



Town of Medway
DESIGN REVIEW COMMITTEE
 155 Village Street, Medway MA 02053
 (508) 533-3291

DRC Meeting Minutes: February 22, 2021
Remote Meeting via ZOOM

Call to Order: – With a quorum present, this remote meeting was called to order by Chair Mr. Buckley at 7:00 p.m.

Attendees:

	12/07/2020	12/21/2020	02/01/2021	02/22/2021	
Matthew Buckley	X	X	X	X	
Rich Di Iulio	-	-	-	-	
Jessica Chabot	X	X	X	X	
Tom Gay	X	X	X	X	
Rachel Walsh	X	ABSENT WITH NOTICE	ABSENT WITH NOTICE	X	
Dan Connolly	ABSENT WITH NOTICE	ABSENT WITH NOTICE	ABSENT WITH NOTICE	ABSENT WITH NOTICE	
Alex Siekierski	X	X	X	X	

Also Present:

- Sreelatha Allam, Recording Secretary
- Susan Affleck Childs, Planning and Economic Development Coordinator
- Wendy Kilty, Back-to-Basics Pre School & Daycare
- Bryan Clayman, Sign-O-Rama/Walpole

Meeting Minutes – The Committee reviewed the draft minutes of the February 1, 2021 meeting and requested some clarifying edits. Susy Affleck-Childs will make those edits and provide a revised version to the Committee to consider at the next meeting.

A motion was made by Ms. Chabot to table the minutes of 02/01/2021 until the next DRC meeting, seconded by Ms. Walsh.

Roll Call Vote:

Matt Buckley- Aye

Jessica Chabot- Aye

Tom Gay- Aye

Alex Siekierski - Aye

The motion passed.

Sign Design Review – Back to Basics Pre-School, 114 Main Street

Mr. Clayman, the sign manufacturer attended the meeting with business owner Ms. Kilty. He discussed the proposed digitally printed flat face sign for the Back to Basics Pre-School & Daycare located at 114 Main Street. (**See Attached.**) The business was originally located in the Episcopal Church on School Street. The proposed sign dimensions are 30”x120” and will not be illuminated. Additional sign lighting is not currently proposed as the business will be in operation during day hours. It’s an aluminum substrate mounted on a fabricated tube frame. There are existing galvanized mounting brackets bolted into the building and the proposed sign will be mounted on them. Existing lights on either side of the existing bronze finish awning are connected to an automated system that turns on after dusk. A suggestion was made to have those fixtures point towards the sign to improve the aesthetics especially in the evening in fall/winter. It was mentioned the business name will be the only item on the sign. There was some discussion on a wayfinding sign at the driveway entrance and the applicant indicated there are no plans at this time. Members liked the proposed sign as presented. The DRC review letter will be sent to Mr. Clayman and Ms. Kilty and the Building Department. Applicant will then need to file an application for a sign permit with the Medway Building department

Discuss Zoning Bylaw amendments for May Town Meeting-

DRC members had a lengthy discussion on the language for **DIGITAL ADVERTISING SIGNAGE for Electric Vehicle Charging Stations article that will be introduced at the May town meeting for amending the zoning bylaws.** (**See Attached.**)

The following comments suggestions were made by the committee:

- Limitations on the type of advertising content on the digital screens. A member commented that with the existing language, the process will somewhat be similar to reviewing the sign structure without knowing the sign panel. It was reported that the DRC will not have information on the design of the actual imagery during the review process.
- Establish thresholds when more than two charging station units are proposed. Ms. Affleck-Childs said the DRC will have opportunity to provide comments during the special permit review process. Ms. Chabot added that after the review, a letter with DRC recommendations will be written to PEDB that will potentially be added to their decision.
- Establish the hours of operation for digital displays.
- Frequency/ intervals between advertisement changes. Its currently proposed to change every 8 seconds. Ms. Affleck-Childs said there’s a lot that’s still unknown about this industry that needs research.
- Limiting the ratio of charging units per space/property. It was mentioned the occupancy limit should be established and included in the bylaw. Potentially limit the ratio based on the usage of the property or its location.

