



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*  
*Lisa Graves, Member*  
*Jessica Chabot, Member*

**Approved: August 29, 2016**

DRC Meeting Minutes: July 25, 2016  
Medway Library, Cole Room

**Call to Order:** – With a quorum, this meeting was called to order by Chairman Buckley at 7:04 p.m.

**Attendees:**

	7/11/16	7/25/16	8/15/16	9/12/16	9/19/16	10/3/16
Matthew Buckley	X	X				
Julie Fallon						
Tom Gay	X	X				
Jessica Chabot	X	X				
Rachel Walsh		X				
Lisa Graves	X					

Planning & Economic Development Coordinator Susy Affleck-Childs also attended the meeting.

**Sign Design Review – Medway Shopping Center Free Standing Signs:**

Attorney Bethany Bartlett and Medway Shopping Center Property Manager Paul LaPierre attended the meeting on behalf of the applicant. The applicant is proposing to install two signs (Sign A & Sign B) at the Medway Shopping Center (**See Attached**). Each sign is two-sided. The front and back of Sign A are identical and the front and back of Sign B are identical. In 2015, the applicant was granted additional sign surface area by the Zoning Board of Appeals (ZBA). The total sign surface area of the current signs is 277 sq. ft. The total surface area of the new signs shall not exceed 340 sq. ft. There were inconsistencies between the drawings that were presented and the height of the signs was unclear. The Committee would like to confirm whether the height of the signs is 10 feet or 12 feet as it will affect the layout of the sign panels. Ms. Affleck-Childs explained that the applicant was mistakenly issued a permit before the DRC had provided its review. Mr. LaPierre said that they began construction **but** needed to stop due to setback issues. The ZBA is currently considering this issue.

The group agreed to discuss each sign panel and make recommendations. The applicant will incorporate the recommendations and resubmit it to the DRC for their review. Mr. LaPierre said the sign panels have not been fabricated. He said some of the tenants have reviewed the sign panel layouts.

The Committee made the following recommendations:

- Confirm the height of the signs. The heights on the drawings were inconsistent. The height of the signs will affect the layout of the panels.
- The stone for the monument sign should have size and color variations so that it looks like a like a naturalized stone wall that is indigenous to the area. Mr. LaPierre said the stone is a natural mosaic granite and will look like a naturalized stone wall-not veneers. He said the stone is on order. The Committee would like to see a sample of the stone or website that depicts the stone.
- Verizon needs to be removed from Sign A. It is already on Sign B.
- O'Malley's School of Dance needs to be added to Sign A.
- Confirm that the lines around each sign panel will not be white.
- Management info at the bottom of each sign should be reduced by 50%. Mr. LaPierre said he would remove the telephone extension. The website should all be lowercase.
- Confirm spelling of business names with tenants.
- Use Available for empty signs instead of Vacant.
- No more than 85% of each panel should be occupied. It is very important that each panel has adequate black space.
- Light on lamppost should be decorative. Wattage should be similar to residential.
- Confirm that knee wall has been removed from the Route 109 project. If it is going forward, the stone should be coordinated.
- The aluminum letters that are proposed for Medway Place may blend with the stone and make it difficult to read. Eliminate mounting system (raceway) if possible. If it cannot be eliminated, it should not be visible. The Committee emphasized that there should be contrast between the stone and lettering. May need to consider bronze, brass or black for lettering.
- On Sheet 1 of Item A Conceptual Drawing add that divider bar and faces should match the color of the signs.
- The cap on the top of the wall should continue all the way to the cornice.
- The location of the external lighting needs to be considered. The Committee said there may not be adequate space for ground lighting between the curb and sign. They said the applicant may need to consider lighting the sign from the top.
- More information is needed on the landscaping plan. Attorney Bartlett said they are waiting to get more info on Route 109 project so they can coordinate the landscaping.

## **Sign Panel Recommendations:**

- Sign A:
  - Dollar Tree – Reduce font size by 10% to increase black space.
  - Szechuan Garden – Remove Chinese restaurant. Center vertically within panel.
  - Anne’s Market – No change.
  - Tri-Valley Sports – Same size or reduce font by 10%. Switch position with Anytime Fitness.
  - Anytime Fitness – Switch position with Tri-Valley Sports.
  - ADPrint – Fix spelling on panel and use their font.
  - Medway Famous Pizza – Reduce pizza by 10%. Should be more proportional to the other letters.
  - O’Malley School of Dance – Follow-up with Paula O’Malley on this to see how she would like this to read. Consider using default font (Akzidenz Grotesk BE Bold). May be able to fit O’Malley on panel as well.
  - Classic Tile – Should mirror actual logo.
  - Keystone Liquors - Balance size of lettering in each word, eliminate accordion shape to liquors
  - Curves – Ok.
  - Cleaners – Use default font (Akzidenz Grotesk BE Bold).
- Sign B:
  - Condon’s Hardware – Reduce font by 10-15%. More black space will make it more legible. Need to confirm whether this needs to contain Benjamin Moore. Committee would prefer that it not be included.
  - Ocean State Job Lot – Ok
  - Bank of America - Ok
  - MG Salon & Spa – MG should be larger. Only 85% of the box should be occupied. Refer to current sign.
  - Derek’s Steak & Seafood – Refer to current panel on monument sign.
  - Barber Shop – Only 85% of the box should be occupied.
  - Nail Perfection – Only 85% of the box should be occupied.
  - Medway Laundromat – Only 85% of the box should be occupied.
  - TC Scoops – Look at current logo-C in Scoops may be backwards.
  - J & L – Space before and after &. Catering not all caps.
  - Verizon – Ask if logo (check mark) can be reduced. Increase font size of Verizon if logo is reduced.
  - Barnstorm Music – Barnstorm in same font as current window sign. Music in the block letters shown on plan and reduce size of music.

The DRC noted that the rendered text in the submitted drawings appeared compressed vertically and was not accurate. Prior submissions showed text that were in proper proportion. The DRC would like to see correct renderings and commented that they may show the individual signs in a more successful and legible manner. The DRC would like to review the final design of the monument sign with the correct specifications. The applicant will make the changes to the sign panels and resubmit for the DRC's review by August 11, 2016.

**Schedule:**

The next meeting of the DRC will be August 15, 2016.

**Minutes:**

**Chairman Buckley moved that the Committee approve the July 11, 2016 minutes as submitted; Jessica Chabot second; No discussion; Vote: 3-0-1 (Rachel abstained).**

**Update:**

Ms. Affleck-Childs reported that the Advanced Auto sign has been changed and the background is white. There is a new owner of the parcel where Advanced Auto and Direct Tire are located.

Ms. Affleck-Childs said she followed-up with Neighborhood Wrench about their temporary signs. A free-standing sign is allowed but difficult because of the layout of the parking lot. Ms. Affleck-Childs suggested he apply for a variance to install a second wall sign instead of a monument sign. She said she will relay Chairman Buckley's suggestion as another option.

**Action Items:**

- Jessica Chabot will forward her notes with the Committee's recommendations for the Medway Shopping Center to the group.
- Jessica Chabot will take pictures of the new Needham sign and try to get additional information.
- Members will look at the Sanford Street Bridge and discuss ideas for the bridge, lighting, and guardrails for DPS.
- Chairman Buckley will draft an update to the BOS on the status of the DRC's research on electronic messaging signs.

