

## APPROVED – August 20, 2018



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

*Matthew Buckley, Chair*  
*Rachel Walsh, Vice-Chair*  
*Tom Gay, Member*  
*Jessica Chabot, Member*  
*Dan Connolly, Member*  
*Seth Kendall, Member*

### **DRC Meeting Minutes: July 30, 2018**

Medway Public Library – 26 High Street

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

#### **Attendees:**

	07/30/2018			
Matthew Buckley	X			
Rich Di Iulio	-			
Jessica Chabot	X			
Tom Gay	X			
Rachel Walsh	X			
Dan Connolly	ABSENT WITH NOTICE			
Seth Kendall	X			

#### **Also Present:**

- Susy Affleck-Childs, Planning and Economic Development Coordinator
- Sreelatha Allam, Recording Secretary
- Gary Bolduc, Poyant Signs (Irving Gas sign installer)----arrived to the meeting around 7:27PM
- Steven Price - prospective DRC member

#### **Sign Design Review for Irving Gas, 71 Main St.**

- The proposal is to retrofit the existing Irving Gas free-standing pole and gas canopy signs that are non-conforming to Medway's current sign regulations of the Zoning Bylaw in terms of the sign height and the amount of the sign surface area. **(See Attached)**
- DRC members reviewed the application and discussed the design of the proposed sign(s).
- Members discussed the applicant's proposal.

- To reface the canopy fascia with new white backer panels and blue AFP (aluminum formed panels) that will not be illuminated. The Irving text and red chevron logo will be illuminated. The horizontal red rope light will not be illuminated. Members were concerned that the business might consider illuminating the red rope portion of the canopy sign in the future and it should be clear that is not allowed.
- To retrofit the existing free standing sign cabinet with new faces and reuse the existing pole and foundation. There will be aluminum cladding and an aluminum base cover added to the pole and base that will not be illuminated.
- Dividers between the 4 square panels of the sign face will be in white color.
- There's an existing NWG awning sign on the building for the automotive repair shop that will remain; it is not illuminated.
- No landscaping at the base of the sign is proposed at this time. With new aluminum pole cladding and base cover being proposed, DRC members said there's an opportunity for the applicant to have some planters around the pole.
- There was discussion on the format of the proposed new sign faces that have the business name and gas prices included.
- Members recommended that the existing "Diesel" and "ATM" signs should come off the pole sign.
- Mr. Gary Bolduc (sign installer from Poyant Signs) arrived at the meeting around 7:27PM. NOTE - The sign company representing Irving Gas is based out of Ohio so Mr. Bolduc attended in their place. Mr. Buckley stated the DRC's concerns regarding the illumination of the new canopy sign. The DRC acknowledges that it's a pre-existing condition but asked the applicant to consider not installing any illumination behind the red horizontal ribbon portion of the sign.
- Landscaping around the free-standing sign was discussed. Mr. Bolduc pointed that one of the issues is that the sign is not installed on the Irving property. He said the Rt. 109 construction work in the vicinity could also pose a problem to the applicant in implementing landscaping around the sign. If planting around the base of the pole is an issue then hanging planters could be considered as an option. Members asked for a landscaping plan around the sign.
- Ms. Affleck-Childs explained the rules on the dimensions of the landscaped area - 3 feet in all directions. Mr. Bolduc will get back to the DRC on the landscaping topic.
- A recommendation for a new monument sign that fits the normal style of architecture and complies with the Zoning Bylaw and the Design Guidelines will be made. Letter will also include a preamble recommending that the signs be brought into compliance. Applicant will be asked to implement landscaping around the base of the pole that could act as a protective barrier.

### **Meeting Minutes:**

**07/16/2018:** DRC members reviewed the draft minutes and made few edits/corrections.

***A motion was made by Mr. Buckley seconded by Ms. Walsh to approve the minutes of the 07/16/18 DRC meeting as amended. All were in favor.***

## **Other Business**

### **Steven Price - Prospective DRC member:**

Mr. Price introduced himself to the Board. He has lived in Medway for 16 years. Mr. Price has been involved with newspapers and has worked for small print shops and game design. He is comfortable with Adobe suite of products. Mr. Price expressed interest in being a member of DRC. Members introduced themselves and explained the work the Committee does including but not limited to sign design review, review of landscaping plans, working with other boards and committees in town, work on the changeable message sign, choate park plan, etc. Discussion also included the drafting of DRC recommendation letters to the building department and the Planning and Economic Development Board. Mr. Price asked about the DRC meeting schedule which the members explained.

### **Election of DRC Officers**

- ***A motion was made by Ms. Chabot to nominate Mr. Buckley to continue as DRC Chairman for the next year, seconded by Ms. Walsh. All were in favor.***
- ***A motion was made by Mr. Buckley to nominate Ms. Walsh to continue as DRC Vice-Chairman for the next year, seconded by Ms. Chabot. All were in favor.***
- ***Ms. Chabot asked to be relieved of the responsibilities as the Corresponding Secretary. It was agreed that members will take turns in drafting the recommendation letters.***

### **Discussion of FY19 DRC Priorities and Projects**

- Members reviewed the DRC goals spreadsheet (**See Attached**).
- Task "DRC member(s) to serve on Oak Grove Zoning Task Force was moved from the "New Initiatives" section to the "Continuing Activities" section of the spreadsheet.
- "Making a presentation to Medway Business Council about Design Review" will be added to the list as suggested by Ms. Chabot.
- Reviewing the Design Review report issued by the American Planning Association for potential items to be incorporated in Medway Design Guidelines will be added to the priorities and projects list.
- Sign templates for changeable message board and a Master Sign Plans for Parks will be added to the list.
- Ms. Affleck-Childs talked about the Committee sponsoring some activities that would promote public interest in the work the DRC does. She suggested doing an architectural scavenger hunt. Members liked the idea and agreed to do a monthly activity and post it on the Town website for residents to participate. It will be added as a "New Initiative".
- Ms. Affleck-Childs will update the spreadsheet with initiatives that were discussed at the meeting. Once the list of initiatives/projects are finalized, members will be assigned to them at a future meeting.

### **Identification of possible sign violations to report to Building Commissioner**

- Members noted the wall sign at “The Hot Pigeon” on Village Street looks temporary. The fabric material is fading.
- Mr. Buckley talked about the street light in Domino’s Plaza. He said the old free standing light has been replaced by a new LED light on the top which can be seen from a distance. It is very bright. Ms. Affleck-Childs will contact the building department.

### **Other Business as may come before the Committee**

- Mr. Buckley briefed the Committee about his conversation with IT Director, Rich Boucher on the changeable message sign for Choate Park. He conveyed to Mr. Boucher that the DRC will need the IT group’s assistance in installing Watchfire software on the Town computers. Mr. Boucher was concerned about the work load his group would have to take on. Ms. Affleck-Childs clarified that Mr. Boucher’s concern was more budget related. Software purchase usually involves an annual fee and it’s not clear at this time where the budget for that fee will come from. Members discussed requesting budget for this endeavor so that it can be programmed in FY2020 fiscal year budget.
- Mr. Buckley also talked about his meeting with Town Administrator Michael Boynton, BOS Member Dennis Crowley, and DPS Director Dave D’Amico on the bollards at Choate Park. The discussion however shifted towards the electronic message sign proposal. The proposed location of the sign was discussed. Mr. Crowley had some concerns about having such a sign.
- At Mr. Buckley’s request, Ms. Affleck-Childs provided a brief synopsis of the Oak Grove Zoning Task Force. She talked about the August 8<sup>th</sup> workshop meeting to discuss various ideas for zoning the area. NOTE – Ms. Chabot is chair of the Task Force.
- Ms. Chabot visited Tumble Beans last week. She talked about the impressive landscaping around the business and the sign that looks very good.
- Ms. Chabot also talked about the new playground equipment installed at Choate Park. She liked the natural look of the equipment.
- Ms. Affleck-Childs reported that the site plan application for Medway Community Church will be coming before the DRC soon.

### **Adjournment**

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

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

Respectfully Submitted,

Sreelatha Allam

**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**July 27, 2018**

**Business Name:** NWG Automotive Repairs, Inc.

**Business Owner:** Joe Greene

**Sign Location Address:** 71 Main Street

**Proposed Signs:**

**1. Retrofitted Free-Standing Pole Sign**

	<b>Pre-Existing Non-Conforming Sign</b>	<b>Proposed Retrofit</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	6' 1.5" x 6' 1" = 37.84 sq. ft. per side x 2 sides = 75.68 sq. ft.	6' 1.5" x 6' 1" = 37.84 sq. ft. per side x 2 sides = 75.68 sq. ft.	48 sq. ft. total (for both sides) for a single business*
<b>Sign Height</b>	16' 1 1/2"	16' 1 1/2"	8'
<b>Illumination</b>	External spotlight, top mounted	Internal for proposed 8" tall LED gas price letters. 1.28 sq. ft. per each LED price area x 2 per side = 2.56 sq. ft. per side x 2 sides = 5.12 sq. ft. This is 6.7% of the sign surface area  External for the rest of the sign.	No more than 20% of the sign surface area can be dedicated to fuel price signs.  External

