

APPROVED ON 03-05-2018



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: February 05, 2018
Medway Public Library

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

Attendees:

	01/08/2018	01/22/2018	02/05/2018
Matthew Buckley	X	X	X
Rich Di Iulio, alternate for Tom Gay	-	X	-
Jessica Chabot	X	X	X
Tom Gay	ABSENT WITH NOTICE	ABSENT WITH NOTICE	X
Rachel Walsh	ABSENT WITH NOTICE	X	X
Dan Connolly	X	X	ABSENT WITH NOTICE
Seth Kendall	X	X	X
Alex Kevork	ABSENT WITH NOTICE	ABSENT WITH NOTICE	ABSENT WITH NOTICE

Also Present:

- Sreelatha Allam, Meeting Recording Secretary
- Susan Affleck-Childs, Planning and Economic Development Coordinator
- Shelley Wieler – Liaison from Medway Energy Committee to DRC
- Dave D’Amico, DPW Director

DRC Meeting Minutes:

01-22-2018 minutes: A motion was made by Mr. Buckley to approve the minutes from the 01-22-2018 DRC meeting as amended, seconded by Ms. Walsh. The motion was approved. Mr. Gay abstained as he was not present at that meeting.

Sign Design Review - Medway Eye Care, 89 Main Street:

Members reviewed the Medway Eye Care sign design (*See Attached*). They were OK with the sign in general. They commented that the letters were placed high on the sign panel and recommended centering them. Ms. Chabot will write the DRC's review letter.

Announcements/News

- ❖ Members were reminded about the Medway Business Council meeting to be held on February 21st, 2018 (7:30-9:00AM at VFW). One of the agenda items is a discussion on "Elements of Good Design/ Means to Achieve Them". There was discussion on DRC member(s) attending this meeting and saying few words about the work the Committee does. Members said it would be a good platform to let the businesses and the Council know that DRC can help in any design related matters.

Next steps on Community Message Board Sign

- ❖ Mr. Connolly worked with Poyant Signs to create a mockup of Choate Park sign and estimate based on DRC discussions.
- ❖ There was some more discussion at this meeting on the monument design.
- ❖ Mr. Kendall suggested keeping the monument wall and the message sign as two separate pieces.
- ❖ Members discussed that plan notes on the Rt. 109 project should be used for the message signs as well. Mr. Buckley suggested having a better description of the wall in the plan notes.
- ❖ Discussion included the type of stones that should be used in building the wall.
- ❖ Members discussed moving the sign closer to the wall/ pillar and also to reduce the space between the base and the bottom of the sign.
- ❖ Mr. Kendall agreed to prepare a 3D model of the monument with individual stones. He talked about landscaping around the bottom of the pillars/monument. Ms. Chabot said there isn't enough space around to include any landscaping. Planters around the base was discussed as an option.
- ❖ Satin bronze edging for the sign was discussed as an option.
- ❖ Members agreed that a stone cap will be added to the sign base and column. Base below the sign should be narrower than the columns. Include notes about stone type and construction to match Rt. 109 wall.
- ❖ Proposed sign locations in the attached are incorrect. Decrease space between LED sign and monument. The height of the monument wall (3' 6" including stone cap) will be adjusted to match the height of the LED sign.
- ❖ Ms. Affleck-Child asked about the bidding process for the LED sign and monument. Discussion ensued if the monument and message sign installation should be done by different contractors.
- ❖ Mr. D'Amico said he will consult with Amarillo (Rt. 109 project contractor) to find out about their stone supplier. The idea is to maintain consistency in the stone types used for the Rt. 109 and the proposed monument.

- ❖ There was a question on the timeline for the installation of the monument and message sign. Mr. D'Amico responded the project is anticipated to begin/ installed in spring 2019 when the Rt. 109 project is complete.
- ❖ With the quote for the sign/ monument from Poyant Signs, request for funding will be made at 2018 fall town meeting.
- ❖ Ms. Chabot asked if the design has to be presented at the town meeting and the response was no.
- ❖ Choate Park sign will be a square bronze plaque. Layout will be similar to the town sign.