**Adjournment:**

With no further business before this committee, a motion was made by Chairman Buckley, seconded by Rachel to adjourn at 9:41 p.m.

Respectfully Submitted,  
Michelle Reed





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

**Medway Location/Address** where the sign will be installed: 98 Main Street  
What is the interior width of the storefront? n/a

**Building/Development Name:** (if applicable): Medway Place (now Medway Shopping Center)

**Medway Zoning District:** Commercial I

**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 Place

Mailing Address: c/o Diversified Fund Inc.  
63 Atlantic Avenue, Boston, MA 02110

Contact person: Paul LaPerriere

Phone: \_\_\_\_\_ Cell Phone (508) 523-1493

Email address: plaperriere@dfi.cc

**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](http://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) Panel	28	13 <sup>1/8</sup> x 46 and 13 <sup>1/8</sup> x 34 <sup>1/8</sup>			

**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](mailto:sachilds@townofmedway.org)**

- X   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.
- X   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: Barlo Signs  
Mailing Address: 158 Greeley Street, Hudson, NH 03051  
Contact person: Heidi Le Gassie  
Phone: (603) 882-2638 Cell Phone: \_\_\_\_\_  
Email address: heidil@barlosigns.com

**Property Owner Information**

Company Name: Medway Place  
Mailing Address: c/o Diversified Fund Inc., 63 Atlantic Ave, Boston, MA 02110  
Contact person: Paul LaPerriere  
Phone: \_\_\_\_\_ Cell Phone: (508) 523-1493  
Email address: plaperriere@dfi.cc

**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](http://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](mailto: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/sites/medwayma/files/uploads/medway\\_final\\_design\\_review\\_guidelines\\_-\\_september\\_2015\\_1.pdf](http://www.townofmedway.org/sites/medwayma/files/uploads/medway_final_design_review_guidelines_-_september_2015_1.pdf)**

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

**Date Application Received by Medway Planning office:** \_\_\_\_\_

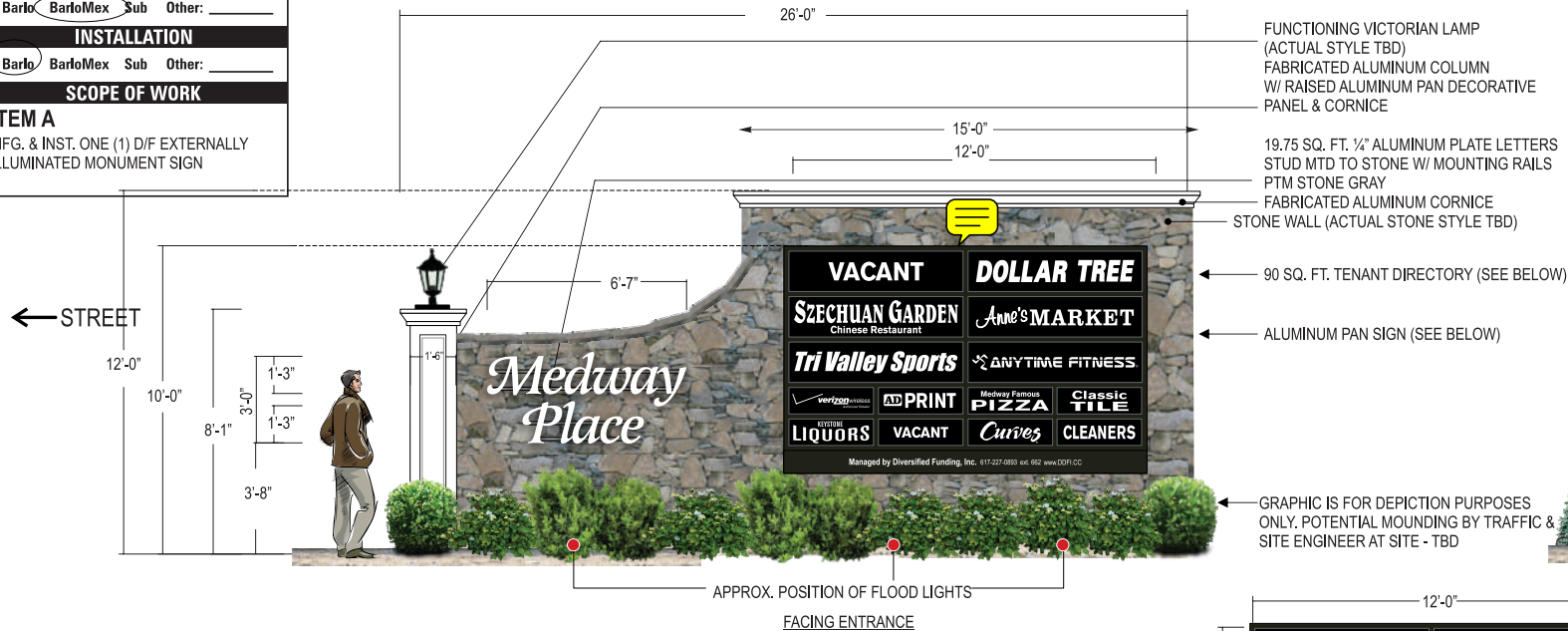
**Reviewed by Medway Planning Coordinator:** \_\_\_\_\_ **DRC Meeting Date:** \_\_\_\_\_

JOB#:

## ITEM A - (1) EXTERNALLY ILLUMINATED MONUMENT SIGN

SCALE: 1/4"=1'-0"

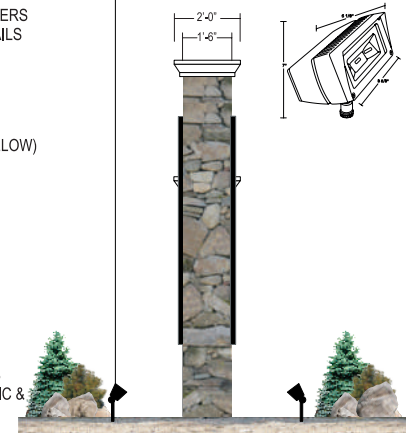
MANUFACTURING			
Barlo	BarloMex	Sub	Other:
INSTALLATION			
Barlo	BarloMex	Sub	Other:
SCOPE OF WORK			
<b>ITEM A</b>			
MFG. & INST. ONE (1) D/F EXTERNALLY ILLUMINATED MONUMENT SIGN			



### FFLED18N

Ultra efficient LED and optical design  
Replaces 70W MH floodlights  
100,000 hour life based on LM-80 tests  
NEMA type - 7H x 6V  
Air-flow technology heatsink  
w/ shielded hood to eliminate  
top & side light leaks  
5-year warranty

