

**Town of Medway
Zoning Board of Appeals Meeting
Sanford Hall, Town Hall
155 Village Street, Medway**

**MINUTES OF MEETING
July 22, 2015**

David Cole, Chairman called the meeting to order at 7:42 p.m. Attending Board members were Ms. Gould, Clerk, Mr. Arbeene, Mr. Kennedy, and Mr. Olsen.

Citizen Comments:

There no members of the public that wished to make comments.

Public Hearings:

Continued public hearing for Paul LaPerriere of Medway Realty LLC for a Variance from the Sign Regulations for a proposed new pylon sign, located at Medway Shopping Center 98, 108, and 114 Main Street, Medway, MA

By unanimous consent, the Board agreed to commence the hearing on the application of Paul LaPerriere of Medway Realty LLC, seeking a variance for new pylon signs located at 998, 108, and 114 Main Street, Medway. The applicant and his attorney, Ms. Bethany Bartlett of Sherin and Lodgen LLP, were present.

The applicant provided the Board with completely revised plans following a series of meetings with the Design Review Committee. Ms. Sherin explained the discussion with the Design Review Committee and the options reviewed. She further described the differences between the previous submission discussed with the Board last fall and the revisions now being presented. They were able to reduce the sign surface area and eliminate the need for relief with respect to the height of the sign. The applicant was able to decrease the scale of the signage but still be able to provide adequate and visible signage for all tenants in the shopping center. Instead of the multi-colored, columnar signs previously proposed, the applicant now proposed two double-sided signs in the form of curved fieldstone walls not more than about 10 feet in height and carrying arrays of replaceable monochrome “tiles” identifying the individual businesses, the total sign area being just over 270 square feet. Ms. Sherin stated how the new signs will be incorporated into the redevelopment of the site and noted the locations of the signage.

The Design Review Committee provided a second comment letter to the Board which was entered into the record. Board members generally commented favorably upon the revised design but expressed some concern that the limited 12 inch depth of the individual tiles might present difficulties in reading for passing drivers, and that the design of the signs would permit somewhat deeper tiles of about 15 inches without substantial changes to the overall appearance of the signs. The Board inquired about the tenant listing on each sign and the effects the proposed signs would have on visibility and safety.

Mr. Cole then asked if there were members of the public that wish to comment on the application. There were no members of the public that spoke in favor or in opposition.

The Board proceeded, by unanimous consent, to deliberate on the application of Paul LaPerriere of Medway Realty LLC.

After some discussion among the Board members, it was decided that the revised plans presented were a great improvement over what is there now, and that the new pylon signs would be more readable advertising all the tenants in the plaza. Members took no objection to the variance request.

Mr. Cole moved to find that circumstances exist relating to the number of tenants on the subject lots and the large setback of the existing buildings from the right of way which apply to the subject lots but which do not generally apply to other lots in the Zoning District, thus justifying some relief from the provisions of the sign regulations of the Medway Zoning By-Law. Mr. Kennedy seconded and the motion passed 4-0-0.

Mr. Cole moved to find that the number of tenants on the subject lots are sufficiently great that providing signing for all tenants on a single sign is impractical and accordingly dividing the signage between two discrete signs is advisable. Mr. Olsen seconded and the motion passed 4-0-0.

Mr. Cole moved to find that the location of the subject lots along Route 109, a heavily traveled right of way, renders it necessary to give careful consideration to readability of signs by drivers passing the subject lots and that sufficient readability cannot be achieved within the area limitations imposed with the sign regulations of the Medway Zoning By-Law. Mr. Kennedy seconded and the motion passed 4-0-0.

Mr. Cole moved to find that the grant of the requested relief would not be substantially detrimental to the public good. Mr. Olsen seconded and the motion passed 4-0-0.

Mr. Cole then moved and Mr. Olsen seconded, a motion, which passed 4-0-0 to grant to the applicant, Paul LaPerriere of Medway Realty, LLC, a Variance under Section V.R.8 Table 2 and 11.a) of the Medway Zoning By-Law to replace the existing pylon signs for Medway Shopping Center at 98, 108 and 114 Main Street, Medway; in accordance with the revised plans dated July 13, 2015, submitted and reviewed at the July 22, 2015 hearing and initialed by the Board, subject to the following terms and conditions:

- 1. Pylon signs shall be constructed substantially in accordance with the plans provided; in particular there shall be two pylon signs at locations indicated as Sign A and Sign B on the plans.***
- 2. The total area of signage shall not exceed 340 square feet and the total area for two signs of the name of the plaza shall together not exceed 40 square feet.***
- 3. Only external illumination of the signs shall be permitted.***

Variance Granted.

Mr. Arbeene did not participate in voting as he was not a member of the Board at the time of the initial public hearing.

Adjournment

A motion to adjourn was made by Mr. Olsen and seconded by Mr. Arbeene and passed unanimously. Board adjourned at 9:18p.m.

Respectfully submitted,
Stephanie Mercandetti
Director, Community and Economic Development