

Town of Medway  
**DESIGN REVIEW COMMITTEE**  
 155 Village Street, Medway MA 02053  
 (508) 533-3291

**DRC Meeting Minutes: June 15, 2020**  
**Remote Meeting**

**Call to Order:** – With a quorum present, this remote meeting was called to order by Chair Mr. Buckley at 7:00 p.m.

**Attendees:**

	06/15/2020				
Matthew Buckley	X				
Rich Di Iulio	-				
Jessica Chabot	X				
Tom Gay	X				
Rachel Walsh	X				
Dan Connolly	ABSENT				
Rachel Wolf Lander	X				
Alex Siekierski	ABSENT WITH NOTICE				

Also Present:

- Sreelatha Allam, Recording Secretary
- Camilo Afonso, Signs by Cam
- Shawn Lannigan – Shawn’s Auto Repair
- Mario Castagna - Think Box GFX

**Sign Design Review – Shawn’s Auto Repair 71 Main Street**

Mr. Afonso of Signs by Cam started the discussion. He described the proposed sign for Shawn’s Auto Repair. It’s a 4’ x 12’ wall/façade cabinet sign that will be internally illuminated with LED lights (dimmer included). (See Attached.) Mr. Lannigan, business owner, noted that the building façade is flat, and they plan to repaint the wall where the new sign will be positioned. The current awning, which will be removed before the new sign is installed, is lit with light bulbs. On the positioning of the new sign, Ms. Chabot commented that it should either be centered or right justified on the facade. She suggested moving the sign towards the corner for better visibility. She also commented that the fonts for the phone number should be consistent with the rest of the sign. Mr. Gay said the numbers should align more with the font style used for the list of services. Ms. Walsh said the sign color scheme is effective based on the awning color. She asked if there’s another sign at the customer entrance and the response was that it is on the door. Ms. Wolf-

Lander said the spacing of the letters in the word “Shawn” should be re-evaluated to make it more visible from a distance. Mr. Afonso agreed to look into it.

There was some discussion on the list of services and how they make the sign look cluttered. Mr. Lannigan stated his preference to keep them and Mr. Gay concurred.

A DRC letter of recommendation will be drafted and sent to the applicant. Rachel Walsh will write the letter.

### **Sign Design Review – CBD ReLeaf, 98 Main Street**

The proposed sign is a wall/ façade cabinet sign with channel letter with a raceway and logo. It will be internally illuminated with LED lights. (See Attached) Mr. Gay commented on the previous sign that was installed without a building permit and DRC review. The applicant was asked to remove the sign as it was not in compliance with the size limit. The storefront is 15’ wide so the business is allowed only 15 Sq. Ft. of wall signage.

Mr. Castagna, Think Box GFX attended the meeting to discuss the sign design. He apologized for the mistakes made in the past.

NOTE – The Meeting was interrupted due to a ZOOM shutdown at 7:35 p.m. The problem was fixed, and the meeting was re-established at 7:55 p.m. with a quorum of Matt Buckley, Jess Chabot, Rachel Walsh and Tom Gay present.

While waiting for the applicant to re-establish their presence in the meeting, the minutes for the May 18th, 2020 DRC were reviewed. **A motion was made by Jessica Chabot and seconded by Tom Gay to approve those minutes. The motion was unanimously approved by roll-call vote.**

The sign company representatives for applicant CBD ReLeaf rejoined the meeting. They apologized for moving ahead with sign construction and installation. Their reasoning was that the "town was closed" and sign design/size had been approved in the other 11 towns where the applicant has stores. They are committed to making it right.

They questioned the size restriction as "all the other signs in the plaza are much larger. Explanation was given as to the width of the storefront driving the allowed size of the sign and that explanation was accepted.

The sign graphics were discussed, and DRC members agree it is attractive sign. Once properly sized it should look good.

DRC members offered their standard discussion about repainting the background ghosting left from the previous sign and making sure the raceway is painted to match the building.

The sign company representative asked questions about the "glass graphics" and the 4 sq. ft. limitation. Once again, the sign regulations section of the Zoning Bylaw was explained and noted. The applicant does intend to speak with the Building Inspector about allowing similar window coverage as other tenants in the plaza.

The DRC's letter of recommendation will be written by Matt Buckley.

### **Other Business**

Due to the confusion of the evening and small number of participants, it was decided to hold off on election of officers until the next meeting.

### **Adjournment**

**A motion was made by Jessica Chabot and seconded by Matt Buckley to adjourn the meeting. The vote was approved unanimously by roll call vote.**

The meeting was adjourned at 8:20 p.m.

