

Board Members

Matt Buckley, Chair
Janine Clifford, Vice Chair
Jamie Ahlstedt, Member
Susan Alessandri, Member
Jessica Chabot, Member
Thomas Gay, PEDB
Representative



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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

DRAFT – May 30, 2023

DRC Meeting Minutes Monday, May 15, 2023 Zoom (Remote) Meeting

Members	Matthew Buckley	Janine Clifford	Tom Gay	Jessica Chabot	Susan Alessandri	Jamie Ahlstedt
Attendance	X	X	Absent	X	Absent	X

Pursuant to the provisions of Chapter 2 of the Acts of 2023, under which public bodies retain the option of holding open meetings and hearings remotely, and in accordance with the Medway Select Board's remote participation policy as amended at its July 2, 2021 meeting, Design Review Committee members participated remotely for this meeting. Access via Zoom was provided for public participation. All persons participated remotely in the meeting via Zoom.

At 7:01 p.m. Mr. Buckley called the meeting to order and conducted a roll call of members present via Zoom as follows: Matt Buckley, Janine Clifford, Jess Chabot, and Jamie Ahlstedt.

Also present via Zoom:

- Karen Johnson, Gary McCoy (Poyant Signs)- Master Signage Plan for Medway Commons
- Doug Masters, Karen Mullen- Master's Touch
- Debbie Rossi- Medway Parks Commissioner

Approval of DRC Meeting Minutes – April 3, 2023:

Mr. Buckley made a motion to approve the minutes of the 04/03/2023 DRC meeting as submitted, seconded by Ms. Clifford.

Roll Call Vote:

Matt Buckley - Aye
Janine Clifford - Aye
Jamie Ahlstedt – Aye
Jess Chabot- Aye
The motion passed.

Approval of DRC Meeting Minutes – May 01, 2023:

Ms. Clifford made a motion to approve the minutes of the 05/01/2023 DRC meeting as submitted, seconded by Ms. Chabot.

Roll Call Vote:**Matt Buckley - Abstained****Janine Clifford - Aye****Jamie Ahlstedt – Aye****Jess Chabot- Aye****The motion passed.****Review and discussion re: draft Master Signage Plan for Medway Commons (Karen Johnson and Poyant Signs)-**

The application for the master signage plan was discussed at a previous DRC meeting. Members raised questions and asked the applicant to come back before the committee to provide clarification. Ms. Johnson attended tonight's meeting with Mr. Gary McCoy (Poyant Signs) to discuss the project. Poyant Signs have been retained for the project; they have done signage work for other tenants in the plaza. Ms. Johnson provided a quick overview and mentioned that PEDB required the project to include an internal wayfinding signage plan for the Bright Path business to approve the application. It is anticipated to open next month pending the issuance of the certificate of occupancy and state license. The requirement is to have a DRC approved wayfinding plan within 6 months of the certificate of occupancy.

A right turn is proposed due to the redevelopment of existing McDonald's space into two tenant units and the realignment of Starbucks drive-thru. Remaining businesses will be the nail salon, pizzeria, liquor store, and pet supplies store. Ms. Johnson went over the details of the proposed new wayfinding signs. Mr. Buckley commented that the directional signage as submitted appear busy with brand names, logos, and different color schemes. He suggested making them larger and legible. Ms. Chabot talked about limiting the use of colors and suggested using 2-3 colors at maximum, and same font style for all tenant names. Ms. Ahlstedt also suggested using the same font style and asked to remove the black solid lines underneath the business names. She suggested combining tenants by direction and using one solid line per direction. Mr. McCoy said the logos will allow the customers to recognize the business name(s) from a distance. He added keeping the same font style will create confusion and prevent from differentiating the tenants. A prototype with uniform font style and colors were created but they did not clearly articulate and identify the businesses and their purpose. The current design uses half of the allowable sign space (16 sq. ft.) per the code. He will create another design template with larger font size and with thin solid lines. Ms. Johnson agreed that they will look at simplifying the design and consider removing the tag lines and separation lines between tenants. She clarified that not all tenant names will be on the signs, only large businesses will be included. The purpose of the sign is for deliveries, new businesses, Starbucks, and Shaw's who draw bulk of the customers to the plaza. For sign 1A 1, Mr. Buckley suggested making it "Deliveries Only" to avoid confusion. Ms. Clifford asked for the removal of other tenant names underneath. Ms. Johnson said sign 1A2 will be re-created on a large sign with all tenants included and sign 1A 1 will be recreated with "Deliveries Only".

The application also includes a pylon sign (entrance to Rt. 109) and a monument sign (off Holliston St.). The clock on the existing pylon sign will be replaced by the company logo. The background colors of both signs will be replaced and will maintain the same color. Lighting will be upgraded to LED fixtures. Members talked about some missing information on the proposed sign, Ms. Johnson agreed to investigate it for confirmation. Mr. Buckley talked about keeping "Medway Commons" on the monument sign to keep the site name. Mr. Buckley mentioned that the Pet Supplies store has several temporary signs that are not allowed per the design guidelines. Ms. Johnson will come back to present the revised design at the June 5th DRC meeting.

Sign Design Review: Masters Touch - 77 Main Street-

Mr. Doug Master attended the meeting with Karen Mullen (sign designer) to discuss the sign design. The application is for two signs (Free Standing- Individual and multi-tenant signs) that will replace the existing signs. The monument sign will have granite posts and be carved with gold leaf lettering. No lighting is proposed for the sign by the office building. The sign close to Rt. 109 will have the lighting and existing landscaping will be maintained. The proposed sign is five inches taller than the existing sign. With several signs on the street, members opined that the sign height should remain the same as existing and there was brief discussion whether the bylaw would allow the proposed height. Ms. Chabot checked the bylaw and confirmed the maximum allowable height for a free-standing sign is 8' which is the same as the proposed sign. Mr. Buckley will write the DRC letter of recommendations.

OTHER BUSINESS

Ms. Chabot talked about a small change in the site plan rules and regulations that were made recently. These changes do not need town meeting vote for approval. The language alludes to "no cut zones" within 15' of the side and rear of the property in developments that abut residential units. Sanford Street decision was approved last week.

Ms. Rossi (Parks Commissioner) attended the meeting to understand DRC process for signage design. She asked a few questions regarding advertising type banners that will be hung around Medway sports fields. The idea is in its infancy and no set design, or locations have been identified. Intent is to keep the banner template cohesive. She looked at some sample banners in the neighboring towns for ideas. Having Medway logo, town colors on the banners was discussed an option for consideration. Mr. Buckley confirmed there is allowance in the bylaw for this type of temporary sign projects. Members asked her to reach out to PEDB and speak with building department to further evaluate the idea. She was asked to present the plan with some graphics at a future DRC meeting for further advisement.

Mr. Buckley talked about adding one member to the DRC to avoid any quorum issues. He reported that Ms. Alessandri stepped down from the committee due to schedule conflicts. Ms. Chabot said she will be on the DRC committee for another year and is open to request PEDB to appoint another planning board representative. Everyone liked the idea.

Mr. Buckley made motion to adjourn the meeting, seconded by Ms. Chabot

Roll Call Vote:

Matt Buckley- Aye

Janine Clifford – Aye

Jamie Ahlstedt – Aye

Jessica Chabot- Aye

The motion passed.

The meeting was adjourned at 8:25 p.m.

The next DRC meeting will be held on June 5, 2023.

Respectfully submitted,

Sreelatha Allam

Recording Secretary