



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

DRC Meeting Minutes: March 4, 2019

Medway Public Library
 26 High Street

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	02/25/2019	03/04/2019	03/18/2019
Matthew Buckley	X	X	X	
Rich Di Iulio	-	-	-	
Jessica Chabot	X	X	X	
Tom Gay	X	ABSENT WITH NOTICE	X	
Rachel Walsh	X	X	ABSENT WITH NOTICE	
Dan Connolly	X	ABSENT WITH NOTICE	X	
Seth Kendall	X	X	ABSENT WITH NOTICE	
Rachel Wolf Lander	ABSENT WITH NOTICE	X	X	

Also Present:

- Susy Affleck-Childs, Planning and Economic Development Coordinator

Milway Auto, 50 Alder Street Site Plan – Landscape Revisions

- Owner Phil Anza attended the meeting to discuss adding five, stand-up, wooden planter boxes next between the garage bay doors and on either side of the front door. (**See Attached**) The plantings would be changed out seasonally over 9 months and would be removed in advance of substantial snow storms. The planter boxes would be instead of the existing grass strip adjacent to the sidewalk between the two driveways. That area would be paved over. He feels the planter boxes will provide a more pleasant appearance for the building and site and hold up better than the grass strip.

- Mr. Buckley expressed concern about the long term maintenance of the planters.
- Mr. Anza responded that he enjoys landscaping and as the owner and operator of the business and property, he will take care of the planters and take pride in their appearance.
- Ms. Chabot stated that the planters will add some height variation, color and architectural interest and that the proposal was a creative solution to a small site.

DRC Meeting Minutes

02/25/2019 Meeting: Committee members reviewed and made several revisions to the draft minutes as had been presented.

A motion was made by Mr. Buckley, seconded by Ms. Chabot to approve the minutes of the 02/25/2019 DRC meeting as revised during the Committee's review and discussion. The motion was approved by a majority vote. Mr. Connolly abstained as he was not present for that meeting.

Discussion of American Planning Association Design Review publication.

- Ms. Chabot presented an overview of the Introduction and Chapter 1. She distributed summary notes. **(See Attached)**.
- She encouraged members to read the section on "What Design Review Is Not".
- Mr. Buckley suggested printing an excerpt from her notes on Principles of Design Review.
- Members recapped their upcoming assignments. Mr. Connolly will lead the discussion on Chapter 2 at the March 18th meeting.

Discussion of Light Pole Banner Ideas

- Mr. Connolly reviewed his notes of the 2-21-19 meeting he attended with Barbara Saint Andre and Sandy Johnston to discuss banners for the new Medway light poles on Main Street. **(See Attached)** He noted that Medway Business Council's name would not be included on the banners. The Town will purchase and own the banners. The idea is to have a standard banner that would be up all of the time with seasonal banners interspersed.
- Members felt that all graphic images should be of Medway and not use clip art.
- Mr. Buckley asked about the longevity of the banners.
- Members like the Live, Shop, Visit approach to banner text.
- Members discussed formatting ideas.
- Rachel Wolff Lander will prepare some additional design options/layouts.
- Susy Affleck-Childs was asked to send the graphic art for the Welcome to Medway signs to Rachel and Dan.

Update on Architectural Scavenger Hunt

- This will be held over to the next meeting when Ms. Walsh will be present.

Update from Planning and Economic Development Office

- Ms. Affleck-Childs reported that she had an inquiry from Berkshire Hathaway/Page Realty about a possible signage changes at their location (corner of Main and Holliston).

Member Concerns and Comments

- Mr. Buckley noted that the recladding of the sign pole at the Irving Gas Station on Main Street is way oversized. He indicated he thought it was just going to be painted.
- Mr. Buckley reported that he is developing a list of signs that may be non-conforming.
- It was noted that there is a large window sign for the Smoke Shop at the Plaza. It is the temporary sign that had been in place before the permanent façade sign was installed. It is too much, too big. Mr Gay commented that it is hard to regulate these kinds of situations.

Reports from DRC Members

- Ms. Chabot reported she will not be able to attend the March 18th meeting.
- Mr. Gay will be out of town and cannot attend the March 18th meeting.