Shelly Wieler – Medway Energy Committee

- ❖ Ms. Wieler, liaison from the Energy Committee attended the meeting.
- ❖ She talked about the Energy Committee's mission and goals. Energy efficiency should be considered and included in all Town projects. She talked about taking steps to reduce carbon footprint by choosing energy efficient products in all the projects that come before DRC.
- ❖ She said members should ask for electric vehicle charging stations when parking lots are involved in the projects.
- ❖ She talked about including solar panels in the projects. Ms. Walsh talked about the recent application from Milway Auto Parts business which envisions installing solar panels in the future.
- ❖ She explained the Community Aggregation concept for Electric Supply.
- ❖ Energy Committee is encouraging residents to get Mass Save program to do the audits.
- ❖ She quickly touched on the canopy solar panels project which had been proposed at the high school. Program was introduced two years back but did not take off due to safety concerns.
- ❖ Ms. Chabot asked if the Planning Board could mandate some percentage of energy efficiency in all new projects and the response was no.
- ❖ Ms. Wieler said Energy Committee is looking for two new members and asked the members to spread the word.

Discussion on items in the DRC 2017 Annual Report for the 2017 Annual Town Report-

- ❖ Ms. Affleck-Child summarized the list of all sign reviews DRC conducted in 2017. This is for Medway Annual Report for 2017. Mr. Buckley agreed to work on the bullet points that will be included in the 2017 Annual report.

Medway Shopping Center- Tenant Panel Signs

- ❖ A letter/ note was sent to Medway Place shopping center asking for a re-arranged layout of the panel signs for the new multi-tenant development signs.
- ❖ In response to that request Heidi LeGassie of BARLO SIGNS sent the current plans for the sign panels (*See Attached*). Members reviewed the pdf provided.
- ❖ Ms. Affleck-Childs stated that the submitted layout addresses some of the DRC's recommendations included in its September 16, 2017 review letter.
- ❖ Mr. Buckley asked if the sign rendering was created by Eric Lawless, the current property manager. He wondered if the new manager was even aware of the DRC's September 2017 letter. Ms. Affleck-Childs she doesn't know about that.
- ❖ Members did not agree with the organization of the business names and the white lines around each individual business sign panels.
- ❖ Recommendation was made to reduce the font size of "Managed by Diversified Funding Inc." and keep the email address fonts regular without making them bold.

- ❖ There was discussion on recommending the removal of “Cafe & Play” under the Tumble Beans business name.
- ❖ The only illumination for the panel will be spotlights from the bottom.
- ❖ Members did not approve the illustration of the planting provided in the pdf and asked for the landscape (lighting included) site plan.
- ❖ The DRC did not approve the signs as presented. Mr. Buckley will draft a new review letter to forward to the property owner. Reference to the September 2016 letter will be included in the new one.

Other Business as may come before the Committee

- ❖ Mr. Kendall said he was informed of unnecessary night lighting at the back of Walgreens which results in light spillage. Members said it was for security purposes. Mr. Gay said it’s important to understand if the issue is with light spillage off the or with visibility of the light fixtures.
- ❖ Ms. Affleck-Child said the PEDB public hearing on Milway Auto Parks will begin next week (February 13, 2018).

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, seconded by Mr. Gay. The motion was unanimously approved.

The meeting was adjourned at 9:20 p.m.

Respectfully Submitted,
Sreelatha Allam

Reviewed and edited by,
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: OUTSIDE BUILDING
What is the interior width of the storefront? N/A

Building/Development Name: (if applicable): Reardon Building

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: MEDWAY EYE CARE

Mailing Address: 89 MAIN STREET
MEDWAY MA 02053

Contact person: ILANA ORELCAWITZ Orelcawitz

Phone: 508 359-9969 Cell Phone 857 225-2255

Email address: Orilana@medwayeyecare.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	<u>1 tenant panel</u>				
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: STAR SIGN COMPANY
Mailing Address: 319 Central ST. #2 Holliston MA 01746
Contact person: ROSS TOMPKINS
Phone: 508 429-2181 Cell Phone: _____
Email address: _____

Property Owner Information

Company Name: PEARSON PROPERTIES
Mailing Address: 89 MAIN STR
Contact person: DAVE MONIZ
Phone: 508-533-8100 Cell Phone: _____
Email address: pearsonproperties89@gmail.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: 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.

