



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

April 27, 2018

All Fur Love
ATTN: Marquel Johnson
126 Main Street (Domino's Plaza)
Medway, MA 02053

RE: DRC Sign Design Review
All Fur Love – 126 Main St
Domino's Plaza – Medway, MA

Dear Ms. Johnson,

Thank you for submitting the proposed signage for *All Fur Love* to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on April 10, 2018.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall facade sign for *All Fur Love* at 126 Main ST. 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, April 23rd the DRC met with you to review the proposed signage for *All Fur Love*. You have proposed the following as represented on the sign design submitted (**See Attached**).

- Wall Sign Sign 35" high x 90" wide (21.875 SF total). The sign will be positioned above the business entrance. Fiberglass fabrication.

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

- The DRC recommends that you reduce the number of elements on the proposed sign by removing the phone number and the series of paw prints. Minimizing the business of the sign will make it easier for the sign to be read by drive-by traffic. The DRC prepared a proposed adjustment to the sign and is including it with this letter. (**See Attached**)
- The DRC recommends that the highly saturated yellow background color shown in the drawing be muted to improve the sign's readability.
- Should you decide to add lighting to the sign, the DRC recommends an externally illuminated light fixture that hangs down above the sign such as a horizontal eyebrow light or a series of goose neck lights.

Design Review Committee Members

Matthew Buckley, Member & Chair
Rachel Walsh, Member & Vice Chair
Jessica Chabot, Member & Corresponding Secretary

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

Seth Kendall, Member
Alex Kevork, Member

- The Domino's Plaza has a free-standing tenant monument sign which may be used by *All Fur Love*. The DRC would like to see a design for that sign panel when you decide to go ahead with that additional signage.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for *All Fur Love*. 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 *All Fur Love* much success in Medway.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly distinguishable.

Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Jill Karakeian, Medway Building Department
Rindo Barese, Medway Building Department
Jeff Dufficy



All Fur L  ve

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