**COMMENTS on Free-Standing Pole Sign**

1. The existing free-standing pole sign is non-conforming to Medway's current sign regulation section of the Zoning Bylaw in terms of its height and the amount of sign surface area.
2. The proposed sign does not increase the non-conformity as the existing sign cabinet and pole are being retrofitted.
3. The proposed 8" LED illuminated gas price letters comply with the Bylaw in terms of amount of sign surface area.
4. The existing pole and base will be clad in new white aluminum to give it a fresh look.
5. Landscaping is required around the base of a free-standing sign 3 feet in all directions. That has not been provided.
6. Remove the Diesel and ATM signs hanging off either side of the pole.
7. Will the existing exterior lights continue to be used? Or will new light fixtures be added?

## 2. Canopy Sign

	Existing	Proposed	Allowed by Bylaw
<b>Sign Surface Area</b>	36" x 72" = 19.25 sq. ft. per sign x 2 = 38.5 sq. ft. total for gas canopy  NOTE – The NWG awning sign = 52 sq. ft.	49.5" high x 93" wide = 32.61 sq. ft. total for gas canopy  The existing NWG awning sign will remain. 52. sq. ft.  TOTAL = 84.61 sq. ft.	TOTAL maximum allowed for wall signs = 104.85 sq. ft. (Based on combined width of the building and north face of the gas canopy)
<b>Sign Height</b>	NA	NA	NA
<b>Number of wall signs</b>	3 - two on the gas canopy and one on the awning for NWG	1 on the gas canopy and 1 on the awning for NWG	2
<b>Illumination</b>	Internal for the logo portion of the gas canopy;	Internal for white Irving text and red chevron. No illumination on the white and blue panels and red rope striping.	Internal or External

\* Pro Signs is attempting to secure the information on the amount of sign surface area presently existing on the NWG awning sign attached to the building.

### COMMENTS on Gas Canopy Signs

1. This proposal provides for only 1 Irving sign/chevron on the north face of the canopy instead of the existing two signs, one on the east and west facades.
2. Only the white Irving text and the red chevron are to be internally illuminated. The blue and white background panels and the thin red horizontal stripe are not illuminated.



251 Boot Road  
Downingtown, PA 19335  
Tel: 610-518-5881  
Fax: 610-518-5244  
<http://www.prosign.net>

7/19/18

Town of Medway  
155 Village St.  
Medway, MA 02053

To Whom it may concern:

Irving Oil is looking to update the brand at their existing site located at 71 Main St. in Medway, MA. Below is a description of what they are proposing:

### **Canopy**

Currently the fascia is blue painted steel panels that do not illuminate.

Irving is proposing to reface the canopy fascia with white backer panels that do not illuminate and blue AFP (aluminum formed panels) that also do not illuminate.

The red rope light will also not be illuminated.

Only the red top and bottom chevrons as well as the white Irving letters on the (1) icon will be illuminated.

We performed some testing in our in-house light and there is less than 1 lumen 24' away from the product. This shows there is .28 lumens when the icon was on the ground. With it being mounted 16' high on a standard canopy, the lumens will be even less.

The size of the canopy icon is 32.61 sq. ft.

### **Freestanding Sign**

The current freestanding sign is a single pole with external overhead lighting.

Irving is proposing to retrofit new faces into the existing sign cabinet using the existing pole and foundation.

The faces will be externally illuminated using the existing overhead lighting.

The 8" LED units will be illuminated.

The LED units are 1.28 sq. ft. per each unit with a total of 5.12 sq. ft. This is less than 20% of the 37.84 sq. ft. of sign surface area.

Tested at 20' away, each LED unit produces 3.77 lumens/m sq.

There will be aluminum cladding and an aluminum base cover added to the pole and base that will not be illuminated.

There is an existing NWG awning sign on the site for the currently operated automotive repair shop.

The NWG sign is not illuminated.

The total size of the sign is 52 sq. ft.

Based on the 72' of building frontage and 32.85' of the horizontal width of the north face of the canopy, the total allowed sign surface area for wall signs is 104.85 sq. ft.

The 32.61 sq. ft. canopy icon size plus the 52 sq. ft. NWG awning sign totals 84.61 sq. ft.

Thank you for your time.

A handwritten signature in blue ink that reads "Amanda Schultz". The signature is fluid and cursive, with the first name "Amanda" and last name "Schultz" clearly legible.

