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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

March 22, 2023

Ms. Louise O'Neil
Dunkin
81A Main Street
Medway, MA 02053

RE: DRC Comments – Dunkin Signage 81A Main Street

Thank you for submitting the proposed new signage for the Dunkin location at 81A Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town by Viewpoint Sign and Awning of Northboro, MA on February 1, 2023. A revised sign package was provided on March 15, 2023.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall façade signs, a replacement panel on both sides of the free-standing monument sign, and replacement panels on the enter/exit signs for the Dunkin store at 81A Main ST. 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, March 6 and March 20, 2023, the DRC met with Sean Donovan from Viewpoint Signs to review the proposed signage updates for 81A Main Street DUNKIN store. The first signage proposal included the following:

- 2 Wall Façade Signs 18" x 106" (13.2SF) and 36" x 70 ½" (17.6SF) comprised of individual channel letters. Each sign is internally illuminated. One sign reads **DUNKIN'**. The second sign reads **DD**.
- 2 Wall Signs 31"x 87 3/8" (18.8SF) and 29" x 129" (25.97SF) dimensional letters. One sign reads **MEDWAY DUNKIN**, and the other sign reads **SOMETHING FRESH IS ALWAYS BREWING**. Each sign is externally illuminated.
- Replacing 2 faces on the existing, internally illuminated, free standing pylon sign 37" x 74" (19.01 SF total). Internally illuminated. Sign reads **DUNKIN' DRIVE THRU**.
- Replacing 2 faces on each of the directional (Enter and Exit) signs (**DNKN' WELCOME BACK**) and (**DNKN' SEE YOU SOON**). Faces are 14" x 31" (3.01SF) x 4 for a total of 12SF+.
- **DRIVE THRU** clearance bar. 8" x 55" (3.1SF)
- **ORDER HERE** speaker canopy 6" x 51 7/16". (2.14SF) Internally illuminated.

At the first meeting on March 6th, the DRC offered the following comments/recommendations regarding the initial sign package.

- Lower the façade signs below the height of the existing parapet, off of the façade's raised section to comply with the sign regulation section of the *Zoning Bylaw* which prohibits roof signs.
- Eliminate the east facing wall sign (**SOMETHING FRESH IS ALWAYS BREWING**) to comply with the quantity of wall signs permitted by the Sign Zoning Bylaw.
- Adjust the message on the directional signs to **ENTER** and **EXIT** only without any graphic logo.

Viewpoint Signs incorporated the above noted DRC recommendations into the revised sign package submitted on March 13th and reviewed at the March 20th DRC meeting. (**See Attached.**) We appreciate the collaborative nature of the discussion and sign revisions.

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 Dunkin continued success in Medway.

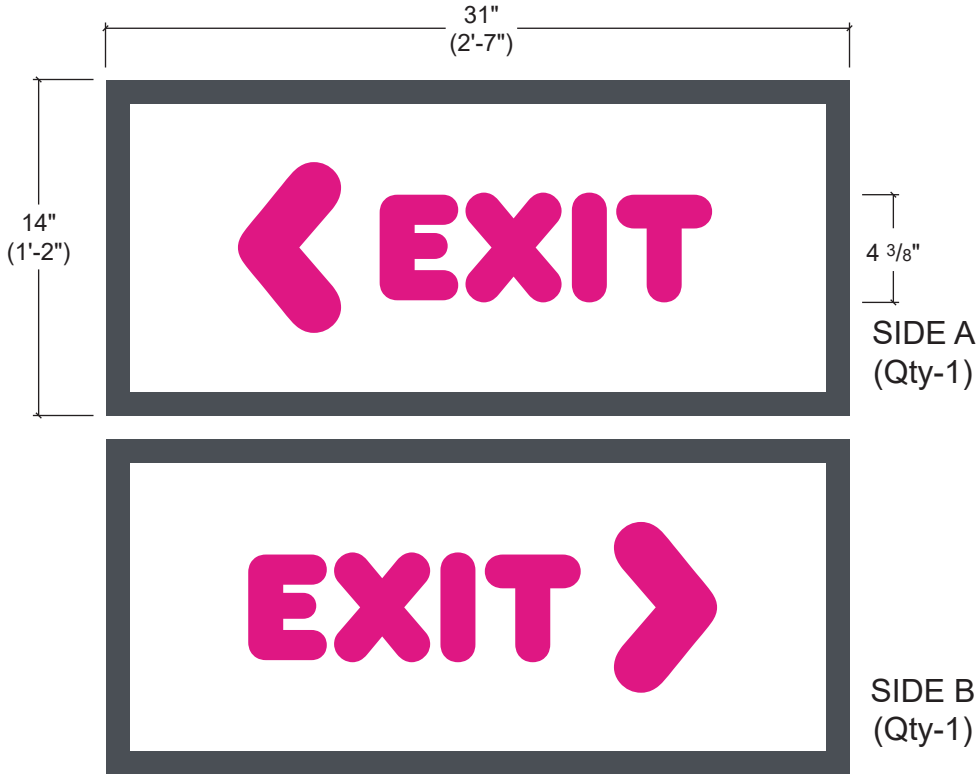
Sincerely,



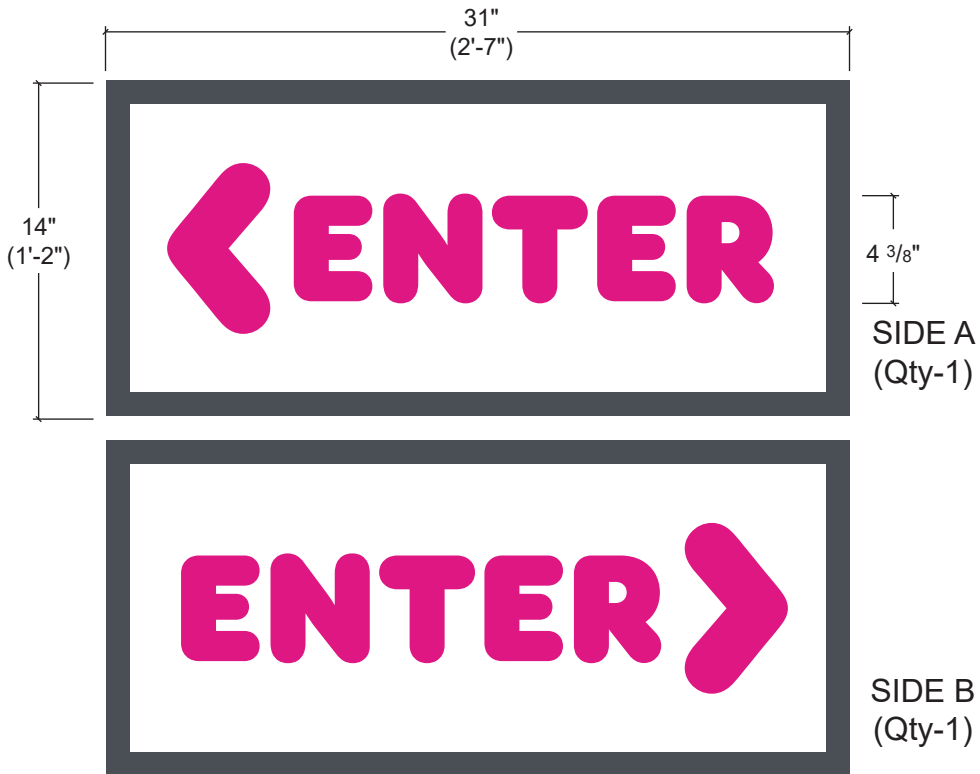
Matthew J. Buckley
Chair

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

Directional Sign Overlays



E1 Elevation: (Qty-2) #13388.1 Overlays
Scale: 1 1/2"=1'



E2 Elevation: (Qty-2) Overlays
Scale: 1 1/2"=1'

