

**APPROVED ON 12-4-2017**



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: November 20, 2017**  
Medway Library

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

**Attendees:**

	<b>10/16/2017</b>	<b>11/06/2017</b>	<b>11/20/2017</b>			
Matthew Buckley	X	X	X			
Rich Di Iulio	-	-	X			
Jessica Chabot	ABSENT WITH NOTICE	X	ABSENT WITH NOTICE			
Tom Gay	X	X	ABSENT WITH NOTICE			
Rachel Walsh	X	X	ABSENT WITH NOTICE			
Dan Connolly	X	ABSENT WITH NOTICE	X			
Seth Kendall	X	X	X			
Alex Kevork	X	ABSENT WITH NOTICE	ABSENT WITH NOTICE			

Also present:

- Sreelatha Allam, Meeting Recording Secretary
- Susan Affleck-Childs, Medway Planning and Economic Development Coordinator

**Meeting Minutes:**

**11-06-2017 minutes:** *A motion was made by Mr. Buckley to approve the minutes from the 11-06-2017 meeting as amended, seconded by Mr. Kendall. Mr. Iulio and Mr. Connolly abstained as they were not present at the meeting. The motion was approved.*

**143 Village Street multifamily development – Resolution of final design details-**

BJ Carlucci, Jeff Swahn, and Kevin Tucceri from NE Premier Properties, LLC attended the meeting to discuss the outstanding details per the 143 Village St. multifamily special permit decision. Pictures of various design elements such as light fixtures, retaining wall, fence, recess lights were shared (*See Attached*) with the Committee.

- ❖ Members said pictures of actual light fixtures used in the project should be sent to the Committee.
- ❖ Mr. Buckley Ok'ed the landscaping plan and asked the members if they had any questions.
- ❖ He asked for a sample of the small round windows the builders are proposing to install. Mr. Carlucci said they are finalizing on a style and will get back to the Committee on the window style tomorrow.
- ❖ Mr. Buckley suggested an architectural type window(s) in order to maintain the character of the building and to make it look like it belongs in that area.
- ❖ New retaining wall will meet the stone wall (rebuilt by the Town) on Sanford Street. Mr. Kendall asked how the joint of both walls would look and what is proposed to make the transition look smooth. Vertical piece of granite was discussed as a connecting option.
- ❖ It was confirmed that the snow storage area will be larger than what was shown in the plans earlier.
- ❖ Samples for window design and picture of recessed lights will be shared with Ms. Affleck-Child. Currently octagon shaped windows are proposed.

**Sign Design Review – Tumble Beans Café & Play, 114D Main Street (See Attached)**

- ❖ Mr. Buckley asked Ms. Affleck-Child if all the signs are in compliance for size and other requirements. Response was yes.
- ❖ There was discussion whether the proposed projecting sign is one or two-sided. Ms. Sharon Knight (applicant) will confirm if the sign (s) is one or two-sided. Ms. Affleck-Child said if the sign is two sided then the each side has to be smaller as the total cannot exceed 12 sq. ft. Ms. Knight provided the dimensions of the sign.
- ❖ Sign is 15' from the bottom of the sign to the street and 18' from the street to the top of the sign.
- ❖ Sign will have farmhouse style lighting. Mr. Buckley encouraged the applicant to provide good lighting on the sign that does not shift the focus and result in casting the light into the parking lot and/ or the alley. He said good lighting will promote the business.
- ❖ Ms. Knight informed that she has approval from the neighboring businesses on many elements being proposed as part of this project.
- ❖ There was discussion on the line weight of the lettering in the sign. Members said line weight of the graphic seems very lean and asked the applicant to work on making the letters heavier and bigger. 85% of the sign should be filled with graphic/ text and used to describe the business name.
- ❖ Mr. Buckley suggested the sign should focus more on the business name "Tumble Beans". The word "Café" should be removed.
- ❖ Ms. Knight confirmed that the business is not for street traffic as they are allowed to serve coffee and/ or beverages to the parents of the kids who attend or are members of Tumble Beans.
- ❖ Mr. Buckley asked if any effort was put into way finding signs like arrows that point to the business.
- ❖ Façade is painted in cream/ half white color and the awning is in brown. There will be three lights on the awning.

- ❖ Mr. Buckley recommended positioning the awning a little lower to create enough space above to install the three lights. If the awning cannot be lowered, he suggested they explore a different style of lighting. Ms. Knight confirmed that currently there is no lighting under the canopy.
- ❖ A sidewalk in stamped concrete to look like a walkway is being built in front of the main doorway of the business all the way to the front of the driveway area. The dumpster will be moved to new location on the property.
- ❖ Mr. Buckley asked for a picture of the façade without the sign which will help the Committee write the letter. Ms. Affleck-Childs explained the next steps to the applicant.
- ❖ Mr. Kendall agreed to write the Letter of Recommendation to the applicant and Building Department.