[http://www.townofmedway.org/sites/medwayma/files/uploads/medway final design review guide lines - september 2015 1.pdf](http://www.townofmedway.org/sites/medwayma/files/uploads/medway%20final%20design%20review%20guidelines%20september%202015%201.pdf)

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

Date Application Received by Medway Planning office: 1-26-2018

Reviewed by Medway Planning Coordinator: _____ DRC Meeting Date: 2-5-2018

Healing Choices, P.C.

Keith W. L. Rafal, MD, MPH

Perspectives Photography

Smile Wider Dentist

Implants 508-533-0035

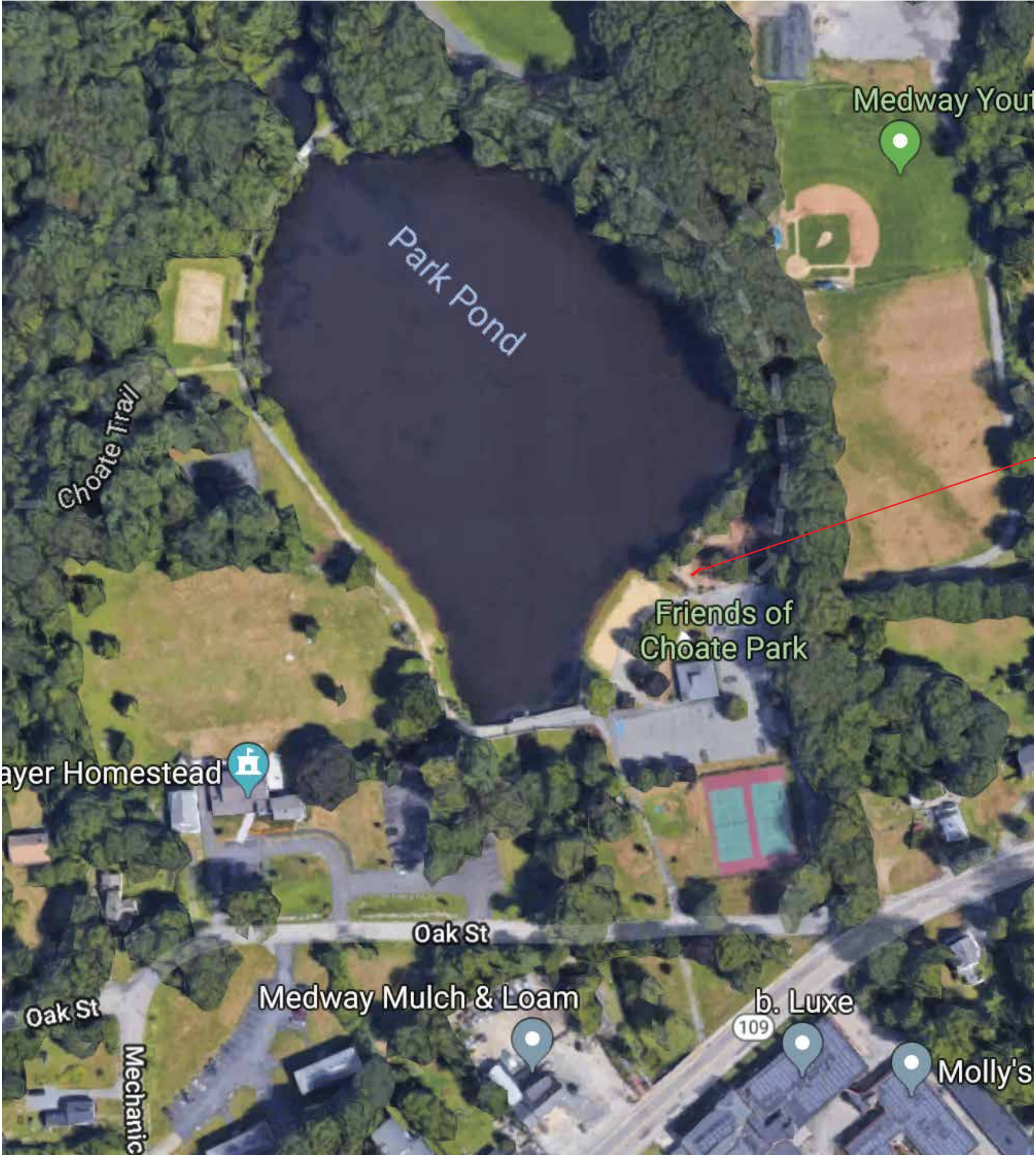
Medway Eye Care

Proposed sign for Medway Eye Care is at the bottom right corner.

Size is approximately 35" wide by 8" tall = 2 sq. ft.



Town of Medway | 155 Village Street, Medway, MA | Design Development | February 1, 2018



Town of Medway


155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
Designer: ST

Note:
This is an original unpublished drawing created by Poyant Signs, Inc. It is submitted for your personal use in connection with a project being planned for you by Poyant Signs, Inc. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied or exhibited in any fashion until transferred.

Revisions:


This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Approved By:

Date:

Monument Sign

Sign Location Plan



A Sign Elevation - Front View
Scale: 1/2"=1'-0"

B Sign Elevation - Side View
Scale: 1/2"=1'-0"

Specifications

Qty = 1 24.7 Sq Ft

Double Face Monument Sign with EMC

- (Qty 2) EMC's to be 5" deep face vent 12mm full color mounted to either side of poles with 2" steel angle
- .063 Aluminum cladding on returns painted black (so EMC's appear as one cabinet)
- Communication to be broadband wireless
- (Qty 2) Grounding rods (1 per unit)
- Base and pillar to be field stone by Poyant mason
- (Qty 2) Poles to be 4" x 4" x 1/4" square steel; 10'-5" OAH; in a direct burial foundation; painted black
- (Qty 1) Foundation to be 4'-0" deep x 11'-10" wide x 3'-6" windload