E1 "Exit"



E2 "Enter"

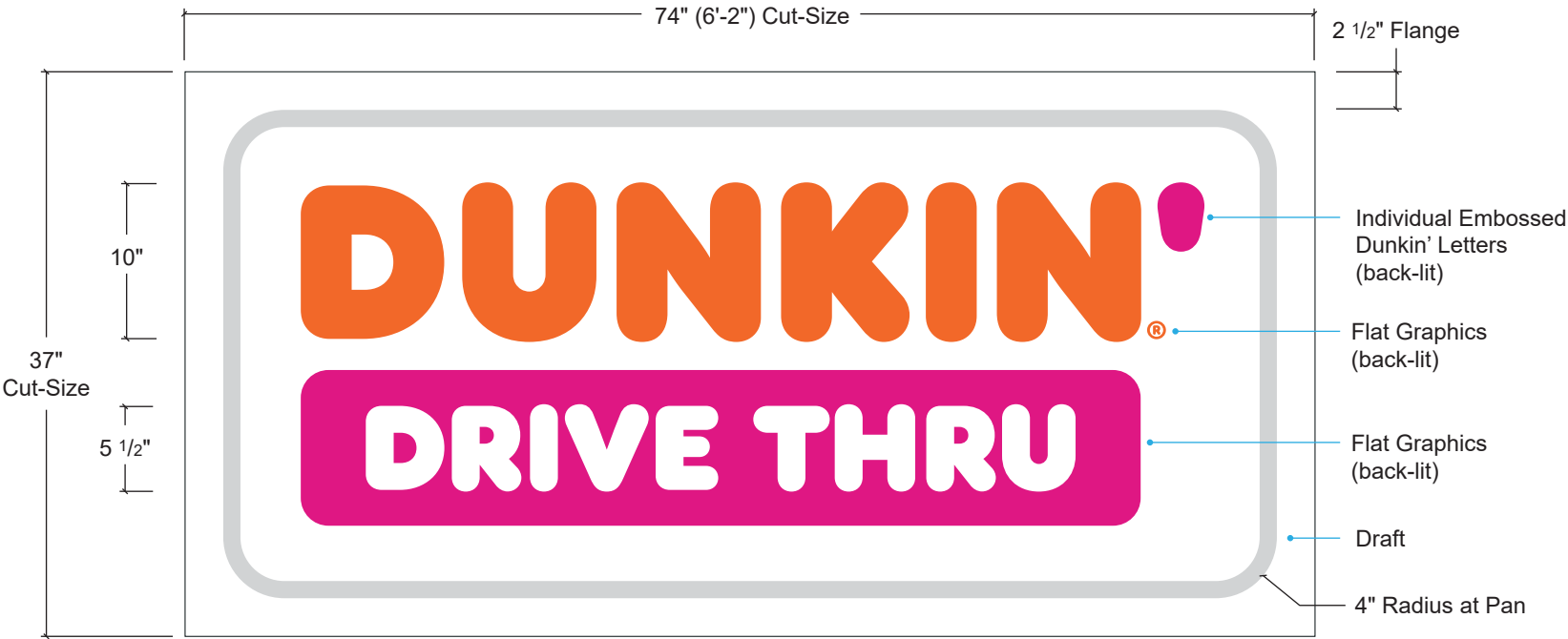


Description:
(Qty-4) Dibond overlay signs.
- Digitally printed reflective vinyl with lamination (flooded).
- Repaint existing directional signs.

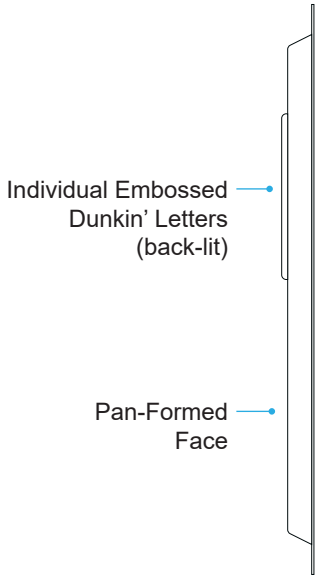
Typeface/Logo:
NextGen Art on File
Dunkin' Sans Display

Colors:
Existing Cabinet: - Painted Dark Gray PMS 7540c (BM Raccoon Fur 2126-20)
Existing Posts: - Painted Dark Gray PMS 7540c (BM Raccoon Fur 2126-20)
Overlays: - Dibond (Stock White)
Graphics: - Digitally Printed on White Reflective 3M 280-10
- Laminated with 3M 8518 gloss clear
- DD Orange PMS 165c (printed)
- DD Magenta PMS 219c (printed)
- Dark Gray PMS 7540c (printed)

Installation:
By ViewPoint



E1 Elevation: (Qty-2) 13388.1 Pylon Faces
Scale: 1"=1'



SE Side Elevation
Scale: NTS

Description:
(Qty-2) Pan-formed replacement faces.
- Pan-formed polycarbonate face.
- Embossed Dunkin' letters & flat translucent vinyl graphics.
- Translucent White backspray.
- Re-paint existing cabinet and post.

Typeface/Logo:
Dunkin Sans Display

Colors:
Faces: - Clear Polycarbonate
Backspray: - Painted trans White
Graphics: - DD Orange trans 3M #3630-3123 (2nd Surface)
- DD Magenta trans 3M #3630-1379 (2nd Surface)
Cabinet & Post: - Painted BM Raccoon Fur 2126-20 (Dark Gray PMS 7540c)

