# Town of Medway <br> DESIGN REVIEW COMMITTEE 

155 Village Street, Medway MA 02053
(508) 533-3291

Matthew Buckley, Chair
Julie Fallon, Vice-Chair Tom Gay, Member Rachel Walsh, Member Lisa Graves, Member Jessica Chabot, Member

## Approved: January 23, 2017

DRC Meeting Minutes: January $9^{\text {th }}, 2017$
Medway Library - 26 High Street
Call to Order: - With a quorum present, this meeting was called to order by Chairman Buckley at 7:12 p.m.

## Attendees:

|  | $\mathbf{1 0 / 3 / 1 6}$ | $\mathbf{1 1 / 7 / 1 6}$ | $\mathbf{1 1 / 2 8 / 1 6}$ | $\mathbf{1 2 / 0 5 / 1 6}$ | $\mathbf{1 / 9 / 1 7}$ |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Matthew Buckley | X | X | X | X | X |
| Julie Fallon | X | X | X | X | X |
| Tom Gay | X | Absent <br> with <br> Notice | Absent <br> with <br> Notice | X | Absent <br> With <br> Notice |
| Jessica Chabot | X | X | X | X | Absent <br> with <br> Notice |
| Rachel Walsh |  | X | X | X | X |
| Lisa Graves | Absent | Absent | Absent | Absent | Absent |
| Rich Di Iulio (Alternate <br> for PEDB) |  |  | X |  | x |

The agenda for the DRC meeting: discuss the proposed Timber Crest Estates residential development; discuss reports from DRC liaisons from other Town boards/committees; review previous DRC minutes; identify possible sign violations to report to the Building Inspector; discuss next steps for DRC report on LED Community Information Sign and other business as may come before the Committee.

Sign Proposal for Connections Physical Therapy, 6 Main Street. Mr. Canton and Mr. Sisti of Connections Physical Therapy discussed their application for a new sign to be made by Signarama. The sign is needed because of a logo and name change for the business in November 2016. The proposed sign will be flush mounted, internally illuminated channel letters fastened to a background panel. (See Attached)

The DRC discussed ways to improve the proposed sign. The DRC recommended using an orange border around the graphic design of the logo to make it stand out a little more against the white of the sign. The DRC also recommended the blue color in the logo be in a navy shade instead of a cobalt. Committee members overall liked the design of the proposed sign as shown. The illumination of the sign should be set to a lower setting that allows it to be seen at night yet not be too bright as to be glaring. The sign may offer some additional light for the front of the building at night but the Committee also thought it could benefit from an additional entry way light.

Historic Medway Homes Plaque Program. Committee members discussed historical plaque options and examples provided by the Medway Historical Commission. (See Attached) The sign should also not be so ornate that it causes difficulty when reproducing it.

## Medway Greens - Multifamily Special Permit (176-178 Main Street)

Engineer Ron Tiberi, Architect Sharon Gaffney, and Landscape Architect Nelson Hammer were back to discuss changes that have been made to the proposed Medway Greens Townhouse development that is before the Planning and Economic Development Board. (See Attached) Sharon reviewed the changes and presented the requested renderings. Based on the DRC's previous recommendations, shutters were added to the top middle units, window boxes were added to the end units, and the size of the siding was widened. "China Rose" was chosen as the brick color. The pitch of the roof was changed to an 8 -foot roof pitch, down from a 9 -foot pitch, and railings were added to the entryways. Enlarged entryway stoops were recommended during the last presentation but they could not be widened. Adding a small porch along the front of some of the units will be explored.

Issues discussed:

- Stairs. Because of the change in elevation, stairs are required from the sidewalk to the front doors. The houses fronting Mechanic Street have 12 steps leading up to the entrance way. There will be several steps up from the street, a landing and then the remainder of the steps up to the entranceway. The DRC recommended pairing as many sets of walkways as possible to cut down on the number of long separate entrances from the street and giving it a trench like appearance.
- Color. DRC liked using different colors for each unit but keeping within the same hue. An option would be to make the units with paired walkways the same color and end units different. The DRC recommended a dark color such as black for the doors that would coordinate with the color of windows. Sharon will come back with color samples of Hardiplank or give the samples to Susy, in person or by mail.
- Exposed Foundation. To minimize the height of the exposed foundation, clapboard was extended down further and where possible, a window was added. There is a preexisting
building on an adjacent lot that will prevent direct line of sight for any exposed foundation on the other side. The DRC recommended adding a lattice to cover the exposed foundation for the end unit on the corner of Main and Mechanic Streets or extending the clapboard all the way down on that side as well.
- Roof over entranceway. Roofs will be a rubberized product and be built with a slight pitch.

Nelson Hammer spoke to the committee about various landscaping elements within the development. He pointed out snow storage areas, underground drainage and steep slopes. He proposes using lilyturf instead of grass on slopes and drainage areas. He proposes using mountain laurel for shrub plantings and trees in the flat areas. There will be a row of coniferous shrubs planted as a barrier at the rear of the development. Existing trees and shrubs will be saved when possible. Ornamental plantings and seating at the northeast corner of Mechanic and Main Streets will complement the existing small pocket park across Mechanic Street and offer some screening from oncoming vehicular lights in addition to the small four-foot wall. Rachel recommended beefing up the one proposed tree in the eastern corner boarding the Main Street entrance way. A feature wall could be put in that area and the coniferous shrub barrier could be extended as well.

Other Business: The draft Timber Crest Estate letter was reviewed for edits. Committee members agreed it conveys their standpoint well. (See Attached).

