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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

June 15, 2023

Ms. Karen Johnson
Medway Commons
67 Main Street
Medway, MA 02053

RE: DRC Letter of Recommendation – Medway Commons 67 Main Street

Thank you for submitting the proposed master signage program for the Medway Commons located at 67 Main Street to the Medway Design Review Committee (DRC) for review. The updated signage plan was prepared by Poyant Signs of New Bedford, MA on June 5th, 2023. Sign designs for two direction signs and refurbishment to both monument signs were included in the packet. An application for these new signs and changes was not present in the materials submitted to the DRC.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed master signage plan and proposed changes. Please be advised that this letter does NOT constitute approval of a sign permit by the Town of Medway. Your sign company must still apply for and secure a sign permit from the Medway Building Department prior to sign installation. Do not install the sign before obtaining the required permit.

On Monday, June 12, 2023, the DRC met with Karen Johnson of Charter Realty to review the proposed signage and changes for 67 Main Street. The signage proposal included the following:

- Replace and install a new sign panel on the free-standing directional sign at the 4-way intersection. The current position is in center of the southerly traffic median and faces to the north. The metal sign will have printed text with the word "Deliveries" and the back will be printed with black. The sign will be 12 x 20" and supported on a black painted, routed aluminum pole with a cap. The overall height of the sign will be 78".
- Install a new directory sign at the updated 3-way intersection near to the Starbucks. The new metal sign will have printed text in three sections, separated by horizontal bars, with the names of each business in the commons. The names will be grouped by the locale of each business within the site. Cut out white arrows on a vertical black stripe is adjacent to each name providing directional guidance to each business. The capitalized, 2" high, black text is in a sans serif font that is not identified on the plan. The sign is 45 x 38" and is supported on two aluminum posts with cross framing. The overall height of the sign is 60".
- Refurbish the double-sided monument sign at the Holliston Street entrance. Replacing the "Medway Commons" lettering with the tenant's names of "Shaw's" and "CVS Pharmacy". The graphics and lettering will be flush mounted cut acrylic. The cabinet will be repainted with light gray and the trim dark gray. Repair any defects.

- Refurbish the double-sided monument/pylon sign at the Main Street entrance. Reorganizing and updating the tenant signs. Restoring the sign cabinet with new divider bars. Restoring appearance of pylon superstructure with light gray paint and dark gray trim. Removing clock from capital of pylon and replace with printed laminate of Charter Realty logo. Update “Medway Commons” text in cornice with black routed PVC lettering to match existing. Repair any defects.

The DRC believes that the master signage proposal provided by Charter Realty is consistent with the recommendations laid out in the Medway Design Guidelines. They are attractive and appropriate for the site. The Design Review Committee offered the following recommendations.

- On Main Street pylon sign. Attempt to remove as much extra text or tag lines from logos to give better readability to sign.
- On tenant directory. Organize tenants on directory sign, within each category, by their specific location within each building and distance from sign, i.e. Starbucks, Orange Theory, Shaw’s
- Based on tenant’s preference, include apostrophes in business name that require them.
- Establish a sign fabrication format that allows the easy replacement of tenant’s names should business change.
- Determine font used in proposal and include it in plan set and permit.

In reviewing sign designs for Medway’s businesses, the DRC’s goal is to enhance the identification value of business signs in Medway. We seek to help Medway businesses and organizations develop their signs as long-term investments, designed for sound readability with appropriate graphics and materials in a manner that suits budgetary constraints and enhances our community's appearance and appeal.

Thank you for your time.

Sincerely,



Matthew J. Buckley
Chair

cc: Jon Ackley, Medway Building Commissioner
Rindo Barese, Medway Building Department
Erika Robertson, Medway Building Department
Kelly O’Brien, Medway Building Department
Sean Donovan, Viewpoint Signs
Laura Cronin, Viewpoint Signs
Manuel Andrade, MA Realty Acquisitions