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Matt Buckley, Chair  
Janine Clifford, Vice Chair  
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Susan Alessandri, Member  
Jessica Chabot, Member  
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Representative



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Medway, MA 02053  
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Fax (508) 321-4987  
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[www.townofmedway.org](http://www.townofmedway.org)

## TOWN OF MEDWAY COMMONWEALTH OF MASSACHUSETTS DESIGN REVIEW COMMITTEE

November 9, 2022

Ms. Nicole Handricken  
Sign Design, Inc.  
170 Liberty Street  
Brockton, MA 01301

Re: Medway, MA Walgreens/Village Medical Signage Proposal

Thank you for submitting the proposed signage changes for the existing Walgreens building located at 68 Main Street in Medway, MA to the Medway Design Review Committee (DRC) for review. We understand you are acting on behalf of the applicant.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signs for Walgreens and Village Medical. Please be advised that this letter does NOT constitute approval of a sign permit by 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 new signs before obtaining the required permit.

The following signage plan has been proposed:

- Remove the existing Walgreens sign on the south façade and replace it with a new, smaller channel letter Walgreens sign (65 sq. ft. of sign surface area) to be positioned on the easterly portion of the sign area.
- Install a new Village Medical channel letter sign on the south façade (75 sq. ft.) and position it the westerly end of the sign area where the Walgreens sign is presently located.
- Retain the existing channel letter Walgreens sign on the west façade (81 sq. ft.) in the same location.
- Revise the sign panels on both sides of the existing free-standing pylon monument sign. No change in size.

The DRC met with Marie Mercier, project manager for Sign Design, Inc. of Brockton, MA, via ZOOM on Monday, October 3rd, 2022 and again on Monday, October 17<sup>th</sup> at which time proposed design revisions were reviewed. The DRC did not take exception to the signage package proposed for the channel letter wall signs for Walgreens and Village Medical on the south and west facades of the building. **See Attached.**

At the October 17<sup>th</sup> meeting, the DRC proposed some further refinements to the pylon sign design and felt comfortable that the proposed signage package would be acceptable if such changes were made.

Those requested revisions are as follows:

- Change the color of the background opaque panel from “Gray” to “White” and the lettering color of “Village” and a portion of the logo from “White” to “Gray”, similar to the referenced lettering on the Village Medical website and signage at the Sudbury, MA location which is consistent with the brand identity. We recommend this change because the original coloring of the “Village Medical” portion of the pylon sign poses a readability issue in that the “Blue” of the text and the “Gray” of the background are too close in tone and don’t have enough contrast between them to make the word “Medical” legible from a distance.
- See below images for those referenced during the October 17<sup>th</sup> discussion:



Ms. Mercier has since followed up with a further revised design for the pylon monument sign dated 10-22-22. **See Attached.** This revised design reflects the DRC’s recommendations. Thank you for incorporating those changes.

It was a pleasure working with the Sign Design, Inc and we look forward to seeing the refreshed signage at Walgreens and to welcome Village Medical to Medway.

Very truly yours,



Matt Buckley  
Chair

cc: Marie Mercier, Sign Design, Inc.  
Jonathan Ackley, Building Commissioner  
Rindo Barese, Building Inspector  
Kelly O’Brien, Building Administrative Assistant