THREE FIXTURES PER SIDE

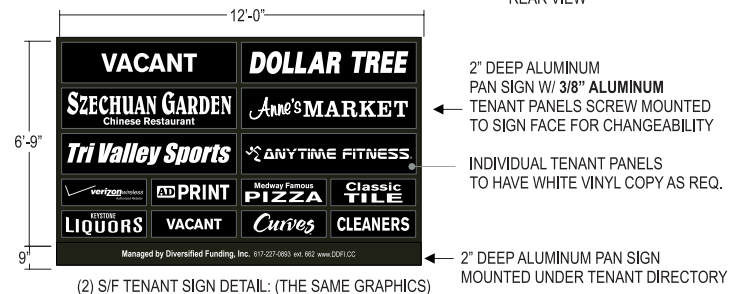


REAR VIEW



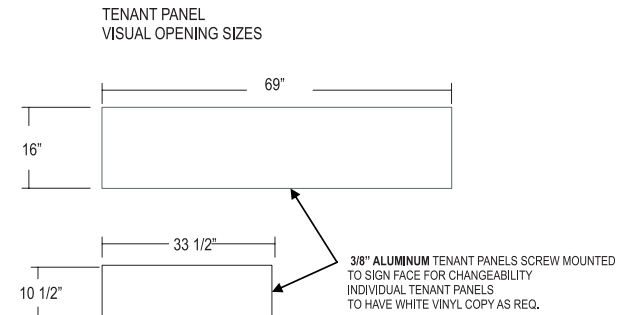
VIEW OF SECOND SIDE FROM PARKING LOT

NOTE: NO NAME REQ.  
FOR PARKING LOT SIDE



(2) S/F TENANT SIGN DETAIL: (THE SAME GRAPHICS)

JOB#:		MONUMENT SIGN COLORS		REVISIONS		PROJECT APPROVAL - PRESALE		Job Name: MEDWAY SHOPPING CENTER		<b>BARLO SIGNS</b> 158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674
SCOPE OF WORK		Cabinet: PMS 447 DK. GRAY	Tenant Panels: BLACK	Poles: WHITE	Date: 8/31/15 KD	Comment: CO/JOB#3504-OAH 12' TENANT PANEL 7'-6"	Design: Date:	Location: 98 Main Street, Medway MA	Design Specifications Accepted By: KAREN	
ITEM A - MANUFACTURE & INSTALL (1) D/F MONUMENT WITH (2) S/F DISHPAN SIGNS AND (1) SET OF FCO LETTERS EXTERNALLY ILLUMINATED		Face/Background:	CORNICES: WHITE	Special Note: STONE TYPE TBD	12-29 KD 01-26KD 01-27KD 02-08KD	ADD FOOTING INFO C/O: GROUND LEVEL FOOTING JOB RELEASED- 3/8" TENANTS C/O: SIGN A&B, TENANT CHG	Sales: Date:	Client: KAREN	Sales Rep: KOLD	
Sign Area: 77.75		Copy: WHITE 3630-20					Design: Date:	Landlord: KAREN	Date: 9/01/15	
Artwork Req: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Photos Avail: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ALL COLORS ARE FOR REPRESENTATION ONLY. SEE ACTUAL SAMPLES FOR COLOR MATCH.				Estimating: Date:		© COPYRIGHT 2015 THE BARLO GROUP THIS DESIGN CONCEPT IS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXEMPTED IN ANY FASHION.		File Name: Medway Shopping Center 131212295 CO 02-08
Sign Deposition:	Corp Specs Avail: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					Engineering: Date:		Underwriters Laboratories Inc. (UL)		B-13-12-12295
						Sales: Date:		TSSC		SHEET: 1.0
						Production: Date:		H&B		
						Installation: Date:		NSA		



NOTE: ALL NON-LOGO TENANT COPY TO BE:  
**Akzidenz Grotesk BE Bold**

### TENANT SIGN A DETAIL

SCALE: 1/2"=1'-0"

REVISIONS	
Date	Comment
8/31/15 KD	CO JOB#93504-OAH 12' TENANT PANEL 7-45
12-29 KD	ADD FOOTING INFO
01-26KD	C/O: GROUND LEVEL FOOTING
01-27KD	JOB RELEASED- 3/8" TENANTS
02-08KD	C/O: SIGN A&B, TENANT CHG

<b>JOB#:</b>	<b>DISHPAN COLORS</b>		<b>CREW DISHPAN</b>	<b>PERMIT/INSPECTION</b>	<b>MFG</b>	<b>Job Name:</b> MEDWAY SHOPPING CENTER	<p>158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674</p>
<b>SCOPE OF WORK</b>	<b>Cabinet:</b> 2" ALUM PMS 447 DK. GRAY	<b>Retainer:</b> 2" RETAINER PMS 447 DK. GRAY	<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Barlo	<b>Location:</b> 98 Main Street, Medway MA	
<b>ITEM A - (2) S/F TENANT SIGN &amp; I.D. PANEL DETAIL</b>	<b>Face/Background:</b> ALUM PTM; BLACK 7725-12		<b>Working Hrs Allowed:</b>	<b>ESD Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> BarloMex	<b>Client:</b>	
			<b># of Crews/Trucks:</b>	<b>Base Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Sub	<b>Design Specifications Accepted By:</b>	
			<b>Special Vehicle Type:</b>	<b>Elec Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Other:	<b>Drawn By:</b> KAREN	
			<b>Special Parking Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Sign Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Sales Rep:</b> KOLD	
			<b>Access to Sign:</b> <input type="checkbox"/> Interior <input type="checkbox"/> Exterior	<b>Police Detail Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Date:</b> 9/01/15	
<b>Copy:</b> WHITE VINYL 7725-10		<b>Police Detail Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>INSTALLATION</b>	<input type="checkbox"/> Barlo	<b>Landlord:</b>	
		<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Special Note:</b>	<input type="checkbox"/> Sub:			
					<input type="checkbox"/> Other:		

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Underwriters Laboratories Inc. UL

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UL Classified

UL Classified

UL Classified

File Name:  
Medway Shopping Center 131212295 CO 02-08

**B-13-12-12295**

SHEET: 1.1



**MANUFACTURING**

Barlo BarloMex Sub Other: \_\_\_\_\_

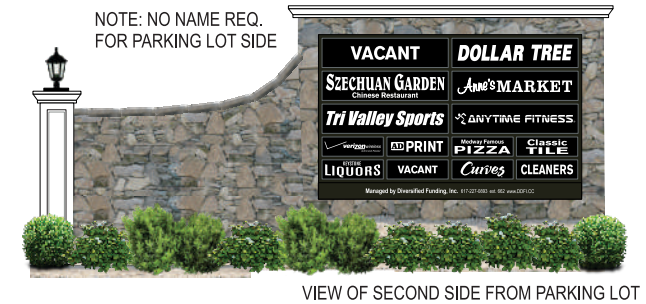
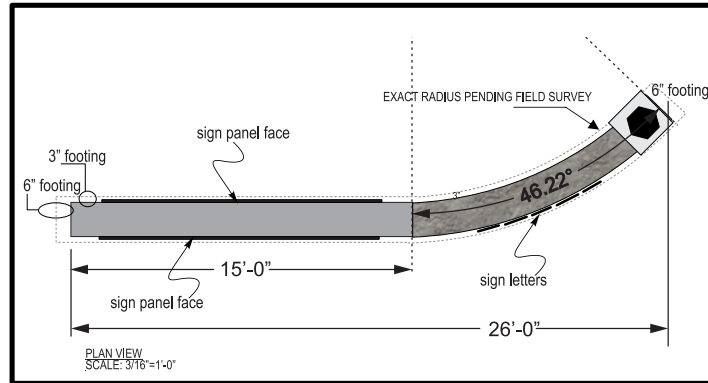
**INSTALLATION**

