



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*  
*Alex Siekierski, Member*  
*Rachel Wolff Lander, Member*

**DRC Meeting Minutes: January 6, 2020**  
Medway Public Library – 26 High Street

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

**Attendees:**

	09/09/2019	10/21/2019	11/04/2019	12/16/2019	1/6/2020
Matthew Buckley	X	X	X	X	X
Rich Di Iulio	-	-	X	-	-
Jessica Chabot	X		X	X	X
Tom Gay	ABSENT WITH NOTICE	X	-	X	X
Rachel Walsh	X	X	X	ABSENT WITH NOTICE	X
Dan Connolly	ABSENT WITH NOTICE	ABSENT WITH NOTICE	X	X	ABSENT WITH NOTICE
Rachel Wolff Lander	X	ABSENT WITH NOTICE		ABSENT WITH NOTICE	X
Alex Siekierski	Not yet a member	X	X	ABSENT WITH NOTICE	ABSENT WITH NOTICE

Also Present:

- Susan Affleck-Childs, Planning and Economic Development Coordinator

**Sign Design Review – Luna’s Flowers, 324 Village Street**

Luna Baima, owner, and Donna (colleague) were present to meet with the DRC to review the proposed façade sign for this new business opening in Medway. (**See Attached**) The location is at the corner of Village with High and Lincoln Streets in the space formerly occupied by The Hot Pigeon. The proposed sign measures 24” high x 144” wide for a total of 24 sq. ft. This is a compliant sign. The design features a sage green background with a white daisy accent logo and the words “Luna’s” in a black script font and “Flower Shop” in white in a typewriter style font. The logo and lettering will be applied to the Azeck background materials. The sign features a flat, thin black border. The text and graphic will be centered within the background. The sign

will be centered above the shop's main entrance on Village Street. The sign will be externally illuminated using the existing flood light fixture on the building.

Members reviewed the proposed wall sign and offered a variety of comments:

- Remove the period at the end of the business name
- Increase space between the "s" in Luna's and the "F" in Flower Shop
- A gooseneck light fixture or a light bar from below were recommended in lieu of the existing spotlight fixture which is meant to light the sidewalk.
- Business may want to also consider having a small projecting sign (pedestrian oriented) to be positioned on a bracket on the Lincoln Street side of the building.
- The area where the sign is to be installed should be cleaned to remove any ghosting image from the previous tenant's sign.
- Use black for all the lettering for a consistent look.

Ms. Baima noted that she plans to paint the front door, install flower boxes on the front windows, and install a railing on the front steps. She indicated that the area where the sign will be positioned will be freshly painted. She is targeting February 1 to open. Ms. Baima is receptive to the idea of adding a projecting sign in the future. She understands that sign will also need to be reviewed by the DRC.

Rachel Walsh will prepare the DRC's review letter.

### **Sign Design Review – Reardon Building, 89 Main Street**

Ms. Affleck-Childs reported that the sign review application for this building has not yet been filed with the office. This sign review will be held over to a future DRC meeting.

**Discussion of Goals and Priorities for 2020** - Members reviewed the prior goals/objectives list. (See Attached) and brainstormed the following ideas:

- Mr. Buckley suggested revisiting the Design Review Guidelines to identify what might be missing. This would include reviewing the new Oak Grove zoning regulations to determine the Oak Grove design guidelines that could be brought into the regular Design Guidelines. Ms. Chabot suggested we might want to add a section on design guidelines for historic properties.
- Develop a standard method to report possible sign and other zoning violations to the Building Department.
- Ms. Chabot noted the importance of adding language to the Zoning Bylaw to address massing and scale of new construction. She continues to be concerned about tear downs and reconstruction.
- Parks signage – Mr. Buckley will contact Parks/Recreation Coordinator Julie Harrington to discuss. This had been of interest to the EPRAC group (Evaluation of Parks and Recreation Areas Committee) a couple of years ago.

### **Other Business**

2019 Annual Report – Ms. Affleck-Childs noted that all boards and committees had been informed that their 2019 annual reports are due in March. DRC members identified the following activities during 2019 of note:

- Where's Medway scavenger hunt
- New membership on DRC (Rachel Wolff Lander and Alex Siekierski)
- Relations with the Medway Business Council have been strengthened
- DRC members' involvement with the Oak Grove Zoning Task Force

### **Action Items**

- Ms. Chabot will prepare the DRC review letter on Evergreen Village
- Mr. Buckley will prepare the DRC review letter on William Wallace Village
- Mr. Buckley will prepare the DRC review letter on 20 Broad Street
- Ms. Walsh will prepare the DRC sign review letter for Luna's Flower Shop

### **Meeting Minutes**

**A motion was made by Jessica Chabot, seconded by Tom Gay to approve the minutes of the December 2, 2019 DRC meeting. The motion was approved.**

### **Adjournment**

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

The meeting was adjourned at 8:54 p.m.