- Establish a sundown/validity rule for the life and usefulness of the technology used in the digital displays.
- Establish a process where local businesses have the opportunity to advertise. Local business community should be included in the process and have access to advertising on the digital signs.
- It was mentioned this effort has the support of Energy Committee. The variance petition by Volta to the ZBA was not approved, but it did achieve a 3-2 vote. It's prudent that the guidelines are established at this time since there's adequate support for it to move forward.
- There was a question on whether the proposed EV charging stations will impact the location and/or the priority placed on spaces for pregnant women. Question was, what happens if a property has more ADA spaces than needed? Language should be added to cover for ADA spaces and any other priority spaces that should be protected.
- Add language to correlate the amount of allowed digital advertising display space to the type and charging level of the Charging Station and correlate the number of allowed Charging Station spaces on the premises to the percentage of electric vehicles in Massachusetts (according to an appropriate state agency such as the Registry of Motor Vehicles or the Executive Office of Energy and Environmental Affairs).
- Limitations on the visibility of display area from a public street; location and positioning of Charging Stations on the premises; other forms of signage to designate spaces for EV charging.
- Consider a ratio of Level 2 and Level 3 charging station units and put restrictions on the use of Level 1 units.
- Add language on the limitations on the level of disruption of Charging Stations on business and tenant operations; ease and safety of accessibility to the Charging Stations;
- Add height limitations.
- Add language for landscaping, buffering and screening of the charging stations.
- Add language mandating the charging of two vehicles at the same time if two sided signs are allowed.
- Ms. Affleck-Childs will revise the draft to incorporate DRC comments review by the PEDB at its February 23rd meeting. The public hearing for zoning bylaws is scheduled for March 9th and DRC will have opportunity to discuss the topic again.

Discuss 2020 Annual Report

Members briefly discussed the draft DRC annual report for year 2020 prepared by Matt Buckley. (See Attached). He will finalize and submit.

Ms. Affleck-Childs said the PEDB expects to receive a minor site plan for St. Joseph Church for parking lot improvements.

Medway Town Clerk, Mary Jane White is retiring next week. Ms. Stefany Ohannesian will be the new Town Clerk. Ms. Affleck-Childs said moving forward, the town clerk position will be an appointed position instead of an elected position. Morgan Harris will be the replacement for Stefany's current role in the Community and Economic Development Department.

Adjournment

Motion was made by Mr. Buckley to adjourn the meeting, seconded by Ms. Walsh

Roll Call Vote:

Matt Buckley- Aye

Jessica Chabot- Aye

Alex Siekierski - Aye

Tom Gay - Aye

The motion passed.

The meeting was adjourned at 9:06 p.m.

Respectfully Submitted,

Sreelatha Allam
Recording Secretary

DRC Sign Design Review
Planning and Economic Development Office Comments
February 18, 2021

Business Name: Back to Basics Pre-School & Daycare

Business Owner: Wendy Kilty

Sign Location Address: 114d Main Street (Medway Place Shopping Plaza) – space formerly occupied by TumbleBeans

Proposed Sign:

1. Wall Sign

	Proposed	Allowed by Bylaw
Sign Surface Area	30" x 120" = 25 sq. ft.	120 sq. ft.
Sign Height	15'	Not applicable
Illumination	None	Internal or external

Comments:

1. Back to Basics used to be located in the Episcopal Church on School Street. They are already open at their new location.
2. The sign design was provided by the business owner. Back to Basics does not have a web page, so I can't determine if this graphic represents their standard artwork.
3. The owner does not plan to use the small projecting sign (at the beginning of the driveway) which had been previously installed by TumbleBeans
4. May want to consider installing several gooseneck light fixtures above the sign to shine back down onto the sign.



