



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
Rachel Wolff Lander, Member

DRC Meeting Minutes: June 17, 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:

| | 03/18/2019 | 04/01/2019 | 5/6/2019 | 6/3/2019 | 6/17/2019 |
|--------------------|--------------------------|--------------------------|------------------------------|------------------------------|------------------------------|
| Matthew Buckley | X | X | X | X | X |
| Rich Di Iulio | X | - | - | - | - |
| Jessica Chabot | ABSENT WITH NOTICE | X | X | X | ABSENT WITH NOTICE |
| Tom Gay | ABSENT WITH NOTICE | X | X | ?? | ABSENT WITH NOTICE |
| Rachel Walsh | X | X | ABSENT WITH NOTICE | ABSENT WITH NOTICE | X |
| Dan Connolly | X | ABSENT WITH NOTICE | X | X | X |
| Seth Kendall | ABSENT WITH NOTICE | X | No longer a DRC member | No longer a DRC member | No longer a DRC member |
| Rachel Wolf Lander | X | ABSENT WITH NOTICE | X | X | X |

Also Present:

- Susan Affleck-Childs, Planning and Economic Development Coordinator

Sign Design Review Discussion – Health Spa, 72 Main Street (Gould’s Plaza)

Sign maker Robert Lanigan of Bob’s Signs of Framingham and business owner Litao Liang were present. Mr. Lanigan reviewed the proposed signs with the DRC. **(See Attached)** He has color matched the new signs to the sign required colors at Gould’s Plaza. This will be a brand new façade sign with dimensional letters about ½” thick.

DRC members offered the following suggestions:

Wall Sign

- Adjust the yellow smile on the “happy feet”. Change it to the almond color. Perhaps enlarge the smiley face. Rather than using appliques on top of the feet for the smiles and eyes, they could be cut out from the formed foot shape and enlarged.

Free-standing Sign Panels

- Make sure the almond and burgundy colors are precisely matched. The lettering appears to be white. It needs to be almond color.
- Increase the amount of negative (background space) by an overall reduction in the text and/or lose the happy foot logo.

Ms. Walsh will prepare the DRC’s sign review letter.

Discussion - Banners for Main Street Light Poles

- Ms. Wolff-Lander presented further iterations of some banner designs.
- The Town seal is larger on the banner with the rich blue background.
- Several designs for combined Medway text and vertically oriented photos were reviewed – one with the Sanford Mill, one with some geese and Thayer in the background, and another with a cow were well received. The one with an aerial photo showing a trail was not. Members felt it would be hard to comprehend.
- Several options for an arrangement of Shop, Dine, Play and Visit were reviewed. Members discussed color options and the order of the words on the banner. It was recommended to increase the thickness of the font to show better.
- Ms. Wolff Lander will make some further refinements over the weekend.

Continued Discussion on 33-39 Main Street

- Mr. Buckley reported that he had communicated with the architects from Cube 3 after the last DRC meeting on June 3rd. He received some further refined building elevations from them on Friday, 6/14 which the DRC reviewed. **(See Attached.)**
- Mr. Buckley indicated that the developer will not change the massing of the building on the site or break up the one large building into several smaller ones. What is the best we can really ask for that is achievable? The challenge is how to make the building size look more appropriate.
- A question was raised whether the building elevation shown on the drawing would apply to the entire building façade or primarily to the ends of the building. Mr. Buckley stated that he understood they would apply it to another section in the middle of the building.
- A series of comments were offered. Make the entry area more substantial. Incorporate a “mill” theme. Use clapboard all the way around. Incorporate field stone on the first floor and on the staircases.
- Susy Affleck-Childs reminded members that the Zoning Board of Appeals will be considering architecture at the next hearing on June 19th.
- Mr. Buckley will speak again with the architects from Cube 3 in preparation for the ZBA hearing. He will also prepare another letter from the DRC to the ZBA and attend the hearing.

Meeting Minutes:

06/03/2019: The minutes of the 6/3/19 meeting are not yet prepared. The Committee will consider them at the next DRC meeting on July 1, 2019.

Adjournment

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

The meeting was adjourned at 8:35 p.m.

Respectfully Submitted,

Susan E. Affleck-Childs

Planning and Economic Development Coordinator

DRC Sign Design Review
Medway Community and Economic Development Office Comments
June 14, 2019

Business: Health Spa

Sign Location Address: 74 Main Street (Gould's Plaza)

Proposed Sign: This is a proposal for signs for Health Spa, a new business located at Gould's Plaza in the space formerly occupied by Dolce Dolce Bakery

Zoning District: Central Business District

Wall Sign

| | Proposed Sign | Allowed by Bylaw |
|--------------------------|---|--|
| Sign Surface Area | 23" high by 10' wide = 19.2 sq. ft. | Length of storefront frontage. Frontage = 19 linear feet. Sign size is OK. |
| Illumination | External – Existing goose neck light fixtures | Internal or External |
| # of signs | 1 | 1 |

Panel in Free-Standing Sign

| | Proposed Sign | Allowed by Bylaw |
|--------------------------|--|--|
| Sign Surface Area | 14" high by 47" wide = 4.6 sq. ft. per side x 2 sides = 9.2 sq. ft. ft. | Sign size is OK. NOTE - The multi-tenant ladder sign is pre-existing, non-conforming |
| Illumination | Internal – Existing | External |

Comments:

1. Wall sign complies with the Zoning Bylaw.
2. The signs comply with the master signage plan for Goulds Plaza.
3. Both signs would benefit from a modest reduction in text size and more negative space behind, especially on either ends.
4. Include a condition in the DRC decision that the almond and burgundy text colors have to match the other signs in Gould's Plaza.
5. Ask if they are making a whole new sign or reusing the existing Dolce Dolce sign and adding new letters and graphics. If so, concerned about ghosting of previous sign.

Summary and Comments Prepared by: Susy Affleck-Childs



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

Medway Location/Address where the sign will be installed: _____
What is the interior width of the storefront? _____

Building/Development Name: (if applicable): _____

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: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone _____

Email address: _____

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 | | | | | |
| Free-standing Individual Business Sign | | | | | |
| Free-standing Multi-Tenant Development Sign | | | | | |
| Awning Sign | | | | | |
| Projecting Sign | | | | | |
| Directory Sign | | | | | |
| 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: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Property Owner Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

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: _____

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

Existing



Proposed



Existing



Proposed

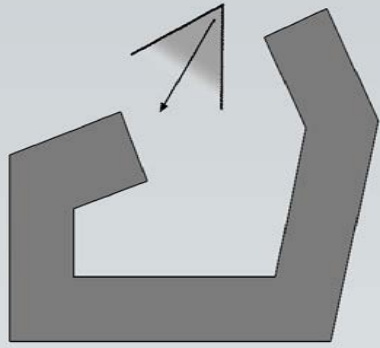




INITIAL DESIGN

Main Street Medway | Exterior View

SLV



DESIGN AT FIRST ZBA MEETING
AFTER FIRST DRC MEETING



Main Street Medway | Exterior View

CUBE 3 Studio LLC | 370 Merrimack Street, Suite 337 | Lawrence, MA 01843 | 978.989.9900 | cube3.com



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DESIGN OPTION AFTER DRC LETTER AND OUR FIRST CONVERSATION





REMOVED MODERN TRANSOM
WINDOWS

ADDED DETIAL AND ELARGED
TRIM AT TOP OF BAYS

ENLARGED AND MODIFIED TRIM
COLOR AT TOP OF THIRD FLOOR

MODELED LAP SIDING FOR
BETTER READ

MODIFIED COLOR OF BAYS

MINIMIZED TRIM AT TOP OF ROOF

WHITE WINDOW TRIM AT LOWER
FLOORS

MODIFIED COLOR SCHEME IN
REAR PORTION (BLUE AND
GREYS)

ADDED TRIM AND SOFTENED
WOOD-TONE COLOR

ADDED PRONOUNCED HEADER
AND SILL TRIM AT WINDOWS

MODIFIED TRIM COLOR AT
LOWER FLOORS TO GIVE
CONTRAST

SOFTENED AND MODELED
CLAPBOARD SIDING AT BASE

PORCH CANOPY
REVIED TO
MATCH DESIGN

CURRENT PROPOSED DESIGN