



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

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

DRC Meeting Minutes: January 28, 2019
Medway Public Library

Call to Order: – With a quorum present, this meeting was called to order by Chair Mr. Buckley at 7:01 p.m.

Attendees:

	01/07/2019	01/28/2019		
Matthew Buckley	X	X		
Rich Di Iulio	-	-		
Jessica Chabot	X	Absent		
Tom Gay	X	Absent with Notice		
Rachel Walsh	X	X		
Dan Connolly	X	X		
Seth Kendall	X	X		
Rachel Wolff Lander	Absent with Notice	X		

Also Present:

- Susy Affleck-Childs, Planning and Economic Development Coordinator

Minutes of January 7, 2019 DRC Meeting

- DRC members reviewed the draft minutes of the January 7, 2019 meeting. There were a number of corrections noted. Susy will make those changes. Regarding the Design Review Guidelines publication from the American Planning Association, members wanted to add the list of assigned chapters. Susy will contact DRC Recording Secretary Sreelatha Allam to check the recording of that meeting and secure that information. **On a motion made by Rachel Walsh and seconded by Dan Connolly, the DRC voted to approve the minutes of the January 7, 2019 meeting as edited.**

Miscellaneous Business

- Matt Buckley will write a review letter from the DRC to the Planning and Economic Development Board re: the proposed Medway Department of Public Services building site plan

2018 DRC Annual Report

- The DRC discussed the 2018 annual report. Susy Affleck-Childs distributed copies of the DRC's 2017 report. This report is included in the annual Town report. Dan Connolly offered to prepare the 2018 for review by the group at the next meeting.

Community Message Board Sign – Continued Discussion

- Susy Affleck-Childs reported that she had spoken with DPS Director Dave D’Amico. The software will not be available until the sign is purchased. She will check with Dave on when the sign will be ordered.
- The DRC needs to prepare a draft policy and guidelines for the use of the sign.
- Susy Affleck-Childs will resend the list of possible groups/events that could be included on the sign.
- It was noted that the sign should be used to promote events but not regular meetings of various groups, committees and organizations. One member expressed that championship and playoff games could be included.
- Members asked about how many different messages should be “posted” on any given day. Rachel Walsh noted she would prefer to see only 5 messages per day. Tom Gay noted that Town of Medway messages should have priority.
- Members asked if the software randomizes messages. Can it be programmed to display a specific number of messages/event and how many days a message would be up?
- All agreed that having seasonal photographs of Medway scenes would be suitable.
- A set of templates needs to be developed.
- Rachel Wolff Lander noted that there should be a maximum limit on the # of characters in the message.
- Members discussed how the program would be administered. Susy Affleck-Childs indicated she understood that Sandy Johnston, the Town’s Communications Director, will handle this in a similar fashion as to how items are now posted to the Town’s FACEBOOK page. Members agreed this could become a standard agenda item for DRC meetings and the DRC could provide regular feedback to Sandy as issues come up.
- Rachel Walsh agreed to update Sandy on the DRC’s discussion.

DRC Architectural Scavenger Hunt

- Rachel Walsh reported on her meeting today with Sandy Johnston, the Town’s Communications Director. It was a great meeting. Sandy is excited about the idea and can work with the DRC to promote this project through the Town’s Facebook page, web site and Instagram. Could also work with the monthly Medway/Millis newspaper. This project fits well with her goals to positively promote Medway with fun activities. Photographer Tim Rice, who is under contract with the Town, can be tasked with taking some photos for this work. The collection of photos could also be used to create a poster.
- Name ideas – We are Medway. I SPY Medway. Where in the World? Do you know Medway?
- Rachel Walsh will contact Jeanne Johnson, chair of the Historical Commission to see if they would like to be involved. This would be a great opportunity to feature architectural details of some of Medway’s historic buildings.
- Would we need permission of property owners to take photos?

