

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

**DRC Meeting Minutes: April 06, 2020**

Remote Meeting

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

**Attendees:**

	02/03/2020	03/02/2020	03/30/2020	04/06/2020	
Matthew Buckley	X	X	X	X	
Rich Di Iulio	-	-	-	-	
Jessica Chabot	X	X	X	X	
Tom Gay	ABSENT WITH NOTICE	X	X	X	
Rachel Walsh	X	ABSENT WITH NOTICE	X	ABSENT WITH NOTICE	
Dan Connolly	ABSENT WITH NOTICE	ABSENT WITH NOTICE	X	ABSENT WITH NOTICE	
Rachel Wolf Lander	X	X	ABSENT WITH NOTICE	X	
Alex Siekierski	X	X	ABSENT WITH NOTICE	ABSENT WITH NOTICE	

Also Present:

- Sreelatha Allam, Recording Secretary
- Rocco Cavallaro, sign designer and fabricator
- Seth Terramane, Farm Manager - Medway Community Farm
- Susy Affleck-Childs, Planning and Economic Development Coordinator

**Meeting Minutes**

None.

**Sign Design Review – Medway Community Farm at 50 Winthrop Street**

Mr. Terramane, Medway Community Farm manager participated in the meeting along with the sign designer Mr. Cavallaro. Proposal is for a 4'x5' double sided, externally illuminated, free standing business sign. (**See Attached**). It will be installed on the corner of the farm entrance to the parking lot. The sign will have removable tiles and the intent is not to change the lower plaques frequently. The font size on the bottom plaques will be smaller than the main size above. Mr. Terramane said the main idea is to maximize the square footage of the sign to improve visibility. Ms. Lander commented that the sign fonts should be consistent among each other.

Ms. Affleck Childs commented that DRC has been encouraging organizations to include business addresses on free standing signs. In response, Mr. Terramane said the truck deliveries usually use the adjacent driveway that might potentially create confusion. For that reason, he was hesitant to include the business address on the proposed sign. Mr. Cavallaro suggested adding a small message indicating the correct location for the deliveries. Mr. Buckley talked about including store hours at the bottom. A square cap on top of the 6" x6" black post was discussed, and Mr. Cavallaro agreed to look into design ideas to add some type of caps. Ms. Chabot recommended using heat reflective black paint for the sign. 5'x3' cedar was discussed as an option to consider for the primary sign material.

Ms. Affleck-Childs talked about the landscaping plan. Mr. Buckley stressed that the plan should show the landscape design details. Ms. Affleck-Childs said the information in Mr. Terramane's letter has good information about the landscaping plan. The sign lights will be solar powered and will be kept on until the farm stand is open during the year. There was some discussion on the angle of light fixtures, so the glare won't conflict with moving vehicles. Lights angled towards the sign was suggested and Mr. Terramane agreed to show it on the plan. Photo overlays of the site and the plans will be submitted to the DRC by Wednesday this week. The DRC's review letter will be drafted after the committee has received that material.

#### **DRC member's comments and concerns**

Ms. Affleck-Childs said Evergreen Village decision and William Wallace final site plan will be reviewed by PEDB this week.

#### **Adjournment**

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

The meeting was adjourned at 7:42 p.m.

Respectfully Submitted,  
Sreelatha Allam



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

**Medway Location/Address** where the sign will be installed: 50 Winthrop Street / Farmstand

What is the interior width of the store/business that faces the street or parking lot: 14 feet

**Building/Development Name:** (if applicable): \_\_\_\_\_

**Medway Zoning District:** AR-1

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) **Table #** \_\_\_\_\_

**Business Information** (Local Medway business establishment where the sign is to be installed)

Business Name: Medway Community Farm

Mailing Address: 50 Winthrop Street

Medway MA 02053

Contact person: Seth Terramane

Phone: 508-321-1286 Cell Phone 603-717-1547

Email address: seth.terramane@medwaycommunityfarm.org

**Type of Proposed Signs** – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs)*.  
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	1	4 ft x 5 ft	40	6 ft	external
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: Cavallaro Signs LLC

Mailing Address: 305 Union Street Franklin, MA 02038

Contact person: Rocco Cavallaro

Phone: (508) 528-6545    Cell Phone: \_\_\_\_\_

Email address: roccocavallaro1@verizon.net

**Property Owner Information**

Company Name: Town of Medway

Mailing Address: 155 Village Street, Medway MA 02053

Contact person: \_\_\_\_\_

Phone: (508) 533-3200    Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

**Proposed sign designs are reviewed by the Medway Design Review Committee (DRC) at public meetings. 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 Public Library, 26 High ST.**

*(DRC meeting agendas are posted at the Calendar & Events section of 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 Design 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:** \_\_\_\_\_



