

APPROVED – 4/24/18



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
Seth Kendall, Member
Alex Kevork, Member

DRC Meeting Minutes: April 02, 2018 Medway Public Library (COLE Room)

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

Attendees:

	02/05/2018	03/05/2018	04/02/2018	
Matthew Buckley	X	X	X	
Rich Di Iulio	-	X	-	
Jessica Chabot	X	X	X	
Tom Gay	X	ABSENT WITH NOTICE	X	
Rachel Walsh	X	ABSENT WITH NOTICE	X	
Dan Connolly	ABSENT WITH NOTICE	X	X	
Seth Kendall	X	X	ABSENT WITH NOTICE	
Alex Kevork	ABSENT WITH NOTICE	ABSENT WITH NOTICE	ABSENT WITH NOTICE	

Also Present:

- Sreelatha Allam, Meeting Recording Secretary
- David D’Amico DPW Director

Other Attendees:

- Steven Watchmaker - Business Owner, New England Cabinetry
- Cam Afonso, Signs by Cam

Meeting Minutes:

None were approved at this meeting.

Sign Design Review- New England Quality Cabinetry, 112C Main Street:

- ❖ Mr. Watchmaker, the applicant/business owner, attended the meeting to discuss this item which had been presented previously at an earlier DRC meeting. He came back to present the revised sign design (**See Attached**) based on the comments from the DRC at the last meeting.
- ❖ Members commented on the sign design presented by the applicant.
- ❖ Mr. Buckley created a mockup of the sign for discussion with the Committee and the applicant. The mockup was reviewed by everyone at the meeting today. (**See Attached**)
- ❖ Mr. Watchmaker was satisfied with the revised sign design as presented by Mr. Buckley
- ❖ Members liked the font style used for “New England Quality” and commented that it has a New England feel to it. They suggested using the same style throughout the sign.
- ❖ The design was approved and a letter of recommendation will be drafted by the Committee (Ms. Walsh).

Sign Design Review- FBT Medical Aesthetics, 165 Main Street (Medway Mill):

- ❖ Neither the applicant nor sign maker Rocco Cavallaro attended the meeting.

Angel Nail and Spa (74 Main Street): Cam Afonso, Signs by Cam Inc.

- ❖ Mr. Afonso, Signs by Cam attend the meeting to present this item. (**See Attached**)
- ❖ All the signs in the plaza were designed by Mr. Afonso’s company. The proposed sign matches the specifications of the rest of the signs in the plaza per the master signage plan.
- ❖ It’s an aluminum frame sign with ivory background and burgundy font. There are two street signs included in this request.
- ❖ Members liked the design as presented. The DRC’s letter of recommendation will be prepared by Ms. Chabot.
- ❖ **Next steps on Community Message Board** Mr. D’Amico attended the meeting to discuss this item. He is in the process of coordinating with Route 109 Contractor Amorello to find out about their supplier for the stones in the Route 109 project. He will bring it up at the pre-construction meeting scheduled for Monday (04/09). He asked for a breakdown of the cost for the Community Message Board sign and the contact information for Poyant Signs.
- ❖ Mr. Buckley discussed the key points about the monument, entryways, pillars, etc., that were discussed at the last meeting. He said Mr. Kendall re-created the arch walls taking into consideration the sight distance issues at the entryway. Short walls and pillars were selected by the Committee. Pillars are 36” thick and knee walls are 24” thick. Mr. Buckley will send a further revised drawing to Mr. D’Amico.
- ❖ Mr. Connolly will provide Mr. D’Amico the contact name at Poyant Signs who provided the estimate for the monument. There was discussion on looking at the breakdown of the estimate.

- ❖ Mr. Buckley talked about knowing and understanding the cost of the message sign as it will be a critical piece of information the Board of Selectman will be asking at the Town Meeting. Mr. D'Amico agreed to request the cost breakdown including the cost estimate for the message sign from Poyant Signs.
- ❖ There was discussion on who the proponent of this project would be as a sponsor at Town Meeting. Mr. Buckley will check to find out more on who the proponent should be.

Discussion on DRC Goals/ Priorities for 2018

- ❖ Members reviewed the draft 2017 DRC Activities spreadsheet. (**See Attached**) It was agreed that items 2, 3, and 5 in the spreadsheet could be removed as those tasks are completed.
- ❖ Ms. Walsh said ID8 should be handled by the Building Inspector's office rather than by DRC.
- ❖ Ms. Chabot and other members commented that the spreadsheet was discussed at an earlier meeting. Members decided to work off the revised spreadsheet at the next meeting.
- ❖ Mr. Gay added there might be potential changes to the goals/priorities considering that a new Director of Community and Economic Development for the Town will be starting soon.

