



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

July 22, 2019

Ms. Heather Hopkins Dudko  
Sign Permit Consultant  
2 Phoebe Way  
Worcester, MA 01605

RE: DRC Sign Design Review  
LOYAL COMPANION  
67 Main St. – Medway, MA

Dear Ms. Hopkins Dudko,

Thank you for submitting the proposed signage for Loyal Companion to the Medway Design Review Committee (DRC) for review. The information was originally filed with the Town on July 2, 2019. A revised application was provided on July 10, 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 Loyal Companion to be located 67 Main Street at Medway Commons. 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, July 15<sup>th</sup>, the DRC met with you to review the proposed signage for Loyal Companion. You have proposed the following as represented on the sign designs submitted (**See Attached**). The signs will be fabricated by National Sign Corporation of Berlin, CT.

- Facade Sign measuring 24" high x 28' wide, 56 SF total. The design features the words "LOYAL COMPANION" in all caps. The sign consists of white internally illuminated channel letters with royal blue applied faces which are individually mounted directly to the building façade. The sign is replacing the former "Especially for Pets" signage.
- A reface of the free-standing ladder sign panel at the entrance to the plaza will feature a 10.75" x 8' panel (7 SF) x 2 sides = 14 SF. The proposed design features the words "LOYAL COMPANION" in white on a royal blue background panel. The "LOYAL" logo will appear to the left. The sign is internally illuminated.

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

**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 Medway DRC recommends that the façade signage be constructed and installed as proposed in the submission from July 10<sup>th</sup>.
- The proposed façade signage is legible and the font chosen is attractive. The sign is appropriate to the plaza. Make sure to clean or paint the façade once the “Especially for Pets” signage is removed to prevent any ghosting of the old sign interfering with the appearance of the new “Loyal Companion” signage.
- The ladder sign panel blue background allows for the better legibility as opposed to how the same sign would appear in the reverse (white background). Therefore, the DRC agreed with the applicant that the blue background was a good choice in this case.
- The small type for “Companion” below the “Loyal” logo at left on the ladder sign is truly too small to be legible. The applicant indicated that it is a corporate logo already in use.

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 Loyal Companion. 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 Loyal Companion 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  
Anthony Ludden, Charter Realty and Development

EXISTING: 24.5" x 28'6" @ 58¢

Allowable SQ.FT. N/A SQ FT Channel Letters (Flush Mounted)

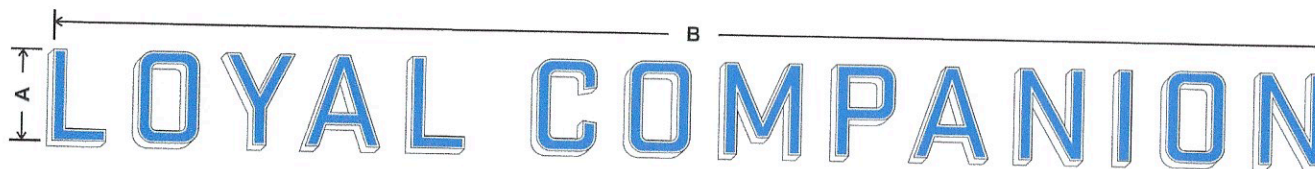
Replace: 24" x 28' @ 56¢



Existing Sign



Proposed Sign



**Face Lit Illuminated ID Sign - Linear Layout - Blue Faces**

Existing sign removed - all holes sealed and facade patched and painted.

5" deep fabricated coil channel letters with white acrylic faces with translucent blue vinyl applied to face, inset 1/4" keyline for visibility (1/8" on 18" & 20" lettersets)  
White trimcap/returns.

Internally illuminated with white LEDs, remote power supplies  
\*Access required for future maintenance

Individually mounted letters flush to exterior of building with necessary hardware.

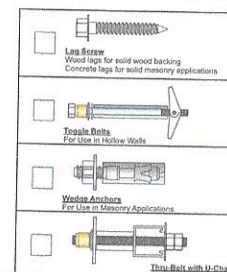
\*Secondary copy <7"H - 1/2"Th aluminum FCO lettering painted white faces with blue returns. Mounted flush to building exterior.

A "L" Height	B Overall Width	Sq Footage
24"	28' 0"	56

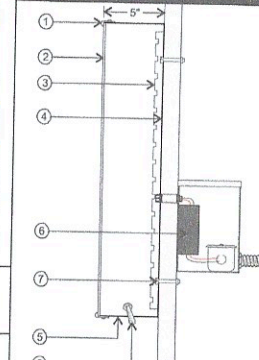
**Colors to Match**  
Faces #2447 White Acrylic with applied Blue Vinyl to match PMS 300U

1" Trim Cap White

Returns - .040 Coil White



**INDIVIDUALLY-MOUNTED CHANNEL LETTERS  
L.E.D. ILLUMINATION**



1. Trim Cap with retaining screw
2. 3/16" white acrylic faces
3. White Sylvania LEDs
4. .063 aluminum backs pre-finished white
5. .040 aluminum returns pre-finished PMS S355
6. Circuit self-adjusting power supply located in raceway
7. Fasteners as required
8. Disconnected/Toggle Switch

General Notes -  
120V/277V Class 2 Self Adjusting Power Supply  
60W 12V Single Phase, installed per NEC code book  
All bonded and grounded



Client: **LOYAL COMPANION**  
Job #: 7033956 Store #:  
Drawn By: SJV  
Date: 4-1-19  
Latest Revision: 05.10.19 NKR



ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.

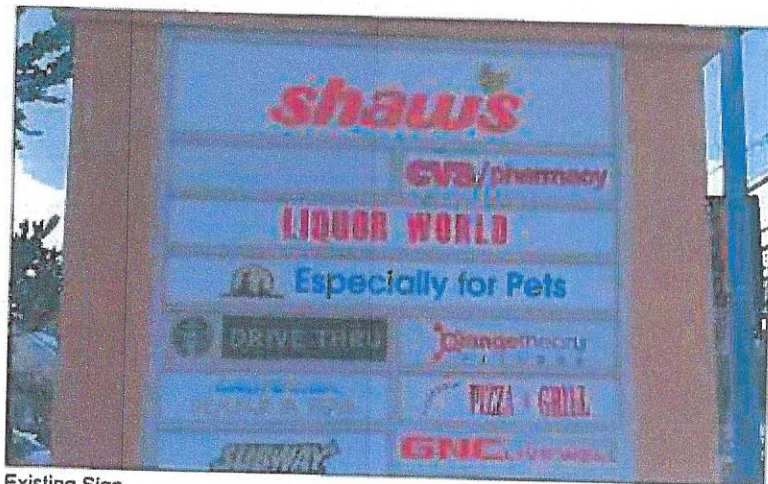
Address:  
Street  
City, State

934 N. Church Road  
Elmhurst, IL 60126  
P 630.333.4900  
F 630.333.4915





Allowable SQ.FT.	N/A SQ FT	Tenant Panels
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Existing Sign



Proposed Sign

Reface  
only - 74



AL  
4/5/2019

Colors to Match

- Vinyl to Match Blue PMS 300U
- Vinyl to Match White

Pylon/Monument Graphic Options  
1-1/2" = 1'

3/16" polycarb panels with applied vinyl graphics in respective colors.

Qty (1)

<b>LOYAL COMPANION</b> JOB # 7033956 Date 4-1-19 XXXX.XX MR.		MEMBER ICPA LISTED	ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED BY PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.	934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915	
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