Installation:
By ViewPoint

Proposed

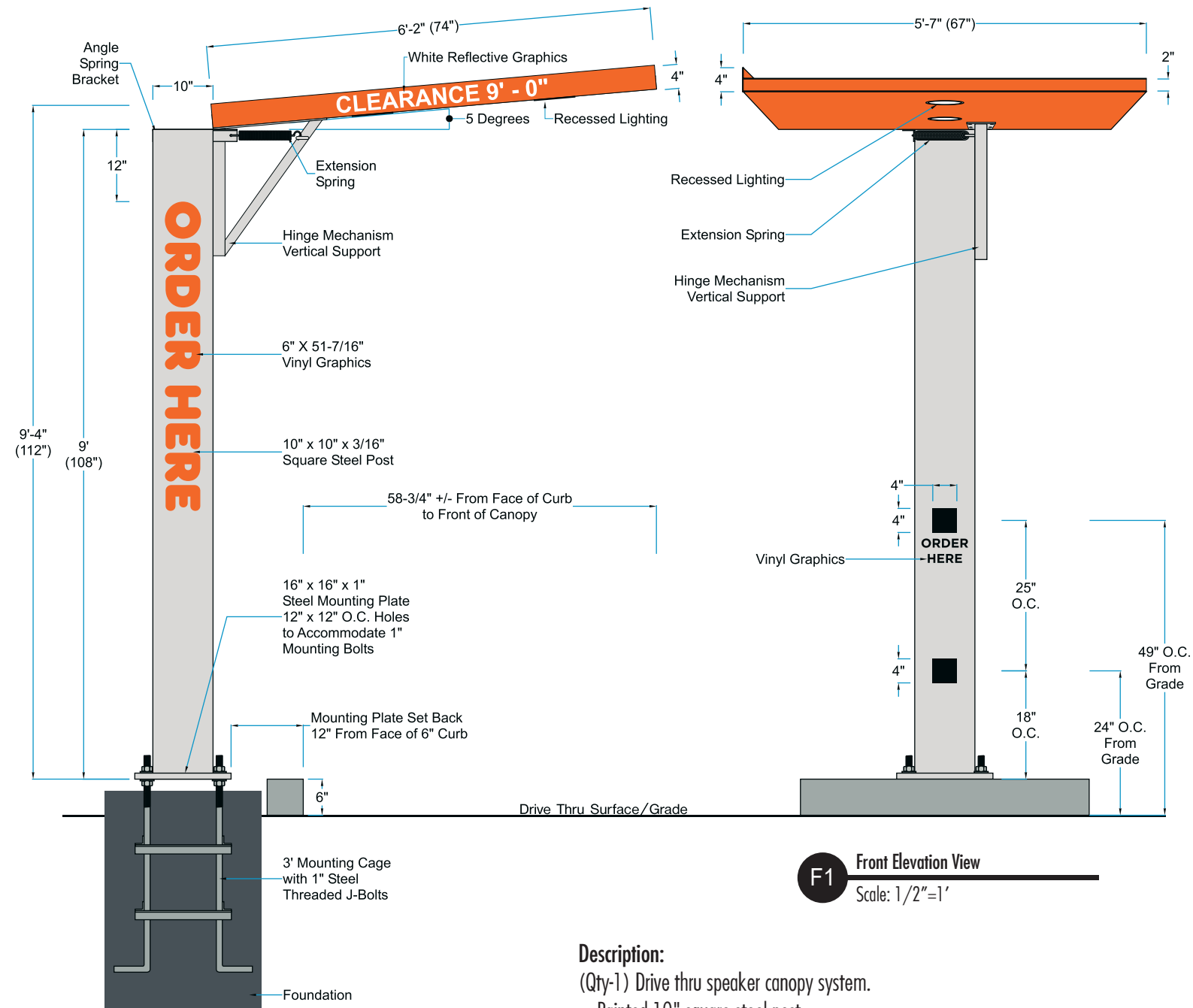


PE Photo Elevation
Scale: NTS

Existing



DD-SS-DT-01 - Drive Thru Canopy (NextGen)



Description:
(Qty-1) Drive thru speaker canopy system.

- Painted 10" square steel post
- Painted welded 2" square aluminum tube with 1/4" wall canopy frame and supports
- Spring hinge system built onto post to allow canopy topper to move and return back to position
- 4" Bent aluminum panel for 1st surface White reflective vinyl "Clearance" graphics
- Vinyl "Order Here" graphics to approach side of upright
- Painted 16" x 16" x 1" steel mounting plate
- Note: Optional Universal base plate available
- (2) Green Creative NCDL EXT 12w Universal voltage 120-277v-0-10v dimming ThinFit series, LED recessed lighting mounted under canopy

Site Plan



PE Plan Elevation: Site Plan
Scale: NTS



Existing Area

Logo/Typeface:
Clearance - Arial Bold / Order Here - Gotham Bold

Colors:

- Canopy: - Painted DD Orange PMS 165c
- Swing Bracket: - Painted to match Nebulous White PTE-04 (gloss) (PMS Cool Gray 1c)
- Post: - Painted to match Nebulous White PTE-04 (gloss) (PMS Cool Gray 1c)
- Plate: - Painted to match Nebulous White PTE-04 (gloss) (PMS Cool Gray 1c)
- GC Lights: - White
- "Clearance": - White Reflective 3M 280-10
- Order Gfx: - Black H.P. 3M 220-12
- DD Orange H.P. 3M 220-14

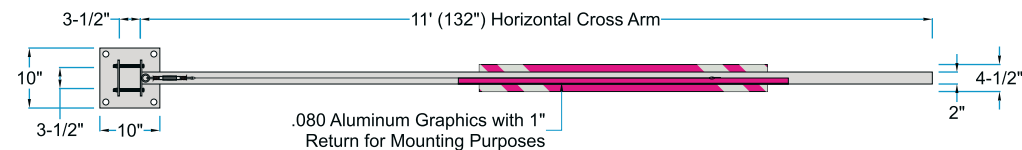
Installation:
By ViewPoint
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.



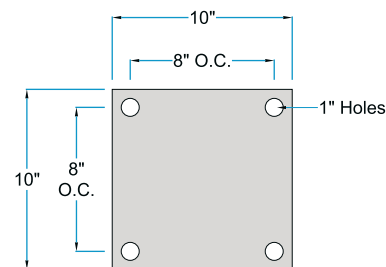
ViewPoint
SIGN AND AWNING

1.508.393.8200
FAX 1.508.393.4244

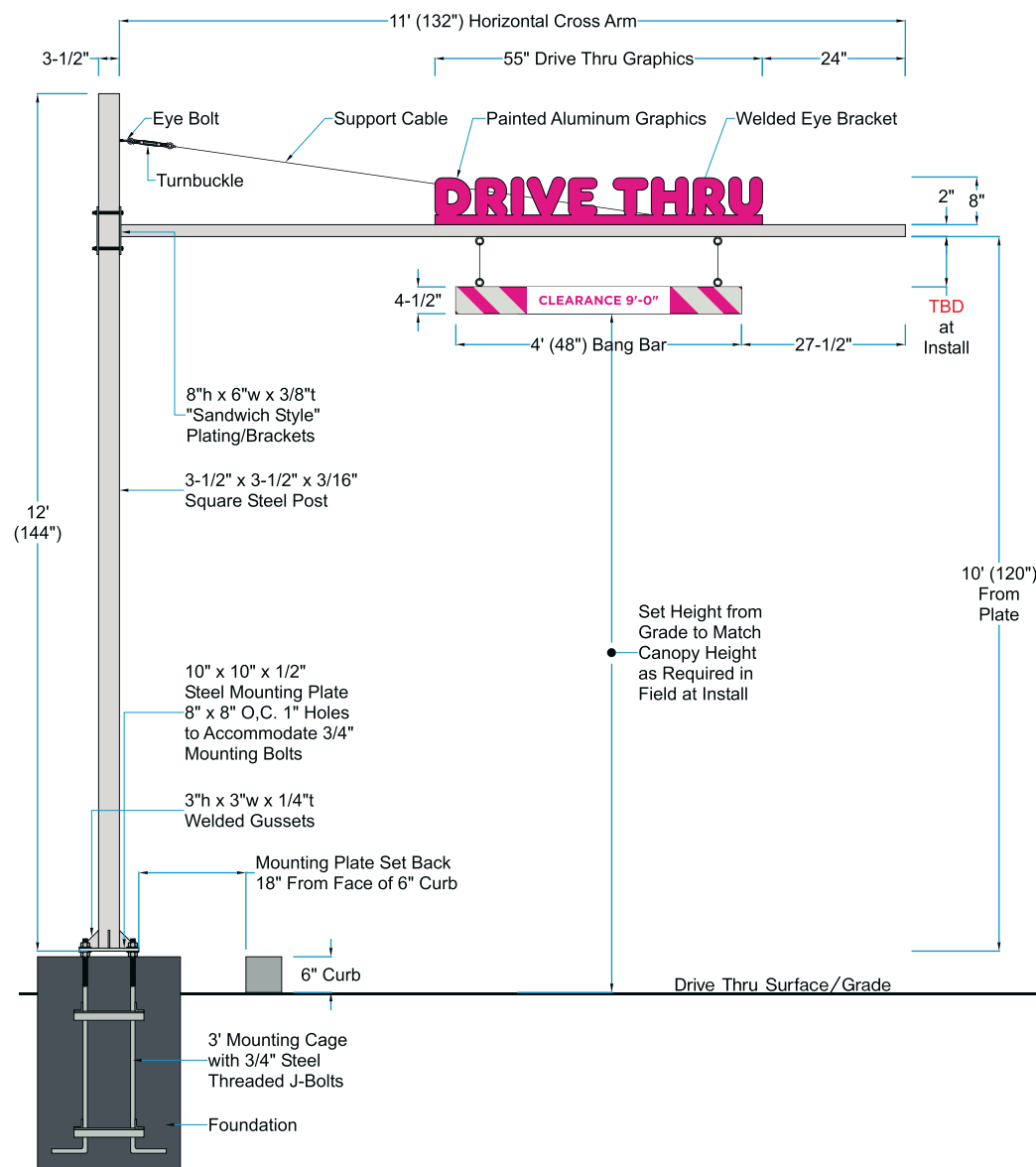
DD-SS-DT-07 - Clearance Bar (NextGen)