### **Next Steps on Community Message Board Sign**

- ❖ Mr. Kendall had the Watchfire CD (live demo) that he wanted to view with the members.
- ❖ Watchfire software for the signs is called *Ignite*. True type fonts could be installed based on the user's choice and loaded into *Ignite*.
- ❖ Mr. Kendall has not completed going over all aspects of the software but has tried most of it.
- ❖ Members couldn't access the contents in the CD due to permission issues on the Town's computer and some other technical difficulties.
- ❖ He shared some general features of the software with the members.
- ❖ Mr. Kendall talked about the template he put together based on the technology tutorial from Watchfire. He will share these with the members.
- ❖ Watchfire representative will attend the December 4<sup>th</sup> DRC meeting.

### **Identification of possible sign violations to report to Building Commissioner**

- ❖ Mr. Connolly talked about the O' Riley Auto Parts store temp signs hanging from the pillars.
- ❖ Mr. Kendall talked about the general appearance of houses in the historic district. He asked if the historic home owners could be given some incentives to update their homes.
- ❖ Ms. Affleck-Childs recommended that he attend a meeting of the Historic Commission and discuss the idea with the Committee. She said they are the group who can advocate for such changes.
- ❖ There was discussion on storage done by Ocean State Job Lot. Members asked if they had a permit to do that. Ms. Affleck-Childs will look into that.
- ❖ There was discussion of general site appearance including Ocean State Job Lot and PJ's Smoke & Grill having few smokers in the parking lot. Discussion ensued on the legality of allowing the smokers in the current location knowing that it is not by right and/ or allowed.

### **Other business as may come before the Committee**

- ❖ None

### **Action Items**

- ❖ None

**Adjournment**

*With no further business before this committee, a motion was made by Mr. Buckley to adjourn the meeting at 8:45PM, seconded by Mr. Connolly The motion was unanimously approved.*

Respectfully Submitted,  
Sreelatha Allam

# DRC Meeting – Monday, Nov. 20, 2017

## Project – 143 Village St.

### Retaining Wall



**Proposed lighting front entrance**



## Fence

### THE LEXINGTON



**Four recess lights above garage doors**



**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**November 17, 2017**

**Business Name:** Tumble Beans Café & Play

**Sign Location Address:** 114D Main Street @ Medway Shopping Plaza

**Proposed Signs:**

1. **Wall Sign** – Individual Letters – 35” by 164” above entry on east building facade

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	35” x 164” = 39.86 sq. ft.	OK
<b>Sign Height</b>	Not applicable for wall sign	Not applicable
<b>Illumination</b>	None or external	Yes

2. **Projecting Sign** – 48” wide x 36” high to be positioned at the top of the driveway, perpendicular to the building.

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	36” x 48” = 12 sq. ft.	OK
<b>Sign Height</b>	??	Maximum height for top of sign is 12 ft. but must be below roof line. Maximum height for bottom of sign must be at least 8’ from pavement.
<b>Illumination</b>	External	Yes

**Comments:**

1. New business. Location is at the back of the east side of the building where Condon’s Hardware and Ocean State Job Lot located. The space was formerly occupied by an auto parts store.
2. Width of business frontage = 133’
3. Line weight of lettering on the projecting sign seems too light/fine. Perhaps it could be bolded.
4. Ask about color of proposed canopy above the wall sign.



## 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](http://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](mailto: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](http://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](mailto: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:** \_\_\_\_\_

JOB #: 5  
QUANTITY: 1

PROJECT TYPE: DIM LTR  
PROOF DATE: 6.26.17

REVISION DATE: 6.26.17  
REVISION #: 1



**PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.**

These plans are the exclusive property of Sign\*A\*Rama and are the result of the original work of its employees. Their sole purpose is for client consideration as to whether or not to purchase the proposed plans or to purchase from Sign\*A\*Rama, a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Sign\*A\*Rama expects to be reimbursed for time and effort entailed in creating these plans.

