APPROVED March 4, 2019

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

Matthew Buckley, Chair
Rachel Walsh, Vice-Chair
Tom Gay, Member
Jessica Chabot, Member
Dan Connolly, Member
Seth Kendall, Member
Rachel Wolff Lander, Member

DRC Meeting Minutes: February 25, 2019

Medway Public Library

Call to Order: – With a quorum present, this meeting was called to order by Chair Mr. Buckley at 7:02 p.m.

Attendees:

	01/07/2019	02/25/2019		
Matthew Buckley	X	X		
Rich Di Iulio	-	-		
Jessica Chabot	X	X		
Tom Gay	X	ABSENT WITH NOTICE		
Rachel Walsh	X	X		
Dan Connolly	X	ABSENT WITH NOTICE		
Seth Kendall	X	X		
Rachel Wolf Lander	ABSENT WITH NOTICE	X		

Also Present:

- Susy Affleck-Childs, Planning and Economic Development Coordinator
- Sreelatha Allam, Recording Secretary
- Jack Mee, Medway Building Commissioner
- Jeff Robinson, Salmon Community
- Audrey Peterson of The Sign Center on behalf of Spencer Technologies

Sign Design Review - Salmon Senior Living Community (Village ST) Discussion on change of stone material for building façades

- Jeff Robinson attended the meeting to discuss a change in the stone veneer product for the façade for the main building, the medical office building and the pavilion at the Salmon Senior Living Community. The color and product for the façade (Ply Gem stone – Sherwood Blend) was approved a couple of years ago. However, there are now some on-time delivery issues associated with the approved stone façade. For that reason, it's

being substituted with a product from Quality Stone. The proposed color is Ridgewood; the stone style is Fieldstone.

- Members discussed the color and shape of the proposed alternative stone from the samples Mr. Robinson brought to the meeting. He shared a photo of what he has proposed. (**See Attached**.) DRC members recommended a color palette with more blues and greys similar to Medway granite. Three suitable colors were noted: Smithville, New England and Ridgewood. There was an agreement on the stone shape/pattern. (Fieldstone).

Sign Design Review- Spencer Technologies, 10 Trotter DR

- Ms. Audrey Peterson from The Sign Center attended the meeting to discuss proposed signs for Spencer Technologies. The proposed project is to change the existing signage (corporate logo) on the building at 10 Trotter Drive. It's a computer based business and the Medway location will be their headquarters. The proposed project will remove all the existing signs from Cybex, the previous owner and tenant. (**See Attached**)
- There was some discussion on the building, its size, and the presence of the existing signs. It's a large building with two separate delivery sections. At the entrance to the industrial park at Trotter and Milford Street, there's a tenant directory. However, the building itself does not have a free-standing monument sign. There was some discussion on installing a monument sign in the future.
- Ms. Affleck-Childs clarified that they are entitled to have a monument sign. As a response, Ms. Peterson said the installation of a monument sign is outside the budget of Spencer Technologies at this time.
- Ms. Affleck-Childs commented that the size of the proposed wall sign is acceptable per the Zoning Bylaw.
- Ms. Peterson said the proposed wall sign will be individual reverse channel letters without any borders, frame, or raceway. In total the depth of the sign will be about 2.5-3" and the letters are 1" thick.
- Mr. Kendall said the proposed sign is bit hard to read with the dark blue color letters against the brick background and talked about some lighting to the sign. Ms. Peterson responded that the photo was taken on a day when the lighting was not good.
- Ms. Walsh talked about addressing any visible ghosting or marks left behind by the Cybex signs. Ms. Peterson said with the proposed sign, there won't be any ghosting issues. However there will be holes in the walls and currently there is no plan to cover all of them. She said measures will be taken to mitigate the issue.
- It was discussed that the walls be cleaned with high pressure washers before the new sign is installed.
- Rachel Wolff Lander will prepare the DRC's review letter.

Discussion with Building Commissioner, Jack Mee

- Mr. Buckley opened the discussion on this agenda item. He talked about the general lighting of businesses in town and touched on the safety and aesthetics of the lighting used by various entities. As an example he talked about Domino's Pizza lighting that hits the eyes directly and could be unsafe to people driving around the business. He asked Mr. Mee if there any ways to correct or mitigate the issue.
- Mr. Mee encouraged the members to inform his department of any issues like these.
- Mr. Buckley also mentioned the lights in the middle school parking lot that are very bright making it hard to see.
- Ms. Chabot talked about the new lights in the new Choate Park parking lot and indicated they are a good example of lights that don't shine in people's faces while driving.
- Ms. Walsh noted that there's a misconception that people associate bright lighting with better visibility which might not be the case.
- The second topic that was brought up in the discussion was about excessive signage in town.
- Signage at Hogan Tires was discussed as an example where they installed a new sign panel on the existing free-standing sign without securing a Town permit. Members eluded to the Town enforcing regulations on the entities that are in violation. Mr. Mee talked about including such violations in the list his department maintains and said appropriate action will be taken at the right time.
- Ms. Affleck-Childs asked Mr. Mee to explain the Building Department's procedures for handling sign violations. He said the violations are initially addressed through verbal communication. They are then followed by official written warning. The next step will be to fine the entity at $100/ day per violation. The rate goes up to $200 and then stays at $300/ day per violation.
- Ms. Chabot asked if the people/businesses in violation can be made more public. She talked about using the Town website to include a list of violators.
- Mr. Kendall raised the issue about the Medway Plaza parking lot paving and striping where the entryway proceeds directly into the parking area. Members agreed that the current orientation and striping are dangerous to the users. He asked if there was a schedule to change that. Ms. Affleck-Childs said Town officials have met repeatedly with the owners to discuss this issue.
- Ms. Affleck-Childs said temporary signs have been a general issue. She talked about the 90 day limitation for the temporary signs and how businesses often violate the rule. As a strategy to handle the violation, Mr. Mee talked about establishing a fee structure where a permit fee for a temporary sign would be credited against the sign permit fee for the permanent sign if it's installed within the 90 day period. Members liked the idea.

- Mr. Buckley asked about the status of updates to the sign bylaw. Ms. Affleck-Childs said she's been working with Mr. Gay and Ms. Barbara St. Andre on the draft version and that she doesn't have a specific timeline on when it will be ready for review and discussion.
- Ms. Chabot asked Mr. Mee about the number of housing permits that the Town received for new constructions vs. renovations. Mr. Mee said there were about 30+ permits for residential homes in 2018. She also asked if there was any talk on developing zoning provisions to address the problem of construction of large houses on small lots. Ms. Affleck-Childs said as of today it's not on anyone's active radar but suggested Ms. Chabot attend a Planning and Economic Development Board meeting to discuss.
- Ms. Walsh talked about the new community message board sign at Choate Park. Discussion was on the types of messages that can be on the sign. Members are working towards drafting some guidelines for the sign messages so that the Town can administer them for any Town and community events. She requested Mr. Mee's office to be involved in the making of the template for the signs. The big question is about what can and cannot be allowed on the sign. She is also concerned about how the Town will be able to not allow private businesses from also having changeable message signs. Chairman Buckley asked about the Town securing a permit for the sign.

DRC Meeting Minutes

01/28/2019:

A motion was made by Mr. Buckley, seconded by Ms. Walsh to approve the minutes of the 01/28/2019 DRC meeting as presented. All were in favor.

Discussion of draft 2018 DRC Annual Report (See Attached)

- Mr. Buckley said he doesn't have much to add or change in the draft and thanked Mr. Connolly for preparing the draft. Ms. Chabot indicated a minor edit that involves fixing grammar/ rephrasing the sentence. The due date for the submission of the draft is 03/08. Susy Affleck-Childs will make that change and submit to Sandy Johnston.

Discussion of light pole banner ideas

- Will be discussed at a future DRC meeting when Dan Connolly can attend

Next Steps on Community Message Board Sign - Preparation of message templates

- Mr. Buckley said he had been in touch with DPS Director Dave D'Amico. The sign was ordered today. It will be stored in the DPS office. There was some discussion on the software that will be arriving after the message board sign is delivered.

- Ms. Lander offered to prepare some sample messages. She asked for a sample/ template that she could work off of.

Update on Architectural Scavenger Hunt

- Ms. Walsh briefly talked about this agenda item. She had communicated with Jeanne Johnson from Historical Commission who responded with some useful information about including images from cemeteries in town.

NOTE - Ms. Walsh left the meeting around 8:58PM.

Other business as may come before the Committee

- Ms. Chabot said she will not be able to attend the March 18th meeting and offered to present/ discuss Chapter 1 of the Design Review publication from APA at the next meeting on March 4th. That would involve switching assignments with Dan Connolly.

Adjournment

With no further business before this committee, a motion was made by Mr. Buckley, seconded by Ms. Chabot to adjourn the meeting. The motion was unanimously approved.

The meeting was adjourned at 9:32 p.m.

Respectfully Submitted,

Sreelatha Allam
Recording Secretary

DRC Sign Design Review
Planning and Economic Development Office Comments
February 21, 2019

Business Name: Spencer Technologies
Business Owner: David Strickler, CEO
Sign Location Address: 10 Trotter Drive
Sign Company: The Sign Center NOTE – Jay Kahn will attend the meeting

Proposed Signs:

1. New Wall/Façade Sign

	Proposed	**Allowed by Bylaw**
Sign Surface Area	71" high x 170" wide = 83.82 sq. ft.	100 sq. ft.
Illumination	Internal, back lit, halo	YES

2. **New Insert in EXISTING 2 sided Free-Standing Directory Sign at Trotter Drive & Milford Street**

	Proposed	**Allowed by Bylaw**
Sign Surface Area	3" x 44" = .92 sq. ft. x 2 sides = 1.84 sq. ft.	This is a replacement panel for the previous Cybex panel on the existing sign
Sign Height	???	OK – This is a pre-existing, non-conforming sign
Illumination	None	OK

3. **New Insert in EXISTING Visitors, Delivery, Pick-up Directional Signage (1 sided)**

	Proposed	**Allowed by Bylaw**
Sign Surface Area	30" x 30" = 6.25 sq. ft.	This is a replacement panel for the previous, 1-sided Cybex directional sign. If this was a brand new sign, it could not exceed 4 sq. ft. in sign surface area nor include any "advertising" matter.
Sign Height	NA	NA
Illumination	None	OK

4. **New Insert in EXISTING Pick-up and Delivery Directional Signage (1 sided)**

	Proposed	**Allowed by Bylaw**
Sign Surface Area	30" x 30" = 6.25 sq. ft.	This is a replacement panel for the previous, 1-sided Cybex directional sign. If this was a brand new sign, it could not exceed 4 sq. ft. in sign surface area nor include any "advertising" matter.
Sign Height	NA	NA
Illumination	None	OK

Comments:

1. Brick on the facade should be cleaned to remove any ghosting left behind from the Cybex sign before the new Spencer wall sign is installed. Back lit halo style of sign is very nice.

2. Burgundy color for insert in the existing 2 sided directory sign at Trotter and Milford should absolutely match the color of the other business signs.

the sign center

get noticed.

Town of Medway
Design Review Committee
C/o Medway Planning Department
155 Village Street
Medway, MA 02053

02/18/2019

Dear Design Review Committee,

Enclosed please find the documentation required for us to submit a Design Review Application for our client Spencer Technologies at 10 Trotter Dr. Medway, MA.02053. We are requesting Design Review approval for the installation of:

Removal of existing exterior Cybex dimensional logo to be replaced with new.
(1) 70"h x 171"w x 1"d GE LED illuminated halo, dimensional letter set painted to match brand colors and to say "Spencer" with graphic logo, stud mounted into masonry. Total of 83.13 Sq. Ft.

Existing double-faced, freestanding directory to be updated with new tenant listing. Replacing Cybex with Spencer Technologies.
(2) 3"h x 44"w Burgundy cut vinyl lettering to say" Spencer Technologies" to be applied first surface of each face; replacing current listing for Cybex. Total of .92 Sq. Ft. each.

Existing "Visitors, Delivery and Pick-up" site directional to be updated with new tenant information. Replacing Cybex with "Spencer Technologies."
(1) 30"h x 30"w Digitally printed vinyl graphics to be applied first surface of existing site directional; replacing/ updating directional header with new Spencer Technologies logo and updating directional info listed with brand colors. Total of 6.25 Sq. Ft.

Existing "Pick-up and Delivery" site directional to be updated with new tenant information. Replacing Cybex with "Spencer Technologies."
(1) 30"h x 30"w Digitally printed vinyl graphics to be applied first surface of existing site directional; replacing/ updating directional header with new Spencer Technologies logo and updating directional info listed with brand colors. Total of 6.25 Sq. Ft.

Enclosed you will find one set of drawings showing the proposed signage, the Design Review Application and letters of authorization to act as agent on our clients behalf.

I would like to submit our proposed signage design to the Town of Medway, MA Design Review Committee, February schedule. I believe all the necessary documents are enclosed, however if I have overlooked anything, or if you have any questions or concerns regarding this project please call me at 978.372.3721. I thank you for all your help with this matter, your kindness is very much appreciated.

Thank you again,

Permitting Coordinator
Alisha Brown
Alisha.brown@thesigncenter.com

Medway Design Review Committee (DRC)

Application for Sign Design Review

Medway Location/Address *where the sign will be installed:* 10 Trotter Dr. Medway, MA.02053

What is the interior width of the storefront? 359'

Building/Development Name: *(if applicable)*: Medway 495 Business Park

Medway Zoning District: West Industrial (sac)

Applicable Sign Standard Table *(from Medway Zoning Bylaw)* **Table # ___5_____.**

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

Business Name: Spencer Technologies

Mailing Address: 10 Trotter Drive

Medway, MA 02053

Contact person: David Strickler

Phone: 508-579-0560 Cell Phone _____

Email address: dstrickler@spencertech.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.

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	71"h x 170"w	83.82	71"h	External
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign	1	3"h x 44"w	.92	3"h	N/A
Awning Sign					
Projecting Sign					
Directory Sign	2	30"h x 30"w = 6.25 sq. ft.	6.25 x 2 signs = 12.5	30"h	N/A
Window Sign					
Other Type of Sign (Describe)					

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

- ☑ 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: The Sign Center

Mailing Address: 40 Orchard Street Haverhill, MA 01830

Contact person: Alisha Brown

Phone: 978-372-3721

Email address: alisha.brown@thesigncenter.com Cell Phone: _____

Property Owner Information

Company Name: Burnam properties LLC.C/ O Spencer Technologies INC.

Mailing Address: 10 Trotter Dr. Medway, MA.02053

Contact person: David Strickler

Phone: 508-579-0560 Cell Phone: _____

Email address: dstrickler@spencertech.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)

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 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: February 19, 2019

Reviewed by Medway Planning Coordinator: February 21, 2019 ***DRC Meeting Date:*** February 25, 2019

SPENCER
TECHNOLOGIES

Town of Medway
Building Department
155 Village Street
Medway, MA 02053

02/13/2019

To whom it may concern:

As the property owner of 10 Trotter Dr. Medway, MA 02053, I have reviewed and approved the proposed sign designs for this location.

I hereby authorize The Sign Center to act on our behalf in all manners relating to the application of sign permits at 10 Trotter Dr. Medway, MA 02053, including signing of all documents relating to these matters. Any and all acts carried out by The Sign Center on our behalf shall have the same effect as acts of our own.

If you have any questions regarding this matter, please feel free to contact us at: Dave Strickler at 508-579-0560 or Brenda Toomey at 352-586-4038.

Thank you,

David P. Strickler
President | CEO

Regional Offices
Ohio • Tennessee • New Hampshire • Canada • Mexico• UK

Corporate Headquarters
10 Trotter Drive • Medway, Massachusetts 02053
T 508-595-9496 • *F* 508-595-9156 • **www.spencertech.com**

SPENCER
TECHNOLOGIES

Town of Medway
Building Department
155 Village Street
Medway, MA 02053

02/13/2019

RE: Spencer Technologies
10 Trotter Dr.
Medway, MA 02053

To whom it may concern:

Please accept this letter as formal authorization for The Sign Center of Haverhill, MA to act on our behalf and as our "agent" for the purposes of securing all the necessary permits and approvals (including signing of all documents relating to these matters) required by the Town of Medway, MA for the proposed signs to be built and installed at 10 Trotter Dr. Medway, MA 02053.

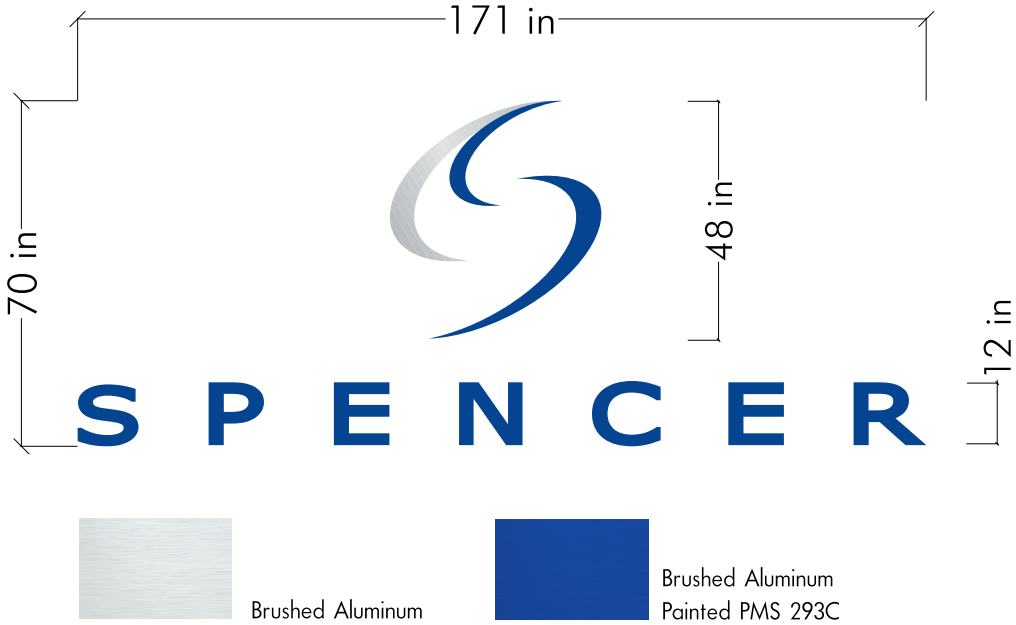
Should you have any questions or concerns, please contact me at Dave Strickler at 508-579-0560 or Brenda Toomey at 352-586-4038.

Thank you,

David P. Strickler
President | CEO

Exterior Building Logo

Location 1



the sign center
get noticed.

Spencer Technologies
10 Trotter Dr, Medway MA
Sales Associate Audrey Peterson
Job # 2030

date	12/21/18
designed by	K Hansen
file name	Exterior Building Logo.plt
details	1"D Aluminum Channel Letters Horizontal Brushed, Blue Painted PMS 293C LED Halo Lighting Stand Off Stud Mount

© COPYRIGHT © 2018 THE SIGN CENTER UNAUTHORIZED USE OR DUPLICATION PROHIBITED

Remove Cybex International

Double Faced Tenant Directory

44 in

3 in

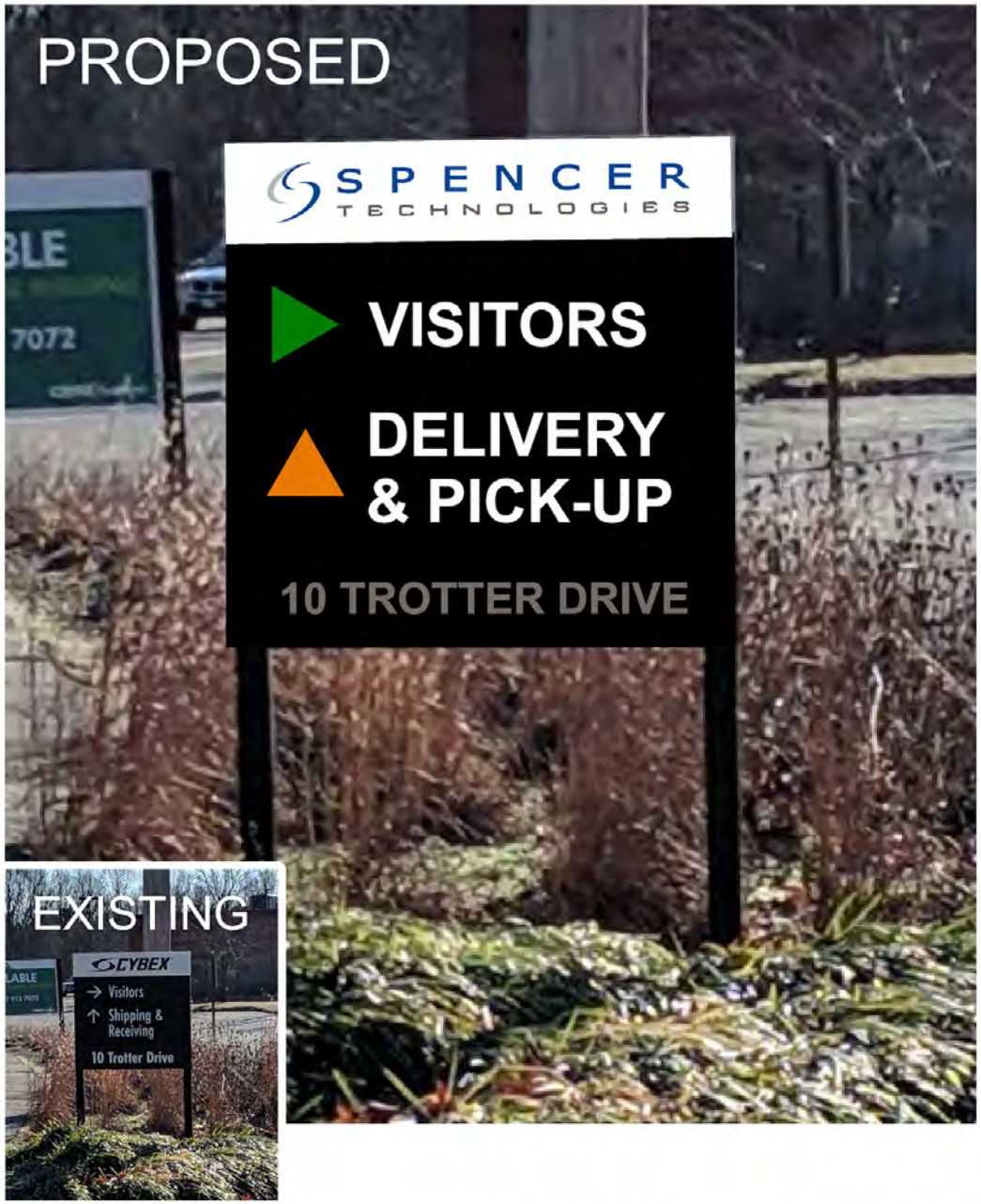
SPENCER TECHNOLOGIES

the sign center
get noticed.

Spencer Technologies
10 Trotter Dr, Medway MA
Sales Associate Audrey Peterson
Job # 2030

date	12/21/18
designed by	K Hansen
file name	Freestanding Tenant Directory Vinyl.plt
details	Peel & Replace 3M Burgundy Vinyl Graphics

© COPYRIGHT © 2018 THE SIGN CENTER UNAUTHORIZED USE OR DUPLICATION PROHIBITED



the sign center
get noticed.

Spencer Technologies
10 Trotter Dr, Medway MA
Sales Associate Audrey Peterson
Job # 2030

date	12/21/18
designed by	K Hansen
file name	Exterior Directional Signs.plt
details	Digitally Printed Graphics on Intermediate Reflective Vinyl w/ Matte Laminate

©
COPYRIGHT © 2018
THE SIGN CENTER
UNAUTHORIZED USE OR DUPLICATION PROHIBITED

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 - 2018

I am pleased to report that the Design Review Committee (DRC) reviewed eighteen sign proposals this year, many of which incorporated recommended changes and produced very effective signs. The DRC's laptop computer and design software have continued to be a vital tool, used continually during the year at DRC meetings.