## Minutes: None were reviewed.

## Adjournment:

With no further business before this committee, a motion was made by Rachel Walsh and seconded by Chairman Buckley to adjourn the meeting. The meeting was adjourned at 8:55 p.m. Respectfully Submitted, Cheryl Tennant Meeting Secretary


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

Medway Location／Address where the sign will be installed： 6 MAIN 51 What is the interior width of the storefront？$\approx 25$／ineargeet／se
Building／Development Name：（if applicable）：一 人 月 $^{-}$
Midway Zoning District：BUSINESS／NNDUSTR PAL
Applicable Sign Standard Table（from Medway Zoning Bylaw）Table \＃ $\qquad$ ＿．
Applicant Information（Local Medway business establishment where the sign is to be installed）
Business Name：
CONNECTIONS PHYSICAL THERAPY 6 MAIN SI MEDWAY
Contact person：
Phone：
Email address：
 Cell Phone 4179214336

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paul．cantor＠ connectionspt．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．


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

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 replacement panel for an existing sign structure?
O 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?
(0) Yes
O NoDon't Know

Does your lease require the property owner's approval of your sign?
© Yes
O No
O Not applicable
Sign Designer/Fabricator/Installer Information
Company Name: $\qquad$
S/GNARAMA
Mailing Address:
Contact person:
Phone:
Email address:


## Property Owner Information

Company Name:
Mailing Address:
Contact person:
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 pom.
at the Midway 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:


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: 12-15-20/6
Reviewed by Medway Planning Coordinator: $1-4-17 \quad$ DRC Meeting Date: $1-9-2 d 17$


Direct Flush Mount on PVC, LED Channel Letters
-Black 063 Alum Returns
-Blue Standard Available Acrylic Faces and 1 inch Trim Cap -White Circle with Standard Translucent Vinyl Graphic


## - WALPOLE - Q1I OllnO

458 High Plain St. Intersection Rts 1 \& 27 Walpole, MA 02
508-660-123
signaramawalpole com
sales@signarama-walpole.com
10

Proof colors may vary from monitors \& actual sign materials. A pdi proof is not a correct representation of printer output color Resolution \& Color from miles provided by customer are the customers responsibibity
Hard Proots can be printed to ensure color satisfaction at a cost
to be determined
Additional design charges may apply If customer does not proceed
with all or part of project


This proof is for conceptual ulse - actual sizes / colors / propoctions
may slightly vary.

CLIENT - Client signature ensures all spellings \& specilications for signage are correct.
APPROVAL All errors are your responsibility once linal approval is received.
APPROVAL Ald eritional che charres apsoly it you wish it make changes once artuork

## Customer:GAW

Date:
Approved By:



DRC Sign Design Review
Planning and Economic Development Office Comments
January 4, 2017

| Business Name: | Connections Physical Therapy |
| :--- | :--- |
| Sign Location Address: | 6 Main Street |
| Proposed Sign: | Internally illuminated wall sign |


|  | Proposed | Allowed by Bylaw |
| :--- | :--- | :--- |
| Sign Dimensions | $30^{\prime \prime}$ high $\times 136 "$ wide | NA |
| Sign Surface Area | 28.3 sq. ft. | Approximately 25 sq. ft. based on belief that storefront width <br> is 25 linear feet |
| Sign Height | NA | NA |
| Illumination | Internal | Internal |

Background: Connections Physical Therapy has been a tenant in this space for some time. The business has 11 locations throughout eastern and central Massachusetts. http://connectionspt.com/

## Comments:

1. The storefront width of $25^{\prime}$ is my best estimate based on building information from the Assessor's office field card for this property. NOTE - The overall building width is 100 linear feet.
2. The sign surface area calculation is based on the height and width of the channel letters shown on an undated drawing prepared by Signarama of Walpole.
3. Based on a 25 ' storefront width, the maximum amount of signage for this business is 25 sq. ft . As proposed, the 28.3 sq . ft . sign is too large by $3+\mathrm{sq} . \mathrm{ft}$.
4. The notes on the Signarama drawing indicate the channel letters will be mounted on a PVC panel which will then be affixed to the storefront. In my discussion with property owner Bob Potheau, he indicated the PVC background panel for the channel letters was needed due to the nature of the building's construction. The size of that PVC panel is not specified. If the length and height of the PVC panel extends beyond the $136^{\prime \prime}$ width and 30 " height of the channel letters, that additional area also needs to be included in the sign surface area calculation. Of course, that will make the sign even more nonconforming. Accordingly, the size of the background PVC panel also needs to be reduced. Also, what color is planned for the background PVC panel? How will that blend or not with the building's brick façade?

Prepared by: Susy Affleck-Childs, Planning and Economic Development Coordinator

## Sample Historic House Signs



## MEDWAY GREENS

## 176 MAIN STREET <br> MEDWAY, MASSACHUSETTS

APPLICANT/DEVELOPER:
176 MEDWAY LLC
57 DRAPER ROAD DOVER MA 02030

ARCHITECT:
SFG STUDIOS
278 ELM STREET
SUITE 226
SOMERVILLE MA 02144
LANDSCAPE DESIGN:
HAMMER+WALSH DESIGN INC.
281 SUMMER STREET
BOSTON MA 02210

SURVEY:
CHENEY ENGINEERING CO, INC.
53 MELLEN STREET
NEEDHAM MA 02494
ENGINEER:
RONALD TIBERI P.E
9 MASSACHUSETTS AVE
NATICK MA 01760


PLAN INDEX












Proposed Front (Southeast) Elevation - Main Street Rt 109
Units 5-8





