

Committee Members

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



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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

December 14, 2020

Mr. Sean Currivan
Mr. Brad Currivan
Auto Exchange
57 Main Street
Medway, MA 02053

Re: DRC Sign Design Review
Auto Exchange
57 Main Street – Medway, MA

Dear Messrs. Currivan,

Thank you for submitting the proposed signage for Auto Exchange to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on Dec 4th, 2020.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed sign panel replacement for the existing, free-standing sign at Auto Exchange at 57 Main Street. Please be advised that this letter does NOT constitute approval of a sign permit from the Town. 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, December 7, 2020, the DRC met with you via ZOOM to review the proposed signage panel replacement for Auto Exchange. You have proposed the following as represented on the sign designs submitted (**See Attached**).

- A replacement panel for the pre-existing, non-conforming freestanding sign. The sign panel measures 5' high x 8' wide per side, for a total of 80 square feet. The design features a Black background with the words "Auto Exchange" in White and Yellow letters, with a stylized grey swoosh. The new sign panel has been designed with an emphasis on the Snowplowing aspect of the business; it features an image of a plow at the bottom left corner with white snow which acts as the background for the phone number. The top of the sign mentions specific auto services - "SNOWPLOWS, SALES, PARTS, SERVICE". The sign is proposed to be internally illuminated, as it is currently. The sign panels will replace the old sign panels that have aged and faded with time.

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

- The proposed sign features an updated and fresh color and design scheme which provides more visibility to the business than the previous sign panel.

- Consider changing the order of the services mentioned at the top of the sign to: "SALES, PARTS, SERVICE, SNOWPLOW" as the currently proposed order implies that snowplows are the only/main product offered and that sales, parts and service pertain only to snowplows.
- As a general rule, we do not recommend the inclusion of phone numbers on a sign when it is located in an area without the ability for drivers to take down the number while driving by.
- Please be sure to include a dimmer on the LED as discussed to enable limiting the lighting output so that the halo of the lighting does not show as too bright.

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 Auto Exchange. 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 Auto Exchange continued success in Medway.

Sincerely,



Matthew J. Buckley
Chairman

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