**Cavallaro Signs**  
I N C O R P O R A T E D

305 Union St., Franklin, Ma phone/fax 508-528-6545

3/27/20

Seth Terramane  
Farm Manager  
Medway Community Farm

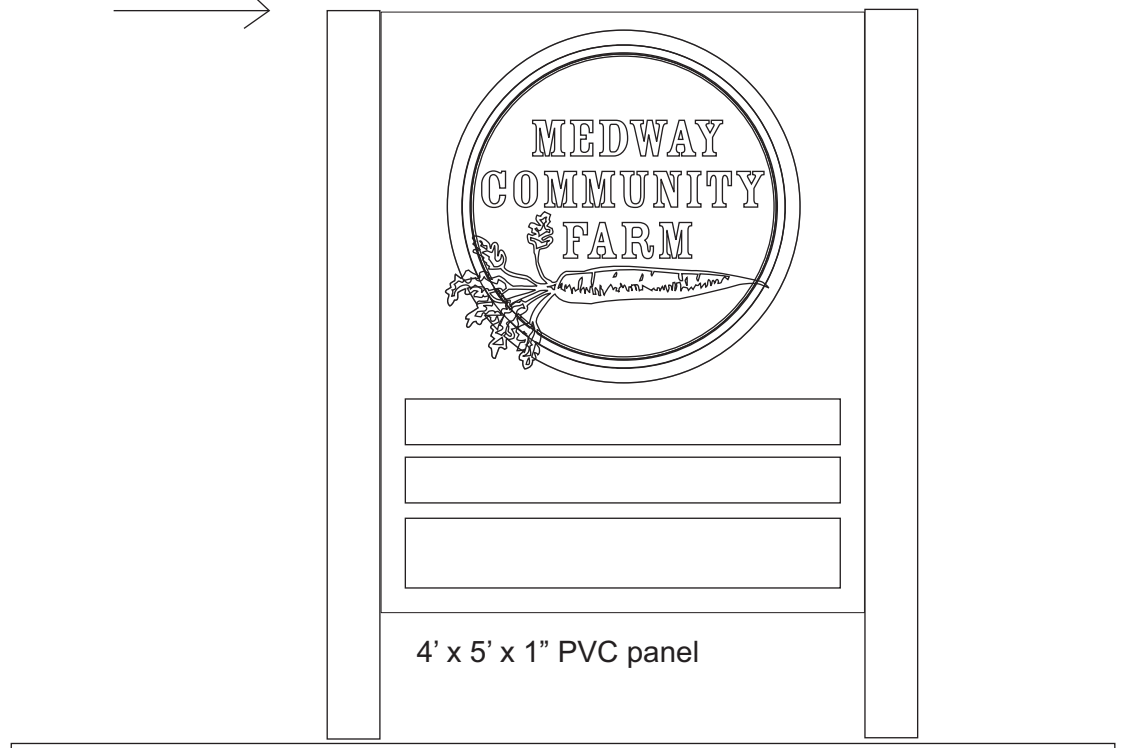
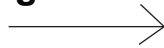
PVC 1" sign with raised logo and plaques

Double sided

With (4) mounting clips and stainless bolts

6x6 Posts, Pressure treated wood

**72" overall Sign height**







# Cavallaro Signs

I N C O R P O R A T E D

305 Union St., Franklin, Ma phone/fax 508-528-6545

Photo overlay with sign location etc.

4/1/2020

Care of;

Seth Terramane  
Farm Manager  
Medway Community Farm

PVC 1" sign with raised logo and plaques

Double sided

With (4) mounting clips and stainless bolts

6x6 Posts, Pressure treated wood





PYO Fields

Sign will be placed at the corner of entrance to parking area.

Near 150

MID 100

Far 100

Irrigation Pump

Midway Community Farm

Back 40

Near Square

Compost, Implements, Stakes, Etc.

Far Square









## **Landscape Description for Free Standing Business Sign**

Submitted to Medway Design Review Committee

Design Review Committee  
c/o Medway Planning Office  
155 Village Street, Medway MA 02053  
508-321-4987  
[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)

April 1, 2020

Medway Community Farm  
c/o Seth Terramane  
50 Winthrop Street, Medway MA 02053  
508-321-1286  
[seth.terramane@medwaycommunityfarm.org](mailto:seth.terramane@medwaycommunityfarm.org)

Ms. Affleck-Childs:

The manufacturer Cavallaro Signs LLC has been contracted to build and install a new, larger sign at the address above. They have created and installed other signs in Medway and know the guidelines put out by the DRC.

In accordance with those guidelines we will affect landscaping to complete the professional and pleasant look of our sign. We will spread wood chip mulch in a three-foot ring around and under the new sign. In order to make it match our current landscaping we will also plant native perennial plants and flowers that will need minimal upkeep. These will be in a tighter ring around the base of the sign and planted into the wood chips.

In addition, we will install solar powered external lights to illuminate the sign. These will also be placed in the wood chips in order to better disguise their appearance.

Please let me know if you have questions or suggestions.

Sincerely,  
Seth Terramane  
MCF Farm Manager