Respectfully Submitted,

Sreelatha Allam  
Recording Secretary

With additional notes provided by Tom Gay

**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**June 10, 2020**

**Business Name:** Shawn's Auto Repair

**Business Owner:** Shawn Lannigan

**Sign Location Address:** 71 Main Street

**Proposed Sign:**

1. Wall/Façade Sign

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	4' x 12' = 48 sq. ft.	yes
<b>Sign Height</b>	Not applicable	Not applicable
<b>Illumination</b>	Internal – LED	Yes
<b>Type of Sign</b>	Cabinet	Yes

**Comments/Questions:**

- Not sure whether the length of sign frontage is truly 48'
- This is a replacement sign for the existing internally illuminated awning sign
- How does this sign design fit with the other signs for Shawn's Auto Repair, such as the door sign? Where is the customer entrance?
- Internally lit cabinet signs are generally discouraged.
- Building façade should be repainted
- Discuss positioning of the new sign on the façade
- Framing for the existing awning sign should be removed.
- How does the car/wrench graphic read?

**Please review this proposed sign against Medway Sign Review Guidelines for Commercial Districts**



**Medway Design Review Committee (DRC)**  
***Application for Sign Design Review***

**Medway Location/Address** where the sign will be installed: \_\_\_\_\_  
What is the interior width of the storefront? \_\_\_\_\_

**Building/Development Name:** (if applicable): \_\_\_\_\_

**Medway Zoning District:** \_\_\_\_\_

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # \_\_\_\_\_.

**Applicant Information** (Local Medway business establishment where the sign is to be installed)

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email address: \_\_\_\_\_

**Type of Proposed Signs** – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: [www.townofmedway.org](http://www.townofmedway.org).

Type of Sign	# of Signs	Signs Dimensions	Total Square Footage of Sign Surface Area	Sign Height	Type of Illumination (internal, external or none)
Wall/Façade Sign					
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign					
Awning Sign					
Projecting Sign					
Directory Sign					
Window Sign					
Other Type of Sign (Describe)					

**Attach the following items to this form. pdf format is requested for the application form and all attachments. Please email application and documents to [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)**

- \_\_\_\_\_ 1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination.
- \_\_\_\_\_ 2. For a wall sign, a scaled image showing the sign's position on the building.
- \_\_\_\_\_ 3. Landscaping Plan and Plot Plan marked with location of the free-standing sign and distances from street/lot lines.
- \_\_\_\_\_ 4. Color photograph(s) of building/location(s) where sign will be installed and existing signs.
- \_\_\_\_\_ 5. Color drawing of corporate logo (if applicable).
- \_\_\_\_\_ 6. Color photograph of similar/comparable sign on which your sign design is based.
- \_\_\_\_\_ 7. A letter or other descriptive or explanatory information you want to provide to the DRC.

**Does this application pertain to a completely new sign?**

☐ Yes ☐ No (If NO, please include photos/info of the existing sign you are modifying)

**Does this application pertain to a replacement panel for an existing sign structure?**

☐ Yes (If yes, please include photos/info of the existing sign) ☐ No

**If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?**

☐ Yes ☐ No ☐ Don't Know

**Does your lease require the property owner's approval of your sign?**

☐ Yes ☐ No ☐ Not applicable

**Sign Designer/Fabricator/Installer Information**

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

**Property Owner Information**

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

**Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).**

**The business owner and sign designer/fabricator must attend the DRC meeting.**

**The DRC generally meets on the first & third Monday night of each month at 7 p.m.  
at the Medway Library, 26 High ST.**

*(DRC meeting agendas are posted at the Town's web page at [www.townofmedway.org](http://www.townofmedway.org))*

**An Application for Sign Design Review and all supporting information must be submitted  
to the Medway Planning office by 12 noon on the Wednesday before a DRC meeting.**

**Please submit this application form and all attachments as follows:**

Email: [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org) **PREFERRED**

Fax: 508-321-4987

Mail: Design Review Committee  
c/o Medway Planning office  
155 Village Street, Medway, MA 02053

Drop Off: Medway Planning office @ Medway Town Hall, 155 Village Street

Phone: 508-533-3291

**Applicants and sign designers should read the Sign Guidelines included in the  
Medway Design Review Guidelines before developing a sign design.**

<http://www.townofmedway.org/design-review-committee/pages/sign-design-review>

**Sign designs should be developed in accordance with the Sign Design Guidelines.**

**Date Application Received by Medway Planning office:** \_\_\_\_\_

**Reviewed by Medway Planning Coordinator:** \_\_\_\_\_ **DRC Meeting Date:** \_\_\_\_\_

## Susan Affleck-Childs

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**From:** Signs By Cam <cam@signsbycam.com>  
**Sent:** Tuesday, June 09, 2020 10:27 AM  
**To:** Susan Affleck-Childs  
**Subject:** RE: possible new sign  
**Attachments:** shawns auto2.jpg; 6\_24\_16\_medwaydrc\_signform\_1.pdf