Barlo BarloMex Sub Other: \_\_\_\_\_

**SCOPE OF WORK**






**ITEM B**

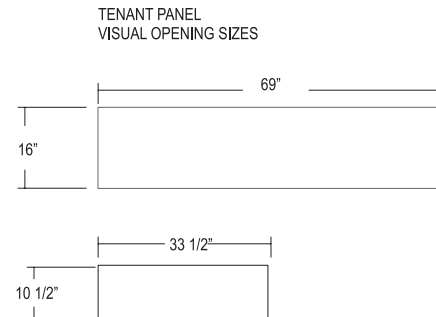
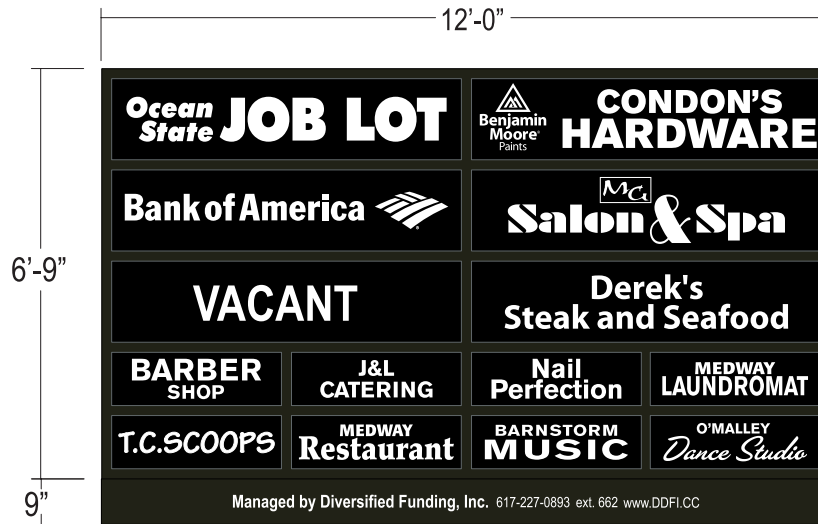
MFG. & INST. ONE (1) D/F EXTERNALLY  
ILLUMINATED MONUMENT SIGN



**ITEM B - (1) EXTERNALLY ILLUMINATED MONUMENT SIGN**  
SCALE: 3/8"=1'-0"



<b>JOB #:</b>		<b>MONUMENT SIGN COLORS</b>		<b>REVISIONS</b>		<b>PROJECT APPROVAL - PRESALE</b>		<b>JOB Name:</b> MEDWAY SHOPPING CENTER		 <p>156 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674</p>
<b>SCOPE OF WORK</b>		<b>Cabinet:</b> PMS 447 DK. GRAY	<b>Tenant Panels:</b> BLACK	<b>Poles:</b> WHITE	<b>Date:</b> 8/31/15 KD	<b>Comment:</b> CO:JOB#93504-OAH 12' TENANT PANEL 7-B ADD FOOTING INFO C/O: GROUND LEVEL FOOTING JOB RELEASED: 3/8' TENANTS C/O: SIGN A&B, TENANT CHG	<b>Design:</b>	<b>Date:</b>	<b>Location:</b> 98 Main Street, Medway MA	
<b>ITEM B - MANUFACTURE &amp; INSTALL</b> (1) D/F MONUMENT WITH (2) S/F DISHPAN SIGNS AND (1) SET OF FCO LETTERS EXTERNALLY ILLUMINATED		<b>Face/Background:</b>		<b>CORNICES:</b> WHITE	<b>Date:</b> 12-29 KD 01-28DKD 01-27DKD 02-08KD		<b>Sales:</b>	<b>Date:</b>		
<b>Sign Area:</b> 77.75		<b>Copy:</b>  WHITE 3630-20					<b>PROJECT APPROVAL - PROD.</b>		<b>Design Specifications Accepted By:</b>	
<b>Artwork Req:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>Photos Avail:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						<b>Design:</b>	<b>Date:</b>	<b>Client:</b>	
<b>Sign Deposition:</b>	<b>Corp Specs Avail:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No						<b>Estimating:</b>	<b>Date:</b>	<b>Landlord:</b>	
				<b>Special Note:</b> STONE TYPE TBD			<b>Engineering:</b>	<b>Date:</b>		
		<b>ALL COLORS ARE FOR REPRESENTATION ONLY. SEE ACTUAL SAMPLES FOR COLOR MATCH.</b>					<b>Sales:</b>	<b>Date:</b>		
							<b>Production:</b>	<b>Date:</b>		
							<b>Installation</b>	<b>Date:</b>		
							<p>© COPYRIGHT 2015 THE BARLO GROUP THIS DESIGN CONCEPTS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXHIBITED IN ANY FASHION.</p>			<b>File Name:</b> Medway Shopping Center 131212295 CO 02-08
							<p>Underwriters Laboratories Inc.    </p>			<b>B-13-12-12295</b>
										<b>SHEET: 2.0</b>



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**Akzidenz Grotesk BE Bold**

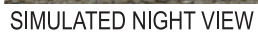
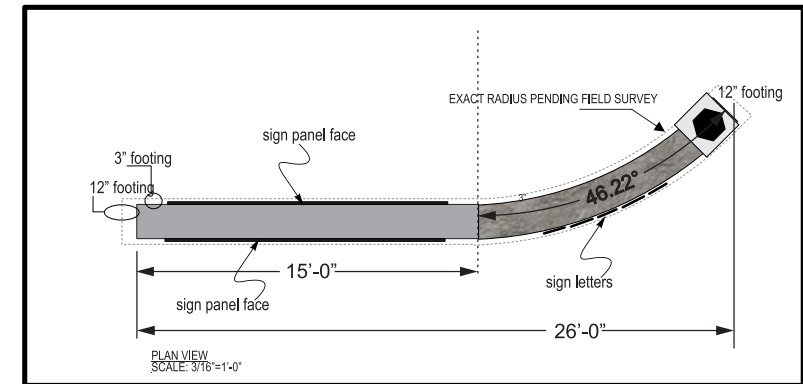
### TENANT SIGN B DETAIL

SCALE: 1/2"=1'-0"