- O'Reilly's Auto Parts (106 Main Street) - 01/08/2018
- Medway Eye Care (89 Main Street) - 02/05/2018
- New England Quality Cabinetry (112C Main Street) – 03/05/2018
- FBT Medical Aesthetics (165 Main Street) – April 2, 2018
- All Fur Love (126 Main Street) – April 23, 2018
- Irving Gas (71 Main Street) – April 23, 2018
- O'Brien & Sons (17 Trotter Drive) – 06/04/2018
- Medway Fire Department (42 Milford Street) – 06/04/2018
- Sign Design (9 Trotter Drive) – 06/04/2018
- Town of Medway STOP/No Dumping (Various) – 06/04/2018
- Medway Smoke Shop (100 Main Street) – 07/16/2018
- Family Medicine Associates (74 Main Street) 07/16/2018
- Community Pediatrics of Medway (116 Main Street) – 07/16/2018
- Oui Dance Studio (42 Milford Street) – 08/08/2018
- Aoude Gas & Repair Service (73 Main Street) 08/08/2018
- Medway Community Church (200 Main Street) – 09/10/2018
- Verizon (92 Main Street) – 12/03/2018
- Hogan Tire (85 Main Street) – 12/17/2018

The DRC reviewed seven 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.

- Milway Auto (50 Alder Street) - 01/22/2018
- Not sure of the official name – I think its CTS? (9 Trotter Drive) – 05/07/2019
- Glen Brook Way Multifamily Housing (33 West Street) – 06/18/2018
- Medway Community Church Parking Expansion (9 & 11 Slocomb Place) – 08/20/2018
- Medway Evergreen (22 Evergreen Street) – 10/15/2018
- Multifamily Housing (39 Main Street) – 11/05/2018
- Medway – Department of Public Works (Broad Street) – 12/03/2018

The DRC was vital in implementing the design guidelines and proving informed recommendations to help the Town move forward with the LED Changeable Message Sign at Chote

DRAFT

Park. The DRC created a presentation for the Annual Town Meeting on XX/XX/XX. The sign is expected to be installed and functioning in 2019. On 10/22/2018 members of the DRC participated in the Oak Grove Zoning meeting and provided their support in a hands-on workshop to help steer the design of the Oak Grove Development project.

We were pleased to welcome Rachel Wolff Lander during 2018 as a newly appointed DRC member. Continuing members include Seth Kendall, Dan Connolly, Rachel Walsh, Jess Chabot and me. The DRC continues to seek a member representing the Medway Business Council. Additionally, the DRC seeks individuals with pertinent skills from the general population, with a specific interest in an architect or landscape architect.

Looking forward to 2019, the DRC intends to:

- Support the LED Changeable Message Sign at Choate Park implementation and provide support with developing the guidelines for the messages displaced.
- Provide a signage program for the EPFRAC projects that can be applied to all municipal signage.
- 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 help develop the Town's banner sign guidelines.
- 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 2018.

Respectfully submitted,

Matthew Buckley, Chairman

DRAFT

2019.02.21 - Medway Banner Sign Meeting

Thursday, February 21, 2019
6:07 PM

Attendance:
Dan Connolly, Barbara Saint Andre (Director of Community and Economic Development) and Sandy Johnson (Communications Director)

Meeting Notes:

- How many times a year do we change out the banners? Initial thought is seasonal 4 times
- American flag? Is that happening on a regular basis (currently up on mock-up) or is this just during holiday (Memorial, 4th of July)?
- Remove Medway Business Council from DRC proof - current plan is for the Town to pay for the banners. DPW will replace and change as required.
- Use different adjective signs (Live, Visit, Shop) Medway
- Use Medway photos from Tim Rice for seasonal. Group to review photo options on file to determine if they work. It would be nice to use Medway photos for banners and not standard art from internet.
- Map of banner poles to layout so to not have multiple ones of the same message in the same area (will have for next meeting)
- Target July 4th roll out - use summer banner and Medway
- Review lettering style and fonts to align with common Town font etc.
- Working on pricing and review of photos