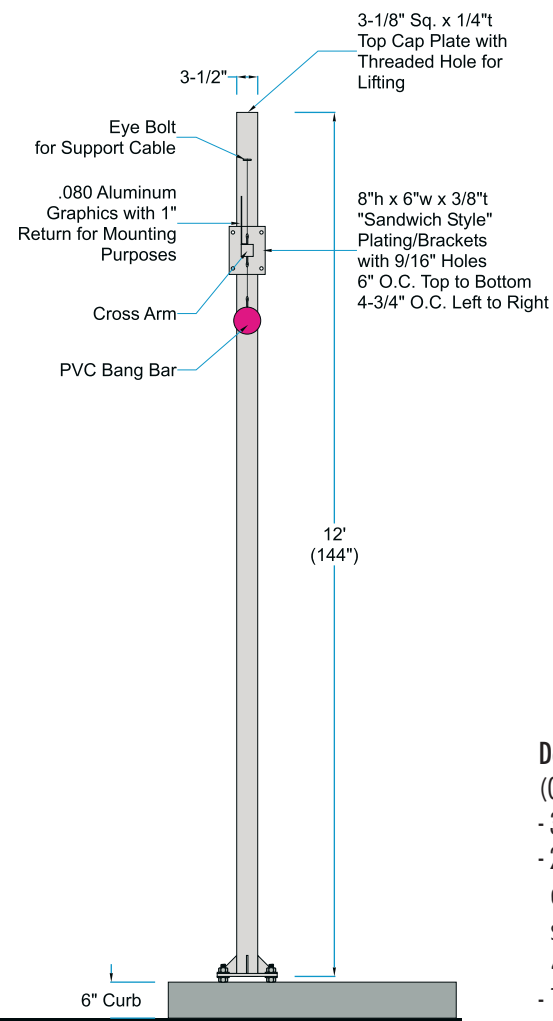
T1 Top View
Scale: $3/8"=1'$



SP Standard Plate Detail
Scale: 3/8"=1'



E1 Elevation: (Qty-1) 13388.2 Clearance Bar (NextGen)
Scale: 3/8"=1'



S1 Side Elevation
Scale: 3/8"=1'

Site Plan



PE Plan Elevation: Site Plan
Scale: NTS



Existing Area

Description:
(Qty-1) NextGen style clearance bar.
- 3-1/2" square with 3/16" wall Steel main post
- 2" square Steel cross arm with eye-bolt & turnbuckle hardware to accommodate support cable and 8"h x 6"w x 3/8"t sandwich style plating brackets with 9/16" holes 6" on center top to bottom & 4-3/4" on center left to right
- 10" x 10" x 1/2" Steel mounting plate with 1" holes 8" on center & 3"h x 3"w x 1/4" welded gussets
- Painted .080 Aluminum header graphics with 1" bent-back return for mounting to cross-arm.
- Painted 4-1/2" PVC crash-tube with vinyl "clearance" copy & White Reflective vinyl striping
- Crash tube affixed to cross arm with aircraft cable and required hardware.
Note: cross-arm eye bolts to be removable for maintenance purposes

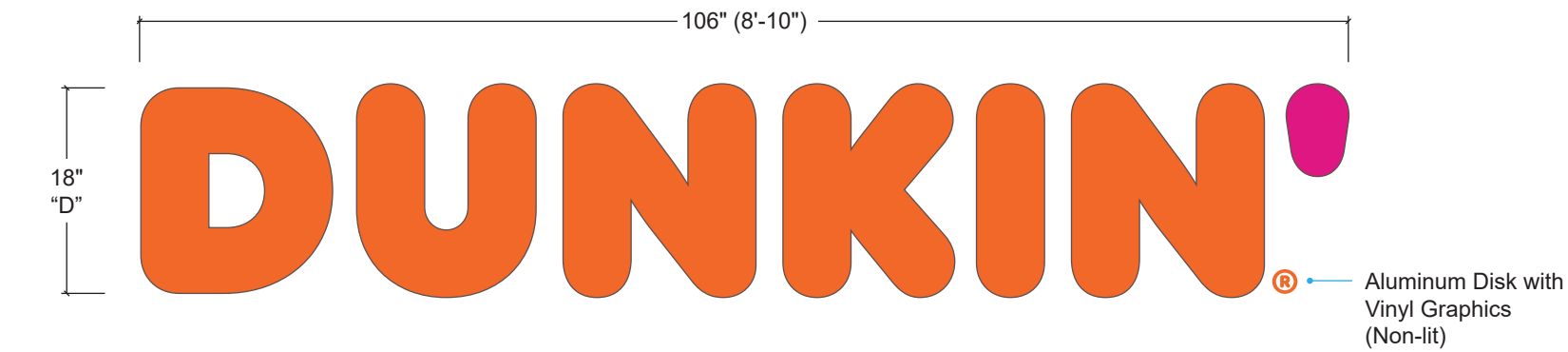
Logo/Typeface:
Header Gfx - Dunkin' Sans Display
Clearance Gfx - Gotham Bold

Colors:	
Post & Plate	- Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)
Cross Arm	- Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)
Crash Tube	- Painted DD Magenta PMS #219c
Header Gfx	- Painted DD Magenta PMS #219c (face, returns & back)
Vinyl Graphics	- White Reflective 3M #280-10
	- DD Magenta H.P. Arlon #58
Hardware	- Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)

Installation:

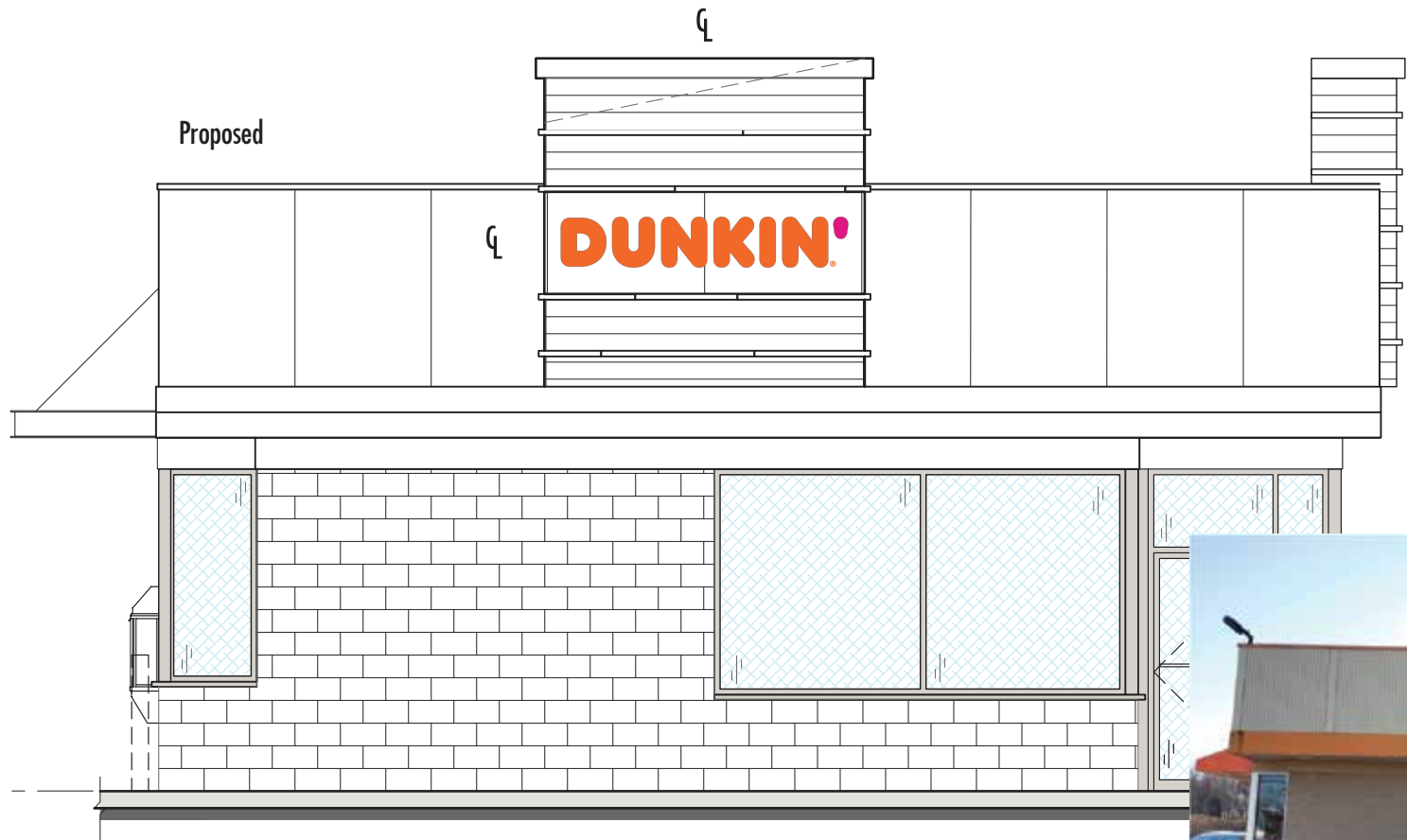
By ViewPoint

Face-lit LED Channel Letters

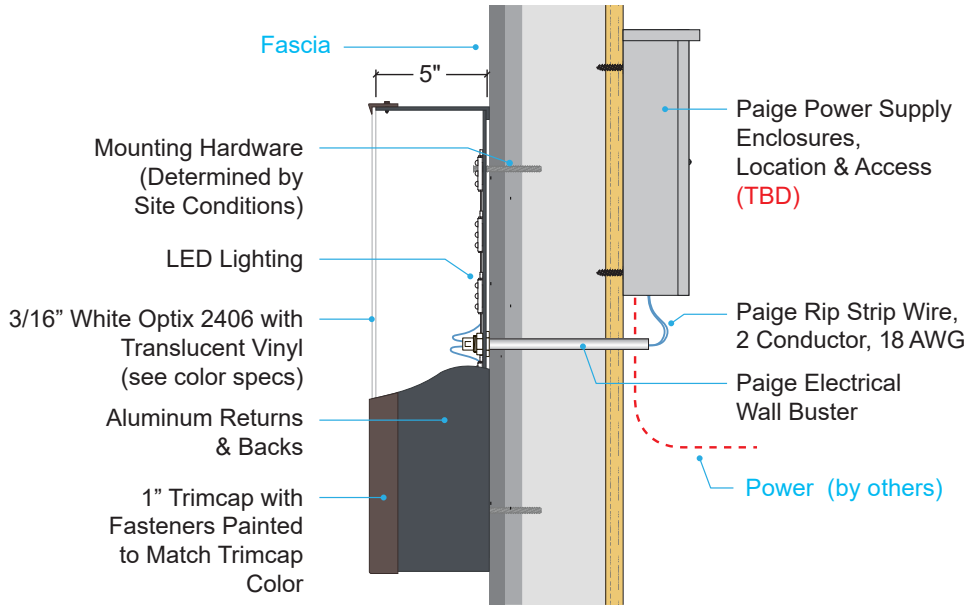


E1 Elevation: (Qty-1) #13388.4 Face Illuminating Channel Letters (NextGen)
Scale: 3/4"=1' Square Footage: 18" x 106" = 13.2 Sq. Ft.

Finished Area Measurements & Access (VIF)



LE Location Elevation: North Elevation
Scale: 3/16"=1'



SE Side Elevation: Typical
Scale: NTS

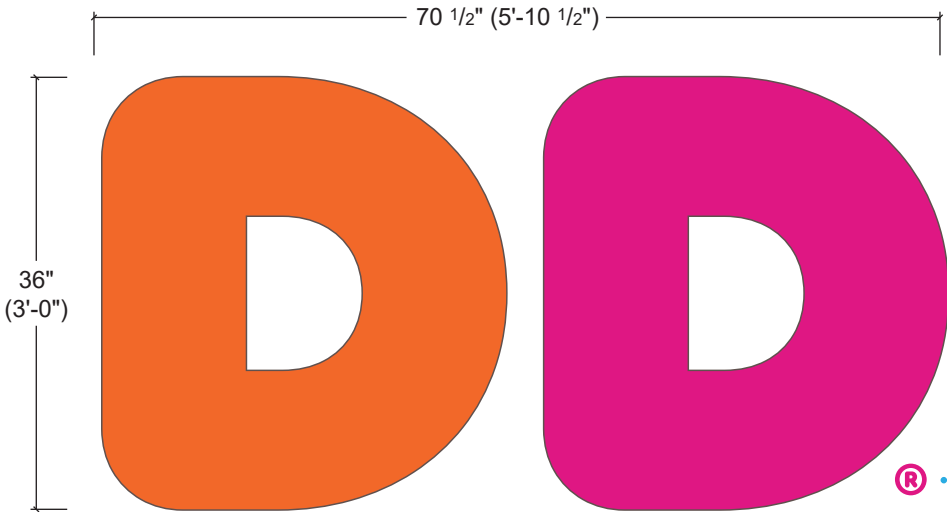
- Description:**
(Qty-1) Face-lit LED channel letters (NextGen)
- Stock aluminum returns and trimcap.
 - Acrylic faces with translucent vinyl flooded on faces.
 - .063 aluminum disk with vinyl ® graphics.
 - Remote LED power supplies - Location/ Access (TBD)

Logo/Typeface:
Dunkin' Sans Display

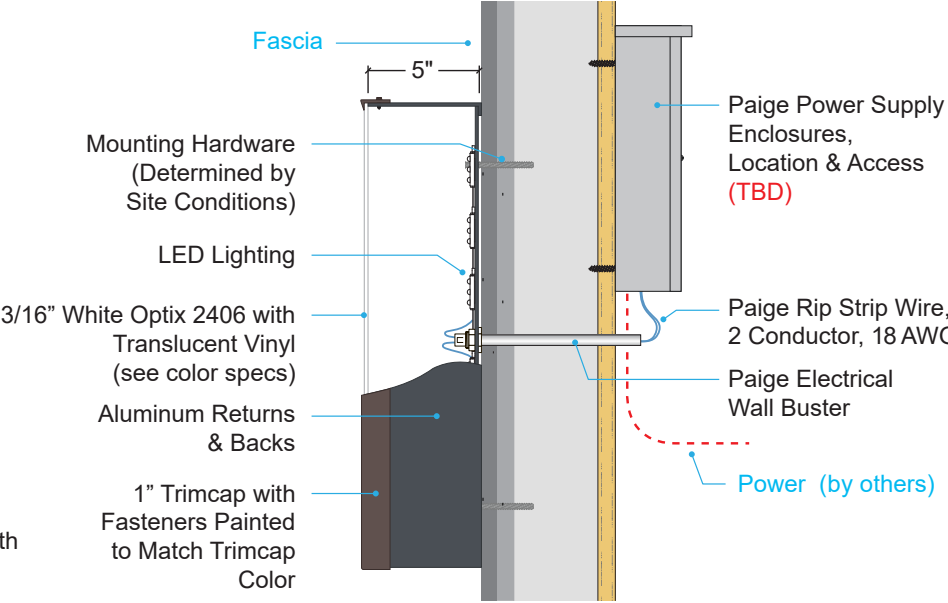
- Colors:**
- Returns: - Stock Alumet Alum. Charcoal Gray (close match to PMS 7540c)
 - Faces: - White Optix 2406 Acrylic
 - Trimcap: - Stock Bronze Jewelite 313
 - Channel Vinyl: - DD Orange 3M 3630-3123 translucent vinyl (flooded)
 - DD Magenta 3M 3630-1379 translucent vinyl (flooded)
 - ® Disc: - White .063 Aluminum
 - DD Orange 3M 220-14 high performance vinyl
 - LEDs - White

Installation:
By ViewPoint/ Note: Power by Others
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC).
This includes proper grounding and bonding of the sign.

Face-lit LED Channel Letters



E1 Elevation: (Qty-1) #13388.4 Face Illuminating Channel Letters (NextGen)
Scale: 3/4"=1' Square Footage: 36" x 70.5" = 17.6 Sq. Ft.



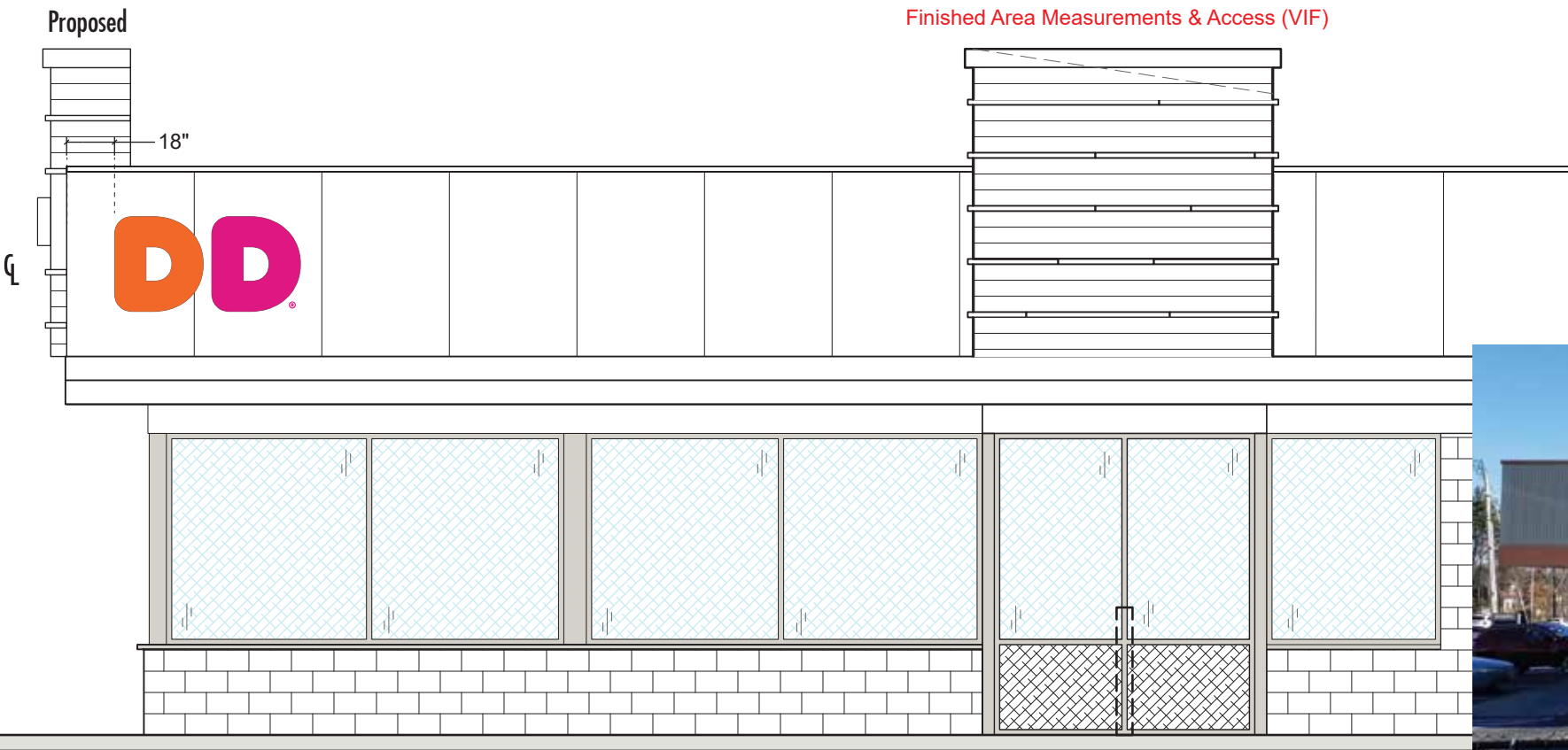
SE Side Elevation: Typical
Scale: NTS

Description:
(Qty-1) Face-lit LED channel letters (NextGen)
- Stock aluminum returns and trimcap.
- Acrylic faces with translucent vinyl flooded on faces.
- .063 aluminum disk with vinyl ® graphics.
- Remote LED power supplies - Location/ Access (TBD)

Logo/Typeface:
Dunkin' Sans Display

Colors:
Returns: - Stock Alumet Alum. Charcoal Gray (close match to PMS 7540c)
Faces: - White Optix 2406 Acrylic
Trimcap: - Stock Bronze Jewelite 313
Channel Vinyl: - DD Orange 3M 3630-3123 translucent vinyl (flooded)
- DD Magenta 3M 3630-1379 translucent vinyl (flooded)
® Disc: - White .063 Aluminum
- DD Magenta Arlon #58 HP vinyl
LEDs - White

Installation:
By ViewPoint/ Note: Power by Others
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.

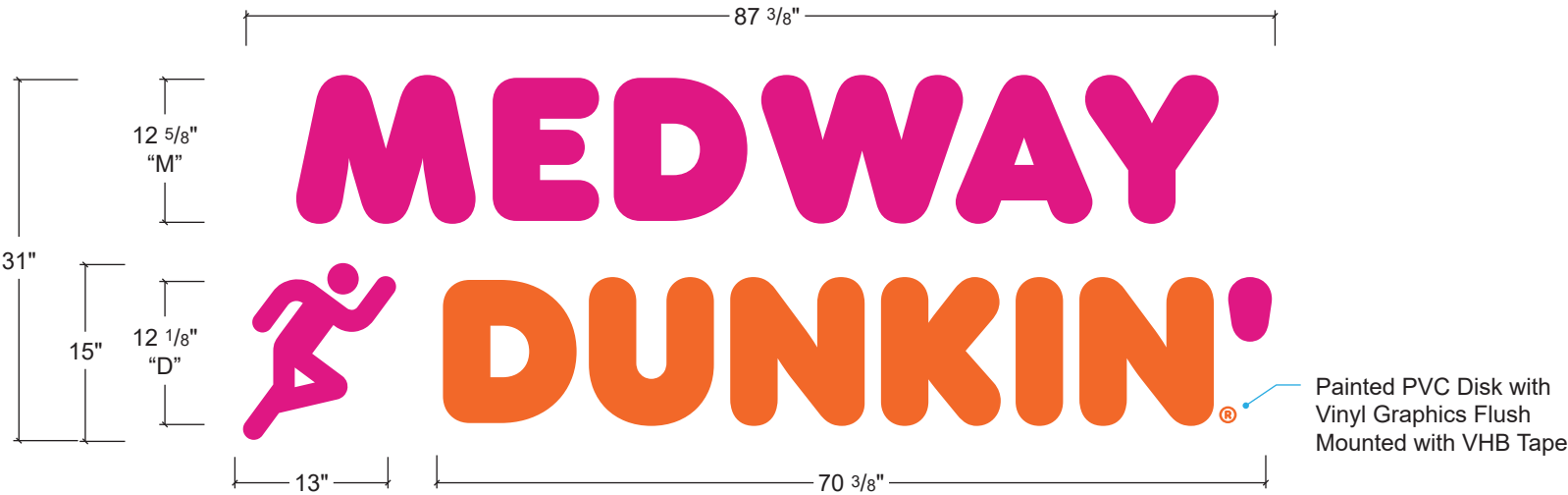


LE Location Elevation: West Elevation
Scale: 3/16"=1'

