



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

March 15, 2017

Mr. Jeff Dufficy
122 Main Street
Medway, MA 02053

RE: DRC Sign Design Review Letter
Domino's plaza

Dear Mr. Dufficy,

Thank you for submitting the design for a new monument sign for Domino's plaza to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 2/27/17. The sign will be constructed and installed by Signs By Cam, Franklin, MA.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the signage for Domino's plaza at 122 Main ST, Medway, MA. Please be advised that this letter does NOT constitute the Town's approval of a sign permit. You must still apply for and secure a sign permit from the Medway Building Department prior to sign installation.

On Monday, March 6th, the DRC met with your sign maker, Cam Afonso, to review the proposed signage as represented on the sign designs submitted and as attached:

- Free standing, double-sided, externally illuminated monument sign with an overall height of 8' framed by 6' square aluminum posts.
- The sign includes a 100" wide by 12" tall topper with the property address and which encloses LED fixtures to provide top-down, external illumination of the tenant sign panels.
- The sign features 3 tenant panels for DOMINO'S, FLYING FUR, and TINGLEY'S measuring a combined 6' wide by 5' tall per side for a total of 60 sq. ft. of sign surface area. The panels are shown as:
 1. Domino's panel at the top with a blue background, white lettering and the corporate logo.
 2. The middle panel with a red background, Flying Fur in white lettering, the puppy dog logo to the left, with additional information about the company's services shown to the right in white lettering.
 3. The bottom panel with a tan background and black lettering reading "Tingley's" with a coffee cup logo to the left.

Design Review Committee Members

Matthew Buckley, Member & Chairman
Julie Fallon, Member & Vice Chair

Jessica Chabot, Member
Tom Gay, Planning and Economic
Development Board Representative

Lisa Graves, Member
Rachel Walsh, Member & Corresponding
Secretary

The DRC offers the following comments/recommendations regarding the signage modification:

- Replace the aluminum posts that are proposed with granite posts as discussed in the meeting and as shown in your example photo of a comparable sign in Franklin. This location is a gateway to Medway's central business district and should set the tone by using indigenous materials that enhance the village aesthetic.
- If a landscaping berm is introduced at the base, a small edge would be needed to prevent erosion. Use granite edge details as discussed in the meeting. The berm may not be used to create more height than what is allowed. The overall height of the sign from the existing grade must not exceed 8' including your stone base and landscaping bed.
- Plant and maintain flowering shrubs at the base of the sign as discussed. This is a requirement of the Zoning Bylaw for the 3' area extending out in all directions from the base of the sign.
- Remove the small white text as shown at the right of the Flying Fur panel as it is too small to read from the street. Once removed, enlarge the company logo and business name slightly to make it more visible and be better balanced with the size of business names on the other two panels.
- The LED lighting should include a dimmer. This type of illumination may cause a bright aura at the top with insufficient lighting near the bottom. A dimmer will enable you to create a softer, all-over lighting effect.
- The sign address should be 122 Main Street as that is the official address according to the Town of Medway Assessor's records.

The applicant is advised that the existing, non-conforming sign structure needs to be removed from the site and disposed of. This should occur before the new sign is installed. The details for that need to be resolved with the Building Department and Department of Public Services.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Domino's Plaza. 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 you continued success in Medway.

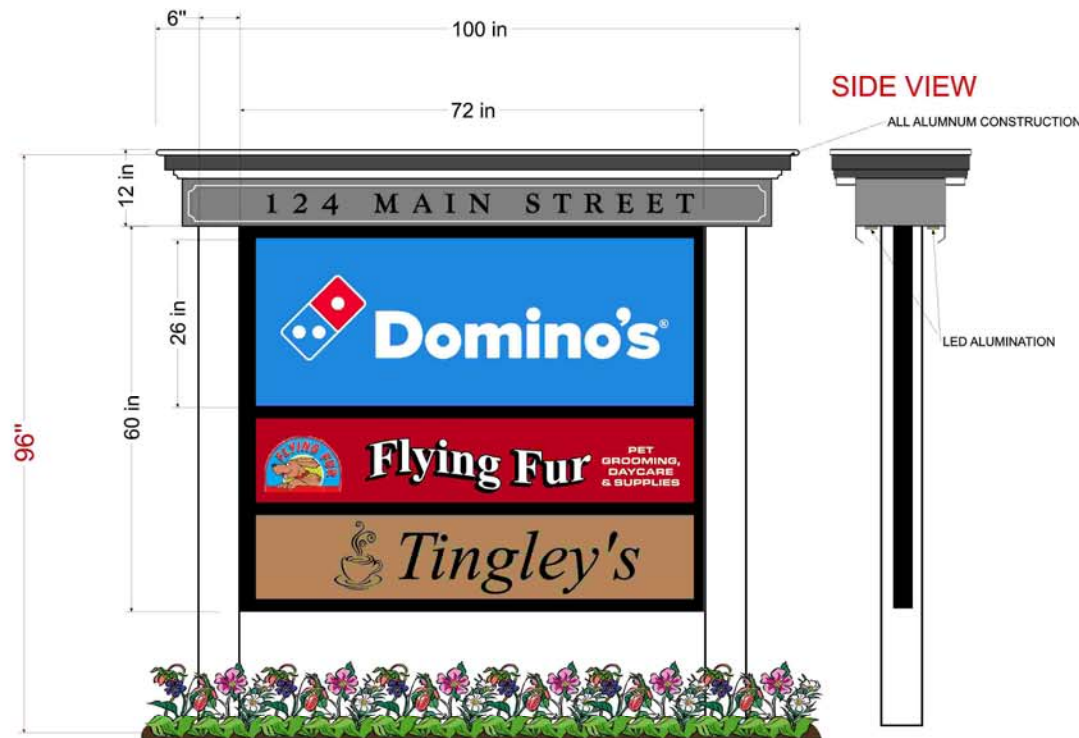
Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Cam Afonso, Signs by Cam

sample



Signs By Cam
Inc

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso

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Website: www.signsbycam.com

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X

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