



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

June 15, 2021

Mr. Kevin Bradley
Rocky's ACE Hardware
40 Island Pond Rd
Springfield, MA 01118

RE: DRC Sign Design Review
Rocky's ACE Hardware
98 Main Street
Medway, MA 02053

Dear Mr. Bradley,

Thank you for submitting the proposed signage for Rocky's ACE Hardware to the Medway Design Review Committee (DRC) for review. The updated sign design information was filed with the Town by ViewPoint Signs and Awnings on May 26, 2021.

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 sign for Rocky's ACE Hardware at 98 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 7th, 2021, the DRC met with your representatives, Todd Wilson of Diversified Funding (property owner) and Joe Buchholz of ViewPoint Sign and Awning of Northborough, MA to review the proposed façade signage for Rocky's ACE Hardware. You have proposed the following as represented on the sign design dated 3-19-21 prepared by ViewPoint Sign and Awning. (**See Attached**).

- Installation of a LED internally illuminated channel letter sign with white translucent faces and graphic, individually affixed to the proposed mansard style façade of the building. The total area of signage is to be 120 square feet. This size is compliant with the Bylaw provisions for the Central Business zoning district.

The DRC requested that an updated rendering of the sign be submitted with the sign permit application to the Building Department. This drawing should include a revision date and accurate measurements for the sign as well as a detailed image of the proposed sign instead of the curbside photo of the proposed sign and façade. Based on discussion at the June 7th meeting, we understand the actual sign dimensions are 72" by 240", not the overall 7'6" by 26'5" as indicated on the provided drawing.

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

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

- Clean, prepare and paint the existing stucco façade to remove any ghosting and eliminate the many existing holes and imperfections from prior tenant signage, to allow a cleaner appearance to the existing fascia and for the new sign.
- Set lighting of the sign to an appropriate brightness and set to a timer that will shut the sign off after business hours.
- Consider lower color temperatures for the LEDs (below 5000K) to avoid blue appearance to white lettering.
- A panel for Rocky's on the free-standing monument sign for Medway Place was not presented in the application. The DRC recommends a sign that has lettering consistent with both the Rocky's Ace Hardware logo and the master signage plan for the existing monument sign.
- Window signage was not presented in the application. The DRC recommends including hours of operation on the front doors in a manner that is compliant with allotment defined in the sign bylaw.
- Do not introduce illuminated or animated signs in the windows. Flashing OPEN signs are prohibited.
- Do not introduce window signs beyond the allotment for size and use as described in the Sign bylaw and recommended above.
- Do not introduce additional signage on onsite amenities such as the proposed fencing around the outside storage area, propane fueling station and tanks, etc.

Mr. Wilson and Mr. Buchholz indicated that you would consider these suggestions and move ahead. Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC for further discussions on signage for Rocky's.

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 are pleased to see such an attractive sign going up at this well-established business. Further, we wish Rocky's Hardware much success in Medway.

Sincerely,



Matthew J. Buckley
Chair

cc: Jack Mee, Medway Building Commissioner
Rindo Barese, Medway Building Department
Ericka Robertson, Medway Building Department
Kelly O'Brien, Medway Building Department
Todd Wilson, Diversified Funding, Inc.
Joseph Buchholz, ViewPoint Signs and Awnings



1) 120 sf centered
Rocky's 35.5" x 240"
ACE 30"x 70.375
Hardware 25.5"x 159.25"
Total Boxed SF 120
Overall 7'6 x 26'5"

