



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

DRC Meeting Minutes: April 26, 2021
Remote Meeting via ZOOM

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

Attendees:

	04/05/2021	04/26/2021			
Matthew Buckley	X	X			
Rich Di Iulio	-	-			
Jessica Chabot	X	Absent with Notice			
Tom Gay	X	X			
Rachel Walsh	X	Absent with Notice			
Dan Connolly	X	X			
Alex Siekierski	X	X			
Janine Clifford	-	X			

Also Present:

- Sreelatha Allam, Recording Secretary
- Susan Affleck Childs, Planning and Economic Development Coordinator
- Gilmar DaSilva, Best Price Signs and Printing - Keystone Liquor sign rep.
- James and Crystal Lozano, Chris - Medway Nutrition

Mr. Connolly left the meeting at 8:04pm.

Meeting Minutes

None

Sign Design Review – Keystone Liquor, 88 Main Street - Ms. Affleck-Childs provided the existing conditions overview and discussed the proposed sign design. The new sign under new ownership, was installed without securing a sign permit from the Town. That sign is non-compliant; it had 63 sq. ft. of sign surface area. Mr. DaSilva from the sign company joined the meeting today to discuss the sign. A copy of a revised sign design was submitted for DRC review and the revised sign is size compliant. (See Attached.) Members liked the sign as presented; the next steps in the process were explained to Mr. DaSilva.

Informal Discussion- Façade and Signage for Medway Nutrition, 113 Main Street –

Owners of the prospective new business, James and Crystal Lozano, attended the meeting to participate in the informal discussion. They're interested in leasing the space at 113 Main Street, formerly occupied by The Hair Salon with a large, non-compliant roof-top sign. The establishment would be known as Medway Nutrition and is a protein smoothie business. The business model will be pick-up-and-go type of customers and not a drive-thru. They have stores elsewhere in Massachusetts including Milford.

Ms. Affleck-Childs alerted the members to the existing sign on the building and stated that Medway no longer allows roof-top signs. She stated she had offered the DRC's assistance to help devise a sign design that will meet the current sign bylaw requirements. The Lozanos provided a photo of the sign they used at their Milford location for DRC discussion. **(See Attached)**

It was acknowledged the building poses a real challenge as to a suitable location for a wall sign. There is no flat wall surface facing the street. With the storefront width around 22', they would be allowed 22 sq. ft. of sign surface area for a wall sign. Today's meeting was more of a brainstorming session with the DRC and multiple options (provided below) were discussed.

- Adding a gable to the front of the building onto which a wall sign could be placed.
- Installing a banner sign off of the adjacent dentist building
- Placing a new sign post at the corner of the building (cantilever type)
- Constructing a dormer with an internally illuminated sign or spot lights
- Hanging the sign on the windows
- Adding the business logo on the west side of the building
- Hanging sign/ logo suspended from a robust frame installed above the roof line in addition to a sign by the main door was suggested.

The Lozanos will work with a sign company and they agreed to consider the suggestions provided by DRC. They will attend a future DRC meeting to discuss the proposed new sign that will be compliant with the sign bylaws.

DRC member for the Master Plan Committee

Mr. Siekierski expressed interest in serving as the DRC representative on the Master Plan Committee. After brief discussion, members agreed to nominate him for the role. He requested that meeting minutes from the Master Plan meetings be shared with the Design Review Committee. The goal is to get the Master Plan affirmed at the November 2022 town meeting.

A motion was made by Mr. Gay to nominate Mr. Siekierski as DRC representative to the Medway Master Plan Committee, seconded by Mr. Buckley.

Roll Call Vote:

Matt Buckley- Aye

Tom Gay- Aye

Janine Clifford-Aye

Alex Siekierski - Aye

The motion passed.

Adjournment

Motion was made by Mr. Buckley to adjourn the meeting, seconded by Ms. Clifford.

Roll Call Vote:

Matt Buckley- Aye

Janine Clifford- Aye

Tom Gay – Aye

Alex Siekierski- Aye

The motion passed.

The meeting was adjourned at 8:20 p.m.

