



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

June 22, 2020

Mr. Shawn Lannigan
Shawn's Automotive
71 Main Street
Medway, MA 02053

RE: DRC Sign Design Review
Shawn's Auto Repair
71 Main Street – Medway, MA

Dear Mr. Lannigan,

Thank you for submitting the proposed signage for Shawn's Auto Repair to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on June 10th, 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 Shawn's Auto Repair at 71 Main 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, June 15th, 2020, the DRC met with your sign contractor Cam Afonso from Signs by Cam via ZOOM to review the proposed signage for Shawn's Auto Repair. You have proposed the following as represented on the sign design as submitted (**See Attached**).

- Façade Cabinet Sign measuring 4' high x 12' wide for a total of 48 square feet. The design features a maroon to black fade background with the words "Shawn's Auto Repair" in white block letters with a stylized grey car logo to the right. The phone number is included, and the bottom of the sign mentions specific auto repair services which are performed at this location. The sign is proposed as an internally illuminated cabinet façade sign using LED lighting. The cabinet sign will replace an internally illuminated awning sign.

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

- The proposed sign features an attractive background color and design scheme which provides more visibility to the business than the existing white awning sign.
- Due to the business location being where gas station customers customarily park, the smaller lettering and phone number are appropriate in this instance.
- Consider spacing out the letters in "SHAWN'S" just a little bit as they run together when viewed from a distance.

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

- You have indicated that the font used for the phone number and the list of repair services at the bottom are the same, however due to the point size they do appear to be different. In order to alleviate this, consider changing those two graphics to the same sized font.
- We discussed positioning the cabinet sign on the building facade even further to the right for best visibility. Please make this adjustment if you agree with that approach.
- Please be sure to include a dimmer on the LED as discussed to enable limiting the output so that the halo of the lighting does not show as too bright/blue hue.

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 Shawn's Auto Repair. 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 Shawn's Auto Repair continued 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
Cam Afonso, Signs by Cam
Norman Green, property owner

144 in

48 in



48'

OLD LIT AWNING

NEW LIT CABINET



Signs By Cam Inc.

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso

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Franklin, MA 02038

Phone: 508-364-2905

Fax/Office: 508-528-0766

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JOB INFORMATION

JOB TITLE:

CONTACT:

PHONE:

FAX:

JOB DESCRIPTION:

SQUARE FOOTAGE:=-

SIGN MATERIAL SPECS

BANNER: ☐ COROPLAST: ☐ WOOD: ☐

ACRYLIC: ☐ MAGNETIC: ☐ URETHANE: ☐

PVC: ☐ ALUMINUM: ☐ NUEDGE: ☐

SINGLE SIDED: ☐ DOUBLE SIDED: ☐

OTHER: _____

COLOR SPECS:

BACKGROUND:

COPY:

OUTLINE:

SHADOW:

BORDER:

LOGO: