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Matthew Buckley, Chair
Rachel Walsh, Vice-Chair
Jessica Chabot, Member
Dan Connolly, Member
Tom Gay, Planning and
Economic Development
Board Representative
Alex Siekierski, Member
Rachel Wolff Lander,
Member



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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

April 3, 2020

Ms. Susan Gomez
Next Venture Farm / SSJD Enterprises LLC
73R Oakland Street
Medway, MA 02053

RE: DRC Sign Design Review
Next Venture Farm
73R Oakland Street – Medway, MA

Dear Ms. Gomez,

Thank you for submitting the proposed signage for Next Venture Farm to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on March 27th, 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 Next Venture Farm at 73R Oakland 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, March 30th, 2020, the DRC met with you in a remote meeting to review the proposed signage for Next Venture Farm. You have proposed the following as represented on the sign designs prepared by Cavalarro Signs of Franklin, MA and submitted by you. (**See Attached**).

- One free-standing, double-sided monument sign with [2] sign surfaces measuring 72" x 30" (15 square feet per side for a total of 30 square feet). The drawing also notes two aluminum changeable hanger bars, each 34" side by 2" high, to be installed under the primary sign for an additional approximately 2 sq. ft. This sign type and size complies with the Zoning Bylaw. The top of the sign will measure 62" high above grade; this also complies with the Zoning Bylaw.

Design Review Committee Members

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Rachel Walsh, Member & Vice Chair
Jessica Chabot, Member

Dan Connolly, Member
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- The sign will be made from carved High-Density Urethane and mounted with aluminum brackets to 6" square granite posts. The colored logo and graphics are carved into the sign surface, which has a blue border.
- The sign will be placed on the right (north) side of the entryway drive at 73R Oakland Street at approximately a 45-degree angle to Oakland Street. The sign will be installed 20' back from Oakland Street. The sign installation will include landscape plantings and stonework. The existing fencing will be repositioned northwesterly to make room for the new sign installation. No lighting is currently shown on the drawing. The applicant has indicated a desire to light the sign.

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

- The proposed sign features an attractive color and design scheme that is well chosen to represent the business type and use.
- No lighting is shown on the drawing. External illumination will improve readability of the sign. Lighting should be of appropriate output to illuminate the sign without creating a reflective condition, especially given the silver metallic color of the surface. Lighting should be screened from shining at the viewer by means of landscaping and proper placement of the lighting fixtures within the landscape bed below the sign. The DRC recommends including this provision so it may be permitted and installed at a later date.
- On April 2, Ms. Gomez provided a hand-drawn landscaping plan. (**See Attached.**) As specified in the Zoning Bylaw, landscaping around the base of a free-standing sign is required 3 feet in all directions. The Building Department, as enforcer of the Zoning Bylaw, should monitor this site to ensure the landscaping is installed as represented within a reasonable timeframe after the sign permit is issued.

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 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 Next Venture Farm much 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



