

JOINT MEETING
Planning and Economic Development Board & Design Review Committee
Medway Senior Center - 76 Oakland St. Street
Monday, January 19, 2015
Medway, MA 02053

Members	Andy Rodenhiser	Bob Tucker	Karyl Spiller-Walsh	Tom Gay	Matt Hayes	Rich Di Iulio
Attendance	X	Absent	X	X	X	X

ALSO PRESENT:

Director of Community and Economic Development, Stephanie Mercandetti
 Planning and Economic Development Coordinator, Susy Affleck-Childs
 Amy Sutherland, Recording Secretary

Design Review Meeting Members:

Matt Buckley, Chairman
 Julie Fallon, Vice Chairman
 Mary Weafer, member
 Rachel Walsh, member
 Karyl Spiller-Walsh, member

 Dan Hooper, Citizen

The meeting was opened by both Chairman Rodenhiser and Chairman Buckley at 7:00 pm

Design Review Guidelines:

The purpose of the meeting was to discuss Medway’s Design Review Guidelines.

Susy Affleck-Childs informed all that the town has received five proposals for consultants. The proposals will be reviewed over the next few weeks.

There will be another meeting set up to discuss the design review process and some of the challenges the PEDB and DRC are dealing with. The facilitator for this meeting will be Jim Wieler.

Purpose:

The purpose of this meeting is to discuss how to refine the existing guidelines to make them more functional for the applicants.

Matt Buckley, Chairman of the Design Review Committee provided a PowerPoint presentation. (See Attached.) He explained that the Committee looked at a variety of towns for examples of design guidelines. Some of the examples were good while others were not. One of the examples shown was the Town Northborough. This particular example had a format which included

photographs and terminology which DRC members felt was important to include. All were in agreement that the idea of a glossary along with images of good design examples versus not so good design examples was important to include. The Town of Belchertown was referenced since it showed an example of a franchise building which was discouraged.

The Cumberland Farms finished product turned out great with efforts from both the Planning and Economic Board and the Design Review Committee. The developer did make a lot of adjustments to the first submittal. These changes improved how this store fits into the Town of Medway.

One of the goals is to identify areas where language could be added. An example of this is Industrial. There is no guidelines at all.

The Design Review Guidelines should run parallel with the Planning and Economic Development rules and regulations. Susy Affleck-Childs would love to see the Site Plan Rules and Regulations make a direct reference to the Design Guidelines.

The consultant would create a new set of guidelines and then the Planning Board would make a direct reference in their rules and regulations.

Susy Affleck-Childs explained that town meeting approved a general bylaw which formally established the Design Review Committee with its members being appointed by the Planning Board.

PEDB member Gay referenced page 7 of the Design Guidelines re: Accessibility. This section is governed by other laws. This presents a conflict. Another section which causes a problem is the lighting. This is referenced in the bylaw which has recently changed. Unless this document has been revised, the language conflicts.

It was noted that Consultant Barrett has recommended that the design review guidelines not be mentioned in the zoning bylaw. It is easier to make changes to guidelines instead of a bylaw.

The discussion next focused on how the design aspects of projects were handled in the past by both the Board of Selectmen and Planning Board. Dan Hooper remembers when this type of review was done. Site plan review in the past was done by the Planning Board but the Board of Selectmen made the final decision. The rules and regulations back then were simply a page. Andy Rodenhiser recalls when the CVS was being built, people were advocating at the Board of Selectmen meeting. This was the process back then. The design process was managed at the public hearing.

The Design Review Committee explained that they were active when the McDonalds came to Medway Commons back in 2005-2006. There were no printed guidelines at that point, but the end result was very good.

The Design Review Committee agrees that it is important for the applicant to have an informal meeting so that the applicant knows what to do. When the project for Learning Tree came in, the Design Review Committee worked with the applicant and the end result was good.

Some segments of the Guidelines need to be removed or added. It would be beneficial to add visual aspects or images for example, commercial, residential, and industrial. Those images will be the prescriptions.

PEDB Chairman Andy Rodenhiser indicated that he has no problem with Design Review Committee. He does at times have a problem with the process. With clarification in the Guidelines, it would make it easier and would remove conflicts. We need to be cooperative in doing things so that the public is served in a better way.

