



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

July 17, 2018

Mr. Ashish Patel
Medway Smoke Shop
100 Main Street
Medway, MA 02053

RE: DRC Sign Design Review
Medway Smoke Shop Façade Sign
100 Main Street

Dear Mr. Patel,

Thank you for submitting the proposed signage for Medway Smoke Shop to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on June 28, 2018.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed façade sign for Medway Smoke Shop, 100 Main St, located at Medway Place. Please be advised that this letter does NOT constitute the Town's approval or issuance 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 16th, the DRC met with your sign fabricator, Corey Walker, from Signarama of Framingham, to review the proposed signage for the Medway Smoke Shop. You have proposed the following as represented on the sign design submitted (**See Attached**).

- Facade Sign measuring 14" high x 120.5" wide, 11.72 SF total. The design features the words "SMOKE SHOP" all caps, in a Kelly Green color. The sign features individual channel letters and will be internally illuminated using LED lighting. It is to be mounted on a new raceway, painted to match the building's façade.
- No sign is currently proposed for the multi-tenant monument sign at the entrance to the plaza. Please be advised that at such time as you wish to proceed with that additional sign, it too will need review by the Design Review Committee.

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

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

- The layout and font chosen are legible and use the space well without being too crowded.
- Using the simplified wording of “SMOKE SHOP” without including “Medway” was a good choice and allowed for a less-crowded and more legible design.
- Check that the building façade does not have any ghosting from prior signage prior to installation in order to achieve the best appearance of the new sign.
- The new raceway should be painted to blend with the façade.
- The color discussed for the channel letters is a true Kelly Green. Be sure that the illuminated version appears as such and does not glow “neon/yellow-green”.
- The LED illumination should be that of a reasonable output. Be sure that the channel letters are of a similar brightness to other signs in the plaza and not brighter.
- The DRC recommends that the sign be constructed and installed as-proposed.

Mr. Walker indicated that these suggestions would be considered as the signage plans are finalized. You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Medway Smoke Shop. 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. Welcome to Medway and we wish Medway Smoke Shop much success.

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Jill Karakeian, Medway Building Department
Rindo Barese, Medway Building Department
Corey Walker, Signarama
Jim Griffin, Diversified Funding, Inc.

JOB #: 5

QUANTITY: 1

PROJECT TYPE: WALL SIGN

PROOF DATE: 5.21.18

REVISION DATE: 5.21.18

REVISION #: 1



14" H x 120.5 W" x 5" D Channel Letter Sign
mounted on a 5" H x 10' W x 5" D aluminum
Raceway painted to closely match the
building color (TBD).

Letters & Logo Box are fabricated with
.040 aluminum returns and .040 black
aluminum backs. Faces are 3/16" thick
acrylic with digitally printed green translucent
vinyl & 1" trim cap, per the approved sign proof.

The sign is illuminated with white LEDs.
Includes UL approved Labels on each separate
raceway & logo box.



PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.

These plans are the exclusive property of Sign*A*Rama and are the result of the original work of its employees. Their sole purpose is for client consideration as to whether or not to purchase the proposed plans or to purchase from Sign*A*Rama, a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Sign*A*Rama expects to be reimbursed for time and effort entailed in creating these plans.

IMPORTANT: SUPERIMPOSED PHOTOS ARE NOT TO BE VIEWED AS 100% ACCURATE DEPICTIONS, THEY ARE SIMPLY A ROUGH REPRESENTATION OF SIGN PLACEMENT.

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