REVISIONS	
Date	Comment
8/31/15 KD	COJOB#93504-OAH 12' TENANT PANEL 7-45
12-29 KD	ADD FOOTING INFO
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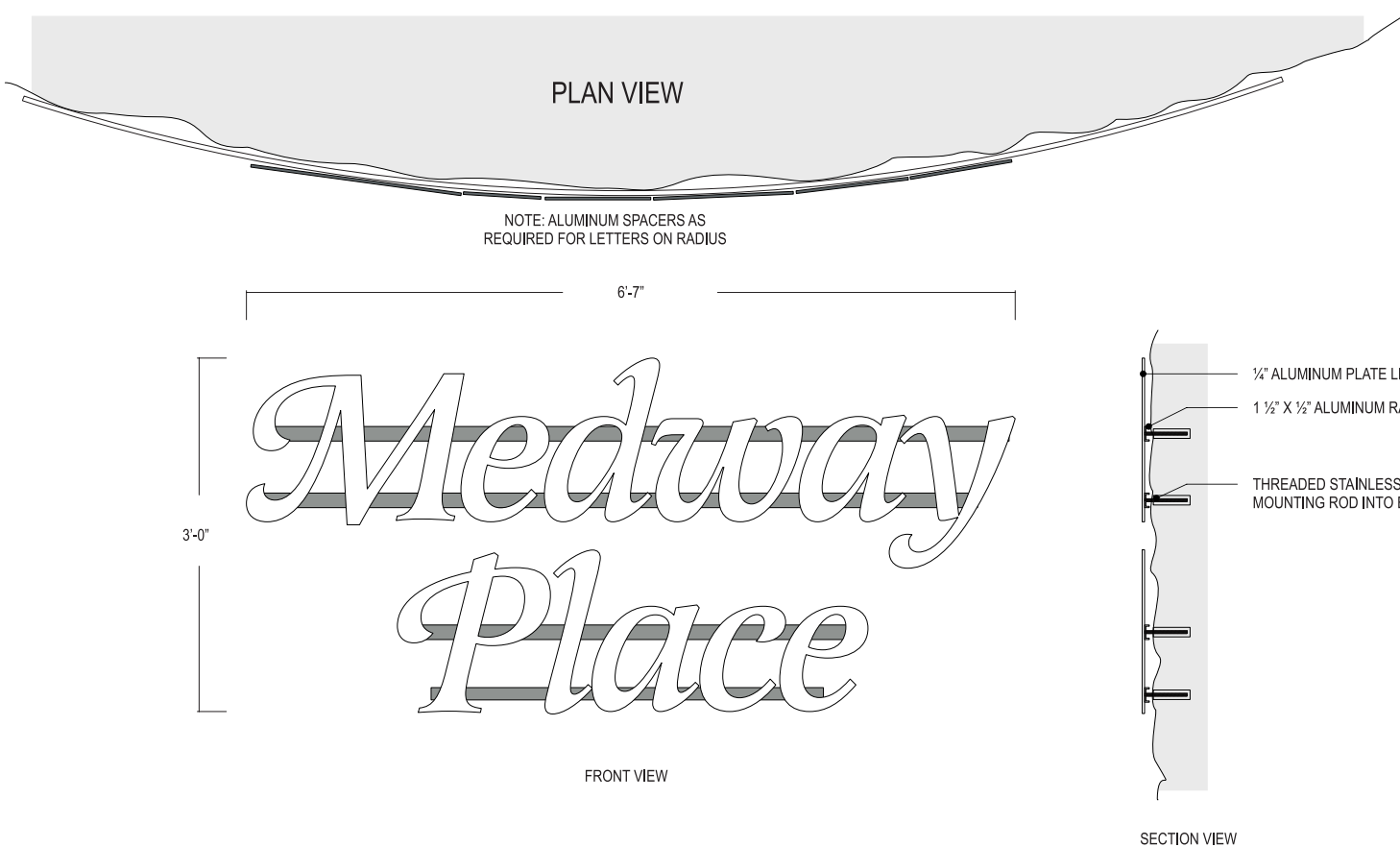
<b>JOB#:</b>	<b>DISHPAN COLORS</b>		<b>CREW DISHPAN</b>	<b>PERMIT/INSPECTION</b>	<b>MFG</b>	<b>Job Name:</b> MEDWAY SHOPPING CENTER	<p>158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674</p>
<b>SCOPE OF WORK</b>	<b>Cabinet:</b> 2" ALUM PMS 447 DK. GRAY	<b>Retainer:</b> 2" RETAINER PMS 447 DK. GRAY	<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Barlo	<b>Location:</b> 98 Main Street, Medway MA	
<b>ITEM B - (2) S/F TENANT SIGN &amp; I.D. PANEL DETAIL</b>	<b>Face/Background:</b> ALUM PTM; BLACK 7725-12		<b>Working Hrs Allowed:</b>	<b>ESD Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> BarloMex	<b>Client:</b>	
			<b># of Crews/Trucks:</b>	<b>Base Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Sub	<b>Design Specifications Accepted By:</b>	
			<b>Special Vehicle Type:</b>	<b>Elec Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Other:	<b>Drawn By:</b> KAREN	
			<b>Special Parking Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Sign Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Sales Rep:</b> KOLD	
			<b>Access to Sign:</b> <input type="checkbox"/> Interior <input type="checkbox"/> Exterior	<b>Police Detail Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Date:</b> 9/01/15	
<b>Copy:</b> WHITE VINYL 7725-10			<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>INSTALLATION</b>	<b>Landlord:</b>	
		<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>Special Note:</b>	<input type="checkbox"/> Barlo	<p>© COPYRIGHT 2015 THE BARLO GROUP THIS DESIGN CONCEPT IS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXEMPTED IN ANY FASHION.</p> <p>  Underwriters Laboratories Inc.  TSSA  NSA </p>		
ALL COLORS ARE FOR REPRESENTATION ONLY. SEE ACTUAL SAMPLES FOR COLOR MATCH.						<p>File Name: Medway Shopping Center 131212295 CO 02-08</p> <p><b>B-13-12-12295</b></p> <p>SHEET: 2.1</p>	

SCALE: 1/4"=1'-0"



GRAPHIC IS FOR DEPICTION PURPOSES  
ONLY. POTENTIAL MOUNDING BY TRAFFIC &  
SITE ENGINEER AT SITE - TBD

REVISIONS		PROJECT APPROVAL - PRESALE		Job Name: MEDWAY SHOPPING CENTER		<div>BARLO SIGNS</div> <div>158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674</div>
Date	Comment	Design:	Date:	Location:	98 Main Street, Medway MA	
8/31/15 KD	CO:JOB#93504-OAH 12' TENANT PANEL 7-6"	Sales:	Date:	Design Specifications Accepted By:		
12-29 KD	ADD FOOTING INFO	PROJECT APPROVAL - PROD.		Client:	Drawn By: KAREN	
01-26KD	C/O: GROUND LEVEL FOOTING	Design:	Date:	Sales Rep:	KOLD	
01-27KD	JOB RELEASED- 3/8' TENANTS	Estimating:	Date:	Date:	9/01/15	
02-08KD	C/O: SIGN A&B, TENANT CHG	Engineering:	Date:	Landlord:		
		Sales:	Date:	© COPYRIGHT 2015 THE BARLO GROUP THIS DESIGN CONCEPTS IS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXHIBITED IN ANY FASHION.		
		Production:	Date:	<div><div>UL</div><div>Underwriters Laboratories Inc.®</div></div> <div><div>ULC</div><div>Underwriters Laboratories Inc.®</div></div> <div><div>ICC</div><div>International Code Council</div></div> <div><div>NSA</div><div>National Signage Association</div></div>		
		Installation	Date:	File Name: Medway Shopping Center 131212295 CO 02-08		
				B-13-12-12295 SHEET: 2.2		



# ITEM A/B - ALUMINUM PLATE LETTER DETAIL & MOUNTING

SCALE: 1"=1'-0"

REVISIONS	
Date	Comment
8/31/15 KD	CO/JOB#93504-OAH 12' TENANT PANEL 7-45
12-29 KD	ADD FOOTING INFO
01-26KD	C/O: GROUND LEVEL FOOTING
01-27KD	JOB RELEASED- 3/8" TENANTS
02-08KD	C/O: SIGN A&B, TENANT CHG