*120V

*Electrical to be brought to location by others

Colors & Materials

Paint
Black; Satin Finish

Stone Work
Field Stone



125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

Town of Medway

155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
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Revisions:

UL
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

Approved By:

Date:

Monument Sign

Option A



C Photo Comp - Existing
Not to Scale



D Photo Comp - Proposed
Not to Scale



E Photo Comp - Proposed
Not to Scale



125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

Town of Medway

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Revisions:


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Approved By: _____

Date: _____

Monument Sign

Option A



A Sign Elevation - Front View
Scale: 1/2"=1'-0"

Font Shown on Plaque to Match
Existing Sign at Front Entrance;
Please Provide Close Up Picture
of Existing Sign to Confirm Match



B Photo of Existing Sign at Entrance
Not to Scale

Specifications

Qty = 2 3.8 Sq Ft

Plaque(s) for Proposed Double Face Monument Sign

- Plaques will be non-illuminated
- Cast bronze plaque with leatherette textured background and satin bronze graphics
- All satin bronze graphics to be raised
- Single line beveled border
- Blind stud mount to front and back of pillar

Colors & Materials

Dark Oxide Stain
Leatherette Textured Background



Example of Textured Background

Satin Bronze

Town of Medway

155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
Designer: ST

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organization, nor is it to be
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in any fashion until transferred.

Revisions:



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with the requirements of Article 600 of the National
Electrical Code and / or other applicable local codes.
This includes proper grounding and bonding of the sign.