Respectfully Submitted,

Sreelatha Allam

Recording Secretary

Reviewed and edited by,

Susan E. Affleck-Childs

Planning and Economic Development Coordinator

DRC Sign Design Review
Planning and Economic Development Office Comments
April 22, 2021

Business Name: Keystone Liquors

Business Owner: Andy Patel

Sign Location Address: 88 Main Street (Medway Place shopping plaza)

Sign Company: Best Price Signs and Printing, Brockton, MA – Gilmar DaSilva

Proposed Sign

1. Wall Sign – Individual Channel Letters

	Proposed	Allowed by Bylaw
Sign Surface Area	14.5' wide x 2.5' tall = 36.25 sq. ft.	37 sq. ft.
Illumination	Internal	Yes

Comments:

1. A new sign for Keystone Liquors, under new ownership, was installed without securing a sign permit from the Town.
2. Upon being informed that a sign permit was needed, the sign company contacted me and submitted a DRC Sign Design Review application for the sign that was installed. Upon review, it was determined that the installed sign was non-compliant; it had 63 sq. ft. of sign surface area. A copy of that sign design is provided. NOTE - The storefront is allowed 37 sq. ft. (the width of the storefront). The sign company was so informed. A copy of that sign design is attached.
3. The sign company prepared a revised sign design showing a size compliant sign. It is the same basic design; only the dimensions have changed. A copy of that sign design is attached.
4. I offer the standard comments about cleaning the façade before installing the new sign and making sure the external raceway is painted the same color as the façade.



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:** _____

DRAWING :

SIGN DETAIL

REVISION :

DATE :

1

CLIENT

keystone liquors

ADDRESS

88 Main Street
Medway, MA

PROJECT

SIGNAGE

FILE NAME

DESIGNER

GILMAR

COMMENTS

PROJECT COST
\$7.000

APPROVAL

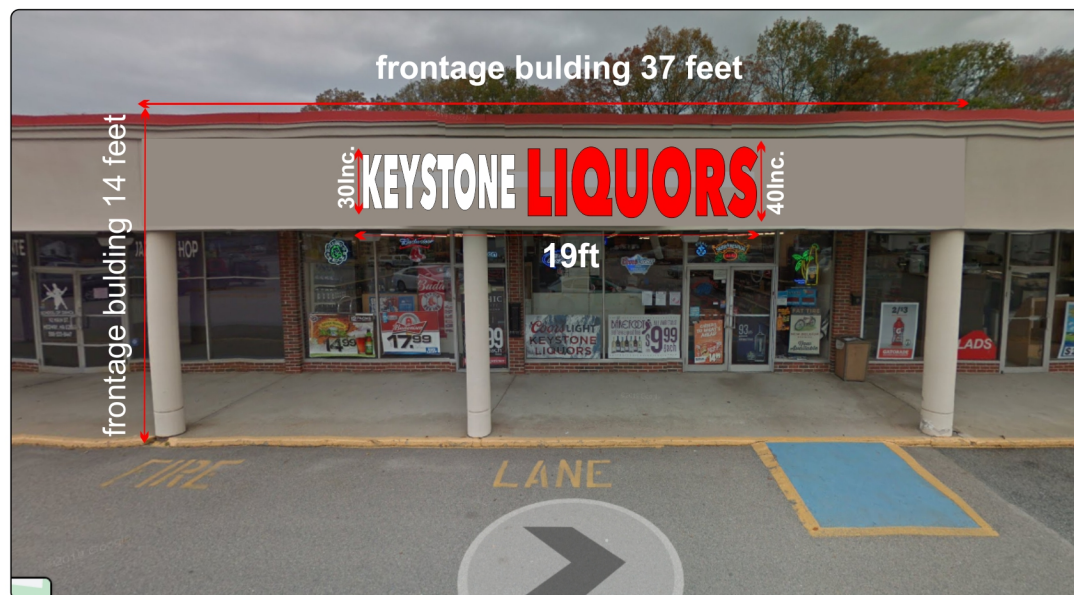


Office: 508-388-9568
Cell: 508-825-3024
1034 N. Montello Street - Brockton, MA 02301

EXISTING



PROPOSED



replacing existing sign box for a channel letter

WWW.BPSIGNSANDPRINTING.COM

E-mail: signs@bpsignsandprinting.com

DRAWING :

