

July 8, 2008

PRESENT: Bob Tucker, Karyl Spiller-Walsh, Chan Rogers, Tom Gay  
Andy Rodenhiser – absent with notice

DRC PRESENT: Gary Jacob, Matt Buckley, Mickee Whitney, Gwen Hendry

ALSO PRESENT: Susy Affleck-Childs

Open the meeting at 7:03 pm

Bob Tucker – it would be nice for the PB and the DRC to exchange minutes

## **BILLS**

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

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

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

Bob – joint meeting with the DRC – always a pleasure

Bob – introductions all around . . .

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

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

Mickee – they have to be large enough for an adult to see from behind home plate

Gary – 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

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Mickee – 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 – 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 – we at DRC 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 has some formulas – basic question is whether we should accept –

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

Mickee – principal of the school, school committee?

Bob – I would go to the school committee first –

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

Bob – but the school committee - parks board would

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

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

Tom – there could be consistent rules for size, colors, text

Karyl – a good place might be to talk about that at the SWAP meeting –

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

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

Karyl – like plaques

Gary – 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 – moveable letters are reserved for non-profits

Gary – you could still have the DRC 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 Ok doesn't

Bob – the department that controls the land or the building

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

Gary – just the opposite is an example of a sign that would not be approved – the sign in front of Choate Park it 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 – it is not for advertising for a company – not to promote sponsorship – it is kind of a news thing

Mickee – it is regulated, what guidelines – town takes precedent over any other fundraising –

Karyl – it works because it is up – that doesn't necessarily mean it was well designed . . .

Susy – what about Cassidy Corner – is that in the town's right of way?

Matt – some sort of guideline in terms

Schools, landscaped islands, fields,

Gary – what about religious organizations on

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

Karyl – do we even want this stuff?

Gary – 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 – it may be worth contacting those groups to see if they have a list

Karyl – what is wrong with a bronze plaque?

Matt – people want to read it as folks drive by

Gary – 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 – I remember it was \$30,000

Mickee – it was \$35,000 - they didn't come to the town – they were solicited by the town

Karyl – who set the number

Mickee – 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 – 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 – 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 – 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 – 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 – do we want to have corporate signage – do we want to have opportunities for that?

Dan – do we want to raise funds thru the use of signage on public private – assuming we do, then we come up with parameters

Tom – 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 drawn that distinction –

Gary – even the GATRA thing . . .

Gary – I don't know that this group

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

GWEN arrives

Mickee – temporary signs

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

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

Chan – I think this committee should be the guardian

Chan – 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 – I am not a proponent of a drc but you guys have sold it to me – you are the only DRC 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 – who is going to come next week to the SWAP meeting?

Bob – we do have another topic that is

Gwen – 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 – 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 – use zoning bylaws to look at setbacks – create streetscapes and identify what you want to have happen here and how it looks

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

Gary – Holliston was looking at intersection of route 16 and central street and they were trying to figure out the character of the DT area – parking came up as an issue -

Karyl – what is nice in Holliston – parking pockets – they are not vast grey areas – they are little areas behind the buildings –

Gary – focus on parking in backs or sides – and allow for walking thru from area to area – if you want to attract people to a business area

Karyl - 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 – 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 – walking community -

Gwen – 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 – sidewalks –

Dan – safe and wide sidewalks – the ones on route 109 are not safe – there is a perceived safeness – speed of roadway and curb cuts –

Gary – even having a grass strip between curb and sidewalks

Bob – putting trees too close to sidewalks. .

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

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

Gary – 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 – I have talked to the police dept about putting them in -0 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 – our question to you. . Are there some things that you would like us to look at?

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

Gwen – that would be the building inspector's job – there are plenty of illegal signs

Chan – we have to have the will to do it . . .

Gary – I would prefer that the DRC not be the one to file zoning complaints – if we are policemen – we lose our ability to work with folks –

Susy – come to the PB with a list of non compliant signs

Susy – add photographs, illustrations to the design guidelines

Gary – 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 – it would be helpful to have access to internet where we meet

Gary – we need support – we need some architectural folks on the DRC –

Karyl – for certain jobs and applicants that we had talked about – on bigger jobs and certain issues, that the PB 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 – maybe that could work in several – with the next step with our design guidelines – we can always come to the PB for a budget –

Dan – if we find as a committee, that there is such a huge disparity – that we are going to need some mitigating assistance – thru the fees the PB charges for site plans – there must be a way to hire professionals – we would recommend that –

Gary – there might be an acreage or square footage to trigger

Dan – if it needs. . . on a massive scale

Mickee – are you asking for access to architects?

Susy – go thru an RFP for an outside consultant

Karyl – 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 – architect and site design

Susy – what is the triggering amount for procurement process??

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

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

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

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

Dan – route 109 is going to be an interesting project – all of that is involved – compilation of many

Karyl – it is too bad that the route 109 stuff isn't further along

Karyl – budget. . . It is very important that the PB understands the DRC 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 – 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 – you need to talk to Dave about this . . .

Do this again in 6 months – January –

Susy – forward DRC minutes to PB members . . .

Gary – we can forward sign reviews to you . . . .

Bob – 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 – it is underneath the size for a building permit –

Gino – reviews – substantially it complies – there are a few technical ites – I would recommend it would be

Chan – motion to endorse, - Karyl – all yes . . .

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Site Plan decision – for Muprhy INsured

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

Tom – I would rather wait until it is all

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Site completion for medway commons

PB signed document . . .

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No committee reports –

Tom and Chan

Motion to adjourn – 9:02 pm