Approved By:

Date:

Plaques for Monument Sign

Option A

Town of Medway

155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
Designer: ST

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Revisions:



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Approved By:

Date:

Plaques for Monument Sign

Option A



© Photo Comp - Proposed
Not to Scale



A Sign Elevation - Front View
Scale: 1/2"=1'-0"

Specifications

Qty = 2 3.8 Sq Ft

Plaque(s) for Proposed Double Face Monument Sign

- Plaques will be non-illuminated
- Cast bronze plaque with leatherette textured background and satin bronze graphics
- All satin bronze graphics to be raised
- Single line beveled border
- Blind stud mount to front and back of pillar

Colors & Materials

Dark Oxide Stain
Leatherette Textured Background



Example of Textured Background

Satin Bronze

Please Provide Font Name
Used on Concept Photo Provided;
or Approve as Shown



125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

Town of Medway

155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
Designer: ST

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Revisions:



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Approved By:

Date:

Plaques for Monument Sign

Option B

Town of Medway

155 Village Street
Medway, MA

Project: 14493
Town of Medway

Sales: Gary McCoy
Date: 02.01.18
Designer: ST

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Revisions:



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Approved By:

Date:

Plaques for Monument Sign

Option B



B Photo Comp - Proposed
Not to Scale

Susan Affleck-Childs

From: Susan Affleck-Childs
Sent: Wednesday, January 31, 2018 4:33 PM
To: Elawless@dfi.cc
Cc: Jack Mee
Subject: Medway Shopping Center - tenant panel signs

Hi Eric,

It was great to see you last week.

I wanted to chat with you about next steps to finalize the individual designs and layout for the tenant panel signs on the new wall signs at Medway Shopping Center/Place. I called to leave a message, but your phone message box was full.

The last time the Design Review Committee reviewed the tenant signs was September 2016. Since then, some tenants have changed and the arrangement/positioning of the sign panels has likely been modified as well. Further, the DRC provided some guidance on recommended changes to improve the readability of the tenant sign panels and we hope that the updated plan incorporates those changes. Please note, the original permit for the wall signs dates back to March 2016.

Please have Barlow Signs send me the current plan for the sign panels for review by the Design Review Committee. Upon receipt, I will schedule it for the next DRC meeting. In the meantime, the individual tenant sign panels cannot be installed until the review is completed.

Thanks for your help.

Susy Affleck-Childs

Susan E. Affleck-Childs
Planning and Economic Development Coordinator

Town of Medway
155 Village Street
Medway, MA 02053
508-533-3291
sachilds@townofmedway.org

Town of Medway – *A Massachusetts Green Community*

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Susan Affleck-Childs

From: Heidi Legassie <heidi.l@BARLOSIGNS.COM>
Sent: Thursday, February 01, 2018 1:24 PM
To: Susan Affleck-Childs
Cc: 'Elawless@dfi.cc'
Subject: RE: Medway Plaza