Identification of possible sign violations to report to Building Commissioner

- ❖ None

Other Business as may come before the Committee

- ❖ Members discussed about the upcoming project by Redevelopment Authority at Oak Grove (Bottle Cap Lot). Proposal is for developing a Mixed-Use zoning. Mr. Buckley explained the history of this project to the other members.

Reports from DRC Liaisons with other Towns Boards/ Committees

- ❖ None.

Adjournment

With no further business before this committee, a motion was made by Mr. Buckley to adjourn the meeting at 8:20 PM, seconded by Ms. Walsh. The motion was unanimously approved.

Respectfully Submitted,
Sreelatha Allam
Recording Secretary

Reviewed and edited by,
Susan E. Affleck-Childs
Planning and Economic Development Coordinator



128 S. Bolton St. Marlboro, MA 01752

508-485-3343 phone
508-485-9972 fax

Project **NE Quality Cabinetry**

Description Face Lit Channel Letters Illuminated,
Raceway Cabinet with Steel Metal Brackets
for Roof Mounting

Date **3-15-18**

Drawn By **Matt Evangelous**

Location **112 Main St Medway, MA**

DRC Sign Design Review

Planning and Economic Development Office Comments

March 1, 2018

Business Name: New England Quality Cabinetry

Business Owner: Steve Watchman

Sign Location Address: 112 Main Street @ Medway Shopping Plaza

Sign Fabricator: Gemini Signs & Letters, Marlboro, MA

Proposed Sign:

1. **Façade Wall Sign** – Oval shape (black background) and individual channel letters (white for “CABINTRY”) to be placed above storefront entry on red mansard roof on the south building façade


	Proposed	Allowed by Bylaw	Notes
Sign Surface Area	2' high x 10' wide = 20 sq. ft.	1 sq. ft. of sign surface area per 1 linear foot of storefront width	Complies
Sign Height	Not applicable for wall sign	Not applicable	
Illumination	Internal	Yes	Yes

Comments:

1. Relatively new business. Relocated here from Walpole.
2. Discuss removal of any shadowing on the façade left behind from previous signs.



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

Medway Location/Address where the sign will be installed: 112 C Main St
What is the interior width of the storefront? 

Building/Development Name: (if applicable): Medway Shopping Center

Medway Zoning District: Central Business

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: New England Quality Cabinetry LLC

Mailing Address: 112 C Main St


Medway MA 02053

Contact person: Steve Watchmaker

Phone: 508 527-8700 Cell Phone Same

Email address: Steve@newenglandqc.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.

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					
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

- _____ 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:

Gemini Signs

Mailing Address:

128 S Bolton St Marlboro MA 01752

Contact person:

Matt Evangelous

Phone:

508485 3343

Cell Phone:

Email address:

gemini signs@aol.com

Property Owner Information

Company Name:

Medway Realty LLC / Diversified Funding Inc

Mailing Address:

63 Atlantic Ave

Contact person:

Eric Lawless

Phone:

617 227 0893

Cell Phone:

774 454 8185

Email address:

elawless@dfi.cc

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 the Sign 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: 2-12-2018

Reviewed by Medway Planning Coordinator:  **DRC Meeting Date:** 

New England

— Quality Cabinetry —

Where Quality Is Our Middle Name

Steven Walchmaker
President

Tel: 508-321-1252
Cell : 508-527-8700
steve@newenglandqc.com



GEMINI
Signs and LETTERS
 Since 1980

128 S. Bolton St. Marlboro, MA 01752

508-485-3343 phone
 508-485-9972 fax
 geminisigns@aol.com

www.geminisigns.com

Project **NE Quality Cabinetry**

Discription Face Lit Channel Letters Illuminated,
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 for Roof Mounting

Date **2-2-18**

Drawn By **Matt Evangelous**

Location **112 Main St Medway, MA**

*This design/drawing is given in confidence and may not be used
 or disseminated in any way before or until all design fees are paid
 without the written consent from Gemini Sign Company.
 All common law and copyright laws are hereby specific all reserved.*

DRC Recommended Sign Redesign – April 2, 2018





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

Medway Location/Address where the sign will be installed: _____
What is the interior width of the storefront? _____

Building/Development Name: (if applicable): _____

Medway Zoning District: _____

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

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Mailing Address: _____

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Phone: _____ Cell Phone _____

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Projecting Sign					
Directory Sign					
Window Sign					
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Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Property Owner Information

Company Name: _____

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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:** _____



Signs By Cam
Inc.

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso

837 Upper Union St., Suite C-18
Franklin, MA 02038

Phone: 508-364-2905

Fax/Office: 508-528-0766

E-Mail: cam@signsbycam.com

Website: www.signsbycam.com

APPROVED FOR PRODUCTION:

X

JOB INFORMATION

JOB TITLE:

CONTACT:

PHONE:

FAX:

JOB DESCRIPTION:

SQUARE FOOTAGE: =

SIGN MATERIAL SPECS

BANNER: ☐ COROPLAST: ☐ WOOD: ☐

ACRYLIC: ☒ MAGNETIC: ☐ URETHANE: ☐

PVC: ☐ ALUMINUM: ☒ NUEDGE: ☐

SINGLE SIDED: ☐ DOUBLE SIDED: ☐

OTHER: _____

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ANY DUPLICATION OF ANY KIND IS PROHIBITED.
PERSON(S) WILL BE PROSECUTED TO THE FULL EXTENT
OF THE LAW.

COLOR SPECS:

BACKGROUND:

COPY:

OUTLINE:

SHADOW:

BORDER:

LOGO:

DRC Activities for 2017

DRC Activities for 2017					
	ACTIVITY	ASSIGNED TO	TARGET DATE	STATUS	NOTES
	NEW INITIATIVES				
1	Refresh the DRC's mac laptop with additional memory.	Jess		Completed	
2	Update general DRC brochure and add a completed form example	Julie			Do we really need this?
3	Update Sign Design Review brochure - paper and online versions	??			Can Julie do this? Are items 2 and 3 the same?
4	DRC Web site - Add a new photo component to the web site featuring examples of well designed signs and buildings	Jess			
5	Prepare report on Community Message Signs	Jess			
6	Meet with BOS and other Town boards/staff about Community Message Signs	Matt			
7	Designate a DRC member to serve as primary master for the DRC web page. Arrange for access and training with Town IT staff.	Jess			
8	Outreach to landlords about sign bylaw and DRC review	Rachel			
9	Interact more regularly with the Medway Business Council. Attend meetings as may be appropriate. Susy to forward MBC meeting announcements to DRC members.	Susy and Tom			
10	Review DRC goals and objectives on a quarterly basis to maintain momentum	???			
11	Plan a meeting for key landlords on development permitting - Work with Stephanie Mercandetti	Susy			
12	Community outreach re: role of the DRC - Contact Judy at Medway Millis newspaper.	Susy			
13	Outreach to the School Department re: the Design Review Guidelines	Matt			
14	Explore funding options to hire a consultant to work with DRC/PEDB to develop a new section of the Design Review Guidelines on municipal projects	Matt & Susy			

ACTIVITY		ASSIGNED TO	TARGET DATE	STATUS	NOTES
	CONTINUING ACTIVITIES				
A	Continue to use new Design Review Guidelines as basis for reviewing projects. Use DRG checklist during meetings.	Everyone			
B	Continue to review and approve DRC meeting minutes in a regular and timely fashion.	Everyone			
C	Continue to participate on Sign Bylaw Update Task Force to develop amendments to the Sign Bylaw	Matt & Tom			
D	Meet with Building Commissioner Jack Mee 2x a year to discuss signs, lighting, and other violations.	Susy to schedule			
E	Find and secure other design professionals to serve on the DRC.	Susy			
F	Prepare DRC review letters for signs within 7 business days after appointment/meeting with the DRC	Rachel & Jess with support from Susy			
G	Prepare DRC review letters to the PEDB for development projects	Matt as lead with support from Susy			
H	Continue to regularly report suspected sign violations to the Building Commissioner. Standard agenda item for every DRC meeting.	Everyone - Susy reports suspected violations to Jack			
I	Continue to reach out to allied Town boards and committees and departments to offer the DRC's design assistance services. Particularly, the EPFRAC team.	Matt & Susy			
J	Continue to advocate for reduced lighting and strobing	Matt			
K	Continue to serve on the Oak Grove Urban Renewal Plan Steering Committee for the Medway Redevelopment Authority	Matt			
L	Provide timely feedback to developers/ applicants and the PEDB (status reports) as a follow-up to DRC meetings with applicants	Matt as lead. Susy to provide support			
					Updated 4-21-17