*Walgreens*



Village Medical  
PRIMARY CARE

Exterior Branding Package  
**Store #6939**

68 Main St  
Medway, MA 02053

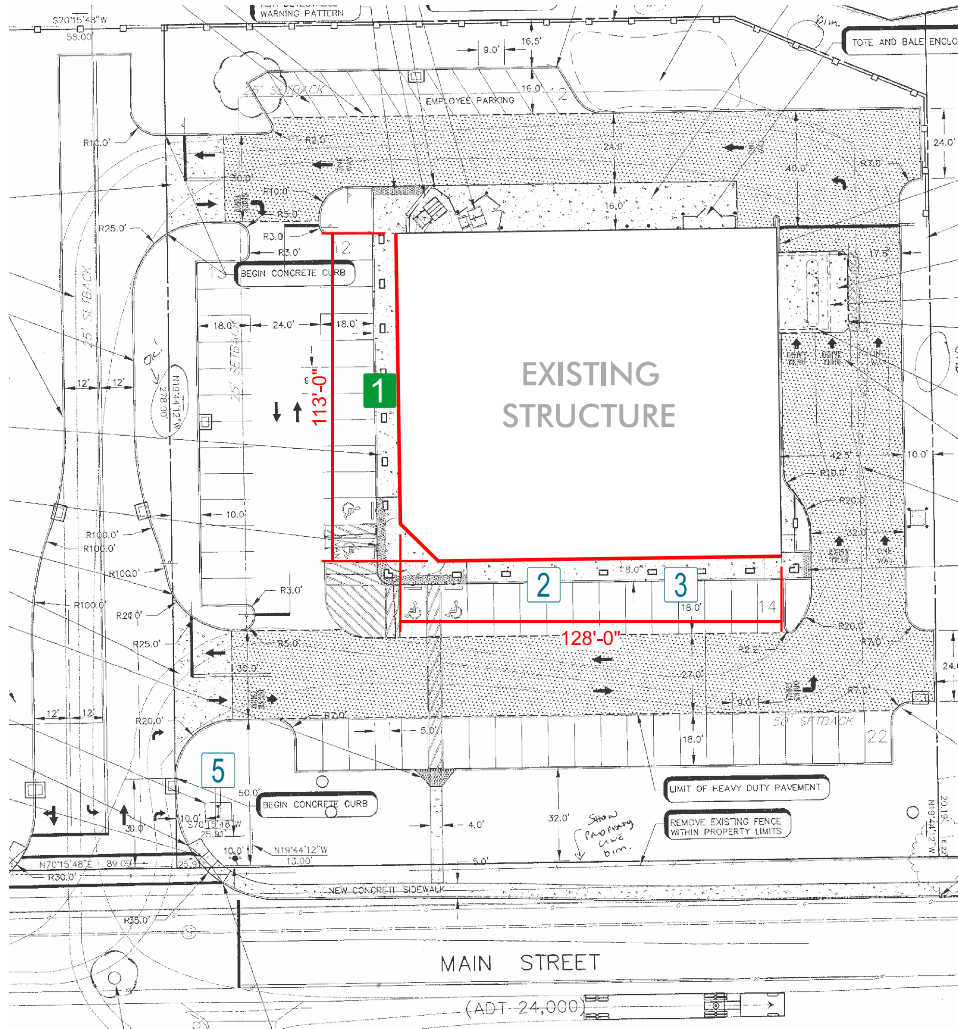
COAST SIGN

1500 W. Embassy St. Anaheim, CA 92802 714.520.9144

# Site Plan

## Proposed Signage

- 1 Walgreens Channel Letters  
36" x 324", 81 Sq. Ft.
- 2 VMD Channel Letters  
3'-3 7/8" x 22'-6 5/8", 74.94 Sq. Ft.
- 3 Walgreens Channel Letters  
3'-9 1/4" x 17'-0 3/8", 65.37 Sq. Ft.
- 5 Pylon Sign - Replacement Face  
28" x 106 1/2", 76.91 Sq. Ft.