DRC Member Fallon commented that she is a little surprised by the feelings that the Guidelines are not clear. She thought they were well written. She does think it would be beneficial to have visual representation.

PEDB and DRC member Walsh responded that we could eliminate some verbage and create a baseline. This will help the document from being gray to specific. This is keeping with what the master plan is asking. We could create a bullet list and remove some of the text along with the inclusion of images which are acceptable (encouraged) and not acceptable (discouraged). This will get rid of the fuzzy stuff.

All were in agreement that franchises do not get a free pass to come and do whatever they want in Medway. The town does have Guidelines and they need to comply.

Ms. Mercandetti responded that with all developers, there needs to be some give and take in the process. When commercial developers come to a community, they typically want to know the process, timeframe and cost. This process gets unclear to the developer when the Guidelines are not clear. When the Guidelines are clear it saves developers time and money.

The goal is to set up three more working sessions with the Planning and Economic Development and the Design Review Committee. These would also be with the consultant.

DRC Member Weafer agree that the Design Review Guidelines need to include visuals. It would also be important to add more description with the visuals. This will make it easier for the applicant to know what we want.

PEDB Member Hayes would like to see images of what architectural styles the Town of Medway wants to see. We need to define what we want and do not want. He would also like to see any reference to roadway and street layout, drainage, utilities taken out of the Design Guidelines. Also, the DRC should also not be looking at things that are covered by the building code.

Dan Hooper suggested that it would be helpful to have a previous applicant or business person come in to give us their understanding of the process.

Stephanie Mercandetti responded that we need to know what the town wants in regards to how it will look. We do not define what will be welcoming to the community. Developers have a timing window and it usually comes down to negotiation. There is give and take on both sides. It is a partnership.

DRC and PEDB member Karyl Spiller-Walsh noted that with the proposed zoning bylaw recodification, some things were taken out which referenced Design Review Guidelines. The idea is that we will pick those up in rules and regulations to make us more flexible and have more bite. The general bylaw is not flexible. This would become a form based code if it is so prescriptive.

The downtown section of Natick was referenced as having good design practices.

There was discussion that “Traditional New England Style” needs to be defined better. This should include images. The words which should be referenced could be Federalist, Greek revival etc. It would be important to look at historic time period and what is aesthetic to the Town of Medway.

PEDB Chairman Rodenhiser explained that the town meeting voted the master plan and zoning bylaw that drives and determines what we do.

The Planning and Economic Development Board agrees that if the baseline is there, there will be fewer problems.

It was then communicated that developers plan their whole project and then come to the town.

If the contractor is designing a viable project around a baseline and the baseline is not met, it gives the town the ability to say no to a project.

There was a comment that the bank (Charles River Bank, formerly Medway Cooperative Bank) at the corner of Holliston and Main Street did a great job and this was without the Design Review Committee.

The idea would be to have a checklist which would prescribe the baseline and the contractor would need to submit info to this checklist.

Susy Affleck-Childs communicated that we may not want to establish one baseline for everywhere. For example, have one for commercial, and within the document, the guidelines would breakout for geographic areas such as village commercial vs. Route 109 commercial.

The Planning and Economic Development Board explained that the Design Review Committee can suggest changes, but the contractor is building the project and there will be certain items which the contractor will not budge on. This is when it becomes a problem.

It was communicated that the Design Review Committee is only able to give recommendations. The recommendations and input from abutters is then crafted into a decision by the PEDB. If the baseline is created, the Board will be able to defend the findings easier.

DRC Chairman Buckley communicated that at times the words in their recommendations are not interpreted by the PEDB as written. It would be helpful to have a sit down meeting prior to the decision so that the interpretation of the recommendations is clear.

All are in agreement that the baseline would help with this especially if checklist would be provided.

The Design Review Committee would like to have a member of the Medway Business Counsel serve on the Design Review Committee.

It was suggested to have the Design Review Committee meetings taped on Cable Access. The Chairman indicated that this needs to be a vote of the DRC.

