



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
Jessica Chabot, Member
Lisa Graves, Member*

Approved: February 27, 2017

DRC Meeting Minutes: February 06, 2017
Medway Public Library – 26 High Street

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

Mr. Gay arrived at the meeting at 7:20 P.M.

Attendees:

	01/23/2017	02/06/2017				
Matthew Buckley	X	X				
Julie Fallon	X	X				
Tom Gay	X	X				
Jessica Chabot	X	X				
Rachel Walsh	Absent with Notice	X				
Lisa Graves	Absent	Absent				
Rich Di Iulio (PEDB alternate)	X	Absent				

Also present:

Sreelatha Allam, Meeting Recording Secretary

Review DRC Meeting Minutes

January 23, 2017

A motion was made by Ms. Chabot, seconded by Mr. Buckley, to approve the meeting minutes of January 23, 2017 as amended. Motion was unanimously approved. Ms. Walsh abstained.

Review and discuss draft review letter on Medway Greens, 176-178 Main

Street - Mr. Buckley agreed to fine tune and finalize the draft letter. Members concerns on landscaping areas and the design of the proposed stairs will be highlighted in the letter.

DRC Activities for 2017- Draft (1-30-2017). *Document is attached to the minutes.*

- It was agreed that graphics will be inserted wherever appropriate to explain DRC guidelines better.
- Members discussed the option of providing a sample form online (completed) along with a sample graphic. It will make it easier for applicants to follow the procedure.
- Ms. Chabot will work on activities #4 through #6 in the document. Ms. Walsh will work on activity #7.
- Activity #8- Members thought this activity could be assigned to the potential associate member will be a good idea.
- Activity #9 and 10 - Ms. Childs was assigned to these activities.
- Activity #11 was drafted with the premise that the guidelines for press related events would be rolled out in 2016.
- There was a general discussion on Medway Schools needing to install new signs. It was agreed that building inspector, Jack Mee will communicate with the Schools and with Communications Director, Ms. Mary Becotte, about the sign guidelines.
- Activity #13 ties into #12. Ms. Walsh suggested that municipal projects should follow DRC Guidelines. Mr. Buckley agreed to review the existing DRC Guidelines and recommend any changes if needed.
- Members stressed the importance of meeting with the building inspector, Mr. Mee regularly.

Mr. Gay stated that a new affordable housing bylaw is coming soon.

Next steps for DRC report on Digital Community Information Sign –

Members had a discussion on digital information signs. Members discussed the bullet points drafted by Ms. Chabot. Some changes will be made to the existing language and new language will be added in few places. *Draft document is attached to the minutes.*

- **Structure:** Language will say, “Depending on the location, care should be taken when branding the sign.”
- **Size:** A graphic will be attached to better explain the size configuration
- **Resolution:** Language will include, “Vendor indicated that price for better resolution is diminishing rapidly. Over time higher resolution costs will become more affordable. Small increase in resolution results in exponential increase in legibility and overall quality.”
- **Color:** Members thought this point could be explained better with a sample template. Language will include, “DRC will prepare template/ guidelines to make the process user friendly.”

- **Location(s):** Language will include, “Public Safety issues were considered when potential sign locations were identified. Fire Station and Cassidy Corner will be removed from the draft. Goal is to maximize visibility and minimize any safety hazards. Choate Park was considered as a primary location and middle school and town hall were considered as secondary locations.”
- **Content:** Language will include, “Administration of the content is the most important consideration for the changeable message sign. Recommendation is that the message board be used for town messages and municipal events only.”

Identification of possible sign violations to report to building inspector - Not discussed.

DRC Meeting Schedule - Next DRC meeting is scheduled on February 27, 2017.

Adjournment

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

The meeting was adjourned at 8:55 p.m.

Respectfully Submitted,
Sreelatha Allam

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

DRC Activities for 2017 - DRAFT (1-30-2017)

ACTIVITY	PRIORITY	ASSIGNED TO
NEW INITIATIVES		
Refresh the DRC's mac laptop with additional memory.		
Update general DRC brochure		
Update Sign Design Review brochure - paper and online versions		
Web site - Add a new photo component to the web site featuring examples of well designed signs and buildings		
Designate a DRC member to serve as primary master for the DRC web page. Arrange for access and training with Town IT staff.		
Outreach to landlords about sign bylaw and DRC review		
Interact more regularly with the Medway Business Council. Attend meetings as may be appropriate. Susy to forward MBC meeting announcements to DRC members.		
Review DRC goals and objectives on a quarterly basis to maintain momentum		
Participate in a meeting for key landlords on development permitting - Work with Stephanie		
Community outreach re: role of the DRC - Contact Judy at Medway Millis newspaper.		
Outreach to the School Department re: the Design Review Guidelines		
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		
Provide timely feedback to developer/applicants and the PEDB as a follow-up to meetings with the DRC on development projects.		
CONTINUING ACTIVITIES		
Continue to use new Design Review Guidelines as basis for reviewing projects. Use DRG checklist.		
Continue to review and approve DRC meeting minutes in a regular and timely fashion.		

Continue to participate on Sign Bylaw Update Task Force to develop recommended amendments		
Meet with Building Commission Jack mee 2x a year to discuss signs, lighting, and other violations.		
Find and secure other design professionals to serve on the DRC.		
Prepare DRC review letters for signs		
Prepare DRC review letters to the PEDB for development projects		
Continue to regularly report suspected sign violations to the Building Commissioner. Standard agenda item for every DRC meeting.		
Continue to reach out to allied Town committees/boards and departments to offer the DRC's design assistance services. Particularly, the EPFRAC team.		
Continue to advocate for reduced lighting and strobing		
Continue to serve on the Urban Renewal Plan Steering Committee for the Medway Redevelopment Authority		