



Town of Medway
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: 7/25/16

DRC Meeting Minutes: July 11, 2016
Medway Library, Cole Room

Call to Order: – With a quorum, this meeting was called to order by Chairman Buckley at 7:01 p.m.

Attendees:

	7/11/16	7/25/16	8/1/16	8/15/16	9/12/16	9/19/16
Matthew Buckley	X					
Julie Fallon						
Tom Gay	X					
Jessica Chabot	X					
Rachel Walsh						
Lisa Graves	X					

Planning & Economic Development Board Chairman Andy Rodenhiser also attended the meeting.

Sign Design Review – All Washed Up Car Wash, 115A Main Street:

Owner Bob Brennan attended the meeting to discuss his Sign Design Review application (see attached). He purchased the business in January 2016 and is looking to rebrand it and change the logo. Mr. Brennan said after meeting with Planning & Economic Development Coordinator Susy Affleck-Childs he decided against using the banner sign on the outside of the building. Instead he is going to use it inside of the tunnel. Lisa Graves said she thinks the color blocking is very effective. Chairman Buckley said the only recommendation is to reduce the number of signs. The current application is for 3 wall signs and one freestanding sign. He said this is only a recommendation and clarified that the proposal as presented is allowed. Mr. Brennan said he is only replacing the sign panels. Jessica will write the LOR.

Sign Bylaw Task Force:

The Committee had a brief discussion about the Sign Bylaw Task Force meeting on Tuesday, June 21, 2016 that several DRC members attended. Town Counsel Barbara St. Andre made a presentation on the recent ruling by the Supreme Court that addresses content of signs. The Committee discussed possible implications of the ruling.

Electronic Signs:

Chairman Buckley will present the information the Committee has gathered on electronic signs to the Board of Selectmen. The Committee reviewed the outline that Lisa Graves prepared (see attached). The group would like the following information added:

- Structure – Possible location(s) and single/double sided.
- Approval Process – Needs to be expanded and need to discuss the viability of the concept relative to bylaw and how it will be administered.
- Add picture of unsuccessful designs. (ex. Lafayette house).

Michelle will update the outline and forward to members for their review and comments.

Minutes:

Jessica Chabot moved that the Design Review Committee approve the June 27, 2016 meeting minutes as amended; Lisa Graves second; No discussion; All ayes 4-0-0.

Sign Violations:

- Follow-up on temporary sign at Dolce in Gould's Plaza

Upcoming Projects:

The Committee briefly discussed the signs at the Medway Shopping Center. The applicant will attend a future DRC meeting for approval of its sign design.

At 7:51 p.m., Chairman Buckley moved to excuse Tom Gay and close the meeting; Jessica Chabot second; No discussion; All ayes 4-0-0

At 7:53 p.m. Chairman of the Planning & Economic Development Board (PEDB) Andy Rodenhiser joined the meeting as the PEDB's representative to the DRC in place of Tom Gay.

At 7:54 p.m., Chairman Buckley moved to reopen the meeting; Lisa Graves second; No discussion; All ayes 4-0-0.

Exelon Expansion Site Plan – 34 West Street & 9 Summer Street:

Chairman Buckley explained that the Committee previously requested two colors for the 50 foot sound wall but did not identify the colors. The Committee agreed that the west wall would benefit the most from two colors. Lisa Graves and Jessica Chabot said they are happy with the main color (Luna) that was chosen for the sound wall. The Committee agreed that the upper section of the west wall should be Luna and the lower section of the west wall should match or be similar to the color of the administration building.

The Committee also discussed the stone walls on the property and reusing the stones to rebuild new walls around the property, including on top of the berm and along the emergency access road. The Committee thinks it is important to use the stones and provide an additional natural element. Jessica Chabot said it would look unnatural to have a stone wall run the entire length of the berm.

Chairman Buckley moved that the LOR be modified to include a description of the colors of the west sound wall. The upper area should be Luna (TCI, 9416-9503M). The lower section should match or be similar to the color of the admin building (Federal Standard 10059 (R=94, G=80, B=76) at a height that most closely matches the side wall height of the administration building so as to give the effect of a continuous stripe; Mr. Rodenhiser second; No discussion; All ayes 4-0-0.

Mr. Rodenhiser moved that the applicant use the stones from the existing stone walls on the property to rebuild a new rubble wall along the emergency access road from north to south. Any excess stone should make a bend at an appropriate location westward within 30 feet of the end of the wooden guardrail. In the event that no sound wall is constructed, any remaining stones should be used to construct a rubble wall along the main entrance and extend along the property line of Robin & David Beadreau (Country Cottage); Lisa Graves second; No discussion; All ayes 4-0-0.

Chairman Buckley moved that the LOR be modified to include a description of the stone walls on the property; Lisa Graves second; No discussion; All ayes 4-0-0.

