

Approved - 01/08/2018



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
Alex Kevork, Member

DRC Meeting Minutes: December 04, 2017 Thayer House

Call to Order: – With a quorum present, this meeting was called to order by Chair Mr. Buckley at 7:00p.m.

Attendees:

	10/16/2017	11/06/2017	11/20/2017	12/04/2017		
Matthew Buckley	X	X	X	X		
Rich Di Iulio	-	-	X	X		
Jessica Chabot	Absent with Notice	X	Absent with Notice	X		
Tom Gay	X	X	Absent with Notice	X		
Rachel Walsh	X	X	Absent with Notice	X		
Dan Connolly	X	Absent with Notice	X	X		
Seth Kendall	X	X	X	X		
Alex Kevork	X	Absent with Notice		X		

Also present:

- Sreelatha Allam, Meeting Recording Secretary,
- David D’Amico, DPW Director
- Mike Patenaude, Territory Manager, Watchfire Signs

Meeting Minutes:

11-20-2017 minutes: A motion was made by Mr. Buckley to approve the minutes from 11-20-2017 meeting as amended, seconded by Mr. Connolly. Ms. Chabot, Ms. Walsh, Mr. Gay, and Mr. Kevork abstained as they were not present at the meeting. The motion was approved.

Meet with Mike Patenaude of WatchFire Signs regarding community message board signs.

Demonstration and discussion-

- ❖ Mike Patenaude, Territory Manager, Watchfire Signs attended the meeting to discuss this item.
- ❖ Mr. Gay and Mr. Patenaude visited the three project sites (Choate Park, Police Station, and Middle School). They also visited the high school.
- ❖ Requirements, sight lines, and zoning was discussed during their visit to these sites. Mr. Gay shared the presentation DRC put together for BOS. Different ways to control and communicate was also part of the discussion.
- ❖ Content on the message signs, cabinet requirements, and the sign mounting style at each location was also discussed.
- ❖ Mr. Patenaude talked about Watchfire and its LED products.
- ❖ DRC in general is interested in 10mm and 12mm resolution LED signs. All Watchfire LED's have true pixels and are engineered 10,000 nits. Products are warranted for 5 years from the date of purchase. All parts are manufactured in Illinois, USA.
- ❖ All Watchfire products are submersible. Lifetime free broadband is provided with the purchase of the LED signs. Watchfire has partnered with Verizon for this technology.
- ❖ Sign contents can be stored in the phone libraries. Content on the message sign(s) can be changed through phone app. They can be selected from the library and uploaded to the sign. The technology behind Watchfire signs was discussed. Software can be downloaded on local computer and used. There will be multiple licenses for the software.
- ❖ Mr. Kendall asked Mr. Gay if optimal sizes for the signs have been determined based on the locations.
- ❖ Mr. Gay said the sight lines for all the three visited locations are good. The optimal aspect ratio is 5' x 7'. The current police station sign is 2' x 5'. A new base should be built to accommodate a bigger sign. All the proposed signs will be two-sided. Mr. Patenaude said each unit is 5" deep. With a double sided sign, depth will be 10".
- ❖ Members said there might be unique challenges at the high school location. Location of the existing sign is the ideal. Mr. Patenaude suggested installing the sign at a higher level. Members said BOS focus is to get new signs at locations that has major activities such as the high school.
- ❖ Mr. Buckley asked if there are any ongoing discussions on changing the entrance to the high school. Response was no.
- ❖ Brightness level, timing, contrast, font style are some of the features that should be included in the sign(s).
- ❖ There was discussion on accessing the templates from/ by multiple sources. Response was that it is dependent on privileges set up by the town. There was question whether the libraries can be synced, Mr. Patenaude said he will get back to the Committee on this question.
- ❖ To a question whether minor adjustments to the content could be made through the OPX app, response was no. Any change(s) should be made where the content/ template was actually created. The app allows the user to run diagnostic test(s) when required.
- ❖ Watchfire has the capability to remove/ delete messages on the signs at their end.
- ❖ Members asked for full access of the software so that they can start working on designing the templates for the project locations.
- ❖ All cabinets are aluminum extrusions with front ventilation. Signs will never rust and are front ventilated for better efficiency. There are some fans located inside that cool off the sign when it gets hot.
- ❖ Signs could be power washed if required. They are impact and weather resistant.

- ❖ Members asked questions on the durability of the sign and the replacement cost for a small square is about \$275. These signs are couple hundred pounds in weight.
- ❖ Members walked outside to take a look at the message sign Mr. Patenaude brought with him.
- ❖ Mr. Patenaude offered to have his designer call the Committee members to discuss their requirements for fonts, content, etc.
- ❖ Ms. Chabot created a 3D version of the Choate Park monument (*see attached*) that the members reviewed and discussed. Discussion included getting a 3D rendering of the sign.
- ❖ Committee's goal is to have the specs, estimate, and contractor ready to build the monument by 2018 summer.
- ❖ Design proposal for the monument will be drafted by the end of January and will be given to Mr. D'Amico and his team to put it out for bid.

DRC Webpage

Mr. Kevork asked if the final sign designs approved by the Committee are available to upload to the DRC webpage. Discussion ensued on how much content could be uploaded online.

Other business as may come before the Committee

- ❖ Mr. Kendall asked the Committee's legal responsibility, and liability in using content, pictures, and other copy righted material in the signs.
- ❖ On the topic of copyrighted material, Mr. Kevork said Google has many font styles that could be downloaded to the local machine.
- ❖ Mr. Kevork talked about Dolce Bakery owner talking about not being able to have a sign on the sidewalk during construction. Mr. Buckley talked about the provision business owners have to erect temporary signage during construction. Mr. Buckley will ask Ms. Affleck-Child to get in touch with the landlords and/or business owners to inform them of having temporary signs in front of the businesses during construction.

Action Items

- ❖ None

Adjournment

With no further business before this committee, a motion was made by Ms. Chabot to adjourn the meeting at 9:10PM, seconded by Ms. Walsh. The motion was unanimously approved.

Respectfully Submitted,
Sreelatha Allam