Here is the drawing and form. Shawn Lannigan has been a huge member of the town of Medway for the past 25 years. He was the manager at Long Distance Tire for 22 years! He now owns his own shop. Like everyone else in the worse economic time since the great depression... he needs to get more exposure so his business and family can survive. This also will be a lot less brighter than the awning is now. Please let me know the zoom meeting time etc. thank you for your help as always

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**From:** Susan Affleck-Childs [mailto:sachilds@townofmedway.org]  
**Sent:** Tuesday, June 9, 2020 7:40 AM  
**To:** Signs By Cam <cam@signsbycam.com>  
**Subject:** RE: possible new sign

<https://www.townofmedway.org/design-review-committee/pages/sign-design-review-procedures-and-application>

Here you go!

Susy

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**From:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Sent:** Tuesday, June 09, 2020 7:22 AM  
**To:** Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
**Subject:** RE: possible new sign

He's desperate to get this sign up...so please... send me the link for design review application. Thank you so much.

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**From:** Susan Affleck-Childs [mailto:[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)]  
**Sent:** Monday, June 8, 2020 3:40 PM  
**To:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Subject:** RE: possible new sign

Understood. The next meeting will be Monday, July 6<sup>th</sup>.

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**From:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Sent:** Monday, June 08, 2020 3:39 PM  
**To:** Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
**Subject:** RE: possible new sign

Not sure. Waiting to here. If not the next meeting will be ok.

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**From:** Susan Affleck-Childs [<mailto:sachilds@townofmedway.org>]  
**Sent:** Monday, June 8, 2020 3:33 PM  
**To:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Subject:** RE: possible new sign

Hi again,

Do you think you will be filing an application for DRC sign review for this for next Monday's meeting?

Susy

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**From:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Sent:** Monday, June 08, 2020 11:43 AM  
**To:** Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
**Subject:** RE: possible new sign

I understand.... Their awning lights up now. They are allowed per law correct? I don't want to waste our time etc.

---

**From:** Susan Affleck-Childs [<mailto:sachilds@townofmedway.org>]  
**Sent:** Monday, June 8, 2020 11:34 AM  
**To:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Subject:** RE: possible new sign

Thanks. That helps!!

The DRC does not like internally lit cabinet signs. I might suggest doing something with exterior lighting instead.

DRC has a meeting on Monday, June 15<sup>th</sup>. We are doing ZOOM meetings.

Will need sign design application from you by Wednesday.

Susy

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**From:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Sent:** Monday, June 08, 2020 11:28 AM  
**To:** Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
**Subject:** RE: possible new sign

If you look at the picture in the lower left corner, his showroom/customer entrance starts in the middle of the building... it's all connected and goes all the way the far right side of the building. ☺

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**From:** Susan Affleck-Childs [<mailto:sachilds@townofmedway.org>]  
**Sent:** Monday, June 8, 2020 11:25 AM  
**To:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Subject:** RE: possible new sign



Hi Cam,

Tell me more about the frontage. I see 26' of frontage according to the Assessor's records. Where are you getting 48'?

Susy

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**From:** Signs By Cam <[cam@signsbycam.com](mailto:cam@signsbycam.com)>  
**Sent:** Monday, June 08, 2020 10:06 AM  
**To:** Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
**Subject:** possible new sign

Susan.. I hope this finds you well. It's been tough on our end... hope to survive this economy. Shawn's auto is trying to bring more business in the door so they can survive as well. They have an existing ugly awning and want to replace with a internally lit sign cabinet. Clean and crisp. Their frontage is 48'. Please let me know if you see any issues before we start permit process. Thank you as always for all your help.

Enjoy our business video: <https://vimeo.com/380746234>

Cam Afonso

[www.signsbycam.com](http://www.signsbycam.com)

Signs By Cam, Inc.  
837 Upper Union Street  
Suite C-18  
Franklin, MA 02038

(P) 508-364-2905  
(F) 508-528-0766

144 in

48 in



48'

OLD LIT AWNING

NEW LIT CABINET



*Signs By Cam* Inc.

Sign & Graphic Solutions • Uncompromising Integrity

**Cam Afonso**

837 Upper Union St., Suite C-18  
Franklin, MA 02038

Phone: 508-364-2905

Fax/Office: 508-528-0766

E-Mail: [cam@signsbycam.com](mailto:cam@signsbycam.com)

Website: [www.signsbycam.com](http://www.signsbycam.com)

APPROVED FOR PRODUCTION:

X

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ANY DUPLICATION OF ANY KIND IS PROHIBITED.  
PERSON(S) WILL BE PROSECUTED TO THE FULL EXTENT  
OF THE LAW.

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:

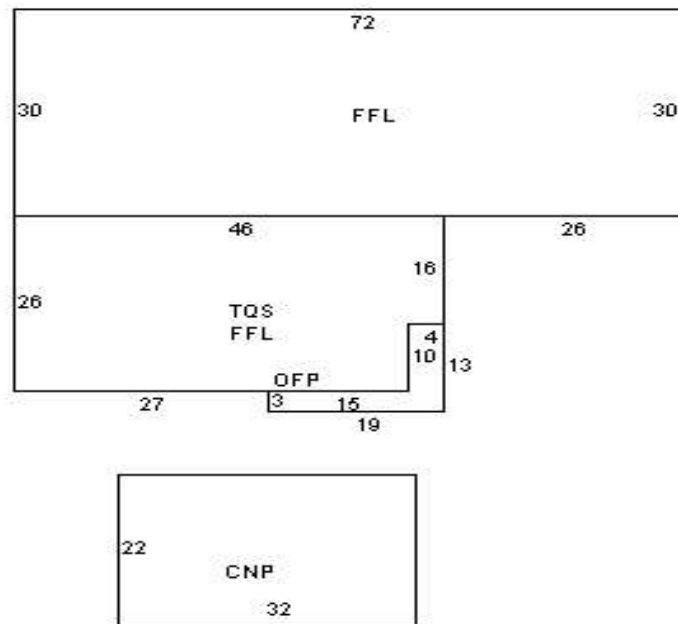
COPY:

OUTLINE:

SHADOW:

BORDER:

LOGO:





**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**June 11, 2020**

**Business Name:** CBD ReLeaf Center

**Business Owner:** Mark Pielocik

**Sign Location Address:** Medway Place shopping plaza - 98 Main Street (formerly occupied by Verizon)

**Proposed Sign:**

1. Wall/Façade Sign

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	31" x 71" = 15.3 sq. ft.	yes
<b>Sign Height</b>	Not applicable	Not applicable
<b>Illumination</b>	Internal – LED	Yes
<b>Type of Sign</b>	Channel Letters with a raceway, logo and a small cabinet sign	Yes

**Comments/Questions:**

- Building façade should be repainted behind the new sign to remove ghosting left over from previous sign for Verizon
- Raceway should be painted to match building façade color.
- There are a number of CBD ReLeaf stores which have opened in the area – Bellingham, Blackstone, Smithfield, RI so their graphics are set.
- NOTE – A larger version of this sign was installed in May without the benefit of a sign permit from the Town or your review. We have determined that the size of that sign is too large (23 sq. ft.) for the space. It has to be removed. The business owner and sign company have been informed. The storefront is 15' wide so the business is allowed only 15 sq. ft. of wall signage.
- This is probably the smallest storefront in Medway Place

**Please review this proposed sign against Medway Sign Review Guidelines for Commercial Districts**



**Medway Design Review Committee (DRC)**  
**Application for Sign Design Review**

**Medway Location/Address** where the sign will be installed: 98 Main St. Medway, Massachusetts  
What is the interior width of the storefront? 15 ft.

**Building/Development Name:** (if applicable): Medway Place Shopping Plaza

**Medway Zoning District:** Central Business District

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # 5

**Applicant Information** (Local Medway business establishment where the sign is to be installed)

Business Name: CBD ReLeaf Center

Mailing Address: 98 Medway Street

Medway MA

Contact person: Mark Pielocik

Phone: 508-533-4025 Cell Phone 774-571-1419

Email address: cbdreleaf

**Type of Proposed Signs** – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: [www.townofmedway.org](http://www.townofmedway.org).

Type of Sign	# of Signs	Signs Dimensions	Total Square Footage of Sign Surface Area	Sign Height	Type of Illumination (internal, external or none)
Wall/Façade Sign	1	<del>38x87</del>	<del>228</del>	<del>38</del>	Internal
Free-standing Individual Business Sign		<u>31" x 71"</u>	<u>15.34</u>	<u>NA</u>	<u>Internal</u>
Free-standing Multi-Tenant Development Sign					
Awning Sign					
Projecting Sign					
Directory Sign					
Window Sign					
Other Type of Sign (Describe)					

**Attach the following items to this form. pdf format is requested for the application form and all attachments. Please email application and documents to [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)**

- ☒ 1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination.
- ☒ 2. For a wall sign, a scaled image showing the sign's position on the building.
- ☐ 3. Landscaping Plan and Plot Plan marked with location of the free-standing sign and distances from street/lot lines.
- ☒ 4. Color photograph(s) of building/location(s) where sign will be installed and existing signs.
- ☐ 5. Color drawing of corporate logo (if applicable).
- ☐ 6. Color photograph of similar/comparable sign on which your sign design is based.
- ☐ 7. A letter or other descriptive or explanatory information you want to provide to the DRC.