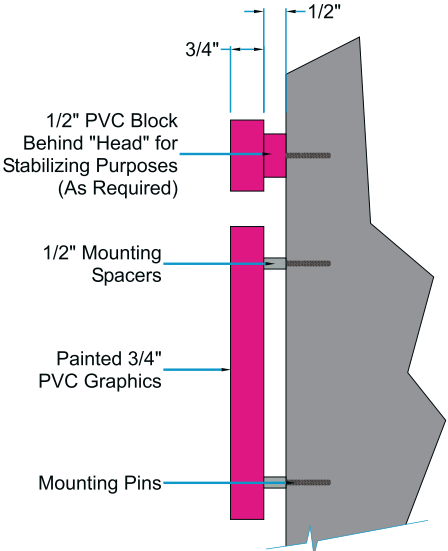
Existing Cut-Size:
48"x97"=31.65 sq.ft.



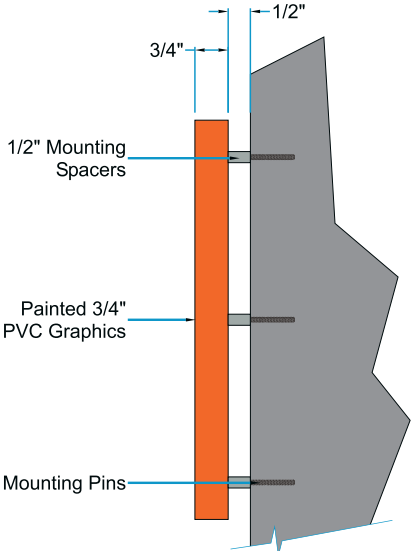
Existing



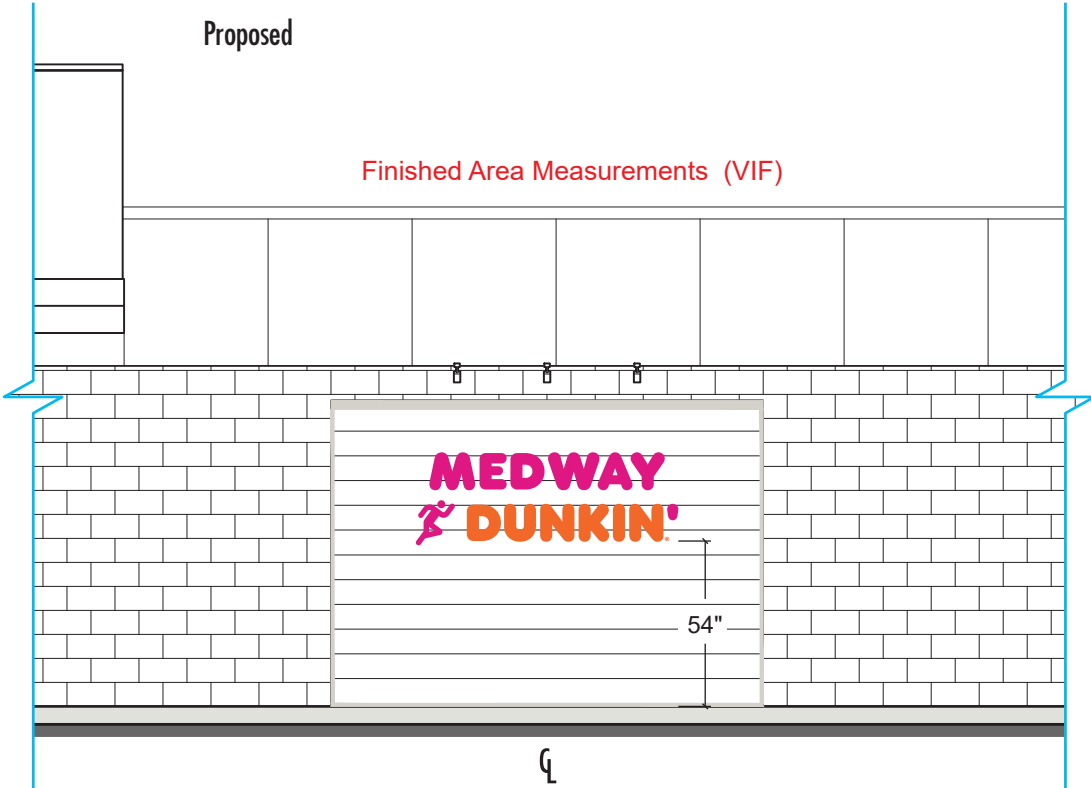
E1 Elevation: (Qty-1) #13388.5 Dimensional Graphics (NextGen)
Scale: 3/4"=1' Square Footage: 31"x87.375"=18.80 sf.



M1 Mounting Detail
Scale: NTS



M2 Mounting Detail
Scale: NTS



LE Location Elevation: West Elevation
Scale: 3/16"=1'

Existing



Description:
(Qty-1) Dimensional PVC graphics.
- Painted 3/4" PVC graphics
- Painted 3/4" PVC disk with vinyl "R" graphics (VHB flush mount)
- Mounting pins with 1/2" spacers for wall mounting.
- Note: "Head" of running icon to have painted 1/2" PVC block affixed to back for stabilizing purposes. Mounting pin(s) to be affixed to 1/2" block

Typeface/Logo:
Dunkin' Sans Display/ NextGen Art on File

Colors:
PVC Graphics: - Painted DD Orange PMS 165C (faces & returns)
- Painted DD Magenta PMS 219C (faces & returns)
Vinyl Graphics: - Oracal 010 White HP vinyl