Respectfully Submitted,

Susan E. Affleck-Childs  
Planning and Economic Development Coordinator



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

**Medway Location/Address** where the sign will be installed: 324 Village St. Medway  
What is the interior width of the storefront? 25'

**Building/Development Name:** (if applicable): Lina's Flower Shop

**Medway Zoning District:** Village Commercial

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # 10

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

Business Name: Lina's Flower Shop

Mailing Address: 324 Village St. Medway Ma. 02053

Contact person: Lina Baima

Phone: 617-291-8191 Cell Phone \_\_\_\_\_

Email address: linasflowershopmedway@gmail.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](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	1	12x 2	24 sq ft		External
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:

NHS Print

Mailing Address:

333 East Central St. #1 Franklin, Ma

Contact person:

John Marino

Phone:

1508-541-8900 Cell Phone:

Email address:

John@nhsprint.com

#### Property Owner Information

Company Name:

Malcom Osborn

Mailing Address:

24 Holliston St. Midway

Contact person:

Malcolm Osborn

Phone:

Cell Phone: 508-498-7724

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 attachments as follows:** <http://www.townofmedway.org/sign-review-committee/pages/sign-design-review>

Email: [sachiids@townofmedway.org](mailto:sachiids@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.**

**Sign designs should be developed in accordance with the Sign Design Guidelines.**

Date Application Received by Medway Planning office: 1-3-2020

Reviewed by Medway Planning Coordinator: \_\_\_\_\_ DRC Meeting Date: \_\_\_\_\_



## DRC Activities for Fiscal Year 2019 (July 1, 2018 - June 30, 2019)

ACTIVITY		ASSIGNED TO	TARGET DATE	NOTES
<b>NEW INITIATIVES</b>				
1	Have discussions during DRC meetings re: the American Planning Association's recent guidebook on Design Review	Matt		Did this for 4 sessions (chapters)
2	Develop design guidelines and templates for messages to be placed on new Choate Park Community Message Board sign	Seth		
3	Help establish a banner program for the new Main Street street light posts	Matt		Dan and Rachel WL
4	Develop a master signage plan for the Parks	Jess		
5	Sponsor a Scavenger Hunt activity to feature interesting Medway building architecture and design	Rachel		Rachel worked with Sandy Johnston and Tim Rice
<b>CONTINUING ACTIVITIES</b>				
A	Continue to use new <i>Design Review Guidelines</i> as basis for reviewing projects. Use DRG checklist during meetings.			
B	Continue to review and approve DRC meeting minutes in a regular and timely			
C	Continue to participate on Sign Bylaw Update Task Force to develop amendments to the Sign Bylaw			
D	Meet with Building Commissioner Jack Mee 2x a year to discuss signs, lighting, and other violations.			Jack attended January 2019 mtg.
E	Find and secure other design professionals to serve on the DRC.			Alex Siekierski and Rachel Wolff Lander joined DRC during 2019
F	Prepare DRC sign review letters within 7 business days after appointment/meeting with the DRC			Reviewed 6 signs during 2019

ACTIVITY		ASSIGNED TO	TARGET DATE	NOTES
G	Prepare DRC review letters to the PEDB for development projects			Reviewed multiple projects during 2019 - William Wallace Village, 39 Main Street, Marzilli, Evergreen Village, 21 High Street
H	Continue to regularly report suspected sign violations to the Building Commissioner. Standard agenda item for every DRC meeting.			
I	Continue to reach out to allied Town boards and committees and departments to offer the DRC's design assistance services.			
J	Continue to advocate for reduced lighting and strobing			
K	Provide timely feedback to developers/ applicants and status reports to the PEDB as a follow-up to DRC meetings with applicants			
L	DRC member(s) to serve on Oak Grove Zoning Task Force	Jess Chabot and Matt Buckley		Zoning was approved at 11-18-19 Town Meeting
M	Continue to try to build a stronger relationship with Medway Business Council			
	Updated - January 6, 2020			