



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

April 27, 2020

Mr. Seth Terramane
Medway Community Farm
50 Winthrop Street
Medway, MA 02053

RE: DRC Sign Design Review
Medway Community Farm
50 Winthrop Street – Medway, MA

Dear Mr. Terramane,

Thank you for submitting the proposed signage for Medway Community Farm to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on April 1st, 2020.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed free-standing sign for Medway Community Farm at 50 Winthrop 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, April 6th, 2020, the DRC met with you to review the proposed signage for Medway Community Farm. You have proposed the following as represented on the sign designs provided. (**See Attached**).

- One free-standing, double-sided monument sign with [2] sign surfaces measuring 48" x 60" per side for a total of 40 square feet.
- The sign will be made from 1" thick PVC with raised logos and changeable information plaques mounted between 6" x 6" pressure treated posts. The total height of the sign will be 72" from the ground.
- The sign will be placed on the left side of the entryway drive perpendicular to Winthrop Street. The sign will have landscaping at its base of a mulch bed with perennial plantings. Solar lights are proposed to shine upward from the mulch bed. The landscape design and lighting scheme are described in the letter from the applicant but not included on the plan.

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

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

- The proposed sign features an attractive color and design scheme that is well chosen to represent the business type and use.
- The DRC recommends that the posts be finished black as shown in the drawing along with the addition of post caps. The posts and caps can be painted with a heat shedding black paint or colored vinyl sleeves.
- The position of the sign can be improved by moving it farther away from the street. This will position it away from the drainage basin and increase visibility.
- External sign illumination should be screened from shining at the viewer by means of landscaping and proper placement of the lighting fixtures in the landscaped bed.
- The examples for the changeable panels are shown with a variety of font formats and weights. The DRC recommends that these formats be made more uniform. The mixed use of all caps, title caps, bold and regular weights create a cluttered appearance.
- The readability of those panels can also be improved by prioritizing their relative positions. Those panels which are more static should be placed together while the panel that is more frequently changed should be placed apart. This will draw the viewers' eyes to pertinent current information. As an example, the "CSA Shares" and "Farm Hours" can be placed at the base with "Seedling Sale" at the top.

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. 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 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 Medway Community Farm continued growth and success in Medway.

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
Rocco Cavallaro, Cavallaro Signs



Cavallaro Signs

I N C O R P O R A T E D

305 Union St., Franklin, Ma phone/fax 508-528-6545

4/6/20

Seth Terramane
Farm Manager
Medway Community Farm

PVC 1" sign with raised logo and plaques

Double sided

With (4) white powder coated mounting clips and stainless bolts and nuts

6x6 Posts, Pressure treated wood

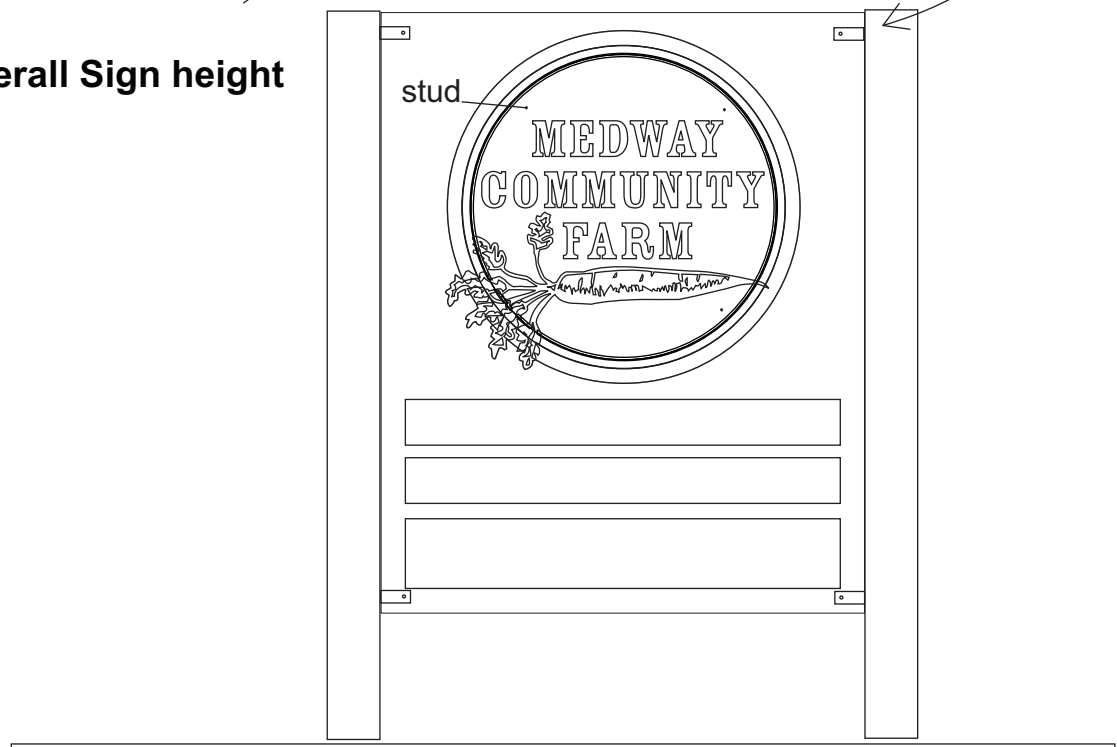
Mounted with Architectural stud mounts (hidden)

1/8" aluminum studs behind the logo and into the PVC background substrate

(4) studs for the logo shape

All lower plaques are attached with 4 stainless screws

→
72" overall Sign height





Revised Art with lettering add



Sign moved over another 2 feet to the right
and closer to the viewer and older sign
Square caps added
Lettering added
Letters removable (for date changes)



PYO Fields

Sign will be placed at the corner of entrance to parking area.

Near 150

Midway Community Farm

MID 100

Far 100

Irrigation Pump

Back 40

Near Square

Far Square

Compost, Implements, Stakes, Etc.



Landscape Description for Free Standing Business Sign

Submitted to Medway Design Review Committee

Design Review Committee
c/o Medway Planning Office
155 Village Street, Medway MA 02053
508-321-4987
sachilds@townofmedway.org

April 1, 2020

Medway Community Farm
c/o Seth Terramane
50 Winthrop Street, Medway MA 02053
508-321-1286
seth.terramane@medwaycommunityfarm.org

Ms. Affleck-Childs:

The manufacturer Cavallaro Signs LLC has been contracted to build and install a new, larger sign at the address above. They have created and installed other signs in Medway and know the guidelines put out by the DRC.

In accordance with those guidelines we will affect landscaping to complete the professional and pleasant look of our sign. We will spread wood chip mulch in a three-foot ring around and under the new sign. In order to make it match our current landscaping we will also plant native perennial plants and flowers that will need minimal upkeep. These will be in a tighter ring around the base of the sign and planted into the wood chips.

In addition, we will install solar powered external lights to illuminate the sign. These will also be placed in the wood chips in order to better disguise their appearance.

Please let me know if you have questions or suggestions.

Sincerely,
Seth Terramane
MCF Farm Manager