Action Items:

- Jessica Chabot will prepare the LOR for All Washed Up.
- Chairman Buckley will draft an update to the BOS on the status of the DRC's research on electronic messaging signs.
- Members will look at the Sanford Street Bridge and discuss ideas for the bridge, lighting, and guardrails for DPS.

Adjournment:

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Lisa Graves to adjourn at 8:32 p.m.

Respectfully Submitted,

Michelle Reed

All Washed Up Auto Wash
P.O. Box 237
Medway, MA 02053

June 27, 2016

Town of Medway
Design Review Committee
155 Village Street
Medway, MA 02053

To Whom It May Concern:

On January 15, 2016 I purchased All Washed Up Auto Wash at 115A Main Street.


I contracted with a marketing agency to rebrand the business and redesign the logo. The logo was designed to be modern, clean, and simple. The business has been serving the community of Medway for almost 30 years. In addition to Medway, we service the auto washing needs of surrounding towns such as Bellingham, Franklin, Holliston, Milford, and Millis. We are the exclusive auto wash provider for the police departments of Holliston, Medway, and Millis. We are proud to represent Medway in such a positive light to residents and neighboring communities. We employ young adults from various local high schools and colleges. We are committed to diversifying our work force by hiring more female staff. We recently hired our first female employee from Tri-County High School and have plans to hire a female manager in the near future.

In order to rebrand the business, we are proposing to reface the existing exterior signage while maintaining the current or reduced dimensions and same methods of illumination.

We have worked closely with a signage consultant who feels confident that re-facing the existing exterior signs meets the requirements and fully complies with the Medway Zoning Bylaws.

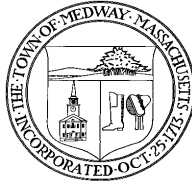
Your consideration towards this request is greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert S Brennan", followed by a long horizontal flourish.

Robert S. Brennan, Owner

Cc: Jack Mee, Building Inspector



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

Medway Location/Address where the sign will be installed: 115A Main Street
What is the interior width of the storefront? 30'

Building/Development Name: (if applicable): _____

Medway Zoning District: C-I Commercial I

Applicable Sign Standard Table (from Medway Zoning Bylaw) **Table #** 5.

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

Business Name: Sparkles Car Wash dba All Washed Up Auto Wash

Mailing Address: PO Box 237
Medway, MA 02053

Contact person: Robert S. Brennan

Phone: (508) 533-9274 Cell Phone (617) 510-2826

Email address: rsbrennan@usa.net

Type of Proposed Sign – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: 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	3	83"H x 93" L; (2)45"H x 15"L	166.1	83"	external
Free-standing Individual Business Sign	1	37" H x 60" L	15.42	37"	internal
Free-standing Multi-Tenant Development Sign					
Awning Sign					
Projecting Sign					
Directory Sign					

Attach the following items to this form. pdf format is requested for application form and attachments. Please email application and documents to sachilds@townofmedway.org

- _____ 1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination. (You may bring in preliminary sketches of your design concept if you would like assistance in developing your sign design. If this is the case, you should plan to attend a second meeting with the DRC to finalize your sign design.)
- _____ 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: Class Signs
Mailing Address: 99 William St., Hyde Park, MA 02136
Contact person: Angel Class
Phone: _____ Cell Phone: _____
Email address: classsigns@yahoo.com

Property Owner Information

Company Name: CMR Investments, L.L.C.
Mailing Address: 7 Norfolk Ave., Medway, MA 02053
Contact person: Cheryl Rosenberg
Phone: (716) 704-8068 Cell Phone: _____
Email address: parkmom3@aol.com

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)

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 **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
Medway's Sign Design Guidelines before developing a sign design.**

http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Sign%20Design%20Guidelines

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:** _____







Logo Design



ALLWASHEDUP

Social Media Banner Design

Follow us or he'll follow you.



/allwashedupautowash



@allwashedup



allwashedupaw



allwashedupautowash



Front Sign Design

CAR WASH



ALLWASHEDUP

THANK YOU!

FOR
WASHING



WITH US

Front Sign

Secondary Design

MESSAGE BOARD SIGNS

1. Structure

- a. Name for top of sign (i.e. “Choate Park”, “Medway Parks”, etc)
- b. stone frame to match 109 project stone wall
- c. design

2. Hardware

- a. LED vs. E-Ink
 - lighting
 - timer
- b. Vendor
 - warranty
 - software updates included in package pricing
 - support, customer service

3. Content

- a. all content to be approved, guidelines to be set
 - only municipal messages
 - open to public for town events
 - advertising, sponsors, business owners
- b. appearance, design
 - templates to be standardized (3- 5 options)
 - limited colors
 - logos, branding
 - pre-determined fonts
 - contrast, message size
 - maximize/minimize visual impact
 - length/running time per message
 - number of messages, length of run (1-2 days, 1 week)

4. Approval Process

- a. appearance and content to be monitored
- b. compliance with standardization, message, visibility regulations