<b>JOB#:</b>		<b>FCO LETTER JOB</b>		<b>CREW FCO LETTER JOB</b>		<b>PERMIT/INSPECTION</b>		<b>MFG</b>		<b>Job Name:</b> MEDWAY SHOPPING CENTER		<div style="text-align: center;"> <h1>BARLO SIGNS</h1> <p>158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674</p> </div>
<b>SCOPE OF WORK</b>		<b>Location:</b> <input type="checkbox"/> Int. <input type="checkbox"/> Ext.		<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Loc. Plan Provided:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Barlo		<b>Location:</b> 98 Main Street, Medway MA		
<b>ITEM A/B</b> (2) SETS ALUMINUM PLATE LETTER DETAILS		<b>Material:</b> <input type="checkbox"/> Alum <input type="checkbox"/> Plex <input type="checkbox"/> Lexan <input type="checkbox"/> Other:		<b>Working Hrs Allowed:</b>		<b>ESD Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Barlo/Mex		<b>Design Specifications Accepted By:</b>		
		<b>Thickness:</b>		<b># of Crews/Trucks:</b>		<b>Base Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Sub		<b>Client:</b> KAREN		
		<b>Mounting:</b> <input type="checkbox"/> Flush <input type="checkbox"/> Spaced off wall		<b>Special Vehicle Type:</b>		<b>Elec Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Other:		<b>Sales Rep:</b> KOLD		
<b>Sign Area:</b> xxx		<b>Mounted With:</b> <input type="checkbox"/> Studs <input type="checkbox"/> DS Tape/Silicon		<b>Overnight Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>#:</b>		<b>Sign Insp Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No				<b>Landlord:</b>		
<b>Artwork Req:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<b>Photos Avail:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<b>Special Parking Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Special Parking Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>INSTALLATION</b>		<b>Date:</b> 9/01/15		
<b>Sign Deposition:</b>		<b>Corp Specs Avail:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<b>Spacer Length:</b> <input type="checkbox"/> 1/4" <input type="checkbox"/> 1/2" <input type="checkbox"/> 1" <input type="checkbox"/> Other: <input type="checkbox"/> N/A		<b>Police Detail Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Barlo		<b>© COPYRIGHT 2015 THE BARLO GROUP</b>		
				<b>Spacer Width:</b> <input type="checkbox"/> 1/4" <input type="checkbox"/> 1/2" <input type="checkbox"/> 1" <input type="checkbox"/> Other: <input type="checkbox"/> N/A		<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Sub:		<b>THIS DESIGN CONCEPT IS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXEMPTED IN ANY FASHION.</b>		
				<b>Permits Req:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>Special Note:</b>		<input type="checkbox"/> Other:		<div style="display: flex; justify-content: space-between;"> <div>  Underwriters Laboratories Inc. </div> <div>  TSSA </div> <div>  NSA </div> </div>		

**B-13-12-12295**  
SHEET: 3.0





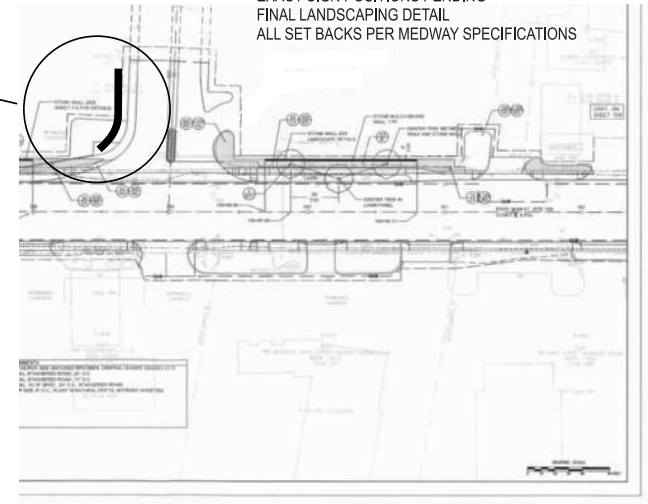
GRAPHIC IS FOR DEPICTION PURPOSES ONLY. POTENTIAL SOUNDING BY TRAFFIC & SITE ENGINEER AT SITE - TBD

SIGN A

SIGN B



EXACT SIGN POSITIONS PENDING  
FINAL LANDSCAPING DETAIL  
ALL SET BACKS PER MEDWAY SPECIFICATIONS



Job Name: MEDWAY SHOPPING CENTER		<b>BARLO SIGNS</b> 158 Greeley St., Hudson, NH 03051 (603) 882-2638 Fax (603) 882-7680 For Service: 800-227-5674
Location: 98 Main Street, Medway MA		
Design Specifications Accepted By:		
Client:	Drawn By: KAREN	
Landlord:		Sales Rep: KOLD
		Date: 9/01/15
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File Name: Medway Shopping Center 131212295 CO 02-08		<b>B-13-12-12295</b> SHEET: 4.0



JOB#:

MANUFACTURING

Barlo BarloMex Sub Other:

INSTALLATION

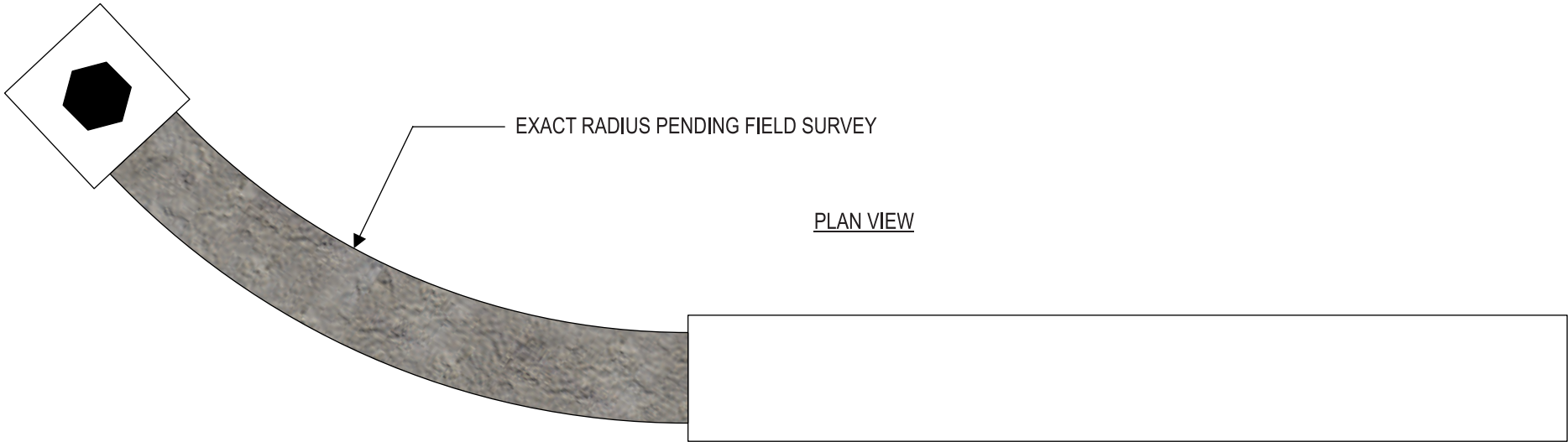
Barlo BarloMex Sub Other:

SCOPE OF WORK

ITEM A

CONCEPTUAL DRAWINGS  
FOR FIELDSTONE WALL SIGNAGE

REVISIONS/CHANGE-ORDERS		
Date	Sheet	Revision/Change-order
6-7-16KD	1 , 2	ORDER OF TENANTS ON ITEMS A & B



ITEM A - CONCEPTUAL DRAWING

SCALE: 3/8"=1'-0"



FACING ENTRANCE



VIEW OF SECOND SIDE FROM PARKING LOT

VIF

TENANT PANEL  
VISUAL OPENING SIZES

46"