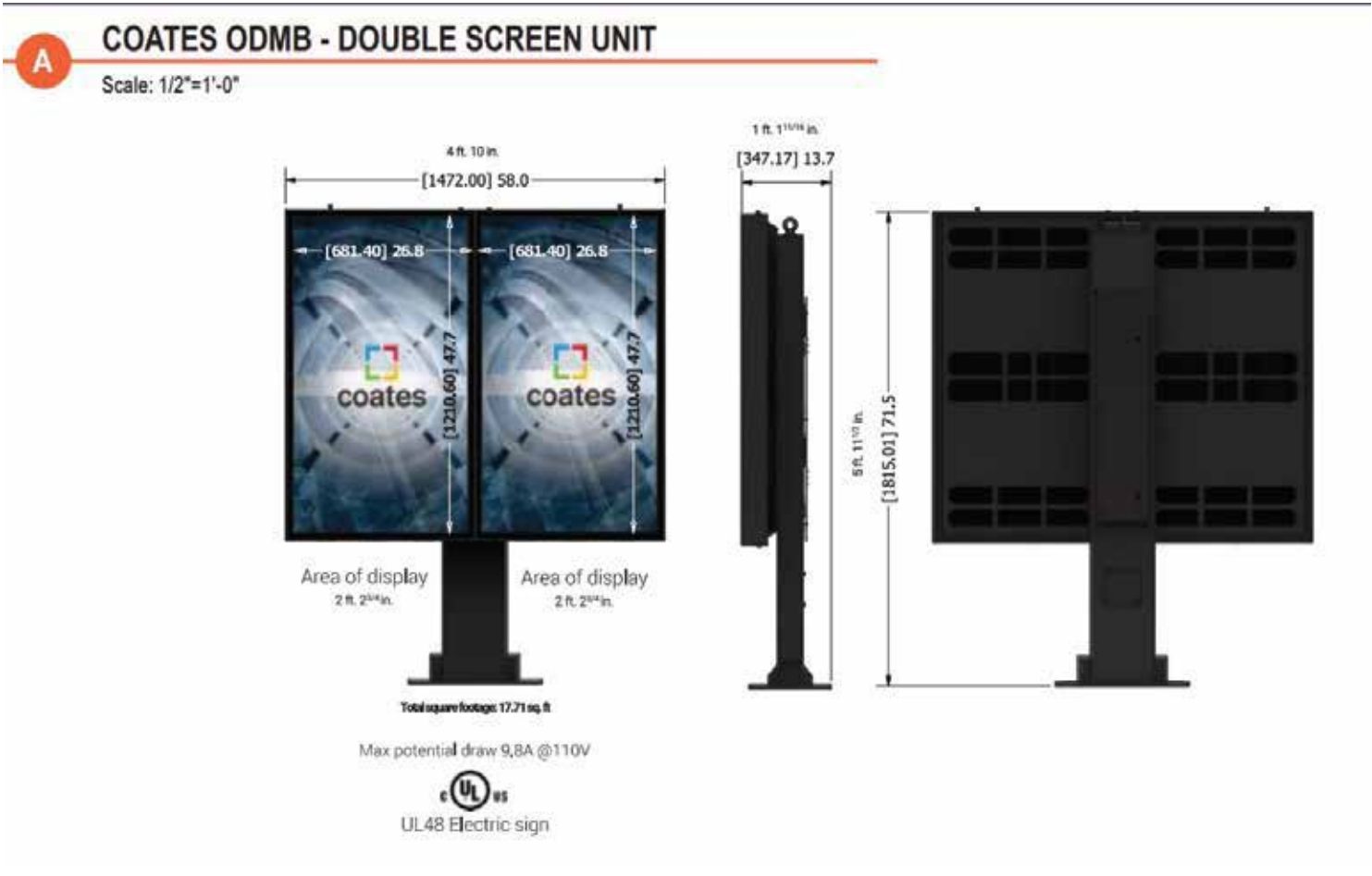
Installation:
By ViewPoint

PERMIT- ODMB solution dimensions and Electrical requirements

- 1.Each individual drive-thru lane is to have its own **dedicated 20-amp circuit** to independently power the Coates digital outdoor solu on. The Coates Outdoor Menu Board can be powered on a joint 20-amp circuit.
 - The wiring plan must be calculated based on the number of units to be installed on each site
 - Each unit incorporates an interior flexible conduit to wire the internal circuit breaker for energy
 - 2.Maximum power consump on: **4.9 Amps max @ 120V**
 - 3.Required to have LIVE, NEUTRAL, and GROUND supplied with solid **14-gauge wiring**
 - 4.Total conduits needed for this por on of the job are explained below this will help to accommodate for data, power, D/T comms system and future use if needed.
- Coates ODMB = (4x) 1" Conduits
 - Dunkin' All in One with Canopy = (5x) 1" Conduits



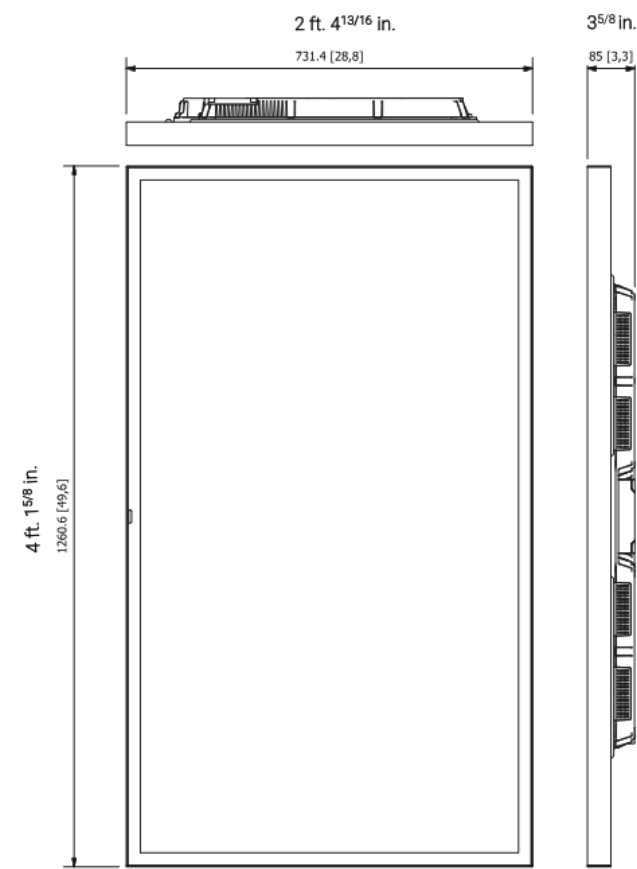
Existing:



Sample Photo of Completed Location:

#13388

PERMIT- Samsung Specs and Lumen Out put



Display specification

Samsung 550HF	
Diagonal Size	55"
Brightness	2500 NIT
Weight	52.6 Kg [118.2 lbs]
Mechanical Specification	
Glass	5T Tempered Glass
Bezel Width	24.9mm [0.98"]
Operation Temperature	-40°C ~ 50 °C [-40 F ~ 122 F]
Certification	UL : CUL60950-1 (GO)

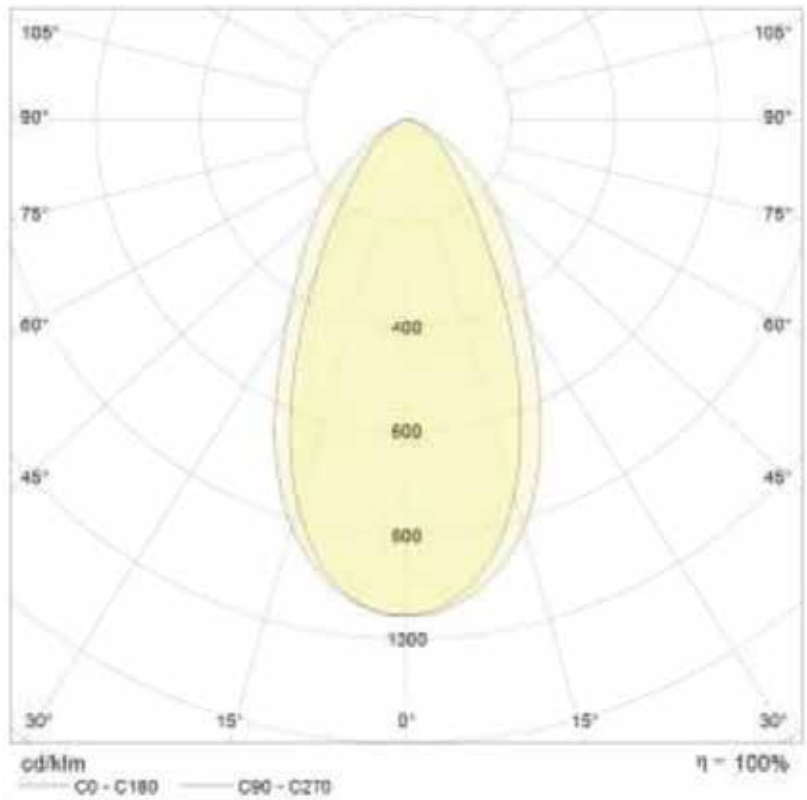
Display specification
Lumen output

The attached is the max potential light output of the screen (see accompanying IES file)

The units have inbuilt ambient light sensors

These light sensors dim the brightness of the screen based on the light surrounding it

The screens can dim from full brightness 2500nit (Fig1.) all the way down to 500nit to prevent excessive output (glare) in low light and night time environments



#13388

