



Town of Medway
DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
(508) 533-3291

*Matthew Buckley, Chair
Julie Fallon, Vice-Chair
Dan Connolly, Member
Tom Gay, Member
Rachel Walsh, Member
Jessica Chabot, Member
Lisa Graves, Member*

APPROVED – June 5, 2017

DRC Meeting Minutes: May 22, 2017

Medway Public Library – 26 High Street

Call to Order: – With a quorum, this meeting was called to order by Vice Chair, Ms. Julie Fallon at 7:04 p.m.

Attendees:

	04/03/2017	4/24/17	05/22/17	6/5/17	6/19/17
Matthew Buckley	X	X	X		
Julie Fallon	X	X	X		
Rich Di Iulio	X	X	X		
Jessica Chabot	ABSENT with notice	X	X		
Rachel Walsh	ABSENT	ABSENT	X		
Lisa Graves	ABSENT	ABSENT	ABSENT		
Dan Connolly	NA – not yet a member	ABSENT with notice	ABSENT with notice		
Tom Gay			ABSENT with notice		

Also present:

- Susy Affleck-Childs, Planning and Economic Development Coordinator
- Sreelatha Allam, Meeting Recording Secretary
- Anne Brady, Jenne Nitishin, The Hot Pigeon
- Dr. Christy Taylor, Taylor Family Chiropractic
- Seth Kendall, prospective DRC member

Review DRC Meeting Minutes

April 3, 2017 minutes

A motion was made by Mr. Buckley to approve the meeting minutes of 04-03-2017 as amended, seconded by Ms. Walsh. Ms. Chabot abstained. All were in favor.

April 24, 2017 minutes

A motion was made by Ms. Chabot to approve the meeting minutes of April 24, 2017 as amended, seconded by Mr. Di Iulio. All were in favor.

Sign Design Review- The Hot Pigeon, 324 Village Street: Business owners, Ms.

Anne Brady and Ms. Jenne Nitishin were at the meeting to discuss signs for their new business in Medway. The proposal is for a wall sign for The Hot Pigeon. (**See Attached proposed sign.**) Ms. Brady and Ms. Nitishin gave an overview of the business. Original store was based out of Peabody with a different store name. The new store will have a different name and the owners plan to brand some of their products. Ms. Fallon commented that the sign looks crowded and the message underneath (Flying Far From Fabulous Finds, Studio Lessons For Curious Minds) is long. She suggested that it should be revised and shortened. Members liked “Fabulous Finds For Curious Minds.” She also suggested the name of the business could be all CAPS or case-sensitive and the rest of the message could be conveyed in the opposite font style. Mr. Buckley suggested considering other design options before finalizing one. He said the sign should be primarily used to identify the business. Discussion ensued on the font styles, size, color of the sign, and spacing of the characters. Ms. Fallon created some design samples and shared them with Ms. Brady and Ms. Nitishin. (**See Attached.**) Both the business owners were receptive to DRC members’ suggestions. Ms. Brady asked the Committee if anything could be installed on the side of the building. Ms. Affleck-Childs said she will look into the zoning by-law for that information. She also asked if a temporary sign could be used until the sign design is finalized. Ms. Affleck-Childs stated that a temporary sign is valid for a period of 90 days only. She also suggested that a master design plan should be prepared in case the entire sign plan is proposed to be implemented in phases. She offered to work with Ms. Brady and Ms. Nitishin in the process of finalizing the design and asked if they preferred to come back before the Committee with a revised design. Ms. Brady and Ms. Nitishin agreed to attend the June 5th, 2017 DRC meeting with the revised design.

Sign Design Review - Taylor Family Chiropractic, 74 Main Street:

Business owner Dr. Christy Taylor was at the meeting to discuss this item. The proposal is to install a wall sign for Taylor Chiropractic to be positioned on the south façade facing Main Street. It will be 3ft in height and 10 ft. wide. Illumination for the sign will be external - ground mounted solar. There was discussion on whether the ground mounted solar will adequately illuminate the sign. Dr. Taylor stated that a temporary banner type sign is being used currently. She submitted to the Committee a visual of the wall sign that’s placed inside the building (in the chiropractic office). (**See Attached.**) She said the proposed exterior sign will be similar to the one presented and has not yet been manufactured. The “hand” logo of the business is available on their website. Ms. Walsh asked the members if the Gould’s Plaza master sign plan is applicable to this sign and the response was no. Ms. Chabot commented on the additional space on top of the sign in the current design and recommended making some revisions to the design to better center the copy and logo. She also suggested adding dark blue shutters to the windows to