Medway Design Review Committee (DRC)
Application for Sign Design Review

Medway Location/Address where the sign will be installed: 114 D Main St
What is the interior width of the storefront? 133'

Building/Development Name: (if applicable): _____

Medway Zoning District: Central Business

Applicable Sign Standard Table (from Medway Zoning Bylaw) Table # _____.

Applicant Information (Local Medway business establishment where the sign is to be installed)

Business Name: Back to Basics Preschool & DAYCARE

Mailing Address: 114d main st medway MA 02053

Contact person: Wendy Kilty

Phone: _____ Cell Phone 774 248 5417

Email address: MSwendy.b2b@verizon.net

Type of Proposed Sign – For sign definitions, refer to Medway Zoning Bylaw (Section 7.2 Signs Regulation). The Medway Zoning Bylaw is available online at: www.townofmedway.org.

Type of Sign	# of Signs	Signs Dimensions	Total Square Footage of Sign Surface Area	Sign Height	Type of Illumination (internal, external or none)
Wall/Façade Sign	1	30x120"	25 sq ft	15'	NONE
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign					
Awning Sign					
Projecting Sign					
Directory Sign					

Attach the following items to this form. pdf format is requested for application form and attachments. Please email application and documents to sachilds@townofmedway.org

1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination. (You may bring in preliminary sketches of your design concept if you would like assistance in developing your sign design. If this is the case, you should plan to attend a second meeting with the DRC to finalize your sign design.)
2. For a wall sign, a scaled image showing the sign's position on the building.
3. Landscaping Plan and Plot Plan marked with location of the free-standing sign and distances from street/lot lines.
4. Color photograph(s) of building/location(s) where sign will be installed and existing signs.
5. Color drawing of corporate logo (if applicable).
6. Color photograph of similar/comparable sign on which your sign design is based.
7. A letter or other descriptive or explanatory information you want to provide to the DRC.

Commented [SA1]: Application received 2-9-2021

Does this application pertain to a completely new sign?
☒ Yes ☐ No (If NO, please include photos/info of the existing sign you are modifying)

Does this application pertain to a replacement panel for an existing sign structure?
☐ Yes (If yes, please include photos/info of the existing sign) ☒ No

If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?

☐ Yes ☒ No ☐ Don't Know

Does your lease require the property owner's approval of your sign?
☐ Yes ☐ No ☐ Not applicable

Sign Designer/Fabricator/Installer Information

Company Name: Signarama Walpole
Mailing Address: 458 High Plain St
Contact person: Bryan Bonine
Phone: 508 660 1231 Cell Phone: _____
Email address: Sales@signarama-walpole.com

Property Owner Information

Company Name: Medway Realty LLC
Mailing Address: 63 Atlantic Ave Boston MA 02110
Contact person: Jim Griffin
Phone: 781 284 3885 ^{EXT 104} Cell Phone: _____
Email address: JGriffin@DCL.cc

Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).

The business owner and sign designer/fabricator must attend the DRC meeting.

The DRC generally meets on the first & third Monday night of each month at 7 p.m.
at the Medway Library, 26 High ST

(DRC meeting agendas are posted at the Town's web page at www.townofmedway.org)

An Application for Sign Design Review and all supporting information must be submitted to the Medway Planning office by 12 noon on the Wednesday before a DRC meeting.

Please submit this application form and all attachments as follows:

Email: sachilds@townofmedway.org **PREFERRED**
Fax: 508-321-4987
Mail: Design Review Committee
c/o Medway Planning office
155 Village Street, Medway, MA 02053
Drop Off: Medway Planning office @ Medway Town Hall, 155 Village Street
Phone: 508-533-3291

**Applicants and sign designers should read
Medway's Sign Design Guidelines before developing a sign design.**

http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Sign%20Design%20Guidelines

Sign designs should be developed in accordance with the Sign Design Guidelines.

Date Application Received by Medway Planning office: _____

Reviewed by Medway Planning Coordinator: _____ DRC Meeting Date: _____

Date DRC Letter of Recommendation Submitted to Building Department: _____

QTY 1 Aluminum Frame Sign



WALPOLE
Signarama
The way to grow your business.

