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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

March 12th, 2024

Mr. Paul Baima
Luna's Flowers
83 Main Street
Medway, MA 02053

RE: DRC Letter of Recommendation – **Luna's Flower Shop, 83 Main Street**

Thank you for submitting the proposed new signage for the **Luna's Flower Shop** located at 83 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed by Paul Baima on February 22, 2024. Sign designs were included in the packet.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed freestanding 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, March 4th, 2024, the DRC met with Paul Baima and the owner of Luna's Flowers, to review the proposed signage changes for 74 Main Street. The signage proposal included the following:

- Install new signs as detailed within the submitted drawings.
- Signs will replace existing temporary freestanding sign in place at the entrance of the property (roadside).
- Lighting to be included in review, power to be added for illumination at future date. Owner will obtain permit to add electrical connections as required.
- Proposed sign panel is 36"x 96" (21 SF), dual sided (24 SF total), and is in compliance with Zoning Regulations and Design Review Standards

The signs proposed by Luna's Flower Shop/NHS Print 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.

- Include a small channel behind the trim on the top edge above the graphic sign panel for install of linear LED tape light to illuminate the sign when electrical connection is added in future.
- Materials for structure of sign described as white Azek/PVC. Ensure materials are of a non-glossy finish.
- Include a landscape plan of the proposed plant bed around the new sign to include 3-Season plantings and/or planters for seasonal plantings.
- Consider adding exterior power outlet at property side post when electrical is added in future for use in seasonal decorations/illumination of sign (outlet cover should blend with post).

- Consider adding the building address number to the side of the post facing the road for easy identification.

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 **Luna's Flower Shop** continued success at its new location on Main Street.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly distinguishable.

Matthew J. Buckley
Chair

cc: Jon Ackley, Medway Building Commissioner
Rindo Barese, Medway Building Department
Erika Robertson, Medway Building Department