enhance the look. Members suggested moving the business name up or down or center as a unit. Ms. Fallon created some samples of the sign and shared them with the members and Dr. Taylor. One of her suggestions was to laser cut the “hand” logo. Mr. Buckley asked if there was an existing flagpole in the property and the response was yes. He asked Dr. Taylor to consider adding a dimension/depth to the sign to increase the visual appeal. Dr. Taylor was receptive to DRC’s suggestions. Members in general liked the font style on the sign. Ms. Walsh agreed to draft the DRC letter with recommendations. The letter will be emailed to the applicant within 10 days.

Seth Kendall, prospective DRC member - Mr. Kendall introduced himself to the Committee. He expressed his interest in joining the Committee as a member. He is an animator and moved to Medway a year ago. He works in Westwood at a video game company. He studied in digital media. Ms. Affleck-Childs and the members gave an overview of the Committee, the role it plays and the work it does.

Other Business:

1. **Review and discussion of Comprehensive Permit application from Metro West Collaborative Development to the ZBA for the proposed Glen Brook Way apartments at 33 West Street/ Glen Brook Way**

Members reviewed the previous DRC comment letter on this project to Community and Economic Development Director Stephanie Mercandetti and discussed some additions and changes to some of the bullet points. Ms. Chabot asked if the letter will be sent to the applicant and Ms. Affleck-Childs said it will be sent to the ZBA. Mr. Buckley asked if the Committee’s previous comments on the colors on the back building and landscaping have been addressed. Ms. Affleck-Childs suggested the Committee review the plans. Members briefly discussed the lighting plan. Mr. Di Iulio asked the reason for opposition to this project by the residents living in the area. Ms. Affleck-Childs clarified that this project does not yet have any objections from the neighbors. The other affordable housing proposal on Cutler Street has some neighborhood opposition. Mr. Buckley suggested adding a bullet to the letter stating that the crosswalk across the parking lot to the back buildings should be moved southerly to be aligned with the sidewalk. Ms. Affleck-Childs added that the letter should recommend that the ZBA ask the applicant to provide all the requested information.

2. **Review and discussion of revised site plan and building elevation plans for Merrimack Building Supply expansion project at 22 Trotter Drive-**

Members reviewed the submitted revised plans and elevations for Merrimack Building Supply. They were pleased to note that the DRC’s review comments have been

adequately addressed in the revised set. Members noted that a stone wall has been added in the landscape plan. They requested information on the building materials for this wall. They talked about getting information on the types of plants that will be planted in the proposed rain garden. Committee would recommend that the maintenance plan for the rain garden be included in the storm water report. DRC letter should also mention that the dumpster should have a fully screened enclosure. Ms. Chabot agreed to draft the DRC letter with recommendations for the May 23rd Planning Board meeting.

3. Reports from DRC liaisons Other business as may come before the Committee

- None.

4. Other Business

- Ms. Walsh asked about the status of the old Dominos sign. Ms. Affleck-Childs reported that it's an ongoing discussion between the Town and the owner as to whose responsibility it will be to handle its removal.
- Mr. Buckley asked for an update on the Shell gas station sign. He asked if Mr. Mee was pursuing this application. Ms. Walsh asked if landscaping elements will be done at the bottom of the sign. Ms. Chabot responded that some plants have already been planted in that area.
- Ms. Affleck-Childs reported that O'Brien & Sons is moving to the industrial park in Medway. It's an office space. They distribute catalogues to entities and organizations interested in playground equipment. The site plan application is expected tomorrow.
- Ms. Affleck-Childs reported to the Committee that local businesses owners on Main St. approached the Board of Selectman to express their concerns about losing business during the construction of Rt. 109 project. The Board of Selectman was responsive to the request and asked staff to develop a policy for their review. Ms. Affleck-Childs was part of that effort. The Board of Selectmen approved a policy to allow for temporary signage (for 6 months) until the Rt. 109 project is complete. She said the signs will be seasonal and could be a wall or lawn sign. The Building Inspector is expected to go around and direct owners to remove the signs once the validity period is over. Mr. Buckley asked if there is a way he can be part of these discussions before decisions are made. Ms. Affleck-Childs explained that the issue at hand is more about having temporary signs for the businesses and not on their design. She agreed to provide the Board of Selectmen's policy and application form to the DRC for discussion at the next meeting.
- Salmon Senior Assisted Living Community project will begin construction in the fall.