458 High Plain St. Intersection Rts 1 & 27
Walpole, MA 02081
508-660-1231
signarama-walpole.com
sales@signarama-walpole.com



- Proof colors may vary from monitors & actual sign materials.
- A pdf proof is not a correct representation of printer output color.
- Resolution & Color from files provided by customer are the customers responsibility.
- Hard Proofs can be printed to ensure color satisfaction at a cost to be determined.
- Additional design charges may apply if customer does not proceed with all or part of project

PROOF 1	PROOF 2	PROOF 3	PROOF 4	PROOF 5
FREE	FREE	\$20.00	\$25.00	\$30.00

This proof is for conceptual use - actual sizes / colors / proportions may slightly vary.

**CLIENT
APPROVAL**

- Client signature ensures all spellings & specifications for signage are correct.
- All errors are your responsibility once final approval is received.
- Additional charges apply if you wish to make changes once artwork has been printed, fabricated and/or installed.

Customer: Back to Basics Day Care

Date:

Approved By:

THIS ORIGINAL DESIGN AND ALL INFORMATION CONTAINED HEREIN ARE THE PROPERTY OF SIGNARAMA, AND SUBJECT TO RETURN, ANY UNAUTHORIZED USE IS FORBIDDEN.

DIGITAL ADVERTISING SIGNAGE for Electric Vehicle Charging Stations

REVISED Draft – February 18, 2021 v. 2

ARTICLE : To see if the Town will vote to amend the Medway Zoning Bylaw, Section 7.2 Signs, by adding the following definition in 7.2.1 C. Definitions, 2. Types of Signs. (New text in **bold**.)

Digital Advertising Signage – Signage that uses light emitting diodes (L.E.D.) or similar technology, controlled by electronic communication, to display static graphics, text, images, or multimedia content for informational or advertising purposes.

And by amending Section 7.2.6 Administration, B. Special Permits, to add the following. (New text in **bold**.)

4. **The Planning and Economic Board may grant a special permit for Electric Vehicle Charging Station(s) (“Charging Station”) with Digital Advertising Signage. For each Charging Station, the sign surface area shall not exceed nine square feet per side, not to exceed two sides. No audio or video displays shall be permitted. Such display areas shall not revolve, simulate motion, flash, blink, or include animation. Internal illumination is permitted. Advertising may include commodities or services which may not be found or available on the premises hosting the charging station. In granting a special permit, the Board may impose limitations and conditions on but not limited to the following: quantity of electric vehicle charging stations with digital advertising signage, frequency of message changes (dwell time), form of message transition, brightness of display illumination, hours of operation, visibility of display area from a public street, positioning of the electric vehicle charging stations on the premises, landscaping, and type or charging level of electric vehicle charging stations.**

And by amending Section 5.4 by inserting the following additional accessory use in Table 1: Schedule of Uses, D. BUSINESS USES to allow electric vehicle charging stations with digital advertising signage in the Central Business district by special permit from the Planning and Economic Development Board as follows: (New text in **bold**.)

Commented [SA1]: This is in the Sign section of the ZBL.

Commented [SA2]: With this approach, the special permit is only for EV charging stations with the digital advertising. It would not apply to regular EV charging stations.

TABLE 1: SCHEDULE OF USES

	AR-I	AR-II	VR	CB	V C	NC	BI	EI	ER	WI	Form-Based Districts		
											OG VC	OG BP	OG N
D. BUSINESS USES													
Accessory Uses													
Drive-through facility <i>(Amended 11-16-20)</i>	N	N	N	N	N	PB	PB	N	N	N	PB	PB	N
Outdoor display	N	N	N	SP	SP	SP	SP	N	N	N	Y	Y	N
Outdoor storage of materials and parking of vehicles and equipment associated with a business operated in a building on the premises, subject to Section 7.1.3 of the Zoning Bylaw. <i>(Amended 11-18-19)</i>	N	N	N	N	N	N	Y	Y	N	Y	N	PB	N

Electrical vehicle charging station with digital advertising signage, subject to Section 7.2.6.B.4 of the Zoning Bylaw.	N	N	N	SP	N	N	N	SP	N	SP	N	N	N
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Commented [SA3]: Added East and West Industrial districts as well as CBD.

