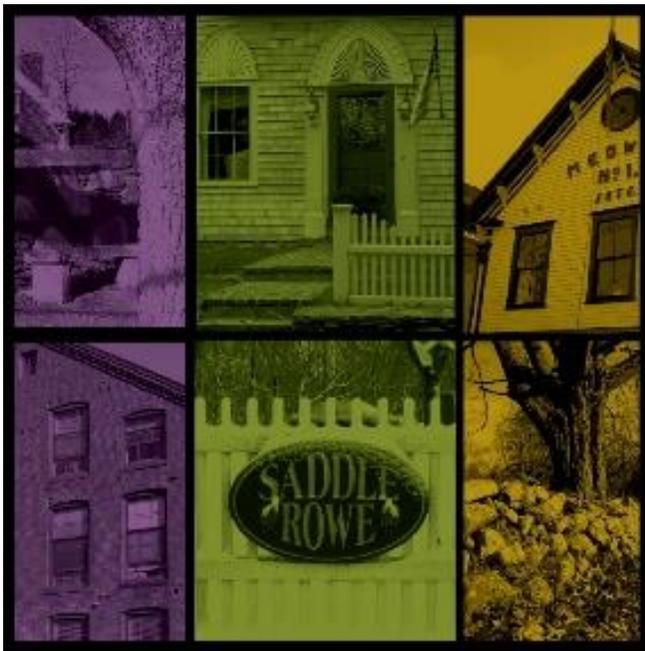


Medway, Massachusetts

*Adopted on September 15, 2015 by the
Planning and Economic Development Board*



Town of Medway

Sign Design Review Guidelines

Residential Zones

Signage Guidelines for Residential Districts

The signage guidelines for residential zones provide guidance in the design of signage that is functional and attractive for residential communities. In addition to the Design Review Committee's (DRC) responsibilities to review signage for the Building Department, the DRC may also provide design assistance for signage applicants that request additional assistance or design resources. Signage design must comply with the dimensional, usage, placement, and other regulations contained in the *Sign Regulations* of the *Zoning Bylaw*. The guidelines focus on well-designed signage in the context of compliance with applicable regulations.

1. Principles and Intentions - Signage for residential communities should identify the community, promote a positive image, harmonize with its surroundings, and respect Medway's New England village character.

- a) **Reinforce New England Village Character** – Sign design should be appropriate to Medway's New England village character, through use of historic, muted colors; traditional-style sign face materials such as wood or wood composite; and lettering that is painted, gold foil stamped, carved dimensionally, vinyl cut, sand-blasted or etched, or metal channel-cut.
- b) **Emphasize Legibility and Clarity** – A sign should be readable, simple, and legible, with careful consideration of the proportion of lettered and graphic areas to the overall size and location of the sign and consideration of the purpose and intended audience of the sign. Signage should be concise and graphically balanced.

2. Sign Harmony

- a) **Reinforce Compatibility with Context** – Signs should be designed to be compatible with neighboring properties, storefronts and buildings. Compatibility should be considered through sign style, height, type, scale and location.
- b) **Reinforce Compatibility with Residential Context** – Where business uses are interspersed with residential uses, signs should be designed and located with sensitivity to the residential areas. Illumination should be designed to minimize impact on adjacent residences.



Figure 1: Sign design should be compatible for a residential context and follow a traditional New England village character

- c) **Coordinate Compatibility with Building Architecture** – Sign design and placement should relate to and harmonize with the building architecture. Signs should not overwhelm or obscure building features.

3. Sign Characteristics

- a) **Focus Signage Design and Readability** – A sign should be readable, simple, and legible, with sign content that should fit comfortably within the space it will occupy on the building. Generally, a sign’s text and graphic elements should not occupy more than two-thirds of the sign panel area.
- b) **Focus Signage Content** – Signage messaging should be simple and brief. Signage should communicate only the name of the residential community and/or wayfinding within the community. Signage may also include home occupation businesses that should be respectful of the residential context.



Figure 2: Signage for home occupation businesses should be simple and integrated into the residential context

- c) **Use Signage Color** – Signage color should complement building materials and color palette.
- d) **Coordinate Signage Materials** – Signage materials should be selected for durability, ease of maintenance, and compatibility with building materials and design

4. Site Signage



Figure 3: Sign design indicates overall residential community and is integrated with landscaping

- a) **Integrate Signage Design with Landscape** – Site signage should be integrated with site landscape design and be used to reinforce gateway locations and site entry points. Landscape plantings should be included to anchor and integrate signage into the site plan. Refer to *Sign Regulations* in *Zoning Bylaw*.
- b) **Simplify Development Signage** – Signage should indicate the overall residential development and community name or branding features. This type of signage should be balanced and in scale with both the overall scale of the development and the surrounding context. Signage for individual single-family and two-family homes is discouraged unless they are part of an agricultural business.

- c) **Minimize Wayfinding Signage** – Simple directional signage may be provided on the site to inform visitors of entries, parking areas, or other information. Wayfinding signage should be consistent and compatible with other development signage. Wayfinding signage should not obstruct or cause conflict with regulatory or traffic-related signage.



Figure 4: Residential wayfinding signs are consistent with the residential character

5. **Sign Illumination** - External signage illumination is encouraged and should be targeted only onto the sign, not onto adjacent buildings or towards vehicles or pedestrians.

- a) **Minimize Signage Lighting Fixtures** – External lighting fixtures that project the light from above or below the sign are strongly encouraged. Light fixtures should be simple and unobtrusive, and should not obscure the sign’s message and graphics. Raceways, conduits and other electrical components should be concealed from public view.
- b) **Provide Consistent Lighting Levels** – Lighting should provide a consistent and even wash of light across the sign.