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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

May 17, 2023

Ms. Douglas Masters
Masters Touch
77 Main Street
Medway, MA 02053

RE: DRC Comments – Masters Touch Signage 77 Main Street

Thank you for submitting the proposed new signage for the Masters Touch location at 77 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town by Signs Plus of Milford, MA on May 3, 2023. Sign designs were included in the packet but no site layout.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed freestanding monument sign and multi-tenant sign. 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, May 6, 2023, the DRC met with business owner Doug Masters and Karen Mullen of Sings Plus to review the proposed signage changes for 77 Main Street. The signage proposal included the following:

- Replace the double free standing monument sign in a similar location. The new sign faces will be supported by a pair of new granite posts.
- The monument sign is 96 inches to the tops of the posts and will be externally illuminated.
- The carved sign will have a larger upper panel 48 x 60" that reads "Master Touch / Design-Build on either side of a logo. The lower panel 9.5 x 60" will read "Custom Homes – Additions / Kitchens and Baths"
- The graphics are shown in a cream color with a dark blue ground.
- No site layout or landscaping plan was submitted. The applicant indicated existing landscape would remain.
- The applicant indicated that the existing up lighting would be reused.
- Replace the single sided multi-tenant sign with a new panel with vinyl graphics.
- The sign 36 x 48" will replace the existing sign on the same post. It will repeat the layout and colors on the larger sign panel with two other slots for additional tenants at this site.
- No site layout or landscaping plan was submitted. The applicant indicated existing landscape would remain.

The signs proposed by Mr. Masters are 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 and requests.

- Lower the position of the graphics panels within the freestanding monument sign so they are not at the top of the posts and more centered vertically to eliminate the sense of mass and height.
- Produce panels for the other tenants on the multi-tenant sign that use the same scheme as the overall sign.
- As a requirement of the application please create a site layout that locates the positions of both signs accurately.
- As a requirement of the application please create a landscape plan for both signs.

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. We wish Masters Touch continued success in Medway.

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