And by amending Section 3.5 Site Plan Review to add a new item g. in 3.5.3 Applicability, A. 2. Minor Site Plan Review as follows:

2. Minor Site Plan Review:

- a. New construction or any alteration, reconstruction, renovation, and/or change in use of any multi-family, commercial, industrial, institutional, or municipal building use which is not subject to Major Site Plan Review but which involves one or more of the following:
 - i. the addition of 1,000 to 2,499 square feet of gross floor area; or
 - ii. the addition of ten or more but less than twenty new parking spaces
- b. The redesign, alteration, expansion or modification of an existing parking area involving the addition of ten or more but less than twenty new parking spaces; or
- c. The redesign of the layout/configuration of an existing parking area of twenty to thirty-nine parking spaces
- d. Any use or structure or expansion thereof exempt under Massachusetts G.L. c. 40A, § 3. only to the extent allowed by law.
- e. Removal, disturbance, and/or alteration of 10,000 to 19,999 square feet of impervious surface.
- f. Installation of a wireless communication facility as defined in Section 8.7 of this Zoning Bylaw. *(Added 11-18-19)*
- g. Installation of electric vehicle charging station(s) with digital advertising signage.**

Or act in any manner relating thereto.

Planning and Economic Development Board



Town of Medway
DESIGN REVIEW COMMITTEE
155 Village Street
Medway MA 02053
508-533-3291
drc@townofmedway.org

Annual Report of the Design Review Committee - 2020

I am pleased to report that the Design Review Committee (DRC) reviewed nine sign proposals this year, many of which incorporated recommended changes and produced very effective signs.

- Luna's Flower Shop - 01/13/2020
- 89 Main Street - Reardon Building - 02/12/2020
- Next Venture Farm - 04/01/2020
- Medway Community Farm - 04/27/2020
- Shawn's Auto Body - 06/15/2020
- CBD ReLeaf Center - 06/15/2020
- Auto Exchange - 12/14/2020

The DRC reviewed three site plans this year which generally included several meetings during the informal, pre-application phase of site planning. We provided review letters to the Planning and Economic Development Board and the Zoning Board of Appeals as requested and participated in the public hearings where applicable.

- Landscape Plan Review for 20 Broad Street multifamily development 2/3/2020
- William Wallace Village (274 Village Street) Materials, fencing and walls 3/30/2020
- Site and Landscaping Plan Review – Harmony Village, 218-220 Main Street 8/3/2020

We were retained our members Matthew Buckley, Rachel Walsh, Jess Chabot, Dan Connolly, Alex Siekierski and Tom Gay as the liaison from the PEDB. The DRC bid farewell to Rachel Wolff Lander after one term. The DRC continues to seek a member representing the Medway Business Council..

Looking forward to 2021, the DRC intends to:

- Return to the process of reviewing the current sign bylaw so its provisions align more closely with the newly established *Design Guidelines* and effectively serve the community.
- Work to update the *Design Guidelines* for new Oak grove district.

- Provide more updated information through the committee's page on the Town's website.
- Continue providing design review of all signage applications to ensure they align with the *Design Guidelines*.
- Continue providing site plan application review to ensure they align with the *Design Guidelines*.

The commitment of the DRC is to assist in shaping what can be the very best built environment for Medway. Each member is motivated to employ their skills in all related aspects of the town both private and public. We continue to reach out to each and every Town board and committee to involve the DRC where possible and to utilize our specific skill sets. The DRC attempts to encourage design that is attractive, inviting, harmonious with its surroundings, and enhances the visual experience of the community. I believe we have been successful in 2020.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Matthew J. Buckley". The signature is written in a cursive, flowing style.

Matthew Buckley, Chairman