

**Town of Medway
Sign Bylaw Review Task Force
Wednesday, January 27, 2016
Medway Senior Center
76 Oakland Street, Medway MA 02053**

Minutes

Present: Tom Gay, Tina Chemini, Debbie Anderson, Jodi Karit, Carol Gould, and Dan Hooper (arrived 7:45pm).

Not present: Julie Fallon

Also attending: Stephanie Mercandetti, Director, Community & Economic Development

Meeting Materials: Please see attached appendix which lists the various items provided at the meeting.

The meeting was called to order at 7:00pm by Tom Gay, who will serve as Chairman of the Task Force.

Public Comments

There were no members of the public present that wished to provide comment.

Overview of the Sign Bylaw Task Force and Review

Ms. Mercandetti provided the description and scope of work of the task force as well as a list of members.

Open Discussion on the current Medway Sign Bylaw

Members provided their thoughts on the existing bylaw. These points included the types of signs allowed, the sign design review process, and the ambiguity or confusion that is present in the bylaw. I.e. a type of sign may be prohibited but allowed under temporary signs. They also talked about the current sign around town in the different commercial areas. There needs to be consistency in any proposed new bylaw and consistency in enforcement. There is no issue with having guidelines but there needs to be regularity and in how it is presented. Business owners have a corporate identity and there needs to be some sensitivity to it. Members added the need for temporary signs for business promotions.

Mr. Gay provided an overview of the development of the newly updated design guidelines and changes to the sign design review process.

Ms. Mercandetti will provide links to important Town documents which should be reviewed, such as the newly updated Design Review Guidelines and Town Master, so that

changes to sign bylaw (whether in whole or part) will be complimentary. The links to be emailed are as follows:

Design Review Guidelines:

[http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Medway%20Final%20Design%20Review%20Guidelines%20-%20September%202015%20\(1\).pdf](http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Medway%20Final%20Design%20Review%20Guidelines%20-%20September%202015%20(1).pdf)

Medway Master Plan:

http://www.townofmedway.org/Pages/MedwayMA_Bcomm/PlanEcon/master

Mr. Hooper provided comments on the overall effectiveness of signage and would like to see some studies, reports or other types of information that reference speeds, technology and exterior signs. He noted that visibility and need would be different if you were in a commercial district versus an industrial district. It was noted that this research will take place and provided to the members. Mr. Hooper also inquired about having the Building Commissioner and Town Counsel attend future meetings.

Goals and Objectives of the Bylaw

Members discussed potential goals and objectives and some of the points considered:

- Make it simpler
- Form and function
- Promote fairness (be fair)
- Be clear and concise
- Encourage compliance (Consistency in enforcement)

Next Steps

The following were action items at the meeting:

- Further examination of existing sign bylaw by individual members. Read the present bylaw and provide feedback on what you like (positives), don't like (negatives) and what you may find confusing. Any feedback in advance of the meeting to Ms. Mercandetti directly or provide at the meeting.
- Forward to Ms. Mercandetti any names of communities that have signage you like and she will retrieve the bylaw(s) and compile the highlights of the bylaws.

Mr. Gay mentioned some of the bylaws he has taken a look at in preparation for the meeting and those communities included Wellesley, Holliston and Douglas. Mr. Hooper suggested Vail, Colorado.

- Research on sign effectiveness (underway)

Any other business that may properly come before the Task Force

It was noted that upcoming appointments with the task force will include the Building Commissioner, Town Counsel, and sign companies.

Future Meetings

- Tuesday, February 16, 2016
- Wednesday, February 24, 2016

Adjournment

The meeting adjourned at 9:05pm.

Respectfully submitted,
Stephanie Mercandetti
Director, Community and Economic Development

Appendix

The following documents listed were received and distributed at the meeting:

- January 27, 2016 Meeting Notice and Agenda
- Sign Bylaw Review Task Force Membership
- Description and scope of work of the Sign Bylaw Review Task Force
- Medway Zoning Bylaw Section 7.2. Signs (including amendments adopted at the November 2015 Special Town Meeting)
- Handout on Land Use Case Law Update (Signs) from the MMA Annual Meeting and Trade Show
- Handout relative to municipal sign regulations from the MMA Annual Meeting and Trade Show