Amanda Schultz  
Pro Signs  
251 Boot Road  
Downingtown, PA 19335  
Ph.: 610-518-5881 Ext. 141  
Email: [aschultz@prosign.net](mailto:aschultz@prosign.net)





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

**Medway Location/Address** where the sign will be installed: 71 Main Street  
What is the interior width of the storefront? 40'

**Building/Development Name:** (if applicable): \_\_\_\_\_

**Medway Zoning District:** C-B

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # 3.

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

Business Name: NWG Automotive Repairs, Inc.

Mailing Address: 71 Main Street

Medway, MA 02053

Contact person: Joe Greene

Phone: (508) 533-2375 Cell Phone (508) 922-6685

Email address: nwgracing38@comcast.net

**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	1	49.5" H x 93" W	32.61	49.5"	Internal LED's
Free-standing Individual Business Sign	1	6' 1.5" H x 6' 1" W	37.84	16' 1 1/2"	External
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](mailto: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: Pro Signs  
Mailing Address: 251 Boot Road - Downingtown, PA 19335  
Contact person: Amanda Schultz  
Phone: (610) 518-5881 Ext. 141 Cell Phone: \_\_\_\_\_  
Email address: aschultz@prosign.net

**Property Owner Information**

Company Name: NWG Automotive Repair, Inc.  
Mailing Address: 71 Main Street - Medway, MA 02053  
Contact person: Joe Greene  
Phone: (508) 533-2375 Cell Phone: (508) 922-6685  
Email address: nwgracing38@comcast.net

**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/design-review-committee/pages/sign-design-review>

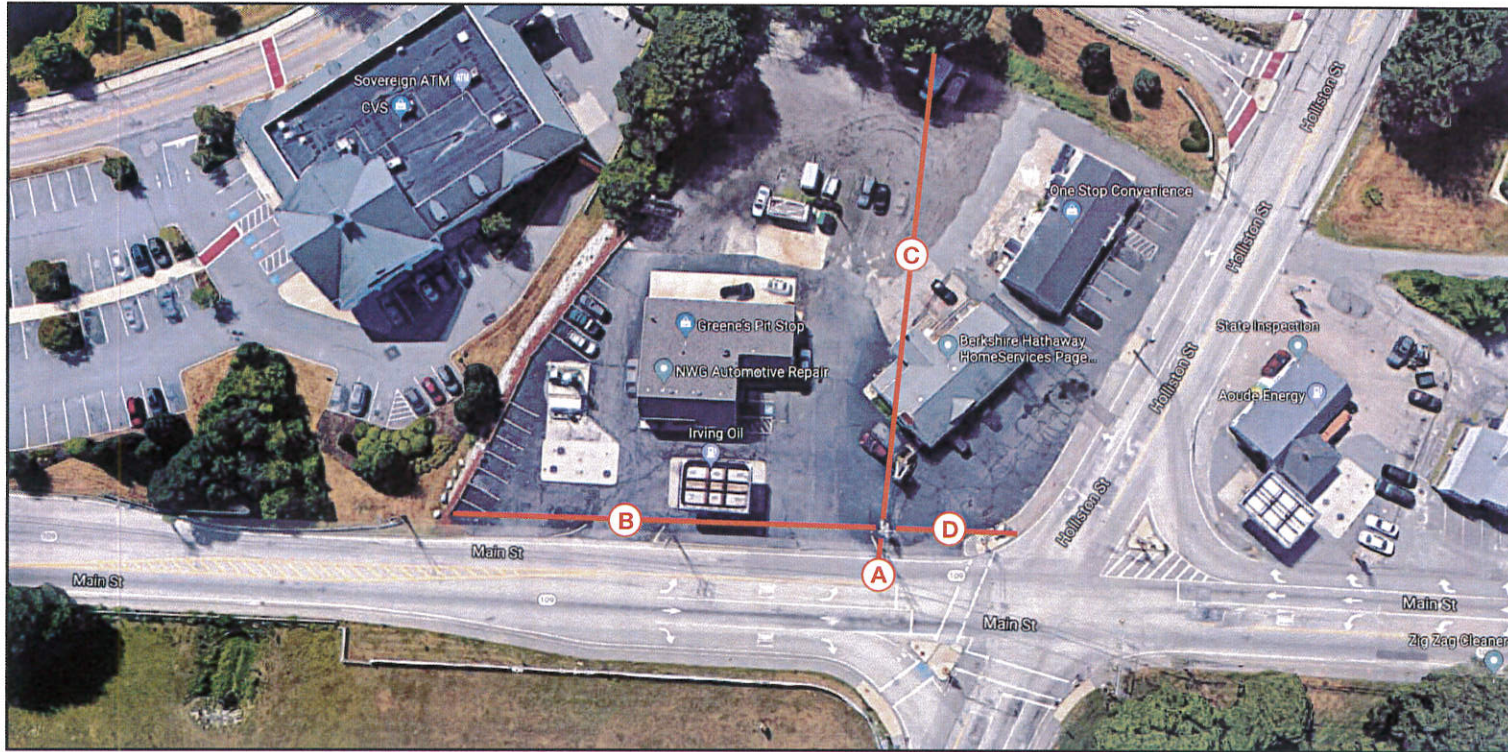
**Sign designs should be developed in accordance with the *Sign Design Guidelines*.**