Agenda Discussion Topics for the Next Meeting:

Ideas about the recommendations on the process
Information and how it is perceived
How to communicate the information from the findings to the Planning Board
How to incorporate a timeline
How to enhance the process with public participation
Clarify definitions
Find methods of improving process for applicants
Improve inter-board functionality
Outreach to community to convey guideline update
Revise the guidelines so that they are less subjective.
Create a baseline
Things which are subjective/objective need to be defined better.

ADJOURN

Planning and Economic Development:

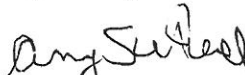
On a motion made by Tom Gay, and seconded by Karyl Spiller-Walsh, the Board voted unanimously to adjourn the meeting.

Design Review Committee:

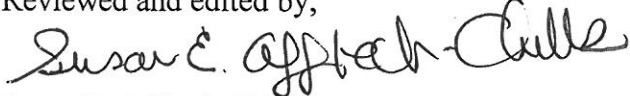
On a motion made by Julie Fallon, and seconded by Karyl Spiller-Walsh, the Committee voted unanimously to adjourn the meeting.

The meeting was adjourned at 9:45 pm.

Respectfully Submitted,


Amy Sutherland
Recording Secretary

Reviewed and edited by,


Susan E. Affleck-Childs
Planning and Economic Development Coordinator



TOWN OF MEDWAY
DESIGN REVIEW GUIDELINES



Purpose:

Actively support and maintain the goals of the Medway Master Plan.

Refine existing Guidelines.

Incorporate graphics and illustrations effectively.

Create more useful and functional guidelines for applicants.

Progress:

PB procured funds at Fall 2014 Town Meeting.

Created and distributed RFP for Guideline consultant.

Explored Guidelines from fellow communities.

Established rough concept of new Guideline format.

Medway Design Guidelines

mitigate vehicle speed. Lighting should focus on the accesses to and from vehicles and pedestrian links from neighboring parcels and businesses at widths that can accommodate several pedestrians astride. Plan new sidewalks and trails to connect with existing pedestrian ways. Use of brick, cobble or similar textural construction to differentiate crosswalks from bituminous streets is recommended for better visibility and safety. Where substantial vehicular access lengths are necessary, incorporate curves to slow traffic speeds. Interconnect vehicular passages with those of neighboring businesses to minimize "curb cuts" along Medway's streets.

Discussion:

Effective pedestrian access is good for the community and good for business. The environmental and health benefits for providing and encouraging alternatives to vehicular travel are well understood. The more attractive and enjoyable the entry and egress experience for customers only helps in the effort to entice repeat visits.

3. Parking

Guideline:

Where possible, parking areas should be set back from the street, most if not all parking should be in the rear of both commercial and residential buildings. Use pervious material when possible for parking areas. Create landscaped berms and dense landscaped beds to screen parking from neighbors and the public alike wherever such exists. Improved drainage features such as grassy swales, and related Best Management Practices should be designed into the layout from the beginning.

Discussion:

Parked cars deaden a space. An effort should be made to shield parked cars from view, and if there is to be a great expanse of parking, it should be made navigable with separate, smaller lots punctuated with trees and other landscaping features. Keep it on a human scale. Trees can be planted along grassy drainage swales where they

can take advantage, of the improved moisture supply, provide wind breaks and visual breaks in and reducing the agoraphobic nature of larger lots. They may also provide needed shade to the occasional parked vehicles.

4. Streetscape and Landscaping

Guideline:

The DRC recommends the use of maintained landscaped entries and buffer zones, benches, lighting and public trash receptacles. Landscape plantings should be drought tolerant, native to New England, non-invasive and have a maintenance plan for the first 3 years. Use indigenous materials, granite, fieldstone, wood, small amounts of brick, cobblestone, or iron for landscape structures such as stone walls & fences.

Discussion:

An inventory of existing landscape features is imperative prior to site design to understand how best to develop a site. Preservation of existing, healthy plant material should always be a priority.

Plantings and hardscapes should provide interest to a site and integrate the man-made to the natural surrounds. Creating a more inviting entry for customers can often serve to buffer undesirable views. Where commercial zones abut residential zones, the DRC will be particularly sensitive to buffering concerns between the zones. The use of space and existing vegetation and topography or other screening methods – fences, landscaping, berming – will be encouraged. Professional landscape designers and Landscape Architects can help to develop appropriate designs well-suited for people to enjoy such spaces and, in turn, bring value to a site investment, even with relatively small proposals.