**Does this application pertain to a completely new sign?**

☒ Yes ☐ No (If NO, please include photos/info of the existing sign you are modifying)

**Does this application pertain to a replacement panel for an existing sign structure?**

☐ Yes (If yes, please include photos/info of the existing sign) ☒ No

**If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?**

☐ Yes ☒ No ☐ Don't Know

**Does your lease require the property owner's approval of your sign?**

☐ Yes ☒ No ☐ Not applicable

**Sign Designer/Fabricator/Installer Information**

Company Name: Thinkbox Graphics, Inc.  
Mailing Address: 200 Center Street Bellingham, MA  
Contact person: Mario Castagna / Jon Farnsworth  
Phone: 774-244-0014 Cell Phone: 508-928-2488  
Email address: mario@thinkboxgfx.com jon@thinkboxgfx.com

**Property Owner Information**

Company Name: Diversified Funding Inc  
Mailing Address: 63 Atlantic Ave Boston MA 02110  
Contact person: Jim Griffin  
Phone: 617-227-0893 Cell Phone: 617-633-1349  
Email address: JGriffin@dfi.cc

Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).

The business owner and sign designer/fabricator must attend the DRC meeting.

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at the Medway Library, 26 High ST.

(DRC meeting agendas are posted at the Town's web page at [www.townofmedway.org](http://www.townofmedway.org))

**An Application for Sign Design Review and all supporting information must be submitted to the Medway Planning office by 12 noon on the Wednesday before a DRC meeting.**

**Please submit this application form and all attachments as follows:**

Email: sachilds@townofmedway.org PREFERRED  
Fax: 508-321-4987  
Mail: Design Review Committee  
c/o Medway Planning office  
155 Village Street, Medway, MA 02053  
Drop Off: Medway Planning office @ Medway Town Hall, 155 Village Street  
Phone: 508-533-3291

**Applicants and sign designers should read the Sign Guidelines included in the Medway Design Review Guidelines before developing a sign design.**

<http://www.townofmedway.org/design-review-committee/pages/sign-design-review>

**Sign designs should be developed in accordance with the Sign Design Guidelines.**

Date Application Received by Medway Planning office: 6-10-2020

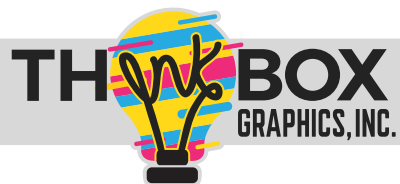
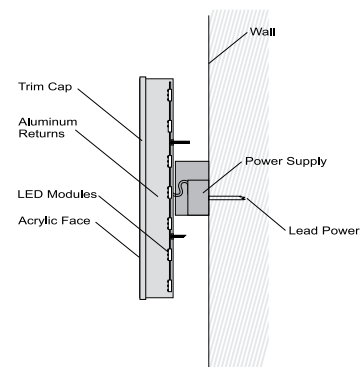
Reviewed by Medway Planning Coordinator: 6-11-20 DRC Meeting Date: 6-15-20





#### Channel Letter Sign:

- LED Internally Illuminated letter set with white acrylic faces, and black aluminum returns.
- Painted raceway to match building.
- 4" deep letters.
- digital print and translucent graphics applied to faces.



## DESIGN PROOF

This artwork is owned by, and the information contained in is proprietary to Thinkbox Graphics, Inc. By receipt hereof the holder agrees not to use the artwork, disclose it to any third party, nor reproduce this artwork without the prior written consent of Thinkbox Graphics, Inc. Holder also agrees to immediately return this artwork upon request of Thinkbox Graphics, Inc. By signing off on this proof customer agrees that all information contained is accurate and that all colors, fonts, graphics, spelling and overall look of artwork. Artwork may not be used for any purpose without permission from Thinkbox Graphics, Inc. until contractual agreements have been met, and ownership has been transferred to holder. By replying to this proof with an email, fax or verbal approval you are agreeing that all colors, grammar, logos, branding and overall look of signage is satisfactory.





Photo taken 5/29/20