5. Action Items- None.

DRC Meeting Schedule - Next DRC meeting is scheduled for Monday, June 05, 2017.

Adjournment

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

The meeting was adjourned at 9:15 p.m.

Respectfully Submitted,
Sreelatha Allam

Reviewed and edited,
Susan E. Affleck-Childs

DRC Sign Design Review – They Hot Pigeon
Planning and Economic Development Office Comments
May 19, 2017

Business: The Hot Pigeon

Sign Location Address: 324 Village Street (corner of High Street)

Proposed Sign: This is a proposal for a wall sign for The Hot Pigeon, a new business

Zoning District: Village Commercial

	Proposed Sign	Allowed by Bylaw
Sign Surface Area	2' high by 12' wide = 24 sq. ft.	25 sq. ft. (width of storefront) not to exceed 30 sq. ft.
Sign Height	Not applicable	Not applicable
Illumination	None	External or None
# of signs	1	1
Setback	Not applicable	Not Applicable

Comments:

1. This location was formerly occupied by The Flying Fur.
2. I do not know the heritage or thinking behind the business name The Hot Pigeon nor the additional message on the sign. However, business owner Anne Brady, has an ETSY site which states the following:

Fine artist Jenne Nitishin and entrepreneur Anne Brady have teamed up to curate and sell an array of vintage, salvaged and original art and design. We salvage from old architecture, mills and institution making our furnishing unique and customizable. We hunt for vintage arts and curiosities to carry stand out items and gifts that you won't find anywhere else. We curate and sell artwork from an array of mediums. We just love anything art, odd, loved or created.

3. Sign is compliant for size.
4. Please encourage the business owner to encourage the property owner to spiff up the Sign Panel area of the front façade where this sign will be located.

Summary and Comments Prepared by: Susy Affleck-Childs



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 # _____.

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

Business Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone _____

Email address: _____

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: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Property Owner Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

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.

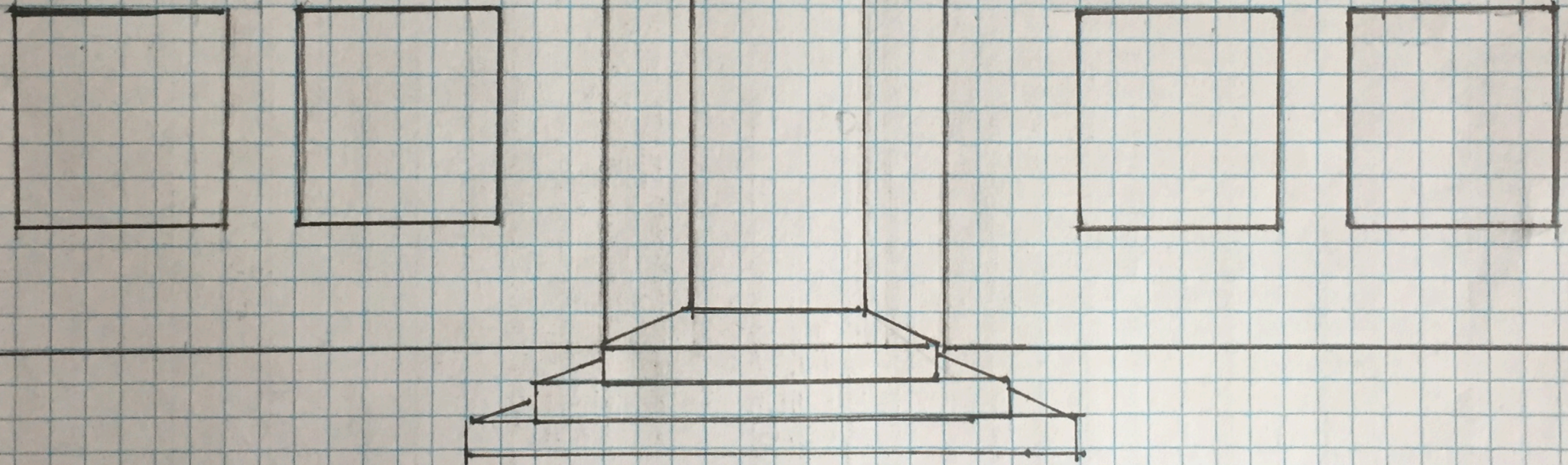
Date Application Received by Medway Planning office: _____