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

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







A - 13.49 Ft.  
B - 210.08 Ft.  
C - 233.25 Ft.  
D - 59.42 Ft.

O-1 Aerial View  
Not To Scale



71 Main St.  
Medway, MA

PERMIT

File Locations

DESIGN:  
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Medway\007510\Design\  
-007510-1\_PRM.cdr

Fonts

FS SILAS SLAB BOLD

Color Palette | Pantone • Paint • Vinyl

Pantone Color: 186C  
Pantone Color: 2746C



251 Boot Road  
Dorchester, PA 19335  
610.518.5881  
610.518.5244  
info@prosign.net

IRVING SITE | AERIAL VIEW

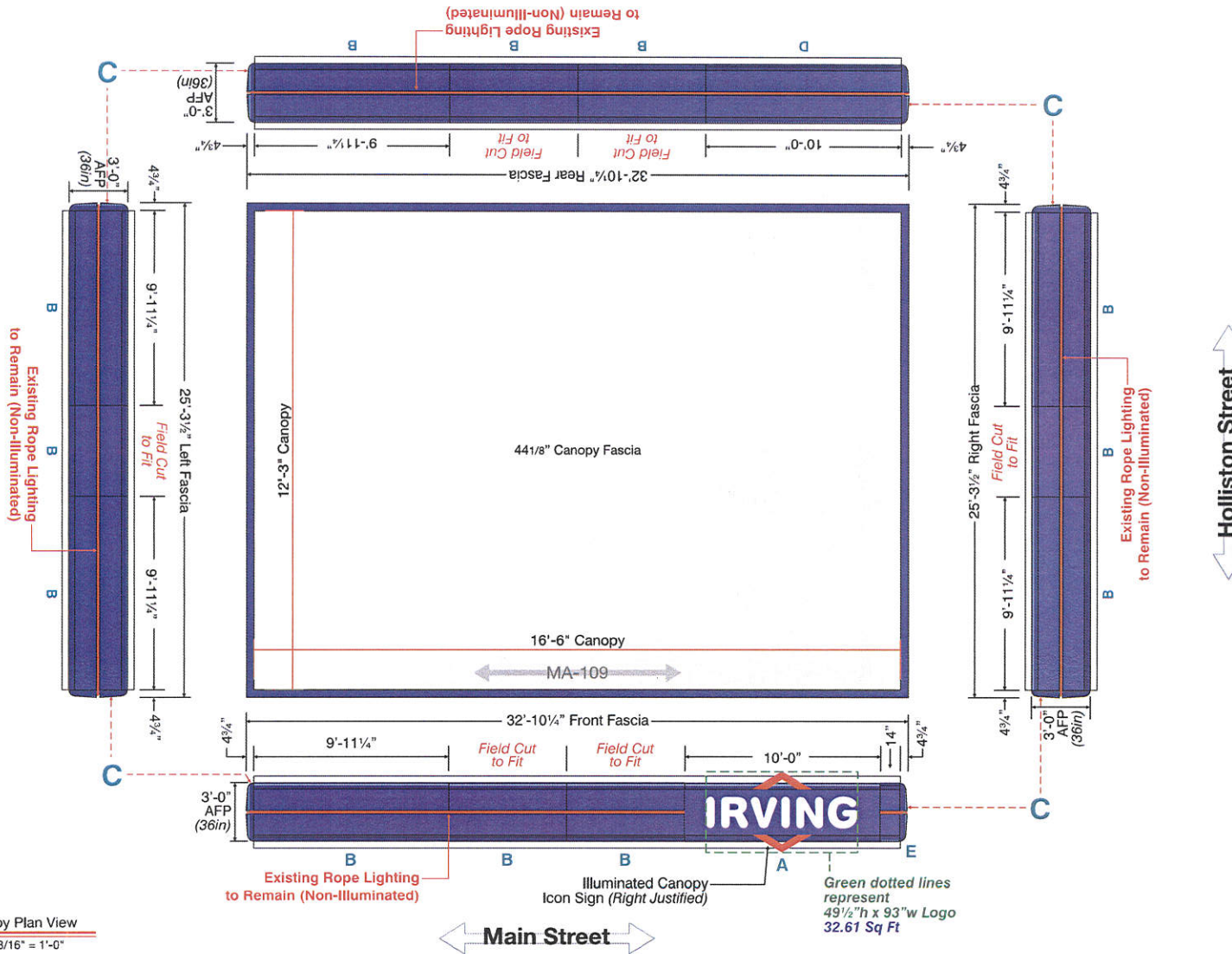
DESIGNER: FXH  
REVISIONS:

1. Initial Design  
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PM: JMA  
DESIGNER: EMA  
DATE: 6/2/2017

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Page  
2



71 Main St.  
Medway, MA

**PERMIT**

**File Locations**

DESIGN:  
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**Fonts**

**FS SILAS SLAB BOLD**

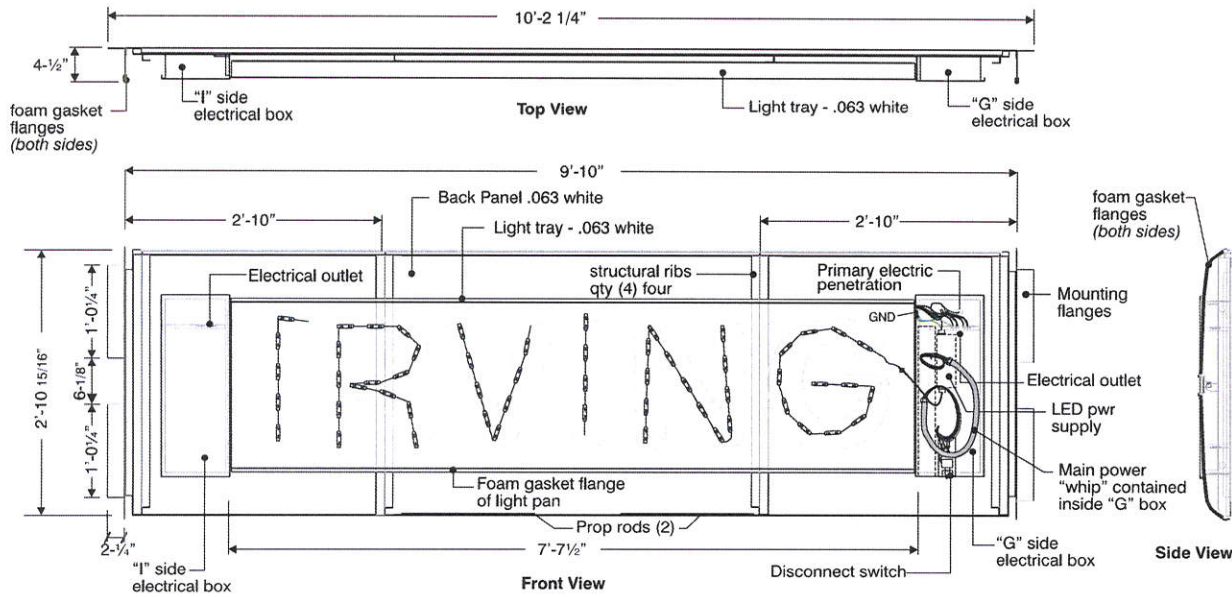
**Color Palette | Pantone • Paint • Vinyl**

Pantone Color: 185C

Pantone Color: 2746C

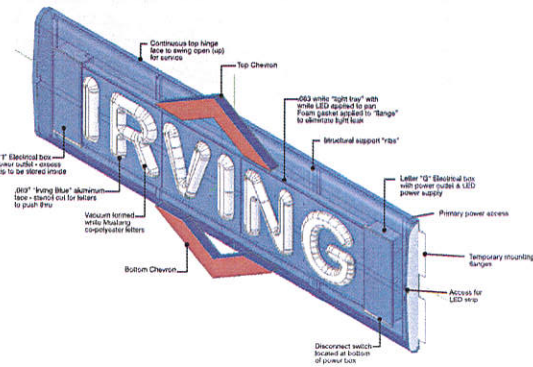
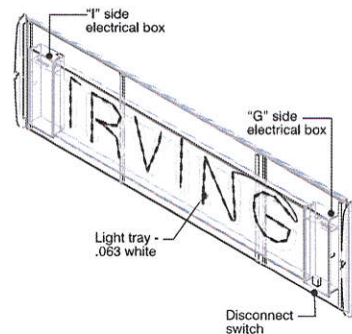