13 1/8"

FONT: AKZIDENZ GROTESK BE BOLD;  
MOST USED

34 1/8"

13 1/8"

PROJECT APPROVAL - PRESALE	Job Name: MEDWAY SHOPPING CENTER
Design: Date:	Location: 98 Main Street, Medway MA
Sales: Date:	Design Specifications Accepted By: Drawn By: DJR/KD
PROJECT APPROVAL - PROD.	Client: Sales Rep: KOLD
Design: Date:	Landlord: Date: 5/5/15
Estimating: Date:	
Engineering: Date:	
Sales: Date:	
Production: Date:	
Installation: Date:	

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UL Underwriters Laboratories Inc.®

ASSE ASSOCIATED SIGN COUNCIL

ISO 9001 INTERNATIONAL ISO REGISTER

NIA

File Name: Medway Shopping Center 131212295 CO 6-2

B-13-12-12295 SHEET: 1.0



JOB#:

MANUFACTURING

BarloBarloMexSubOther:

INSTALLATION

BarloBarloMexSubOther:

SCOPE OF WORK

ITEM B

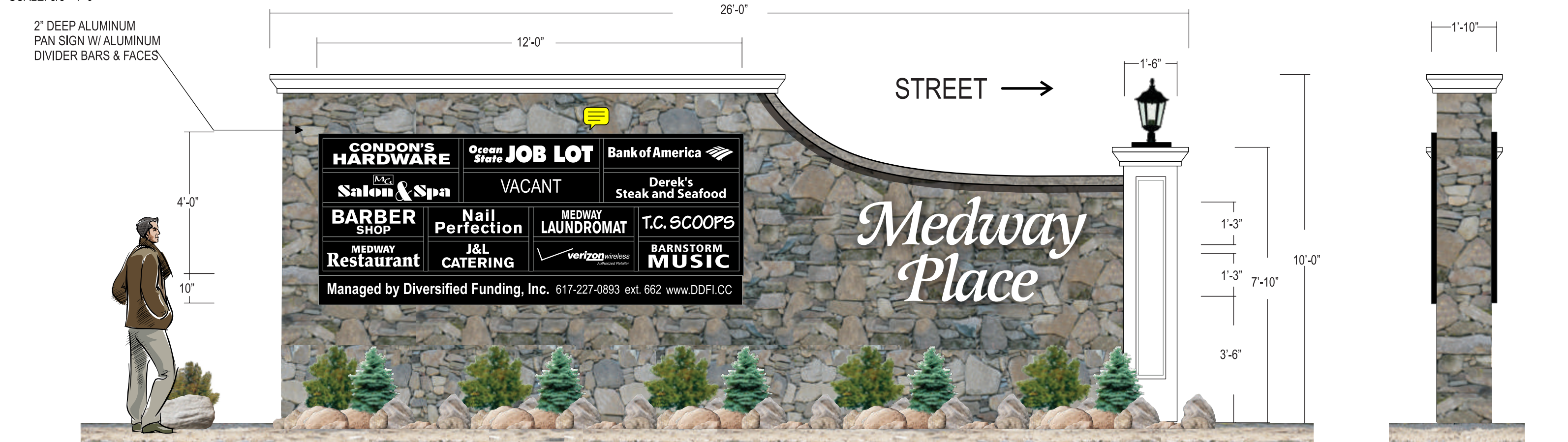
CONCEPTUAL DRAWINGS  
FOR FIELDSTONE WALL SIGNAGE

REVISIONS/CHANGE-ORDERS		
Date	Sheet	Revision/Change-order
6-7-16KD	1 , 2	ORDER OF TENANTS ON ITEMS A & B

ITEM B - CONCEPTUAL DRAWING

SCALE: 3/8"=1'-0"

2" DEEP ALUMINUM  
PAN SIGN W/ ALUMINUM  
DIVIDER BARS & FACES



FACING ENTRANCE

TENANT PANEL  
VISUAL OPENING SIZES

VIF

46"

13 1/8"

34 1/8"

13 1/8"

FONT: AKZIDENZ GROTESK BE BOLD;  
MOST USED

PROJECT APPROVAL - PRESALE		Job Name: MEDWAY SHOPPING CENTER	
Design:	Date:	Location: 98 Main Street, Medway MA	
Sales:	Date:	Design Specifications Accepted By:	
PROJECT APPROVAL - PROD.		Client:	Drawn By: DJR/KD
Design:	Date:	Landlord:	Sales Rep: KOLD
Estimating:	Date:	Date: 5/5/15	
Engineering:	Date:	© COPYRIGHT 2015 THE BARLO GROUP	
Sales:	Date:	THIS DESIGN CONCEPT IS THE PROPERTY OF THE BARLO GROUP. ALL PRODUCTION AND DUPLICATION RIGHTS ARE RESERVED BY THE BARLO GROUP. THIS PRINT IS DESIGNED FOR YOUR PERSONAL USE AND IS NOT TO BE USED OUTSIDE YOUR ORGANIZATION OR EXHIBITED IN ANY FASHION.	
Production:	Date:	UL Underwriters Laboratories Inc.®	
Installation	Date:	B-13-12-12295	

REAR VIEW

BARLO  
SIGNS

158 Greeley St., Hudson, NH 03051  
(603) 882-2638 Fax (603) 882-7680  
For Service: 800-227-5674

File Name:  
Medway Shopping Center 131212295 CO 6-2

SHEET: 2.0

COMMONWEALTH OF MASSACHUSETTS

NORFOLK, SS

IN THE MATTER OF: Paul LaPerriere  
Medway Realty, LLC  
Petitioner

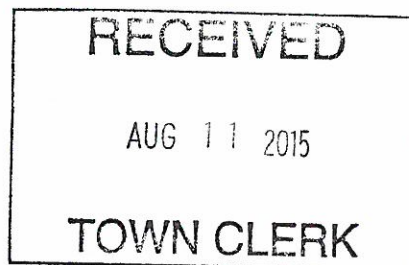
Owner Medway Realty, LLC  
63 Atlantic Avenue  
Boston, MA 02110

OPINION OF THE BOARD

REQUEST FOR A VARIANCE  
Medway Shopping Center  
98, 108 and 114 Main Street, Medway, MA

Hearing: October 1, 2014  
Decision: July 22, 2015

MEMBERS PRESENT: David J. Cole, Chairman  
Carol Gould  
William Kennedy  
Craig Olsen



*20 day appeal  
August 31, 2015*

THE WRITTEN OPINION WAS DELIVERED ON August 5, 2015



## **OPINION OF THE BOARD**

This is a proceeding of the Zoning Board of Appeals of the Town of Medway, MA (hereinafter the Board) acting under the Zoning By-Law of the Town of Medway, MA, 02053, and Massachusetts General Laws, Chapter 40A, as amended, in which the petitioner, Paul LaPerriere of Medway Realty, LLC, requests a Variance under Section V.R.8. Table 2 and 11.a) to replace the existing pylon signs for Medway Shopping Center at 98, 108, and 114 Main Street, Medway.

### **Hearing**

Notice of the Public Hearing by the Zoning Board of Appeals in this matter was published in the Milford Daily News on September 17, 2014 and September 24, 2014. Notice also was sent to all "parties of interest" and posted in the Town Hall as required by Massachusetts General Laws, Chapter 40A Section 11.