Legend:

FRONTAGE



0' 20' 40' 60' ft  
Scale: 1" = 20'-0"

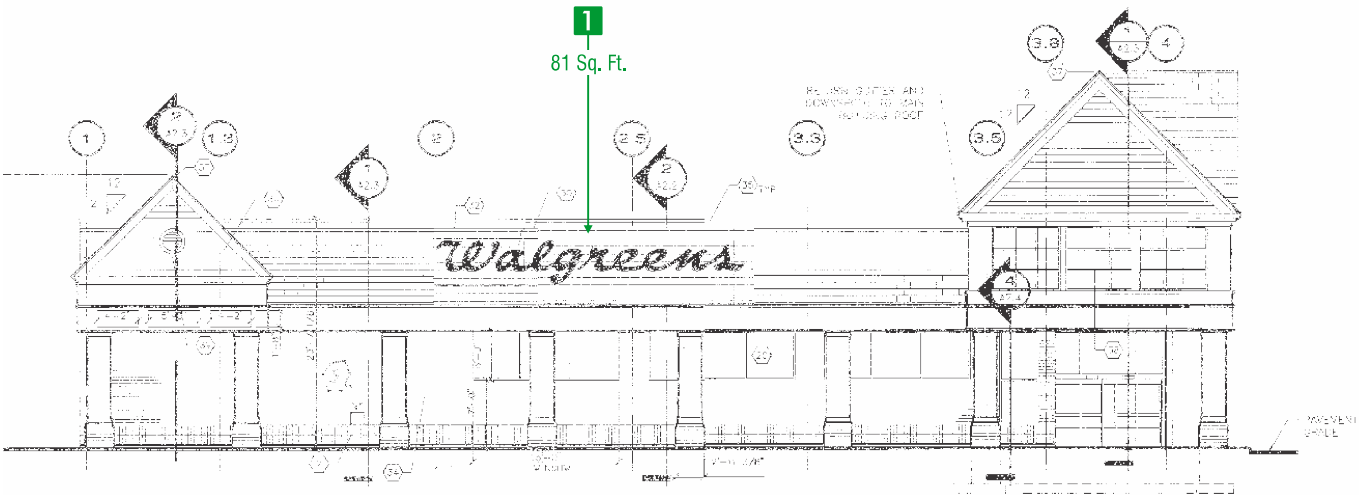
**COAST SIGN**  
1500 W. Embassy St. Anaheim, CA 92802 714.520.9144

Date: 12/14/2022 Project Name: 081819  
Scale: NTS Address: 68 Main St  
Drawn: JCV City / State / Zip: Anaheim, CA 92805  
PM: LE Client Approval: Date:

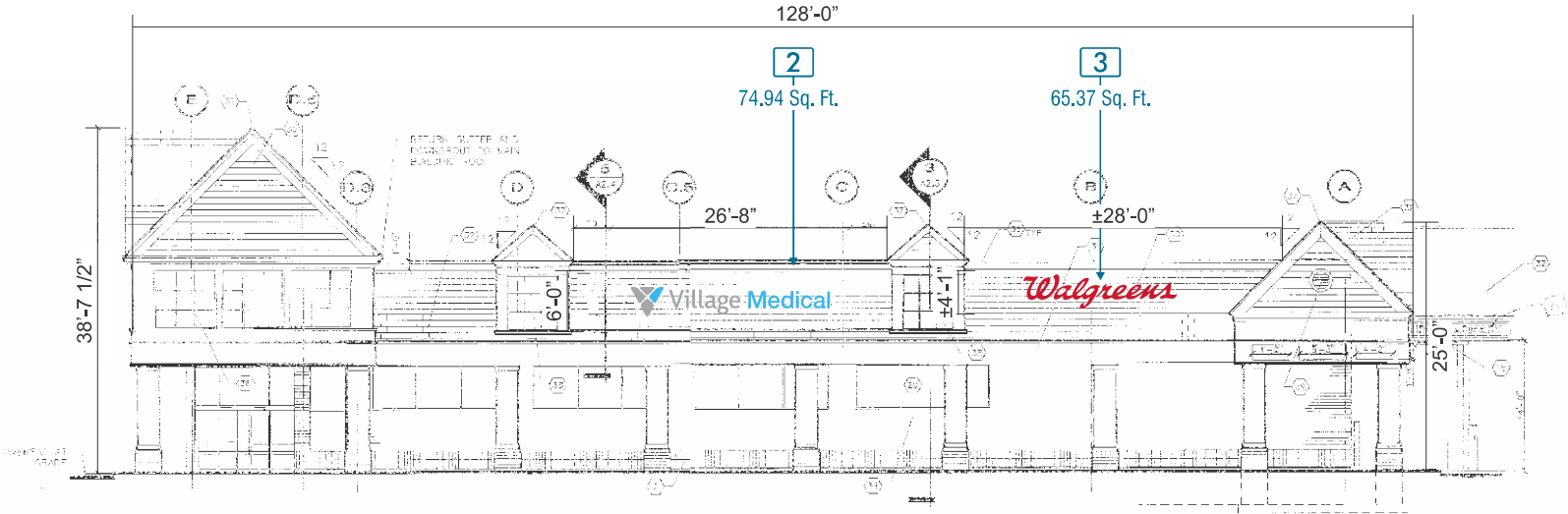
CUSTOMER APPROVAL

Customer Signature

Date



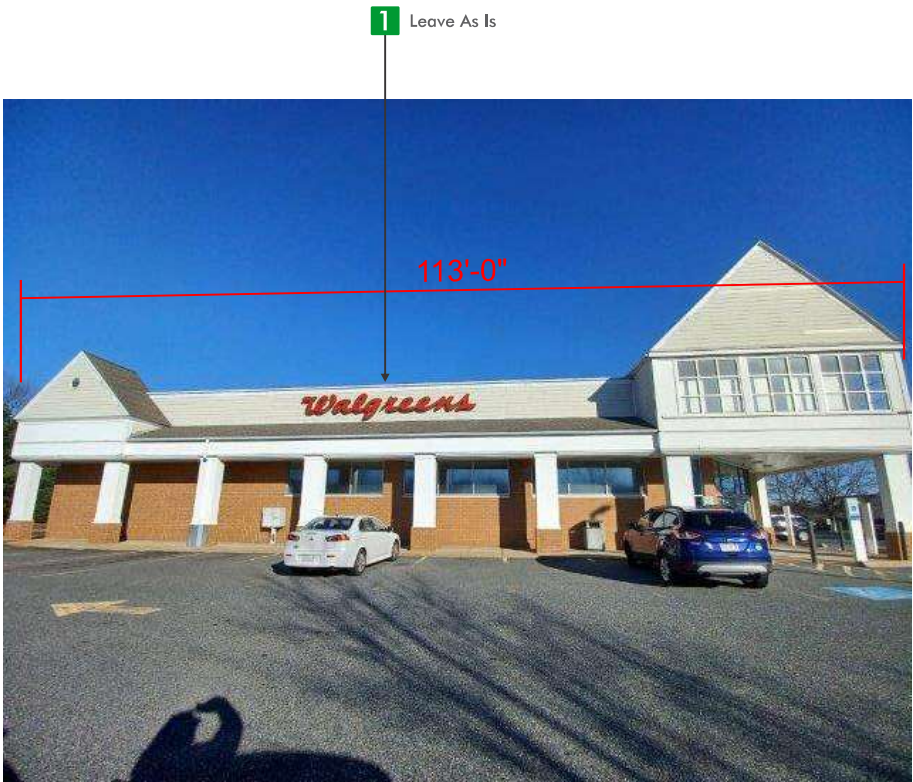
West Elevations



South Elevations

Proposal: (West) Elevation

\*\*All Existing Signage to Remain As Is



Existing Elevation

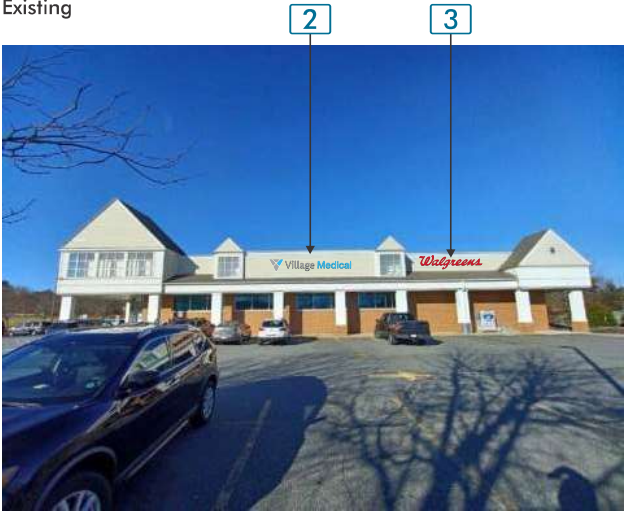
Existing Signage Summary:
1. Walgreens Channel Letters 36" x 324", 81 Sq. Ft.
Total Square Footage: 81 Sq. Ft



Proposal: (South) Elevation



Existing



Proposed

Existing Signage Summary:

2. Walgreens Channel Letters  
36" x 324", 81 Sq. Ft.

Total Square Footage:  
81 Sq. Ft

Proposed Signage Summary:

2. VMD Channel Letters  
3'-3 7/8" x 22'-6 5/8", 74.94 Sq. Ft.  
3. Walgreens Channel Letters  
3'-9 1/4" x 17'-0 3/8", 65.37 Sq. Ft.

Total Square Footage:  
140.64 Sq. Ft





## Proposal: Pylon Sign



Proposed Signage Specifications	
<b>COLORS &amp; FINISHES</b>	
<input type="checkbox"/> FACE: White	
<input checked="" type="checkbox"/> VINYL: 1st Surface 3M 3630-53 Cardinal Red	