Banner Program for New Main Street Light Poles

- Dan Connolly will be the DRC's representative to the new task force being established by Community and Economic Development Director Barbara Saint Andre to develop a banner program for the new light poles. A meeting is being planned.
- Rachel Wolff Landers shared some examples of good looking banners. Rachel Walsh mentioned the banners in Sherborn.
- Seth Kendall distributed some notes Light Pole Banner Design. **See Attached.**
- Members discussed having a series of seasonal banners. Some concern was expressed about having advertising/business sponsors on the banners. Would this be considered off-premises signage? All agreed business sponsorship should be kept to a minimum.
- Dan Connolly led a discussion about the goals of the program – draw people from outside the community, civic pride, seasonal flair, decorative interest, encouraging people who drive thru Medway to stay and explore.
- Question was raised as to how many light poles were installed. Susy Affleck-Childs will send Dave D'Amico's contact information and a link to the Route 109 plans to Dan Connolly so he can follow up on that question.
- What is the size of the banners? It was noted that 2' by 6' is a standard size.
- The messages should be simple.
- The banners could alternate between a specific event banner and a regular Medway seasonal banner.
- The "across Main Street" banner option instituted as part of the Medway 300th birthday celebration will probably cease to exist.
- Rachel Wolff Lander will develop a few sketches for banners and share with the group.
- Dan Connolly will develop some notes and send to DRC members.

Note – Dan Connolly left the meeting at 8:55 p.m.

Identification of possible sign violations to report to building Commissioner-

- The Auode Gas canopy includes one or more of the logos. It is probably a decal. Did the business get a sign permit for that? Members expressed disappointment with how the graphic art worked out for Auode Gas.
- Members noted that Hot Pigeon had installed their new sign.
- Members noted that the light at the Domino parking lot is very bright. Also the lights at the Library are very bright. Do they meet the requirements for no light spillage?

Other Reports

- Susy Affleck-Childs reported on upcoming development projects – Marzilli Landscaping on Trotter Drive is planning an addition. 16 Holliston has a new owner who is looking at adding some multifamily housing to the site. 39 Main Street will be pursued as a friendly 40B apartment complex development. DRC members expressed their hope that the developer will modify the architecture as shown on the original concept plan per the DRC's recommendations and requests.

Adjournment

With no further business before this committee, a motion was made by Matt Buckley and seconded by Rachel Walsh to adjourn the meeting. The motion was unanimously approved.

The meeting was adjourned at 9:15 p.m.

Respectfully Submitted,

Susan E. Affleck-Childs

Planning and Economic Development Coordinator

Light Pole Banner Design

- **On Message.**

"Welcome to Medway" "Experience the charm of Medway," + "X Event on this date." There is a lot of traffic that passes through Main Street, and judging by the empty storefronts and great events with often very low attendance (looking at you Movies in the Park), the goal should 100 percent be to drive people to come hang out in Medway. Getting the name Medway prominently and consistently featured is half the battle. The other half is promoting events that make people want to plan a visit OR live in Medway some day.

- **Limited text.**

Cut it down to the bare essentials. Just the message, date, and our brand "Experience Medway" (or whatever). Lots of extraneous information and small text becomes unreadable when driving and causes people to not focus on it. Just like we always say with signage. I also think a simple two word tagline that remains always present and consistent, like above could be a nice way to tie this all together as a coordinated campaign with a focused goal. Get people to come experience Medway.

- **Simple and Readable.**

2-3 tone, solid-color, graphic imagery with no detail behind the words works great. A single striking photo (which is harder imo... must be STRIKING) can work as long as area behind text is clear of any detail. Requires some empty space to let the text breathe, and the text should pull from the color palette in the image.

- **For Double Banners: Simple side, complex side.**

This is a general illustration principle taught by Disney animator Glen Keane that I think even applies here. I think the best double banners (one on either side of the pole) have one side that is graphically much simpler, with very little text, and the other side contains the text, along with complimentary colors. Usually the simple side is very saturated and focuses on a single color, and the complex side contains highlights of that color, but the rest is complimentary. (example attached: SF-Opera-banner). Alternately, you can do something interesting with a single image across both sides as long as the shapes of the negative space are significantly different in size on either banner (see the marathon example attached). Lastly, the attached shot02_b shows the very simple technique of simply reversing the colors to create complimentary sides, though I'd argue this would be more successful with almost no text on one side. Perhaps just a two-tone graphic to denote the season.

- **Cohesive Mount Fixtures.**

These lamp posts have a very historic, Victorian feel to them. Wouldn't make sense to have any kind of modern, chrome mounting brackets. If the mounting brackets are historic looking and match the pole, the banner designs can be more modern.