



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

January 13, 2020

Ms. Luna Baima
Luna's Flower Shop
324 Village Street
Medway, MA 02053

RE: DRC Sign Design Review
Luna's Flower Shop
324 Village Street – Medway, MA

Dear Ms. Baima,

Thank you for submitting the proposed signage for Luna's Flower Shop to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on January 3rd, 2020.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed facade sign for Luna's Flower Shop at 324 Village 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, January 6th, 2020, the DRC met with you to review the proposed signage for Luna's Flower Shop. You have proposed the following as represented on the sign design you submitted with the application. (**See Attached**).

- Façade sign measuring 24" high x 144" wide for a total of 24 square feet. The design features a sage green background with a white daisy accent logo and the words "Luna's" in a black script and "Flower Shop" in white in a typewriter style font. The logo and lettering will be applied to the Azeck background material. The sign features a thin black border.
- The sign will be centered above the shop's main entrance on Village Street. The signage application mentions external illumination; currently a flood light fixture is preexisting above the signage location.

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

- The proposed sign features an attractive background color and design scheme that is well chosen to represent the business type and use. An alternative design version was discussed at the DRC meeting. (See Attached) The revised design will include "Luna's" in the script #7 font, followed by a space and "Flower Shop" in #20 typewriter/serif font, with no period at the end. The graphic and text are to be centered within the background. All text will be black.

Design Review Committee Members

Matthew Buckley, Member & Chair
Rachel Walsh, Member & Vice Chair
Jessica Chabot, Member

Dan Connolly, Member
Tom Gay, Planning and Economic Development
Board Representative

Alex Siekierski, Member
Rachel Wolff Lander, Member

- External illumination should be updated, either with gooseneck style fixtures, or perhaps a light bar from below. The currently existing spotlight is meant to light the sidewalk in front of the building and may leave the sign panel in darkness rather than directly illuminating the sign itself.
- A shingle style projecting sign is allowable for this location under the signage regulations, and could be considered as there is an opportunity to advertise your business to foot traffic and those passing by on Lincoln Street. Ideas about shingle style versions of the main façade sign were discussed at the meeting. If you decide to move forward with one in the future, we look forward to discussing specifics with you at that time.

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 additional signage for Luna's Flower Shop. 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 Luna's Flower Shop much success in Medway. Welcome to town!

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Kelly O'Brien, Medway Building Department
Rindo Barese, Medway Building Department
Erika Robinson, Medway Building Department
Malcom Osborn
John Marino, NHS Print





24"

Luna's Flower Shop

120"

324

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