



Town of Medway  
**DESIGN REVIEW COMMITTEE**  
155 Village Street  
Medway MA 02053  
508-533-3291  
[drc@townofmedway.org](mailto:drc@townofmedway.org)

June 20, 2019

Mr. Litao Liang  
HEALTH SPA  
74 Main Street  
Medway, MA 02053

RE: DRC Sign Design Review  
Health Spa - Façade and Panel Signage  
Gould's Plaza  
74 Main St. – Medway, MA

Dear Mr. Liang,

Thank you for submitting the proposed signage for Health Spa to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on June 13<sup>th</sup>, 2019.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed façade and panel signage for Health Spa to be located 74 Main Street in Gould's Plaza. 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 17<sup>th</sup>, the DRC met with you and Robert Lanigan of Bill's Sign Service, to review the proposed signage for the Health Spa. You have proposed the following as represented on the sign designs submitted (**See Attached**).

- Facade Sign measuring 23" high x 10' wide, 19.5 SF total. The design features the words "HEALTH SPA" in all caps, centered, flanked by the logo of happy feet at either end (a foot silhouette with a smiley face). The sign is designed in accordance with the Master Signage Plan for Gould's Plaza and uses the prescribed burgundy font on an almond background panel color scheme. The submitted design also shows yellow detailing on the feet creating the smiley faces. The sign will be externally illuminated by the preexisting facade lamps in the plaza.
- Double sided panels are proposed for the free-standing, ladder sign at the entrance to the plaza. Two 14" x 47" panels are proposed, for a total of 9.2 SF. The design features the words "HEALTH SPA" in all caps with one "happy foot" to the left. The sign panels are shown as white letter on a burgundy background. The sign is internally illuminated.

**Design Review Committee Members**

*Matthew Buckley, Member & Chair*  
*Rachel Walsh, Member & Vice Chair*

*Jessica Chabot, Member*  
*Dan Connolly, Member*

*Tom Gay, member and Planning and Economic  
Development Board Representative*  
*Rachel Wolff Lander, member*

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

- The proposed signage should be fabricated in accordance with the Gould's Plaza Master Signage Plan, which calls out the use of a burgundy and almond color scheme. The colors must match precisely.
- The panels for the free-standing, ladder sign should be manufactured with almond lettering on the burgundy background rather than white and burgundy as proposed.
- The yellow accents on the façade sign should be eliminated. Instead, use either a cutout in the foot to create the happy face, or almond colored details rather than yellow.
- The layout and font chosen are legible and use the space well on the façade sign.
- The ladder panels are a bit crowded as proposed. Consider removing the foot and just using the wording "HEALTH SPA". Also, reduce the overall size of the lettering/design on the panel by around 10% so that only about 80% of the panel is being covered. This will enable greater legibility.

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 signage for Health Spa. 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.

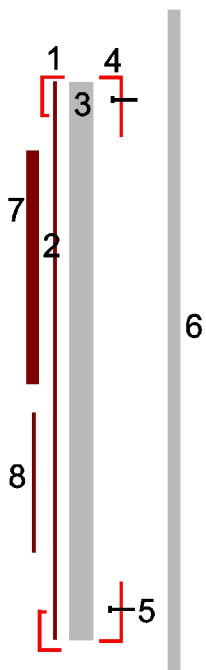
Thank you for your time. We wish Health Spa much success at its new location in Medway.

Sincerely,



Matthew J. Buckley  
Chairman

cc: Jack Mee, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Kelly O'Brien, Medway Building Department  
Robert Lanigan, Bob's Sign Service  
Manoj Munjal, ADN Realty Trust



- 1- 1x1.75 "x.25 (Black) Aluminum Trim
- 2 - .080 (Beige) Aluminum Panel
- 3 - 1 x 1" Aluminum Square Tube Frame
- 4 - Blind install Aluminum brackets
- 5 - Wall Anchors
- 6 - Existing Wall
- 7 - 3D Raised Letters (Burgandy)
- 8 - Vinyl tag line letters (Burgandy)



15" X 48" (White) Polycarbonate Pylon Panel 2-Ea.

15" X 48" (Burgandy) Vinyl with knockout letters 2-Ea.



Existing



Proposed





# Existing



# Proposed

