

Board Members

Matt Buckley, Chair
Janine Clifford, Vice Chair
Jamie Ahlstedt, Member
Jessica Chabot, Member
Timothy Harris, PEDB
Representative



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

TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

July 19, 2023

Craig Gore
Blair Image Elements
5170 Kissell Avenue
Altoona, PA 16601

Re: Medway, MA Pet Supply Plus Signage Proposal

Thank you for submitting the proposed signage changes for the existing Pet Supplies Plus located at 67 Main Street in Medway, MA to the Medway Design Review Committee (DRC) for review. We understand you are acting on behalf of the applicant.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signs for Pet Supplies Plus. Please be advised that this letter does NOT constitute approval of a sign permit by the Town. You must still apply for and secure a sign permit from the Medway Building Department prior to sign installation. Do not install the new signs before obtaining the required permit.

The following signage plan has been proposed:

- Remove the existing Loyal Companions sign on the storefront of the building and replace it with a new, channel letter Pet Supplies Plus | Grooming (65.40 sq. ft. of sign surface area) to be positioned center on the storefront with EQ (equal) distance on top and bottom sides.
- Replace the sign panels on both sides (2) of the existing free-standing monument sign (7.17 sq. ft. sign surface area)

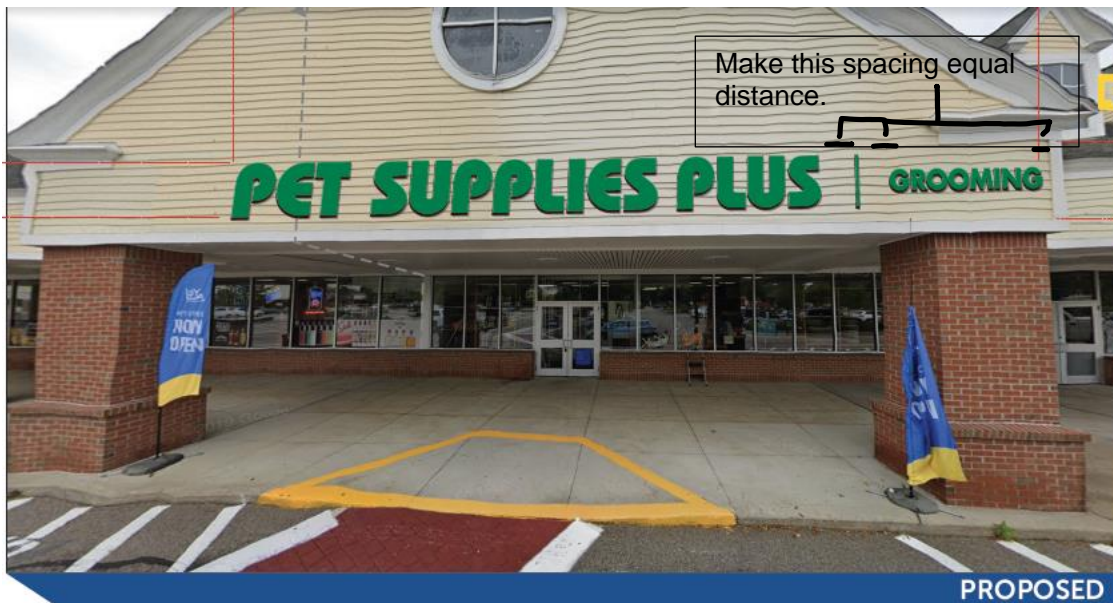
The DRC met with Craig Gore, the project manager for Blair Image Elements. of Altoona, PA, via ZOOM on Monday, July 17, 2023, at which time the proposed designs were reviewed. The DRC proposed some refinements to the storefront sign, as well as the panel sign design, and felt comfortable that the proposed signage package would be acceptable if such changes were made.

Those requested revisions are as follows:

- Invert the colors of the proposed panel from "Primary Green" to "White", using the Primary Green for the Logo. We recommend this change because the monument sign panels will all be on a white background with a full-color logo.
- See the below images for those referenced during the July 17th discussion:



- Close up the spacing on the storefront sign and make the spacing between “S | Grooming and the end of the building” the same distance.
- See the below images for those referenced during the July 17th discussion:



It was a pleasure working with Blair Image Elements and we look forward to seeing the refreshed signage at Pet Supplies Plus and Welcome to Medway.

Very truly yours,

Matt Buckley

Matt Buckley
Chair