



TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

Medway Town Hall
155 Village Street
Medway, MA 02053
Phone (508) 533-3291
Fax (508) 321-4987
Email: drc@townofmedway.org
www.townofmedway.org

Committee Members

Matthew Buckley, Chair
Rachel Walsh, Vice-Chair

Jessica Chabot, Member

Dan Connolly, Member

Tom Gay, Planning and Economic Development Board Representative

Alex Siekierski, Member

Rachel Wolff Lander, Member

Staff

Susan Affleck-Childs, Planning and Economic Development Coordinator

February 12, 2020

The Reardon Professional Building
C/O David Moniz
89 Main Street
Medway, MA 02053

Dear Mr. Moniz,

Thank you for submitting the proposed retrofit update to the pre-existing, non-conforming monument sign for the Reardon Building located at 89 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on January 29, 2020.

Pursuant to the *Medway Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed changes to the existing free-standing monument sign for 89 Main Street. Please be advised that this letter does NOT constitute approval of a sign permit. You must still apply for and secure a sign permit from the Medway Building Department prior to sign installation. Do not install the new sign panels before obtaining the required permit.

On Monday, February 3rd, 2020, the DRC met with you to review the proposed new signage for the existing Reardon Professional Building sign structure. You have proposed the following as represented on the sign designs submitted (**See Attached**).

- Refacing of the existing free standing, internally illuminated, double-sided monument sign (6' x 30' per side = 360 SF total). The panels will have new black graphics on white panels. The building name at the top of the sign will be replaced with the building address.

The DRC offers the following comments/recommendations regarding the proposed sign panels:

1. A master signage plan is recommended for all signs, especially in multi-tenant sites. A uniform style and format that is applied to new and existing signs establishes a cohesive branding of the sign and building. It also furthers readability and enables the property owner to provide clear guidance to tenants as prescribed by the signage plan. The DRC encourages you to develop a master signage plan to help with coordinated signage as tenants change.
2. The sign fonts should be made of consistent sizes and weights. The proposed new sign panels, as currently laid out, show a common font that has been stretched and altered to fit tenants' names on various panel sizes. The highly varied format is inconsistent and difficult to read. A specific font should be utilized and the text should be laid out to fit each box versus being stretched out of form.

3. You indicated that some of the bolding of text shown in the attached files was only for emphasis in the application and not actually how he wishes the sign to appear. The DRC recommends that an accurate layout with exact fonts and weights be created to ensure the final product is consistent with the applicant's desires.
4. Minimize the amount of text within each panel to increase readability. Many of the signs contain redundant or superfluous information that requires the font to be made smaller and appear cluttered.
5. The partitions of the panels are not consistent. Some occupy the full width of the sign and some are half size. There are also some unused panels shown in the drawing. A consistent layout should be explored when fitting the sign with more uniform fonts. This panel layout contributes to the assortment of fonts, as mentioned above, and a solution to each issue lies in a better design.
6. The font in the address panel at the top is widely stretched and should be returned to the original font format. The DRC also suggests that this panel could be fabricated with a black background with white "punch-through" letters. This will create a more graphically interesting sign and increase the site address identification.
7. You indicated that the sign framework could be embellished with column-like side structures. The DRC recommends that no alteration be made to the existing sign frames and that repainting the existing black frame would be the best improvement.
8. The DRC suggested removing the existing site lighting that is affixed at the top of the sign structure.
9. The DRC noted that the sign bylaw requires 3' of landscaping in all directions at the base of the sign. You indicated that the previous brickwork base of the sign would be replaced with landscape timbers and plantings would be installed in this new base.
10. The DRC notes that this pre-existing sign is dimensionally non-conforming to *the Medway Zoning Bylaw*. Although the proposed re-facing is a welcome improvement to the sign and permissible by the *Zoning Bylaw*, the DRC recommends that signage should be brought into compliance whenever possible.

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.

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Rindo Barese, Medway Building Inspector
Erika Robertson, Medway Code Compliance Officer
Kelly O'Brien, Medway Building Department

20"x72"

89
MAIN STREET

48"x72"

Micro Financial Computer Systems, Inc.

Bradley W. Phipps, PC Attorney at Law

Massage Therapy Janice DeVirgilio

Healing Choices, P.C. Keith W. L. Rafal, MD, MPH

Smile Wider Dentist-Implants

Tara Dearborn Psychic Medium	Mary Rubino Rubino Hypnosis
---------------------------------	--------------------------------

30"x72"

The Balanced Path Wellness Center
Acupuncture & Natural Healthcare

Sheila McCarthy Insurance

George J. Roberts, CPA Certified Public Accountant

24"x72"

Old Colony Foods	Medway Tailor
Perspectives Photography	eXp Realty

each large sign space is 6.5"x70"
each small sign space is 6.5"x34.5"