SIGN DETAIL

REVISION :

DATE :

1

CLIENT

keystone liquors

ADDRESS

88 Main Street
Medway, MA

PROJECT

SIGNAGE

FILE NAME

DESIGNER

GILMAR

COMMENTS

PROJECT COST
\$7.000

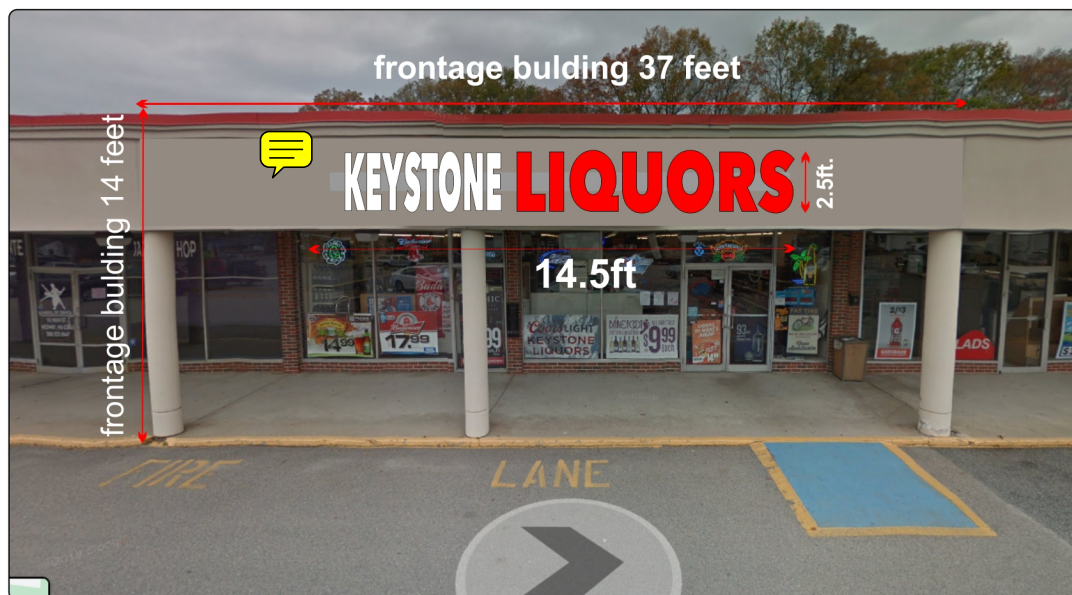
APPROVAL



EXISTING



PROPOSED



replacing existing sign box for a channel letter

WWW.BPSIGNSANDPRINTING.COM

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Susan E. Affleck-Childs

Planning and Economic
Development Coordinator



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155 Village Street
Medway, MA 02053
Phone (508) 533-3291
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Email: sachilds@
townofmedway.org
www.townofmedway.org

TOWN OF MEDWAY
COMMONWEALTH OF MASSACHUSETTS
PLANNING AND ECONOMIC
DEVELOPMENT OFFICE

Memorandum

April 22, 2021

TO: DRC Members
FROM: Susy Affleck-Childs
RE: New Sign for

We have been contacted by James and Crystal Lozano, owners of a prospective new business for Medway. The business would be known as Medway Nutrition. They have stores elsewhere including Milford. Check out their Facebook page. <https://www.facebook.com/pages/category/Smoothie---Juice-Bar/Milford-Nutrition-104082564619295/>

They are interested in leasing the space at 113 Main Street, formerly occupied by The Hair Salon with a very large, non-compliant roof-top sign. Attached is a photo of that space. They have provided a photo of the sign they used at their Milford location, also attached.

I have I have informed them that Medway no longer allows rooftop signs. The building poses a real challenge as to a suitable location for a wall sign. There is no flat wall surface facing the street.

As the storefront width runs 22', they would be allowed 22 sq. ft. of sign surface area for a wall sign.

I offered them an opportunity to have a brainstorming session with the DRC to see if we can come up an alternative approach. One idea would be to add a gable to the front of the building onto which a wall sign could be placed. **Could anybody prepare a sketch of something along those lines!?**



