



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

July 26, 2021

Ms. Marybeth Murphy
Sullivan Tire
72 Main Street
Medway, MA 02053

RE: DRC Sign Design Review
Sullivan Tire
72 Main Street

Dear Ms. Murphy,

Thank you for submitting the proposed signage for Sullivan Tire to the Medway Design Review Committee (DRC) for review. The original sign design review application was filed with the Town by I.D. Sign Group, Inc. on July 16, 2022. Two additional design options for the Sullivan Tire inset panel on the existing monument sign were submitted by I.D. Sign Group on June 19th.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall façade sign and inset panel in the monument sign for the Sullivan Tire store at 72 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, July 19th, 2021, the DRC met with your representative, Jamie Fisher of I.D. Sign Group, Inc. to review the proposed signage for Sullivan Tire at 72 Main Street. You have proposed the following as represented on the sign design dated 7-16-2021.

- Installation of a LED internally illuminated channel letter façade sign with green translucent faces and black trim caps and a black, white and yellow road graphic, individually affixed to the existing clapboard façade of the south face of the building to replace the existing location of the “Direct Tire” sign. We note that the “Direct Tire” façade sign on the east facing wall will be removed and not replaced. The total area of signage is to be 59 square feet. This size is compliant with the Bylaw provisions for a wall sign in the Central Business zoning district. (**See Attached**).
- Installation of a two sided plastic insert at the existing monument sign in place of the Direct Tire insert panel, lit from below via spot lighting.
 - The initial color scheme submitted was to be bright green background with “Sullivan Tire” lettering in yellow and the black, yellow and white roadway

Design Review Committee Members

Matthew Buckley, Member & Chair
Janine Clifford, Member

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

Alex Siekierski, Member
Rachel Walsh, Member

graphic to match the same graphic on the wall sign with “Certified Auto Service” below in black text on a yellow band background. The total area of signage is to be 22 square feet (11 square feet per side). This size is compliant with the Bylaw provisions for the Central Business zoning district.

- 2 additional design options were submitted by ID Sign Group, Inc. on July 19th as requested by the Medway Planning office. The signs included the same text but with different color schemes and arrangements.

Based on the discussion, the DRC offers the following comments/recommendations regarding the proposed signs:

- Clean, prepare and paint the existing clapboard façade to remove any ghosting and eliminate the existing holes and imperfections from prior signage. This will provide a cleaner appearance to the existing fascia and for the new sign.
- Set lighting of the signs to an appropriate brightness and set to a timer that will shut the signs off after business hours.
- Consider lower color temperatures for the LEDs (below 5000K) to avoid blue appearance to white lettering.
- Window signage was not presented in the application. The DRC recommends including hours of operation on the front doors in a manner that is compliant with the allotment defined in the Sign Bylaw.
- Do not introduce illuminated or animated signs in the windows. Flashing OPEN signs are prohibited.
- Do not introduce window signs beyond the allotment for size and use as described in the Sign Bylaw and recommended above.
- Do not introduce additional signage on onsite amenities.
- The preference for the final signage on the monument sign was 1) to have the “Sullivan Tire” text in green lettering (to match the green color of the building channel letters) on a white background and 2) use white lettering on a black background for the “Certified Auto Service” band below. (**See Attached.**) We understand Sullivan Tire has agreed to this design option.

Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC for further discussions on signage for Sullivan Tire.

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 are pleased to see such an attractive sign going up. Further, we wish Sullivan Tire much success in Medway.

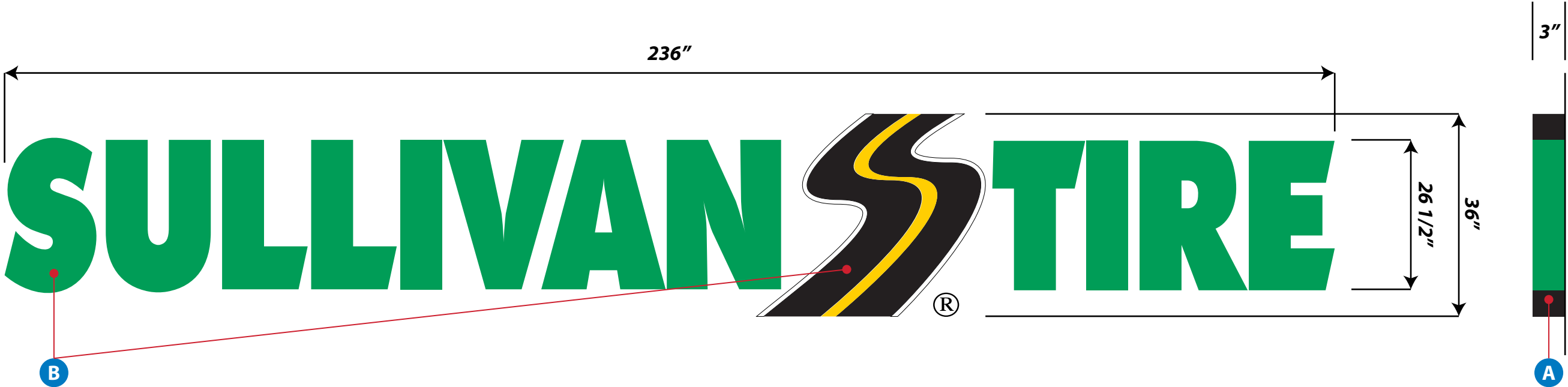
Sincerely,



Matthew J. Buckley
Chair

cc: Jack Mee, Medway Building Commissioner
Rindo Barese, Medway Building Department
Ericka Robertson, Medway Building Department
Kelly O'Brien, Medway Building Department
Jamie Fisher, I.D. Sign Group, Inc.
Debbie Collins, I.D. Sign Group, Inc.
Marianne Connaughton, Thirty Two Freemont Company

SULLIVAN TIRE	
WIP #	05-25731
Sales:	JAMIE
Design:	JACK
MATERIALS	
A:	3" DEEP FACE LIT WHITE LED CHANNEL LETTERS W/ GREEN AND BLACK GEM CAP
B:	TRANSLUCENT VINYL
COLORS / FINISHES	
<div></div>	GERBER VIVID GREEN TRANSLUCENT
<div></div>	BLACK TRANSLUCENT
<div></div>	ARLON 015 YELLOW TRANSLUCENT
<div></div>	MP 13552 GREEN VIRCO
<div></div>	MP BLACK
PRODUCTION NOTES	
REMOVE EXISTING CHANNEL LETTERS AND INSTALL NEW CHANNEL LETTERS	
INSTALL NOTES	
INSTALL CHANNEL LETTERS ONTO BUILDING	
PROOF REVISIONS	
ISSUED:	05-24-21



CLIENT APPROVAL

SIGNATURE

DATE

SULLIVAN TIRE	
WIP #	05-25731
Sales:	JAMIE
Design:	JACK
MATERIALS	
A:	3/16" WHITE LEXAN
B:	TRANSLUCENT VINYL
COLORS / FINISHES	
<div></div>	GERBER VIVID GREEN TRANSLUCENT
<div></div>	ARLON 015 YELLOW TRANSLUCENT
<div></div>	BLACK TRANSLUCENT
PRODUCTION NOTES	
2 NEW LEXAN FACES	
INSTALL NOTES	
REMOVE EXISTING FACES AND INSTALL NEW	
PROOF REVISIONS	
ISSUED: 05-24-21	



CLIENT APPROVAL

SIGNATURE

DATE