



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

## DRC Meeting Minutes

### Monday, July 18, 2022

### Zoom (Remote) Meeting

**Call to Order:** – With a quorum present, this remote meeting was called to order by DRC Chair Mr. Buckley at 7:03 p.m. A roll call of the members was conducted.

**Attendees:**

	06/22/2022	07/18/2022				
Matthew Buckley	X	X				
Rich Di Iulio	-	-				
Jessica Chabot	X	X				
Tom Gay	X	X				
Rachel Walsh	Absent with Notice	Resigned				
Dan Connolly	Absent with Notice	Resigned				
Janine Clifford	X	X				

Also Present via Zoom:

- Jay Parillo, Poblocki Signs for 39 Main Street
- Susan Alessandri – Prospective DRC member
- Jamie Ahlstedt - Prospective DRC member

**Approval of Meeting Minutes: June 22, 2022**

*A motion was made by Ms. Chabot to approve the minutes of 06/22/2022 as amended, seconded by Mr. Gay.*

***Roll Call Vote:***

***Matt Buckley- Aye***

***Jessica Chabot-Aye***

***Janine Clifford- Aye***

***Tom Gay- Aye***

***The motion passed.***

**Continued Discussion on proposed architectural changes for cottages at The Willows (Salmon senior living community) off Village Street-**

Ms. Affleck-Childs stated the agenda item will not be discussed tonight as the developer had not provided the information for review.

### **Review and discussion of proposed signs for The Hathon, apartment complex at 39 Main Street**

Mr. Parillo from Poblocki Signs in Medway attended the meeting to discuss the proposed signs for this development. The project falls under a Comprehensive 40B Permit. Ms. Chabot asked if the DRC's sign review is more of the applicant extending a courtesy to the DRC or if they are subject to the same sign permit application process as anyone else.

Ms. Affleck-Childs said the applicant needs to secure sign permits for the project. However, within the framework of Comprehensive 40B Permit decision that was issued for the project, the developer did not specifically seek exemption from the sign regulation section of the Zoning Bylaw and signage was not specifically addressed in the Comprehensive 40B decision. The development's location is in the AR-1 zoning district and signs for such a development are not contemplated in the bylaw for AR-1. Ms. Affleck-Childs discussed this with Barbara Saint Andre, Director of Community and Economic Development. She indicated the best way to approach this would be for the applicant to work with a sign company to ask the ZBA for a minor modification on the Comprehensive 40B permit to address proposed signage. Ms. Affleck-Childs recommended that best way to approach it would be for the developer to appear before ZBA with a sign package that's approved by DRC.

The current application is for three signs (See Attached):

- one-sided free standing monument sign (installed near the entrance on Main Street)
- wall sign circular logo to be installed on the retaining wall at the roundabout
- leasing office directional sign.

The signs will not be internally illuminated but external lighting is proposed for the monument sign. It's proposed to be installed ~20' behind the street. It was mentioned the lights will be turned on until 11PM. The use of halo-lit internally illuminated letters was discussed as an option for the monument sign at Main Street. Members asked if a master signage plan was used as a guideline for these submittals. It was suggested the applicant should develop a master plan and go to the ZBA. The DRC could help with this. Information on the sign style and background wall color for the logo sign was also requested. There was a question on whether any sign is planned for the smaller entrance to the site from Main Street. Ms. Affleck-Childs explained that is not an active entrance; it is a fire lane that will be gated and used during emergencies. Members asked for the whole signage plan. The applicant will present the sign plan for the project at the next DRC meeting. Ms. Affleck-Childs will write a letter to the developer (Toll Brothers) to recommend development of a master signage plan.

### **Site Plan Review for The Master's Touch, 85 Main Street-**

This item was not discussed tonight as the applicant is reworking the site plan and requested additional time.

### **Other Business**

Ms. Affleck-Childs reported that Ms. Walsh and Mr. Connolly resigned from the committee and Mr. Buckley and Ms. Clifford were reappointed as members.

She confirmed that Susan Alessandri and Jamie Ahlstedt are interested in joining DRC and would like to be appointed to the committee. Their appointments to DRC will be added to the 07/26/22 PEDB meeting agenda. She provided an overview of the committee and its function to the two prospective members.

For the remaining open spot, Ms. Affleck-Childs has been in touch with Mr. Siekierski to see about his availability to rejoin the Committee. Ms. Chabot stated he's been traveling and is interested in rejoining the Committee. She said there might be more opportunities for him to work in Medway and this could be considered as potential conflict-of-interest if he remains as a DRC member. Discussion ensued whether it's necessary for Mr. Siekierski to resign from the Committee for working on some active projects in town. Ms. Chabot offered to speak with Mr. Siekierski about his interest to continue as a member and reach out to the State Ethics Commission to discuss the issue again.

There was discussion on temporary signs in town that are still in display (in windows and outside the businesses) beyond the validity period. Ms. Affleck-Childs took notes and agreed to reach out to the Building Department.

### **Election of Officers**

**A motion was made by Ms. Chabot to appoint Mr. Buckley as the DRC chair for FY2023, seconded by Ms. Clifford.**

***Roll Call Vote:***

***Matt Buckley- Aye***

***Jessica Chabot-Aye***

***Janine Clifford- Aye***

***Tom Gay- Aye***

***The motion passed.***

**A motion was made by Ms. Chabot to appoint Ms. Clifford as the DRC Vice-Chair for FY2023, seconded by Mr. Gay.**

***Roll Call Vote:***

***Matt Buckley- Aye***

***Jessica Chabot-Aye***

***Janine Clifford- Aye***

***Tom Gay- Aye***

***The motion passed.***

There was brief discussion on the format of DRC meetings (In-Person Vs. Virtual). Mr. Buckley talked about the advantages of in-person meetings. Ms. Chabot mentioned she might not be able to serve on the Committee if the meetings become in-person due to personal commitments. She'll be on the Committee if virtual. Ms. Clifford also supported the virtual meeting structure for DRC. Members inclined towards virtual/ hybrid DRC meetings.

Ms. Chabot provided a quick update on the Medway Master Plan. The draft plan is in works (~80% complete) and a revised version was received last week. Progressed draft will be available in the 1<sup>st</sup> week of August. It will be circulated among boards and committees for final input before finalizing the document. The goal is to get the plan endorsed by PEDB in September 2022. The draft plan will be discussed at the 08/15 DRC meeting.

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

***Roll Call Vote:***

***Matt Buckley- Aye***

***Jessica Chabot-Aye***

***Janine Clifford- Aye***

***Tom Gay- Aye***

***The motion passed.***

**The meeting was adjourned at 8:15 p.m.**

**The next DRC meeting will be held on August 01, 2022.**

Respectfully Submitted,

Sreelatha Allam

Recording Secretary

Reviewed and edited by,

Susan E. Affleck-Childs

Planning and Economic Development Coordinator



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

**Medway Location/Address** where the sign will be installed: 39 Main St.  
What is the interior width of the storefront? \_\_\_\_\_

**Building/Development Name:** (if applicable): Hathon

**Medway Zoning District:** \_\_\_\_\_

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # \_\_\_\_\_

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

Business Name: Hathon / Toll Brothers Apartment Living

Mailing Address: 1140 Virginia Drive

Fort Washington PA 19034

Contact person: Arin Medina

Phone: 305 570-8119 Cell Phone \_\_\_\_\_

Email address: amedina2@tollbrothers.com

**Type of Proposed Signs** – For sign definitions, refer to *Medway Zoning Bylaw* (Section 7.2 Signs Regulation). The *Medway Zoning Bylaw* is available online at: [www.townofmedway.org](http://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	24" x 24"	4		none
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign	1	64" x 24"	24	72"	external
Awning Sign					
Projecting Sign					
Directory Sign					
Window Sign					
Other Type of Sign (Describe) <u>directional</u>	1	24" x 48"	8	48"	none

**Attach the following items to this form. pdf format is requested for the application form and all attachments. Please email application and documents to [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)**



1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination.



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.



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:

Poblocki Sign Company

Mailing Address:

4 Industrial Park Rd. Medway, MA 02053

Contact person:

Jason Parillo

Phone:

517-230-4434

Cell Phone:

Email address:

jay.parillo@hotmail.com

#### Property Owner Information

Company Name:

Toll Brothers Apt. Living

Mailing Address:

1140 Virginia Drive Fort Washington, PA 19034

Contact person:

Arline Medling

Phone:

305-570-8119

Cell Phone:

305-570

Email address:

arline2@tollbrothers.com

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](http://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](mailto: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 the Sign Guidelines included in the Medway Design Review Guidelines before developing a sign design.**

<http://www.townofmedway.org/design-review-committee/pages/sign-design-review>

**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: \_\_\_\_\_

**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**July 18, 2022**

**Business Name:** The Hathon (apartments)

**Business Owner:** Toll Brothers/Dellbrook Medway

**Sign Location Address:** 39 Main Street

**Proposed Signs:**

**1. Free-Standing Monument Sign (at driveway entrance)**

	Proposed	Allowed by Bylaw (Residential Development in AR-I zoning district)
Sign Surface Area	24 sq. ft. per side x 1 side	32 sq. ft. for a 1-sided sign
Sign Height	6'	6'
Illumination	External	External (required)
Sign Setback	???	10'

- Confirm that this is to be a 1-sided sign.

**2. Wall sign (logo) on wall at the roundabout.**

	Proposed	Allowed by Bylaw
Sign Surface Area	4 sq. ft.	Wall sign is not technically allowed in the AR-I district
Sign Height	30 inches	NA
Illumination	None	NA

**3. Leasing Office directional monument sign**

	Proposed	Allowed by Bylaw
Sign Surface Area	4' x 2' = 8 ft. per side	May be considered exempt when its purpose is to guide and direct traffic and parking but only if size does not exceed 4 sq. ft.
Sign Height	4'	NA
Illumination	None	NA

- Confirm this is to be a 1-sided sign

**SAC Comments:**

1. This is a 40B development, so the applicability of zoning standards is not precise
2. Any signage planned for the outside of the building itself?
3. May need relief from the ZBA?

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Project

**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

Scale: Of Shown Graphics  
See Individual Layouts/Sections/Elevations

Notes

Revisions		
REV	DESCRIPTION	DATE
		BY
		DRL 06.08.22
		DRL 06.15.22
		DRL 06.16.22

Internal Assignment: Pat Ross  
Drawn By: Duane Lebel      Orig. Date: 06.01.22

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Project

**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

Scale: Of Shown Graphics

See Individual Layouts/Sections/Elevations

Notes

vector artwork required  
logo's for placement only

Revisions

REV	DESCRIPTION	BY	DATE
		TMM	06.21.22

Internal Assignment: Pat Ross

Drawn By: Duane Lebel      Orig. Date: 06.01.22

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project standards

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Work Order #:

1 of 1

Drawing #:

PROJECT FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

montserrat medium (optical)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

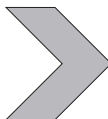
interstate regular (optical)

PROJECT LOGO'S & ARROW

HATHON



project logo's

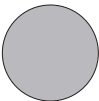


typical project arrow

*Toll Brothers*  
APARTMENT LIVING

toll brothers apartment living

PROJECT COLORS



MAP brushed aluminum



black



Fabricated letters  
Satinbrite Copper  
Horizontal Grain

SIGN SPECIFICATIONS

- DESCRIPTION**  
fabricated aluminum cabinet & base w/  
dimensional letters & .080" aluminum  
plaque with vinyl graphics
- TYPEFACES**  
Logotype  
Interstate Regular
- COLORS/FINISHES**  
painted aluminum cabinet  
& 1/2" letter spacers:  
black
- fabricated copper letters - Satinbrite  
horizontal grain
- painted aluminum reveal:  
MAP brushed aluminum
- aluminum plaque - painted MAP  
Brushed Aluminum
- toll brothers logo:  
3M Black vinyl
- INSTALLATION**  
mounted in concrete foundation



MONUMENT  
AXONOMETRIC VIEW

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**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

Scale: Of Shown Graphics  
See Individual Layouts/Sections/Elevations

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REV	DESCRIPTION	DATE
	BY	DATE
	DRL	06.08.22
	DRL	06.15.22
	TMM	06.21.22

Internal Assignment: Pat Ross  
Drawn By: Duane Lebel Orig. Date: 06.01.22

**MON**  
exterior monument sign

SIGN SPECIFICATIONS

**DESCRIPTION**  
fabricated copper logo with masked  
and painted logo, mounted w/ 1/2" deep  
spacers

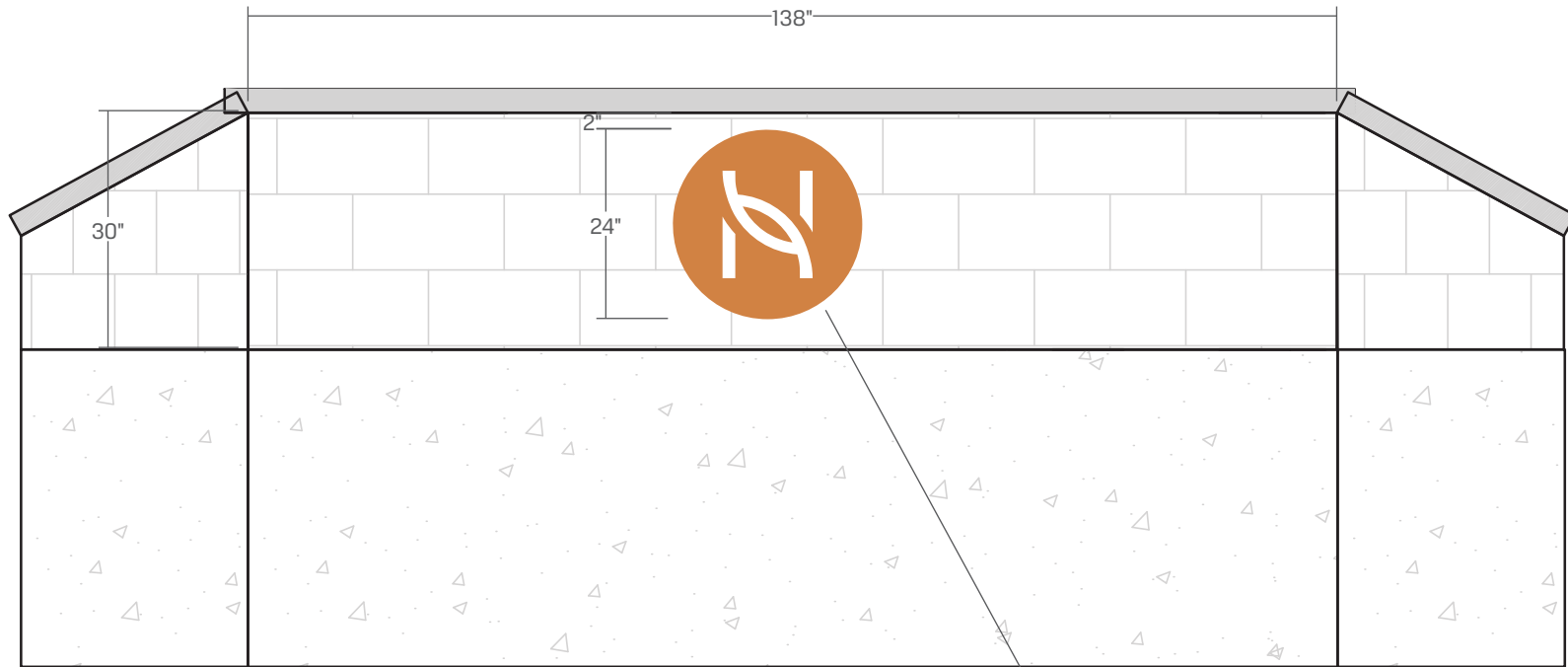
**TYPEFACES**  
logo

**COLORS/FINISHES**  
logo: copper - Satinbrite finish  
horizontal grain w/ satin  
clearcoat

copy - painted first surface white

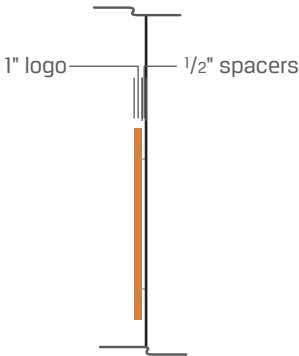
spacers: black

**INSTALLATION**  
stud mount and silicone to  
retaining wall as illustrated



LOGO @ ROUNDABOUT RETAINING WALL  
SCALE: 1/2" = 1'-0"

1" deep fabricated copper logo  
with first surface painted logo;  
mounted to retaining wall with  
1/2" spacers, studs and silicone as req'd



SIDE VIEW  
SCALE: 1/2" = 1'-0"

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**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

Scale: Of Shown Graphics  
See Individual Layouts/Sections/Elevations

Notes

Revisions		
REV	DESCRIPTION	DATE
		BY
		DRL
		DRL
		TMM
		DATE
		06.08.22
		06.15.22
		06.21.22

Internal Assignment: Pat Ross  
Drawn By: Duane Lebel      Orig. Date: 06.01.22

## SIGN SPECIFICATIONS

## DESCRIPTION

fabricated aluminum cabinet w/  
surface applied vinyl graphics

## TYPEFACES

interstate regular (optical)

## COLORS/FINISHES

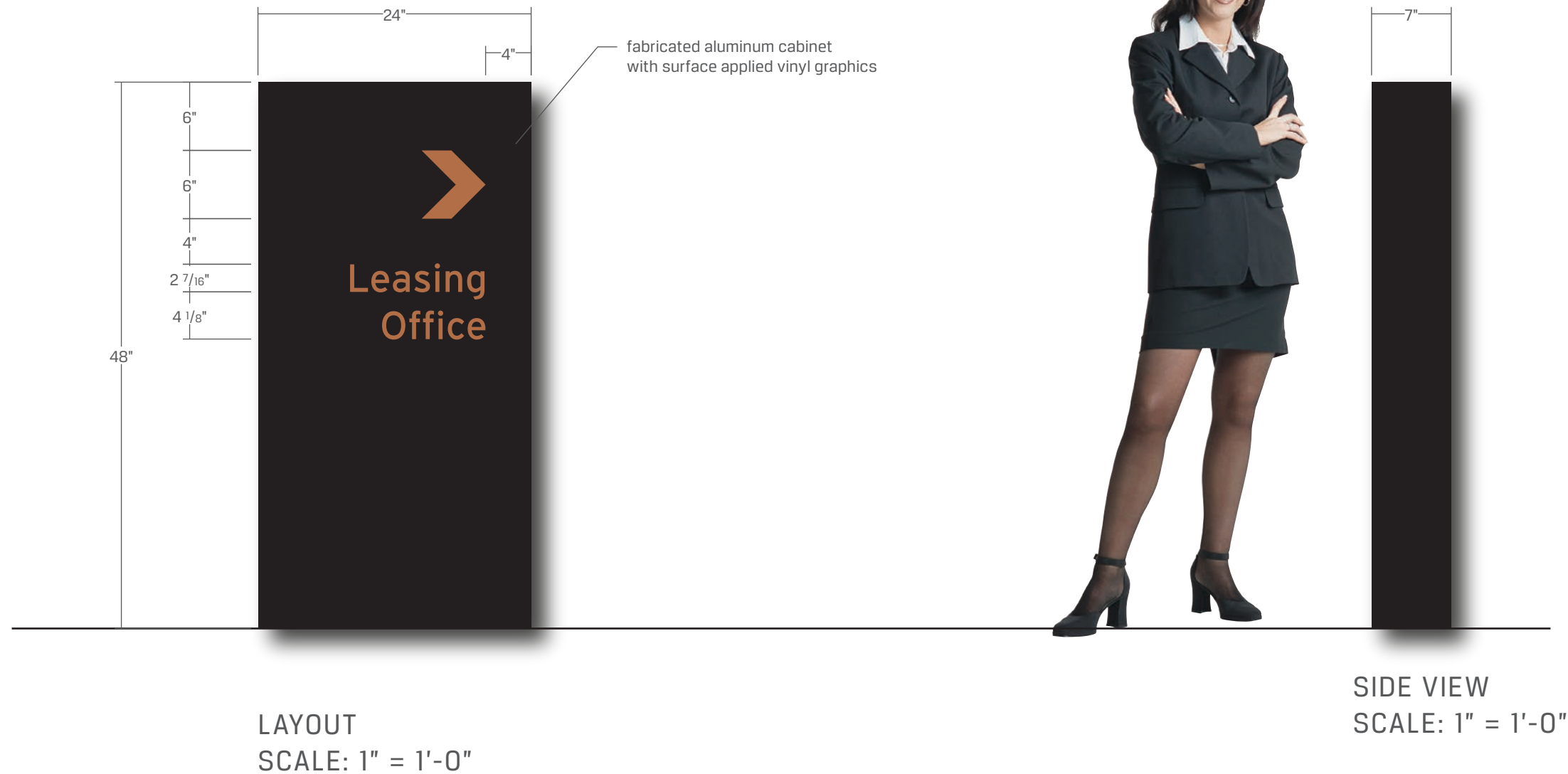
painted aluminum cabinet:  
black

arrow & text:

3M copper metallic  
180-229

## INSTALLATION

mounted in concrete foundation



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**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

Scale: Of Shown Graphics

See Individual Layouts/Sections/Elevations

## Notes

## Revisions

REV	DESCRIPTION	BY	DATE
		DRL	06.08.22

Internal Assignment: **Pat Ross**

Drawn By: **Duane Lebel**      Orig. Date: **06.01.22**

**LMM**

leasing office mini monument

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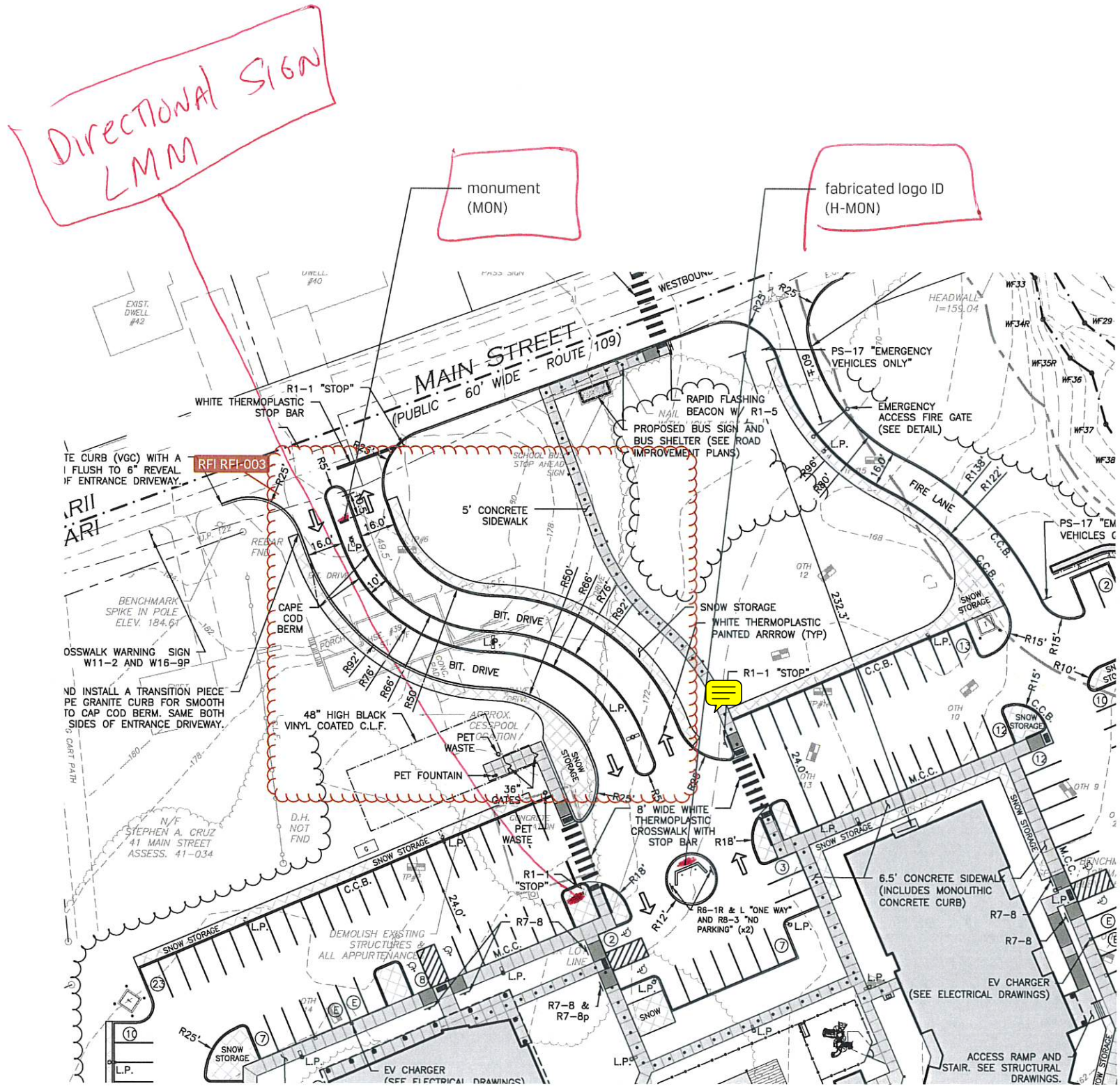
Work Order #:

1 of 1

Drawing #:

## VARIANCE REQUIRED FOR ADDITIONAL FREESTANDING SIGN





SITE PLAN  
NOT TO SCALE

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site plan