN HENDRY arrives.

Mickee Whitney – temporary signs

Bob Tucker – I think about this in terms of what is being received for the contributions.

Dan Hooper – if it is on town land? Little league fields, parks – no matter who or what the organization it should be under some sort of guidance

Chan Rogers – I think this committee should be the guardian

Chan Rogers – I think . . . people parking cars on a bit lot with for sale signs – There are two places in town used as used car lots. I feel the PNB can stop that kind of random misuse of the landscape.

Chan Rogers – I am not a proponent of a DRC but you guys have sold it to me. You are the only Design Review Committee in the SWAP area that is functioning and doing a good service for the town. I am concerned that you are treading on thin ice.

Chan Rogers – Who is going to come next week to the SWAP meeting?

Bob Tucker – We do have another topic that is

Gwen Hendry – idea – expansion of the design review handbook – It is an area we need to look at more closely. Look at that one section of the handbook, and focus on it, and flush it out some more.

Gary Jacob – referenced the Aesthetics booklet – actually read it – Village areas have maximum setbacks. Identify the area to focus on. Trees – you have different sorts of impressions you get based on where you are. - building across the street – when it burned down – no guidelines for reconstruction . . . Try to define different zones of town. In cluster developments, you might want to have people come closer to the streets, and require them to put in trees to reduce sound and pollution.

Karyl Spiller-Walsh – Use zoning bylaws to look at setbacks. Create streetscapes and identify what you want to have happen here, and how it looks.

Mickee Whitney – how it impacts businesses – in Northbridge I think – they did streetscape that took away parking – didn't look at all perspectives

Gary Jacob – Holliston was looking at the intersection of Route 16 and Central Street, and they were trying to figure out the character of the downtown area. Parking came up as an issue.

Karyl Spiller-Walsh – What is nice in Holliston – parking pockets – They are not vast grey areas. They are little areas behind the buildings.

Gary Jacob – Focus on parking in backs or sides, and allow for walking through from area to area – if you want to attract people to a business area

Karyl Spiller-Walsh - Maybe the idea . . . Why couldn't some of those that are in the front – It is the massing of parking in front that is bad. Smaller parking spots –

Gary Jacob – If Medway shopping center - If you brought all the buildings forward and put entrances on the backs, you would have much less parking that would have the sea of asphalt, and you begin to get a small commercial downtown area.

Dan Hooper – walking community -

Gwen Hendry – town owned property and signs – The town ends up being the worst offender, putting 14 sign posts in at one small area without any organization – like Farm Street and Village Street – where Main Street and Route 126 – lots of little signs – all kinds of stuff – I think one of the things we could do in this study would be to look at all those types of intersections to reduce signs at key areas. That is one of my thoughts. Also street furniture and park benches and lighting – so as we proceed toward the future – maybe a theme – have a plan in place so that when Route 109 gets redeveloped –

Matt Buckley – sidewalks –

Dan Hooper – Safe and wide sidewalks. The ones on Route 109 are not safe. There is a perceived safeness. – speed of roadway and curb cuts –

Gary Jacob – even having a grass strip between curb and sidewalks

Bob Tucker – putting trees too close to sidewalks

Matt Buckley – sidewalks. . About having good and consistent connected – a sense of contiguous – stop and get out of the car – I can't walk with a baby stroller –

Gwen Hendry – I think those sidewalks were put in in the 30's – crumpled and buckled

Mickee Whitney – People don't walk as much as they used to.

Gary Jacob – Holliston – crosswalks are elevated – If the town wanted to slow things down – speed bumps . . . Maybe look at some of the scenic streets and force cars to slow down. Is it even legal?

Gwen Hendry – I have talked to the police department about putting them in. They seem to feel that speed bumps are not the best way to slow traffic. They really disagree with the idea of speed bumps on Highland Street. It is something that needs to be looked at.

Gary Jacob – Our question to you. . Are there some things that you would like us to look at?

Chan Rogers – random use of signage that should be made illegal . . .

Gwen Hendry – That would be the building inspector’s job. There are plenty of illegal signs.

Chan Rogers – We have to have the will to do it.

Gary Jacob – I would prefer that the Design Review Committee not be the one to file zoning complaints. If we are policemen we lose our ability to work with folks.

Susy Affleck-Childs – Come to the Planning Board with a list of non compliant signs.

Susy Affleck-Childs – Add photographs, illustrations to the design guidelines.

Gary Jacob – Dave D’Amico has arranged for us to have a file on the DRC web pages to store photographs. There is now a way of accumulating pictures.

Matt Buckley – It would be helpful to have access to internet where we meet.

Gary Jacob – We need support. We need some architectural folks on the Design Review Committee.

Karyl Spiller-Walsh – for certain jobs and applicants that we had talked about – on bigger jobs and certain issues, that the Planning Board should allow us to have access to an architect, and we should have funding for that. We should have access to expert design assistance. We really need professional advice.

Gary Jacob – Maybe that could work in several – With the next step with our design guidelines – We can always come to the Planning Board for a budget.

Dan Hooper – If we find as a committee, that there is such a huge disparity, that we are going to need some mitigating assistance, through the fees the Planning Board charges for site plans, there must be a way to hire professionals. We would recommend that.

Gary Jacob –There might be an acreage or square footage to trigger

Dan Hooper – If it needs. . . on a massive scale

Mickee Whitney – Are you asking for access to architects?

Susy Affleck-Childs – Go thru an RFP for an outside consultant.

Karyl Spiller-Walsh – As soon as you have somebody under contract, then you are obligated to that firm . Is it possible to have a list of people that...

Susy Affleck-Childs – architect and site design

Susy Affleck-Childs – What is the triggering amount for procurement process?

Gary Jacob – Gino, do you think you could take this to the next level?

Gino Carlucci – I think it would be difficult for me to do that.

Bob Tucker – Susy, please find out what the magic number is these days? For procurement

Next steps for design guidelines – specific guidelines for different neighborhoods -

Dan Hooper – Route 109 is going to be an interesting project. All of that is involved – compilation of many

Karyl Spiller-Walsh – It is too bad that the Route 109 stuff isn't further along.

Karyl Spiller-Walsh – budget. . It is very important that the Planning Board understands the Design Review Committee has some technological needs. They need a budget – a list of stuff we need – this is ridiculous – round table that we – We do need a realistic budget. We need a laptop. We need visual aids, and we need to compile

Gary Jacob – Since we meet at the Senior Center – assume to have some technology there now – to have some technology - there is some real potential to

Chan Rogers – You need to talk to Dave about this . . .

Do this again in 6 months – January –

Susy Affleck-Childs – Forward Design Review Committee minutes to Planning Board members.

Gary Jacob – We can forward sign reviews to you.

Bob Tucker – I am not looking for a lot of information. I want to avoid

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**ANR Plan for 26/28 Field Road**

Father and son own 7A and 6A – 7A is sold, father is moving in with the son – want to change the lot line

John Near – Guerriere and Halnon

Shed is 8 x 10

Bob Tucker – It is underneath the size for a building permit.

Gino Carlucci – reviews – Substantially it complies. There are a few technicalities. I would recommend it would be

Chan Rogers – motion to endorse, - Karyl Spiller-Walsh – all yes . . .

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**Site Plan decision – for Murphy Insurance**

Bob Tucker – There is one part under specific conditions . . . on the sidewalks –

Tom Gay – I would rather wait until it is all

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**Site completion for Medway Commons**

Planning Board signed document.

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No committee reports –

Tom Gay and Chan Rogers

Motion to adjourn – 9:02 pm

Respectfully submitted,

Susan E. Affleck-Childs  
Planning Board Assistant