



Town of Medway

**DESIGN REVIEW COMMITTEE**  
155 Village Street, Medway MA 02053  
(508) 533-3264 • FAX: (508) 321-4988

*Matthew Buckley, Chair*  
*Julie Fallon, Vice-Chair*  
*Tom Gay, Member*  
*Rachel Walsh, Member*  
*Mary Weafer, Member*  
*Lisa Graves, Member*

**Approved: 5/16/16**

Meeting Minutes: April 25, 2016  
Medway Library, Cole Room

**Call to Order:** – With a quorum, this meeting was called to order by Chairman Buckley at 7:02 p.m.

**Attendees:**

	4/4/16	4/25/16	5/2/16	5/16/16	6/6/16	6/20/16
Matthew Buckley	X	X				
Julie Fallon	X	X				
Tom Gay						
Mary Weafer	X	X				
Rachel Walsh						
Lisa Graves	X	X				

**Minutes:**

**Chairman Buckley moved that the Design Review Committee approve the March 7, 2016 meeting minutes as amended; Julie second; No discussion; All ayes 4-0-0.**

**Chairman Buckley moved that the Design Review Committee approve the March 16, 2016 meeting minutes as written; Julie second; No discussion; All ayes 4-0-0.**

**Chairman Buckley moved that the Design Review Committee approve the March 21, 2016 meeting minutes as amended; Julie second; No discussion; All ayes 4-0-0.**

**Chairman Buckley moved that the Design Review Committee approve the April 4, 2016 meeting minutes as amended; Julie second; No discussion; All ayes 4-0-0.**

**Tri-Valley Commons:**

Lisa asked what background color the DRC recommended for the monument sign panels at Tri-Valley Commons. She reported that the Advanced Auto sign panel was installed this

weekend and the background is red. The group confirmed that they recommended white backgrounds for both the Direct Tire sign panel and Advanced Auto sign panel. Ms. Affleck-Childs will follow-up with Building Inspector Jack Mee on this matter. Lisa said the red background is not attractive and overpowers the other sign.

Mary asked if there was a resolution on the decorative windows at Tri-Valley Commons. Ms. Affleck-Childs reported that the Planning & Economic Development Board (PEDB) did not go with the DRC's recommendation because they did not fully understand the images provided. She reported that they chose a different option with more of a medium color. Chairman Buckley expressed his disappointment in the decision and said he would have liked to hear about this prior to tonight's meeting. Chairman Buckley said he wished he were invited to the PEDB meeting where the landscape plan was discussed. He said it is very discouraging when the Committee works hard on a specific issue and its recommendation is not accepted.

**Exelon:**

Ms. Affleck-Childs reported that resident and former Energy Committee member Charlie Myers contacted Natick Labs about using color to minimize the architectural features of the project. Ms. Affleck-Childs forwarded the publication she received about using color to help mitigate visual impacts. Chairman Buckley asked members to review the information prior to the May 2, 2016 meeting. Lisa said she thinks it is important to go with a natural color but not necessarily a neutral tone. The Committee discussed using different earth tones for each architectural feature. Chairman Buckley said the renderings that were presented at the last meeting were not helpful because they were only two dimensional. Ms. Affleck-Childs suggested that the Committee do a site visit with the applicant. At the last meeting, the DRC asked the applicant to bring color samples for each architectural feature to the May 2, 2016 meeting. Mary suggested asking the applicant to recreate the renderings after the May 2, 2016 meeting using the colors that the Committee recommends. The Committee agreed that it is critical that the color of the administration building, including the roof, compliment the color of the sound wall. Mary wondered whether it is possible to make the administration building red similar to a building at Saddle Rowe on Oakland Street. It is a color that is very New England and people expect to see. Ms. Affleck-Childs said the DRC could recommend that the PEDB retain a visual impact expert to consult on this matter.

### **Electronic Messaging Signs:**

Both Lisa and Ms. Affleck-Childs have had contact with Watchfire Signs, a company that specializes in digital signs. Ms. Affleck-Childs said she received a call from the company after she downloaded information from their website. She said she was told that there is a representative in Connecticut who could attend a future DRC meeting to discuss options. The Committee reviewed the 100% Final Submission plans of the Choate Park area relative to the Route 109 reconstruction project (see attached). They discussed the proposed location of the new sign. The group discussed the disadvantages of installing this type of sign in this area. Chairman Buckley said it is very likely that this type of sign is going to be installed in Town so it is important that the Committee be involved and give feedback. The group agreed that it is very important that they make clear what will be required to install and maintain this type of sign. Ms. Affleck-Childs was told that the cost of this type of sign would be between \$20-40k. The Committee agreed it would be a very good idea to meet with the representative from Watchfire Signs. Julie showed the Committee an example of a poorly designed electronic sign in a nearby town. The Committee agreed that the structure that houses the electronic sign needs special consideration. In ten years electronic signs may not be relevant but the structure should be timeless. Lisa said she will get additional information on e-ink signs and see if there is a local company that sells them. Chairman Buckley will draft an update for the Board of Selectmen.

### **Next Meeting:**

Exelon is attending the May 2, 2016 meeting. The applicant for the proposed medical marijuana facility on Mark Road will also attend. The group also briefly discussed the May 9, 2016 Annual Town Meeting.

Ms. Affleck-Childs reported that Building Inspector Jack Mee followed-up with Medway Manor on their new sign. They did not go through the permitting process.

### **Action Items:**

- Chairman Buckley will draft an update to the BOS on electronic messaging signs.
- Susy will schedule meeting with Schools about new DRG.
- Ms. Affleck-Childs will draft something for local sign companies about new DRG.
- Matt and Tom will work on presentation at Annual Town Meeting on bylaw article.
- Ms. Affleck-Childs will forward the Committee the petition for variance relative to 122 Main Street when it is filed.

**Adjournment:**

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Julie to adjourn at 9:03 p.m.

Respectfully Submitted,

Michelle Reed