Adjournment

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

The meeting was adjourned at 8:37 p.m.

Respectfully Submitted,

Susy Affleck-Childs
Planning and Economic development Coordinator

Susan Affleck-Childs

From: Phil Anza <oldmananza@yahoo.com>
Sent: Monday, February 25, 2019 6:22 PM
To: Susan Affleck-Childs
Subject: 50 Alder st
Attachments: IMG_9899.jpg; ATT00001.txt

Hi Susan

I spoke with you today about the front of the shop and driveway. I have a picture of what I had in mind. I would like to place this type of planter between the garage doors and possibly either side of the entrance. I think the height and a splash of seasonal color would look much better than what we had originally planned.

Dimensions 30"L 18"D 24"H





① (30) Copy 1



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51 ADLER STREET
MEDWAY MA

Drawn By	Adler
Checked	Chen
Project	5/29/18
Known	

3/20/2018 10:07 AM



3 D VIEWS

Scale:

AO

PAS Report – Chapter 1 notes (Jess Chabot)

March 4, 2019

- Early adoption of Design guidelines were not consistent, not thought out, and no legally prescribed.
- Some early guidelines actually conflicted with local zoning ordinances or were too vague in their prescriptions.
- 1995 came PAS report 454, Design Review, which described the legal underpinning for this tool, placed boundaries on the technique, and offered guidance for its useful and defensible application.
- Design review is viewed as a way to guide the quality and character of development
- Definition of design review – The evaluation of the design of a proposed development or building by **one or more** qualified reviewers, applying **legislatively adopted** design standards and guidelines considering **comments** by the affected public.
- Principles of design review
 - To ensure the proposed project takes into consideration its surrounding. This doesn't necessarily mean it needs to "match the surroundings" or even "be compatible", but a thoughtful consideration of scale, topography, vegetation, and proximity and orientation of existing structures.
 - To ensure that every proposal positively enhances the adjacent public realm, especially sidewalks and public spaces.
 - To work with other policies, programs, and public investments to strengthen the vitality of a neighborhood, district, or corridor
 - To allow the public to comment on the design elements of a proposed development
 - To encourage creative architectural expressions. Allow for flexibility to encourage innovative and imaginative design solutions for a particular site. Important to engage early on in the process, respectful discussions, collaboration with designers, with the end goal of trying to create better communities
- Design review is not a process for stopping development or for neighborhood activists to complain about the type, size, density of the proposed site.
- Design review allows a community to better achieve its goals for economic development. Its about ensuring that both existing development and new development can work together to create vibrant, dynamic, and appealing places to live and work. At its best use it supports local democracy.
- Types of design review:

- Board of Commission: oldest form. Body of citizen volunteers that typically meet once or twice per month – members are appointed. Volunteers must be in related fields (i.e. architect, engineers, real estate). Makes recommendations to a higher authority. Downside of this model is it involves unpaid citizen volunteers. In a robust community with a lot of permits this can be a huge burden.
- Professional Staff: Staff is hired and paid to conduct the review. There may or may not be public meetings., but there is an opportunity for public comment. Staff is always available to work with the development team. Staff people that manage the review still have to follow procedures, send out notices, and conduct reviews using adopted design standards. Advantage is the staff can enforce design standards through construction stage.
- Hybrid approach: Large complicated projects are reviewed by board. Smaller, simpler projects are reviewed by staff. Helps backlog. Larger projects then get more public scrutiny.
- Which approach is best? All are effective. Board helps elevate the issue of design to great prominence in the community. But staffing a volunteer board can be difficult. Staff model allows for more consistency and ongoing discussion. Let likely for personal interpretation. Hybrid model allows for smaller project to move forward more quickly. Budget of town has implications on all three.
- Standards vs. Guidelines – Standards are objective, quantitative measures of design attributes. They include numbers, dimensions, and precise wording that result in a narrow range of outcomes. They are mandatory. Guidelines are flexible, qualitative measures of design attributes. They rely on descriptive language. May or may not be mandatory.
- Cost of design should be measured based on the type of project. Design review is meant to review the project and work with the developer so as not to make the recommendations prohibitively costly.

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