## Icon Interior Structure



Icon lighting is 0.28 foot candles at 20 feet

O-1 Icon Interior Details  
 Scale | 3/4" = 1'-0"



71 Main St.  
 Medway, MA

PERMIT

File Locations

DESIGN: W:\Working\08\SITES\MA\Medway\007510\Design\007510-1\_PRM.cdr

Fonts

FS SILAS SLAB BOLD

Color Palette | Pantone • Paint • Vinyl



251 Boot Road  
 Doughton, PA 19335  
 610.518.5881  
 610.518.5244  
 info@prosign.net

AFP CANOPY GRAPHICS | ICON INTERNAL STRUCTURE

DESIGNER: FXH  
 REVISIONS:

1. Per "I" side electrical box and structural ribs qty (4) four.  
 2. Per "G" side electrical box and structural ribs qty (4) four.  
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PM: JMA  
 DESIGNER: EMA

DATE: 6/2/2017

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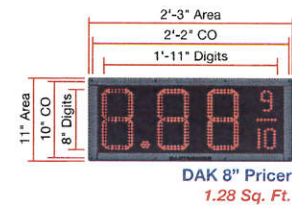
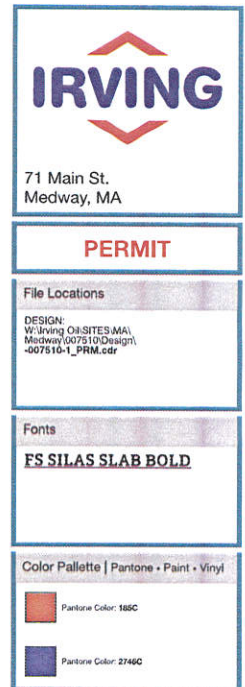
Page  
 4

## OPTION 4

## A photograph of a commercial building, likely a grocery store, with a large sign for 'IRVING Food Mart'. The sign is a tall, white pole with a blue and white sign at the top that says 'IRVING' and 'Food Mart'. Below the sign is a green 'WEGO' sign and a white 'ATM' sign. A dark SUV is parked in the foreground. A red arrow points from the 'IRVING' logo to a sign on the building that says 'HEATHWAY'. The building has a brown roof and a white garage door. The sky is overcast.

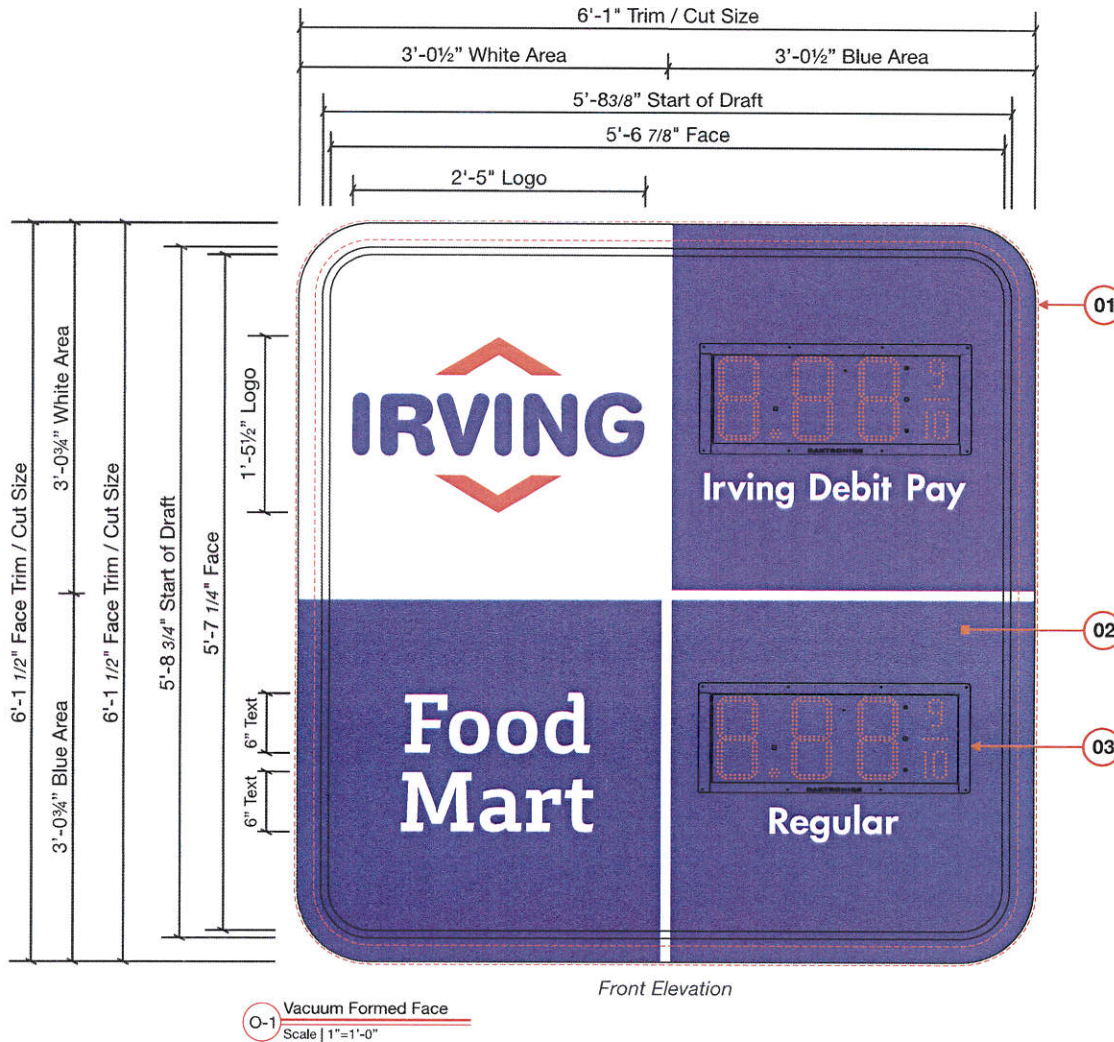
New aluminum  
base cover.