<input checked="" type="checkbox"/> VINYL: Oracal Transparent 8300-056 Ice Blue	
<input checked="" type="checkbox"/> VINYL: Oracal Translucent 8500-076 Telegrey	
<input checked="" type="checkbox"/> VINYL: 3M Translucent 3630-69 Duranodic	
<input type="checkbox"/> VINYL: 3M Opaque 7725-10 White	
<b>REFACE CONSTRUCTION</b>	
1. FACE: Lexan	

### 4 REPLACEMENT FACE

SCALE: 1" = 1' 0"

(2) REQ'D

NOTE: BACKGROUND WILL BE OPAQUE  
AND ONLY LOGO/LETTER COPY WILL LIGHT UP

LANDSCAPING WILL BE DONE AT LEAST 3 FT ON  
EACH SIDE OF THE PYLON

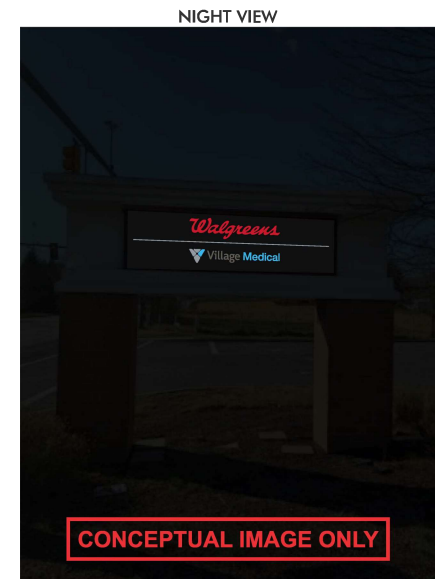


Existing



Proposed

DAY VIEW



Proposed

NIGHT VIEW

**COAST SIGN**  
1500 W. Embassy St. Anaheim, CA 92802 714.520.9144

Date:	10-22-22	Project Name:	Store # 6939
Scale:	NTS	Address:	68 Main St
Drawn:	RR	City / State / Zip:	Medway, MA 02053
PM:	LE	Client Approval:	Date:

#### CUSTOMER APPROVAL

Customer Signature

Date

PRJ-VIMD-167194-R6