5. Building Orientations and Forms

a) Mass and Scale

Guideline:

There should be a consistency of human scale throughout. Large buildings should be designed to

appear as smaller through the use of bays or wings. Cues of scale from New England residential architecture should be employed. Construct buildings as if they grew out of the site as opposed to appearing as though they were dropped onto the site.

Discussion:

Big-box buildings not properly scaled for humans overwhelm scale and must be avoided. Break up long forms with vertical shapes and give dimension to flat planes. Entrances should be emphasized, but not oversized. Porches, covered entries, dormers, breezeways and porticoes add interest. See Planning Board "Site Plans – Rules and Regulations; Section 205-2: Design Standards" for specific design regulations for large buildings.

b) Rooflines

Guideline:

Use traditional rooflines in the 8:12 to 12:12 range. New England winters treat flat roofs and shallow pitches poorly. The addition of dormers may add visual interest to rooflines, if they are kept in scale with the rest of the building, usually no more than 1/3 of the length of the eave line.

Discussion:

Typical New England towns contain a variety of roof styles with roof height, slope, and pitch all contributing to the character. Incorporation of varied height, slope, and pitch as well as the use of intersecting rooflines will break up the volume of a building. Make large structures look as if they had been put together with several additions over several years. Avoid falseness; design a roof to hide mechanical systems from view. Avoid cookie-cutter repeats. Avoid long expanses of straight, horizontal rooflines. See Planning Board "Site Plans – Rules and Regulations; Section 205-2: Design Standards" for design specific regulations for large buildings.

c) Materials

Guideline:

Build with natural materials such as wood, brick, or stone. Clapboard and cedar shingles are local favorites. Brick can be effective in creating textural variation on a building, as an accent or as the primary facade material. Granite is indigenous, and is highly recommended as a structural element, or for a landscaping feature. Avoid concrete block. Use neutral or historic colors. If one must use man-made products, use high quality materials that fit securely and age as gracefully as natural, hard materials. Medway seeks durable structures made of permanent materials.

Discussion:

While well constructed stone walls are best, veneering or "facing" engineered concrete walls with stone or a stone-like look are viable alternatives to the traditional stone walls as these construction techniques have improved in quality – make sure stone-like looks are extended to the end and tops of walls or wherever they can be seen by the public.

Building facade materials also have improved to where some composites realistically convey the textural and visual effect of a traditional New England siding. These facades, coupled with architectural roofing shingles in earth-tone colors, are the materials preferred on most traditional New England-style buildings.

d) Architectural Features

Guideline:

Look to historical details for inspiration. New England rooflines are historically pitched roofs of varying heights and angles. Stay away from architectural gimmicks such as over or undersized columns, the ubiquitous Palladian window, Disney-esque, or Mc-mansion scale. New Englanders traditionally reserve ornamentation for window and door surrounds, as well as roof brackets. Emphasize the human scale with features such as functional lookouts, porches,

Other Guidelines

DOWNTOWN NORWOOD DESIGN GUIDELINES

11. WOOD RESTORATION

Water rots wood, which invites insect damage. Freezing water can enter cracks and cause deterioration which, if unchecked, will eventually require serious and costly renovation.

A few buildings in downtown Norwood have exposed wood trim, stairs, cornices, panels, and sign-bands; these buildings should be maintained and repaired using carpentry, caulk, and paint. Many downtown buildings, however, are constructed of masonry or concrete; even these buildings have wood windows and trim, and most are likely to have structural wood framing lumber. A yearly visual inspection is usually adequate to catch potential trouble spots. Check the structure for cracks, settling, and evidence of insect damage. Check the finish wood for rotting and dampness. Early repairs prolong the life and safety of the building at lowest cost.