New 6'-1 5/8" w x 6'-2" h  
Vacuum Formed Main ID/  
Price faces w/ 8" Daktronics  
LED pricers installed into  
existing sign cabinet  
**37.84 Sq Ft**  
(see details on next page)

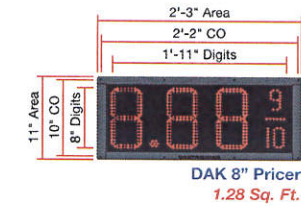


**O-1** Re-imaging  
Scale | NTS





## OPTION 4



O-2 LED Dimensions  
Scale - 3/4" = 1'-0"

- 01 Existing 6'-1 5/8" w x 6'-2" h Main ID cabinet w/ 1 7/8" retainers & 7 1/2" radius corners
- 02 Vacuum Formed White Palsun Face w/ first surface applied vinyl graphics
- 03 8" Daktronics Drop in LED Pricer 2'-3" w x 11" h Unit Dimensions 2'-2" w x 10" h Cut Out Dimensions



71 Main St.  
Medway, MA

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**PERMIT**

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**File Locations**

DESIGN:  
W Irving 04-SITES-MA,  
Medway/007510-Design/  
-007510-1\_PRR.cdr

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**Fonts**

**FS SILAS SLAB BOLD**

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**Color Palette | Pantone • Paint • Vinyl**

	Pantone Color: 185C
	Pantone Color: 2745C



## DRC Activities for 2018

DRC Activities for 2018				
	ACTIVITY	ASSIGNED TO	TARGET DATE	NOTES
<b>NEW INITIATIVES</b>				
1	DRC member(s) to serve on Oak Grove Zoning Task Force			
2				
3				
4				
5				
6				
7				
8				
9				
<b>CONTINUING ACTIVITIES</b>				
A	Continue to use new <i>Design Review Guidelines</i> as basis for reviewing projects. Use DRG checklist during meetings.			
B	Continue to review and approve DRC meeting minutes in a regular and timely			
C	Continue to participate on Sign Bylaw Update Task Force to develop amendments to the Sign Bylaw			
D	Meet with Building Commissioner Jack Mee 2x a year to discuss signs, lighting, and other violations.			
E	Find and secure other design professionals to serve on the DRC.			
F	Prepare DRC sign review letters within 7 business days after appointment/meeting with the DRC			

	ACTIVITY	ASSIGNED TO	TARGET DATE	NOTES
G	Prepare DRC review letters to the PEDB for development projects			
H	Continue to regularly report suspected sign violations to the Building Commissioner. Standard agenda item for every DRC meeting.			
I	Continue to reach out to allied Town boards and committees and departments to offer the DRC's design assistance services.			
J	Continue to advocate for reduced lighting and strobing			
K	Provide timely feedback to developers/ applicants and status reports to the PEDB as a follow-up to DRC meetings with applicants			