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



THE HOT PIGEON

FLYING FAR FOR FABULOUS FINDS
STUDIO LESSONS FOR CURIOUS MINDS





Estimate #2040

5/18/2017

Prepared For:

The Hot Pigeon

Prepared By:

David Navickas
Graphic Solutions
20 Industrial Road
Wrentham, MA 02093 USA

Phone:

Fax:

Phone: 508-384-1020

Fax: 508-384-8230

Alt. Phone:

Alt. Phone: 508-272-5287

Email:

Email: dave@gfx-solutions.com

Description:

Install 2'x12' Alupalite sign
Aluminum face
Corrugated plastic core
Aluminum backing
Cut black and Pink vinyl applied to face

Installation
Build 2 2'x6' frames out of 1" aluminum tubing
Rivet the sign face to aluminum tubing
Apply black vinyl border to cover rivets
Install 2 2'x6' signs sandwiched together using stainless steel hardware
Overall size will be 2'x12'

Estimated Time For Production: 1 working days

Quantity	Description	Each	Total	Taxable
1	Install 2'x12' Alupalite sign Aluminum face Corrugated plastic core Aluminum backing Cut black and Pink vinyl applied to face Installation Build 2 2'x6' frames out of 1" aluminum tubing Rivet the sign face to aluminum tubing Apply black vinyl border to cover rivets Install 2 2'x6' signs sandwiched together using stainless steel hardware Overall size will be 2'x12'	1,000.00	\$1,000.00	
		Subtotal	\$1,000.00	
		Total	\$1,000.00	

Terms: Payment due on receipt of invoice

By my signature, I authorize work to begin and agree to pay the above amount in full according to the terms on this agreement.



Estimate #2040

5/18/2017

Signed by

Date

Amt. Paid Today

**DRC Sign Design Review – Taylor Family Chiropractic
Medway Community and Economic Development Office Comments
May 19, 2017**

Business: Taylor Family Chiropractic

Sign Location Address: 74 Main Street

Proposed Sign: This is a proposal for a wall sign for Taylor Family Chiropractic to be positioned on the south façade facing Main Street

Zoning District: Central Business District

	Proposed Sign	Allowed by Bylaw
Sign Surface Area	3' high by 10' wide = 30 sq. ft.	Length of building frontage. South frontage = 30 linear feet. Sign size is OK.
Sign Height	Not applicable	Not applicable
Illumination	External – ground mounted solar	Internal or External
# of signs	1	2
Setback	Not applicable	Not Applicable

Comments:

1. The sign complies with the Zoning Bylaw.
2. The master sign plan for Goulds Plaza does not require the signs for this building to match the others in the back part of the center.
3. Might the sign benefit from an edging/border of some sort?
4. Will the ground mounted solar lights adequately illuminate this sign?
5. Find out more about this business at: <http://www.medwaychiro.com/>

Summary and Comments Prepared by: Susy Affleck-Childs



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



Medway Location/Address where the sign will be installed: 74 Main Street

What is the interior width of the storefront? _____

Building/Development Name: (if applicable): Gould's Plaza (stand alone bank building)

Medway Zoning District: Central Business

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

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

Business Name: Taylor Family Chiropractic, PC
Mailing Address: 74 Main Street
Medway, MA 02053
Dr. Christy Taylor
Contact person: 508-533-3024 Cell Phone 617-840-6663
Phone: christytnr@gmail.com
Email address: _____

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	1	10x3	30	3 feet	external
Free-standing Individual Business Sign					ground mounted
Free-standing Multi-Tenant Development Sign					solar
Awning Sign					
Projecting Sign					
Directory Sign					
Window Sign					
Other Type of Sign (Describe)					

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☒ 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: Our Town Publishing
Mailing Address: 74 Main Street
Contact person: Andrew Carini
Phone: 508.533.4588 Cell Phone: _____
Email address: andrew@ourtownpublishing.com

Property Owner Information

Company Name: Nagog Knoll, LLC
Mailing Address: 260 Great Road, Acton MA 01721
Contact person: Lester Gould
Phone: 978-263-0374 Cell Phone: _____
Email address: gouldsacton@aol.com

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The business owner and sign designer/fabricator must attend the DRC meeting.

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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: 5-18-2017

Reviewed by Medway Planning Coordinator: _____ **DRC Meeting Date:** 5-22-17

Outdoor vinyl adhered to 1/4" PVC Board