Below is a list of places where water commonly enters a building and attacks building materials:

- Horizontal wood handrails, steps, trim boards, porch, roof
- Window sills, sash
- Deteriorating paint on facade
- Inadequate flashing at soffits, eaves and dormers

1. Rebuild or replace missing significant architectural features such as cornices, brackets, railings, window architraves and doorway pediments.
2. Keep the basic massing, proportions, and decorative detail when buildings are remodeled.
3. Protect adjacent surfaces, buildings and grounds during cleaning and painting procedures.
4. Use the gentlest cleaning methods possible: bristle-brushes and low-pressure water. Chemical strippers and cleaners shall be used with an architect's approval.
5. For wood to be stained, use chemical paint removers and scrape to completely remove paint. Dip decorative millwork in strippers. Electric heat plate may be used, with garden hose at hand. Do not use a heat gun.
6. Sandblast only with prior approval of an architect. Sand surface completely smooth after using abrasives.
7. For wood to be painted, scrape all loose paint. Paint or stain using high quality exterior grade finishes.
8. Provide a test-patch of all cleaning and refinishing work for approval prior to proceeding with the whole.



Signs should not cut or overlap wood cornice.



Scrape chipping paint and refinish.

DOWNTOWN NORWOOD DESIGN GUIDELINES

#2: WALK-UP COMMERCIAL BLOCK

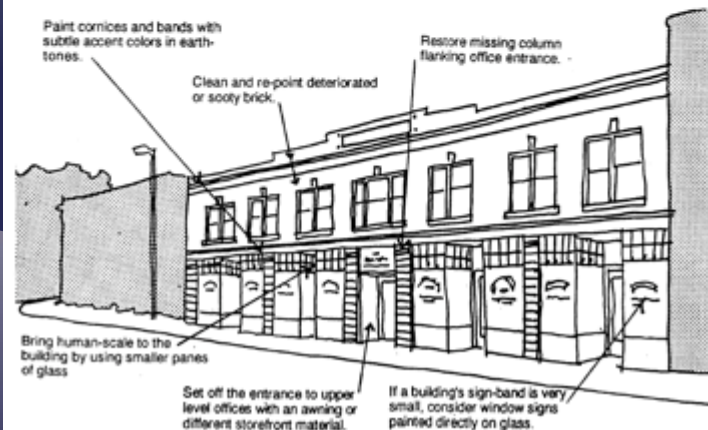
Commercial buildings of two or three stories represent one of the most prominent building types in the downtown. These buildings are generally fabricated with brick or concrete-block walls, and may have decorative bands above the storefronts and at the parapet (roof-line), either in concrete, brick corbeling (projecting courses), or wood. Original colors are earth-tones, with red or buff-colored brick, and sandy or gray concrete.

Offices are located on upper levels, accessed by a front door set into an alcove at the first floor, and several retail stores are on the ground level. By looking closely at the front of the building, one can see a clear structural grid of vertical columns and horizontal floor beams. The columns may be exposed at the storefront level, as cast-iron, brick, or concrete piers between shops. On upper levels, the columns are embedded in the walls between windows. Double-hung windows are evenly spaced across the upper levels, and may be grouped in twos and threes.

Older photos show many of these commercial blocks in the early part of the 20th century, and most buildings have survived the decades in good condition.

However, occasionally one sees examples of previous "modernization" efforts, where upper level windows have been replaced with large fixed-glass picture-windows, breaking up the rhythm of the facade. Sometimes a column has been removed at the storefront level, to widen a shop for a particular tenant, breaking up the structural grid and jeopardizing the building's stability. Some buildings have nearly obscured the office entrance, amid a jumble of ever-larger retail signs, some of which may cover upper-level windows.

Renovations to these buildings should attempt to do several things. Rehabilitate the structural grid, to bring stability and balance to the facade. Define a sign-band, if not already present, and place all new signs there. Awnings are always appropriate, and should be uniform across the building. New colors should complement the earth-tones of building materials. As with the cast-concrete buildings, deteriorated storefront windows and base panels should be replaced with a uniform treatment across the building. Where budget permits, clean and repair deteriorated masonry, to remove corrosive carbon soot and keep water from penetrating the joints.



DESIGN ATTRIBUTES

The Zoning By-Law delineates design attributes to which these Design Guidelines give further definition. It is the intention here to provide ideas for consideration as part of the design review process. It is not the intention to provide deterministic compliance criteria, rather make certain concepts and design strategies more explicit, by statement and by example, to allow a collaborative process between developers and the Design Review Board, such that the Board may provide recommendations to the appropriate decision authorities.