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

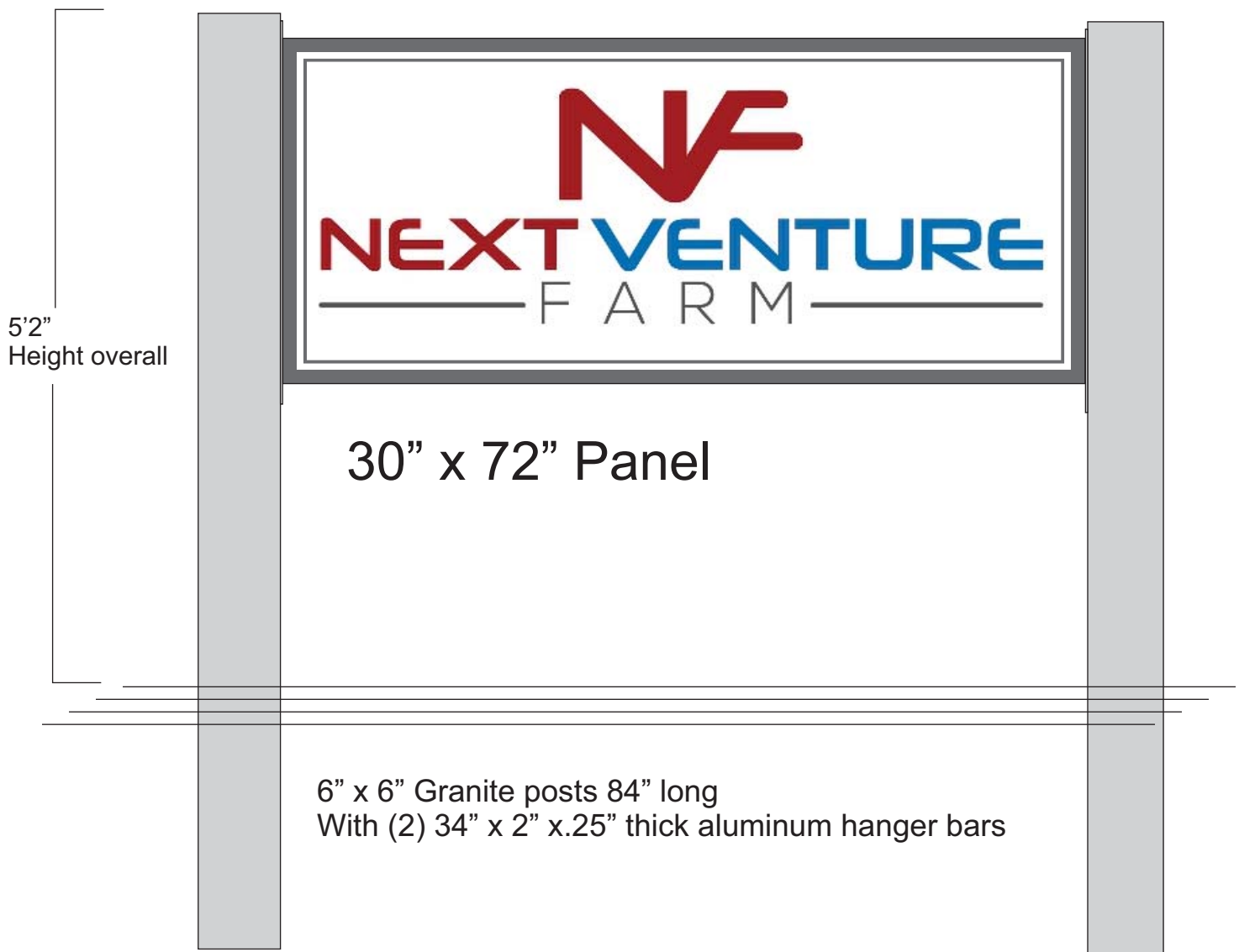
Drawing

Date...3/27/2020.....

Next venture Farm

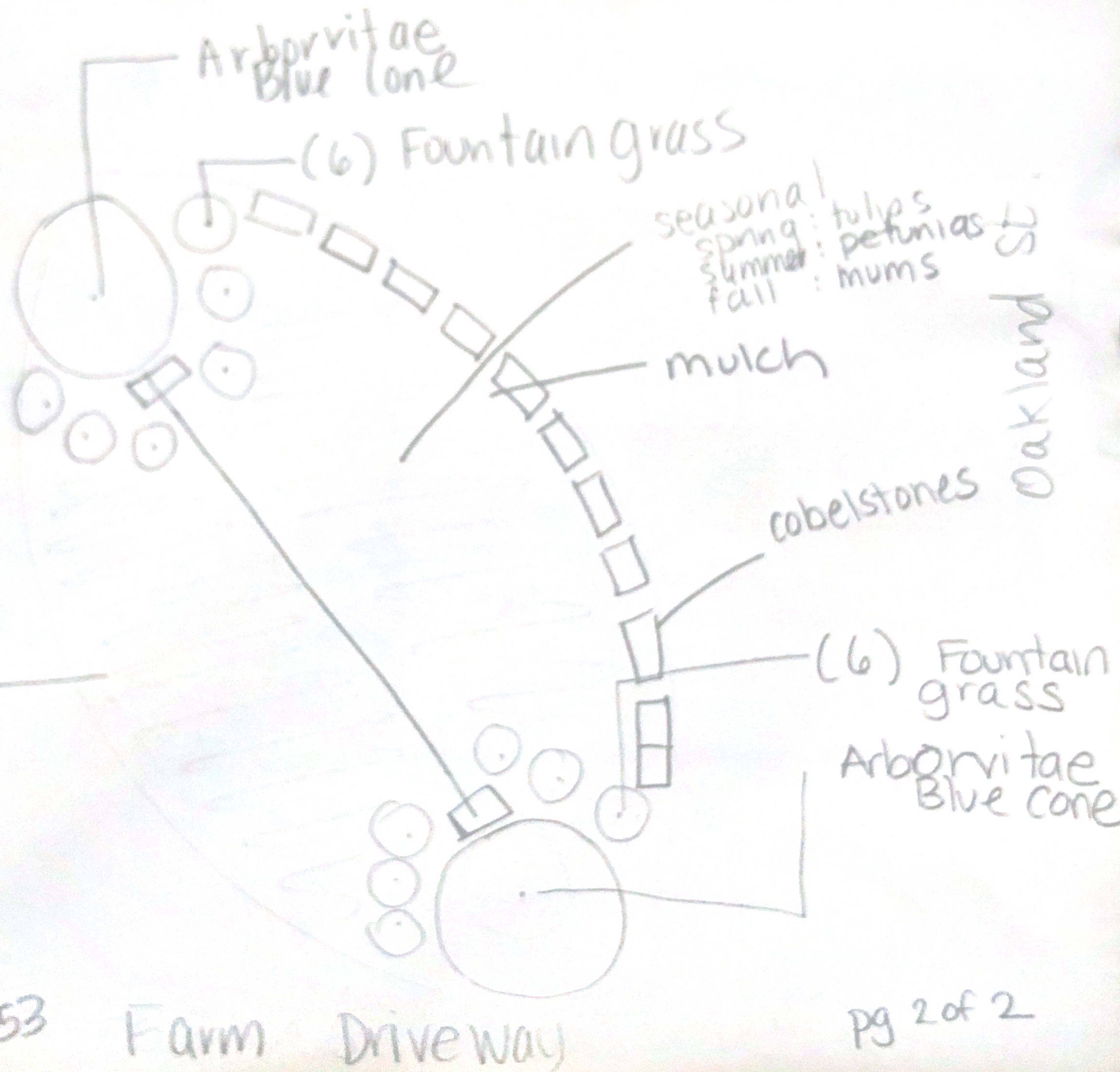
Contact : Susan Gomez

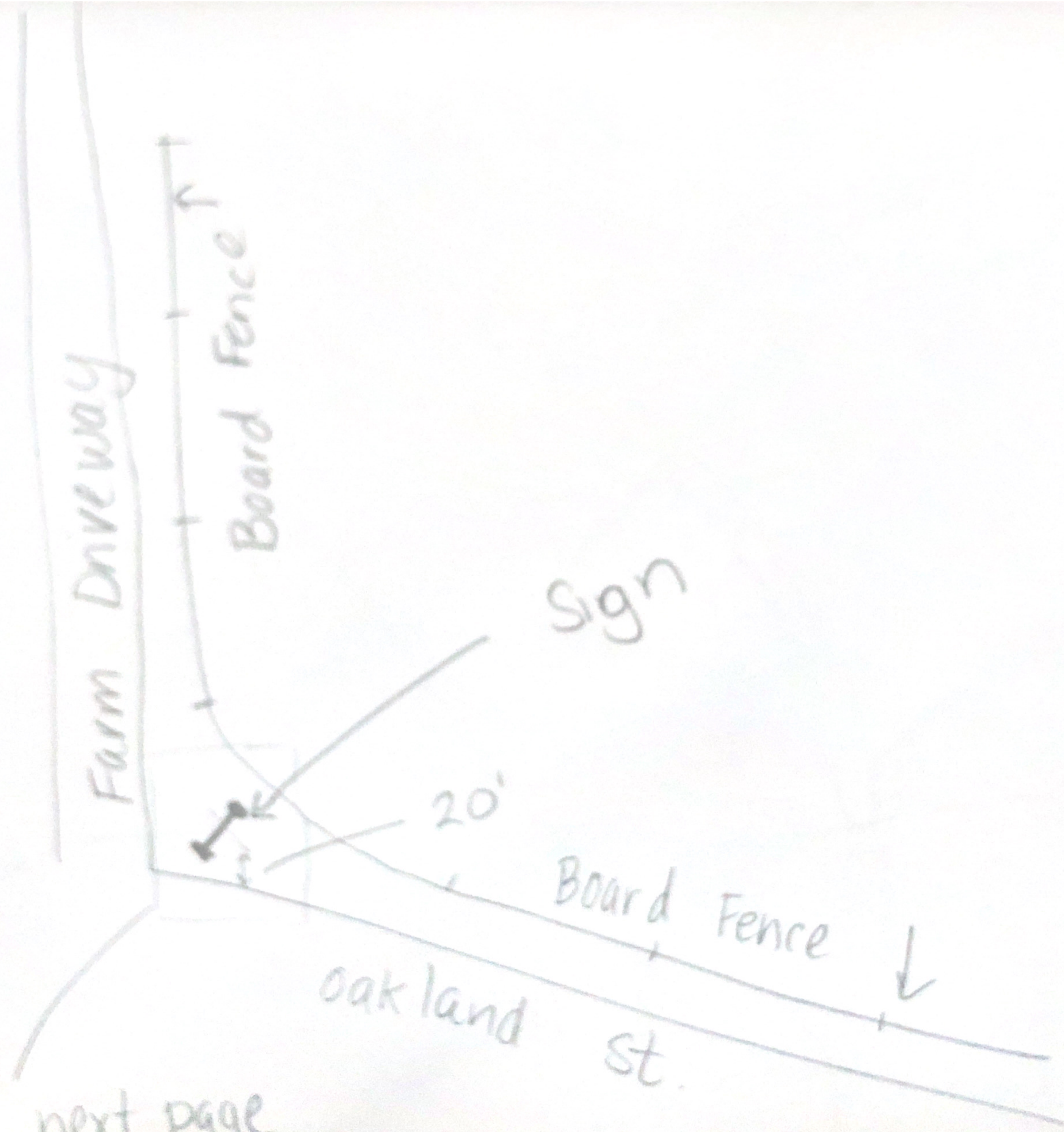
Elevation drawing for double sided carved HDU sign 1.5" thick





NV
NEXT VENTURE
FARM





see next page

73R Oakland St.
Medway, WA 98053