**IMPORTANT: SUPERIMPOSED PHOTOS ARE NOT TO BE VIEWED AS 100% ACCURATE DEPICTIONS, THEY ARE SIMPLY A ROUGH REPRESENTATION OF SIGN PLACEMENT.**

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[www.framinghamsigns.com](http://www.framinghamsigns.com)  
280 WORCESTER RD.  
FRAMINGHAM, MA 01702  
508.875.7446 P 508.875.7470 F

JOB #: 5  
QUANTITY: 1

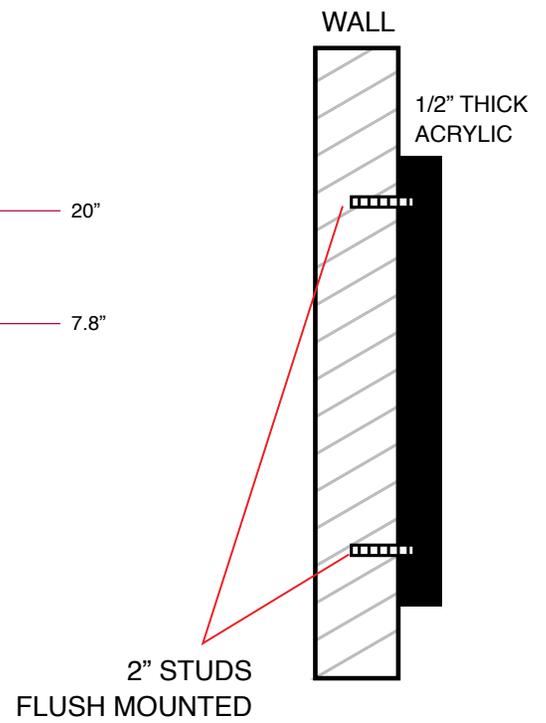
PROJECT TYPE: DIM LTR  
PROOF DATE: 6.26.17

REVISION DATE: 6.26.17  
REVISION #: 1

### MOUNTING METHOD



35" H x 164" W x 3/8" thick laser cut acrylic letters & logo from Gemini Letters of Minnesota, matching 3 logo colors, per the approved sign proof. Sign to be flush stud mounted into the cinderblock wall.



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**JOB #:** 5  
**QUANTITY:** 1

**PROJECT TYPE:** PROJECTING  
**PROOF DATE:** 11.3.17

**REVISION DATE:** 11.3.17  
**REVISION #:** 1



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**Excerpt of DRC meeting minutes – July 30, 2017**  
**Tumble Beans Café & Play**

**Sign Design Review- Tumble Beans Café & Play, 114D Main Street-**

Business owner Sharon Knight attended the meeting to discuss this item. Business is an indoor playground with café, jungle gym, party room, with space for community activities. It's a 4700 sq. ft. business with a parent lounge area as well. Ms. Knight has worked with a "Parent Squad" (parents of the community) through the design process. Provision of space for support groups (new moms, new dads) will be part of the business. Business will be on membership and day pass concept. Ms. Knight will know more on the timeline for business opening after her meeting with Zoning Board of Appeals (ZBA) for a special permit. Sign O Rama (Framingham) is designing the sign for the business. **(See Attached)** Members said the business can only have one wall sign for the space and a projecting type sign that's closest to the street. Per the current bylaw, business owner is allowed the projecting sign but if the desire is to have two wall signs then they have to file with the ZBA for a variance. If the business chooses to have a second sign perpendicular to the alley then a full 12 sq. ft. projecting sign could be installed. Members wanted to see the projecting sign design for review. The bottom of the sign should be at least 8 ft. from the ground per the bylaw. Ms. Chabot suggested it would be a good idea if the landlord allowed the business to re-paint that side of the building with colors that match their business. Ms. Knight responded that they will be doing so. Mr. Buckley talked about way finding signs for the business. He said re-painting the side of the building where the business resides will be one of the DRC's recommendations. Ms. Chabot said the current design of "Cafe & Play" on the building might not be clearly visible based on the current color scheme of the façade. She asked if the scale of the letters in that portion of the sign could be increased or if an alternative color could be considered for better visibility. Mr. Buckley suggested having a uniform background with a backing panel or a frame that could improve the sign visibility. Members said the logo and the letter style for the sign is good. Ms. Knight said the awning will be metal and brown in color. There is no current plan to light the sign. Ms. Knight plans on talking to the landlord about it. She is leaning towards a spot light type of lighting to give the small town look and feel to the business. Mr. Buckley pointed out that bright building security light next to the awning should be re-located to have a better lighting effect to the business. Ms. Knight said the sign will not be installed until October. Store hours information will be on the main door. Members asked if any work is to be done to improve the entrance and pavement, Ms. Knight said the landlord is working on that aspect. Mr. Buckley suggested having some planters and benches in the vicinity to make it more attractive. The applicant will have a panel on the new monument sign for the shopping center. Ms. Knight agreed to address DRC's comments (on the projecting sign, space around the sign, positioning on the wall, etc.) and come back before the Committee with a revised sign plan. Ms. Affleck-Childs commended the applicant for the work and effort they have put into the sign.