1. Rhythm of solids and voids

The architectural quality of building elevations is determined, in large part, by the "rhythm" or "patterns" of the architectural elements on the elevation. These include doors, windows, entrances, signs, ventilation louvers, and any ornamental elements such as columns, railings, shutters, and trim elements. Colonial architecture commonly exhibits symmetrical arrangement of these elements, but there are also good examples of "balanced" random arrangements of elements that can be equally attractive. In order to do this, the planning of space should be kept in mind with the strong elevational implications considered at each stage of the design process.



Good example of attractive symmetrical (above) and non-symmetrical (below) primary elevations



Elevation of buildings should be 2 stories in height above minimized foundation on the front entryway.



Example of how the elevation below the primary floor line may be differentiated while maintaining the consistency of the basic structure.



Good example of gable end roof hangover and projection of detail.

Molding and trim should be used to decorate or finish a surface of buildings and doors.



Note dental trim on opening and detail below bay windows.

Windows

Window mullions shall be true divided lights or applied on both interior and the exterior of windows.

Shutters

Shutters shall be wooden or close facsimile. The width of shutters shall be sufficient to cover the width of an opening when closed.



Example of shutters of correct scale and proportion, as well as opening symmetry/rhythm, and window moldings.

Siding

Siding shall be wooden clapboard or close facsimile (e.g., vinyl, no greater than 4.5" exposed), wood shingle, or brick.

Roof Materials

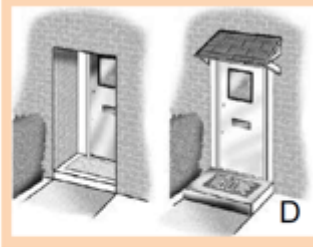
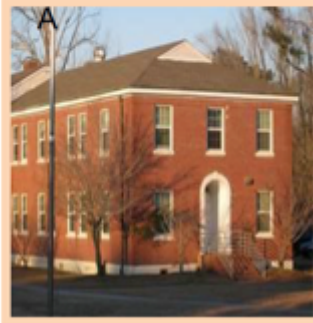
Roofs shall be clad in architectural grade roofing shingles, wood shingles, or slate.

Colors

Colors should be related to the time period represented by a particular style. There is a wide range of historically appropriate colors to express individuality while still being fair to the style of the building. The colors should be applied to the structure (or be part of the exterior materials) to enhance the design, and compatible colors of that blend with or compliment the neighborhood should be used. Neon and bold colors should not be used. All trim should be white or off-white.

Roof colors should be limited to black, brown, slate gray, or natural wood shingle.

ARCHITECTURAL ELEMENTS



Architectural elements are the unique details and component parts that, together, form the architectural style of commercial structures

EXAMPLES

- A Water Tables
- B Dormers
- C Cupolas
- D Recessed Entrances
- E Muntins
- F

ENCOURAGED

ARCHITECTURAL PRINCIPLES



Belchertown strongly encourages commercial development that follows traditional New England standards and should be designed to human scale

Alterations to existing structures should be proportioned to match the form, colors, and details of the original structure



EXAMPLES

- A New England Colonial Revival
- B Georgian Revival
- C Federal Revival
- D Classic Revival
- E Victorian
- F Cape Cod Vernacular

ENCOURAGED

NATIONAL FRANCHISES

Two examples of building forms commonly used by national franchises. Neither of these meet the design standards and would be unacceptable in Belchertown

EXAMPLES

- A Inconsistent with New England architecture
- B Building styles from other regions



Generic architecture has little or no reference to traditional New England forms.



The designs used for

DISCOUR

ARCHITECTURAL PRINCIPLES

A



- A Generic Buildings
- B Commercial Building Lacking Scale

There are virtually no distinguishing features to give the structures character or relate it to the context of New England

Examples of architectural design that have no reference to traditional New England forms and would not be appropriate for Belchertown

B



DISCOURAGED

2





Specifics:

Identify collaborative members for project.

Clarify definitions to provide specific language that is more concise and defensible.

Find methods of improving process for applicants.

Improve inter-board functionality.

Outreach to community to convey Guideline update.



TOWN OF MEDWAY
DESIGN REVIEW GUIDELINES