The Public Hearing opened on October 1, 2014 and was continued without testimony to October 15, 2014. Additional sessions were held on October 15, 2014 and July 22, 2015. The Public Hearing closed on July 22, 2015. The Medway Zoning Board of Appeals Members present during the public hearing were David Cole, Chairman; Carol Gould, Clerk; Anthony Biocchi (who has since resigned from the Board); William Kennedy; and Craig Olsen.

At the hearing, two members of the public spoke in opposition to the application and one tenant of the shopping center spoke in support. Comment letters from the Planning and Economic Development Board and the Design Review Committee were received and entered into the record.

### **Hearing Summary**

The applicant, Mr. Paul LaPerriere representing Medway Realty, LLC, and their attorney, Ms. Bethany Bartlett of Sherin and Lodgen LLP, appeared before the Board to request a Variance to replace the existing pylon signs for Medway Shopping Center at 98, 108, and 114 Main Street, Medway.

The Medway Shopping Center is home to mainly local, small businesses that provide a variety of shopping and services. The existing pylon signs at the shopping center were installed on July 8, 1986 by the present owner after purchasing the property. The total sign surface area of the existing signs is 277 square feet and one sign is 18' high and the other is 12' high. The existing signs are grandfathered from meeting the current sign regulations in the Zoning By-Law, but any alteration would then require conformity with the regulations. According to the applicant, if the signs were to be brought into compliance it would decrease the size of the signage far below what presently exists. Therefore, the applicant has requested relief from some of the requirements of the sign regulations to replace and update the existing pylon signs in order to provide signage for all tenants in the shopping center.



Originally, at the October 2014 hearing, the applicant proposed new pylon signage totaling 700 square feet and more than 22 feet in height, which would be larger than what is permitted under the sign regulations in the Zoning By-Law. The applicant would like to accommodate all of their tenants with the same level of visibility and advertisement on the new signage. The applicant has stated the new pylon signs would promote the economic viability and growth of the shopping center. In addition, the improved signage may help to alleviate traffic bottlenecks from vehicles slowing down in front of the shopping center trying to identify businesses located therein as many are not listed on the existing pylons.

During the hearing, the applicant noted that the majority of the buildings at the shopping center are located to the rear of the lot with one pad site, housing Bank of America, located closer to Route 109. This configuration is different from the majority of the other shopping plazas along this segment of Route 109 within the C-I zoning district. The shape of the lot and location of the buildings makes the visibility for tenant signage located on the buildings very difficult for vehicular traffic to view. The Board expressed concerns of traffic slowing down to look at tenants which could create a safety hazard. The present pylon signs are not adequate to provide signage for each of the tenants in the shopping center, which puts the other businesses in the plaza at a disadvantage. The applicant stated that this situation is unlike the nearby plazas where tenants are able to advertise on the pylon sign. In addition, the applicant provided other examples of signs with large dimensions of neighboring centers along this portion of Route 109.

The applicant stated that as part of the Route 109 Transportation Improvement Project, the shopping center will receive a traffic signal at its main entrance. The shopping center's parking lot will be reconfigured to accommodate this traffic signal and the existing pylon sign will need to be relocated. The applicant will continue to work with the Route 109 Design Committee on the location of the sign and coordinate with them on the interior traffic flow for the signal. The applicant stated its long-term vision of adding a second floor consisting of residential units to the existing buildings and adding more commercial pad sites.

The Board questioned the applicant about the characteristics of their property and how this request meets the criteria for a Variance according to Massachusetts General Laws Chapter 40A and the Town's Zoning Bylaw. The Board inquired about the dimensions, scale, height and type of the signs being proposed, and the comparison of other neighboring signage. The Board recognized the need for all the tenants to have a presence on the pylon signs due layout of the buildings on the site but they expressed their concerned about the size dimensions being requested and being that much larger than the existing signs and that permitted by the sign regulations. The Board requested the applicant look at ways to reduce the scope of the requested relief and revise their plans accordingly. The Board suggested that the applicant meet with the Design Review Committee for input on the design before returning to meet with them.

At the July 2015 hearing, the applicant provided the Board with completely revised plans following a series of meetings with the Design Review Committee. Through reviewing a variety of options, the applicant was able to reduce the sign surface area and eliminate the need for relief with respect to the height of the sign. The applicant was able to decrease the scale of the signage but still be able to provide adequate and visible signage for all tenants in the shopping center. Instead of the multi-colored, columnar signs previously proposed, the applicant now proposed



two double-sided signs in the form of curved fieldstone walls not more than about 10 feet in height and carrying arrays of replaceable monochrome “tiles” identifying the individual businesses, the total sign area being just over 270 square feet. The Design Review Committee provided a second comment letter to the Board which was entered into the record. Board members generally commented favorably upon the revised design but expressed some concern that the limited 12 inch depth of the individual tiles might present difficulties in reading for passing drivers, and that the design of the signs would permit somewhat deeper tiles of about 15 inches without substantial changes to the overall appearance of the signs.

### **Findings:**

By vote of 4-0:

1. Circumstances exist relating to the number of tenants on the subject lots and the large setback of the existing buildings from the right of way which apply to the subject lots but which do not generally apply to other lots in the Zoning District, thus justifying some relief from the provisions of the sign regulations of the Medway Zoning By-Law.
2. The number of tenants on the subject lots are sufficiently great that providing signing for all tenants on a single sign is impractical and accordingly dividing the signage between two discrete signs is advisable.
3. Location of the subject lots along Route 109, a heavily traveled right of way, renders it necessary to give careful consideration to readability of signs by drivers passing the subject lots and that sufficient readability cannot be achieved within the area limitations imposed with the sign regulations of the Medway Zoning By-Law.
4. The grant of the requested relief would not be substantially detrimental to the public good.

### **Relief Granted:**

By vote of 4-0:

The Zoning Board of Appeals hereby grants to the applicant, Paul LaPerriere of Medway Realty, LLC, a Variance under Section V.R.8 Table 2 and 11.a) of the Medway Zoning By-Law to replace the existing pylon signs for Medway Shopping Center at 98, 108 and 114 Main Street, Medway MA 02053; in accordance with the revised plans, with a revision date of July 13, 2015, submitted and reviewed at the July 22, 2015 hearing and initialed by the Board, subject to the following terms and conditions:

1. Pylon signs shall be constructed substantially in accordance with the plans provided; in particular there shall be two pylon signs at locations indicated as Sign A and Sign B on the plans.

2. The total area of signage shall not exceed 340 square feet and the total area for two signs of the name of the plaza shall together not exceed 40 square feet.
3. Only external illumination of the signs shall be permitted.

The Board hereby makes a detailed record of its findings and proceedings relative to this petition, sets forth its reasons for its findings and decision, incorporates by reference any plan or diagram received by it, directs that this decision be filed in the office of the Town Clerk and be made a public record and that notice and copies of its decision be made forthwith to all parties or persons interested.

***IN ACCORDANCE WITH MASSACHUSETTS GENERAL LAW CHAPTER 40A,  
SECTION 11, NO VARIANCE, SPECIAL PERMIT OR CONSTRUCTIVE GRANT OF A  
VARIANCE TAKES EFFECT UNTIL RECORDED IN THE REGISTRY OF DEEDS.***



David J. Cole, Chairman



Carol Gould

\_\_\_\_\_  
William Kennedy



Craig Olsen