



Town of Medway
DESIGN REVIEW COMMITTEE
155 Village Street
Medway MA 02053
508-533-3291 drc@townofmedway.org

June 14, 2021

Ms. Julieanne Placanica
Medway Nutrition
113 Main Street
Medway, MA 02053

Re: DRC Sign Design Review - MEDWAY NUTRITION

Dear Ms. Placanica,

Thank you for submitting the proposed signage for Medway Nutrition to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on June 4th, 2021.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signage for the Medway Nutrition store at 113 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 sign before obtaining the required permit.

On Monday, June 7, 2021, the DRC met with you and Chris Placanica to review the revised proposed signage for Medway Nutrition. You have proposed the following as represented on the sign designs submitted as prepared by Signs Plus of Milford, MA. (**See Attached**)

- Two identical circular facade signs, the first measuring 3' in diameter for a total of 9 square feet, the second is a 4' sign which is calculated at 16 square feet, for a total of 25 square feet. The 16 sq. ft. sign would be positioned on the west façade; the 9 sq. ft. sign would be positioned on the south façade. The signs are proposed to be fabricated with "alupanel" product. The design features the words "Medway Nutrition" in white lettering, within a solid green circle and a sunflower logo beneath. No illumination is planned.
- Free-Standing Ladder Monument Sign - A set of double sided panels measuring 2' x 4' per side, for a total of 16 sq. ft. to be positioned under the sign panel for Dr. Bakhit, DMD. The proposed panel for Medway Nutrition features a white rectangular panel with the matching green circular "Medway Nutrition" logo centered on the panel. No illumination is planned.

The DRC offers the following comments/recommendations regarding the proposed signs:

- The proposed signage program features a unique design scheme which provides excellent visibility and legibility for the business.

Design Review Committee Members

Matthew Buckley, Member & Chair
Jessica Chabot, Member & Vice Chair
Janine Clifford, Member

Dan Connolly, Member
Tom Gay, Planning and Economic Development
Board Representative

Alex Siekierski, Member
Rachel Walsh, Member

- Consider alternative ladder sign panel options such as:
 1. A green rectangular panel with larger white "Medway Nutrition" lettering with the sunflower at one end.
 2. A floating circular "Medway Nutrition" sign to match the two building signs.
- Consider lighting for your signage if needed including possible solar lighting.
- Continue to work with your landlord to ensure that landscaping is maintained around the base of the free-standing monument sign, 6 feet in all directions, as required by the Zoning Bylaw.

Please note that the brackets used for the rooftop sign for the previous tenant need to be removed.

You indicated that you would consider these suggestions and move ahead. You are welcome to return to a future DRC meeting for further conversation and ideas regarding additional signage for Medway Nutrition. Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC.

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 Medway Nutrition much success in Medway. Thanks for opening your business here in Medway. Welcome!

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Kelly O'Brien, Medway Building Department
Rindo Barese, Medway Building Department
Erika Robinson, Medway Building Department
Jack Meehan, Route 85 Realty Group
Karen Mullen, Signs Plus



One 4' round sign on west façade near the corner to the front façade.

One 3' round sign on south façade to the right of the front door.



Two sided 2' by 8' sign panel