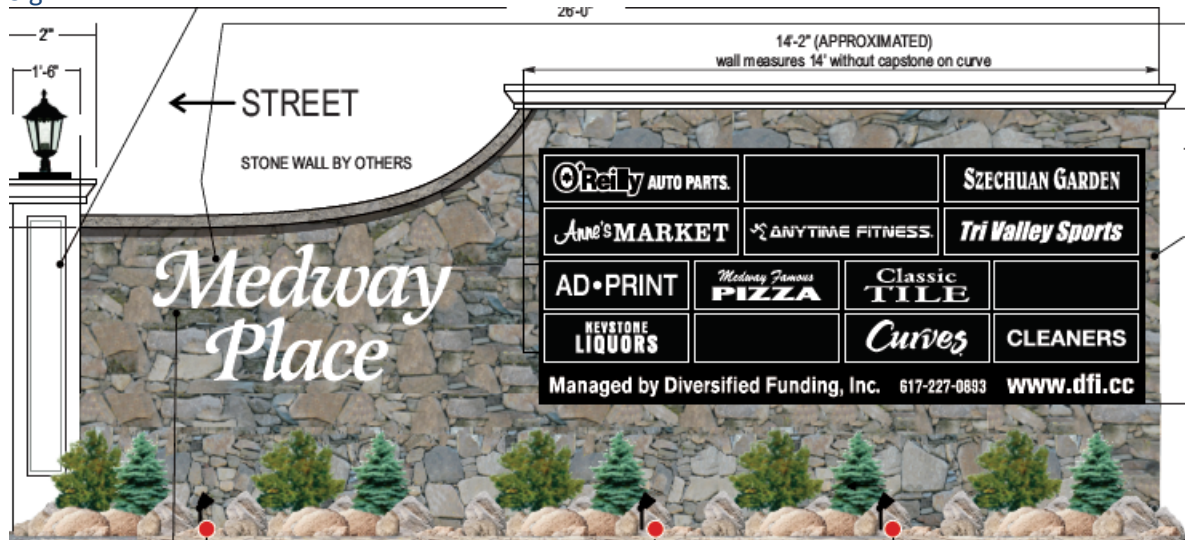
Hello Susan,

Message below with sign rendering bounced back due to size.

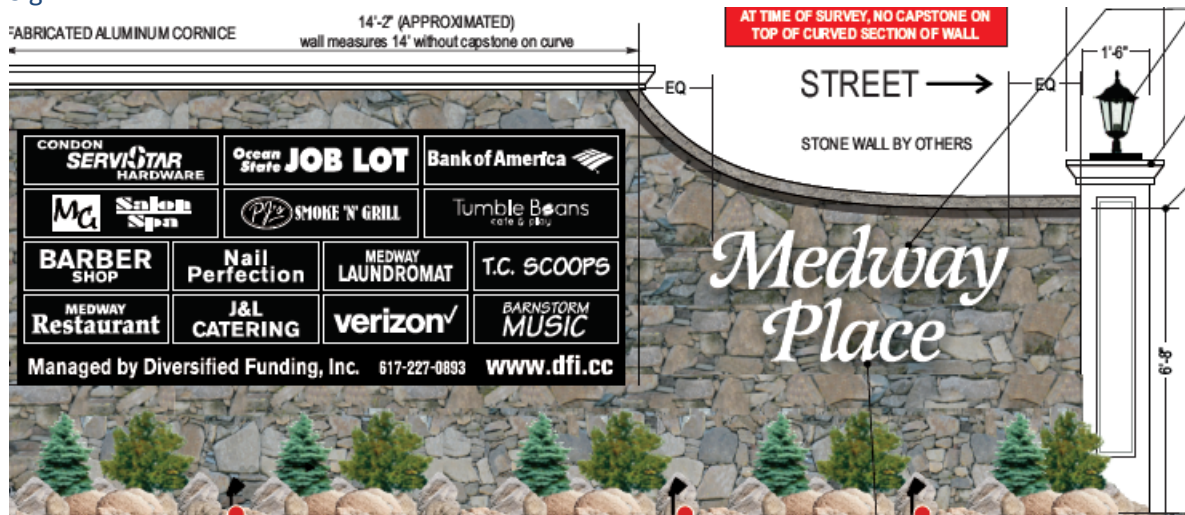
If you have a personal email I can resubmit to...let me know and I will resend.

For now, below is image of the signs we currently have in production

Sign A



Sign B



Thank you very much

Heidi LeGassie

BARLO SIGNS | Your Image Is Our Business

PH: 603-882-2638 x 396 | 800-227-5674

From: Heidi Legassie
Sent: Thursday, February 01, 2018 1:20 PM
To: 'sachilds@townofmedway.org'
Cc: 'Elawless@dfi.cc'
Subject: Medway Plaza

Good Afternoon Susan,
Eric Lawless with Diversified Funding Incorporated has ask that I provide shop drawings for the signage currently in production for Medway Shopping Center.
Thank you and please let me know if any questions.



Heidi LeGassie | Director of Project Management
BARLO SIGNS | *Your Image Is Our Business*
158 Greeley Street, Hudson, NH 03051-3422
Ph: 603-882-2638 or 800-227-5674 x 396
FX: 603-882-2638 www.barlosigns.com