



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

April 27, 2018

Ms. Tracy Fye
FBT Medical Aesthetics
Medway Mills
165 Medway St, Suite 200
Medway, MA 02053

RE: DRC Sign Design Review
FBT Medical Aesthetics – Tracy Fye, NP
Medway Mills – Medway, MA

Dear Ms. Fye,

Thank you for submitting the proposed signage for FBT Medical Aesthetics to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on March 5, 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 Medway Mills at 165 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 2nd, and April 23rd the DRC met to review the proposed signage for FBT Medical Aesthetics. You have proposed the following as represented on the sign designs prepared and submitted by Rocco Cavallaro of Cavallaro Signs (**See Attached**).

- Wall Sign 24" high x 65" wide (10.83 SF total). The sign will be positioned above two other existing wall facade signs. Non-illuminated.

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

- The distance and alignment between FBT and Medical Aesthetics is too small to read correctly. The DRC recommends that the size of "FBT" be reduced and the spacing be adjusted between "FBT" and "Medical Aesthetics" so there is more space between the two phrases so they are easier to read. (**See Attached**)

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 DRC suggests that the font for “FBT” be changed to make it more distinctive from “Medical Aesthetics”. You suggested that a drop shadow be added to “FBT” which the DRC liked.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for FBT Medical Aesthetics. 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.

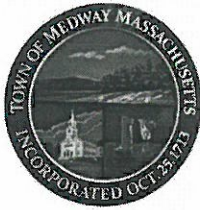
Thank you for your time. We wish FBT Medical Aesthetics much success in Medway.

Sincerely,

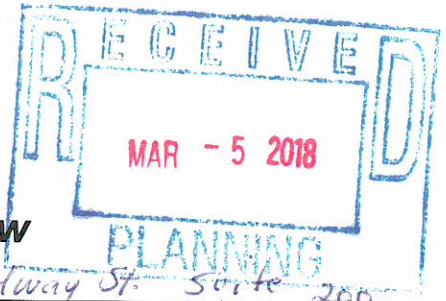
A handwritten signature in black ink, appearing to read "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly distinguishable.

Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Jill Karakeian, Medway Building Department
Rindo Barese, Medway Building Department
Rocco Cavallaro, Cavallaro Signs



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



Medway Location/Address where the sign will be installed: 165 Medway St. Suite 200
What is the interior width of the storefront? NA

Building/Development Name: (if applicable): Medway Mill

Medway Zoning District: AR-II

Applicable Sign Standard Table (from Medway Zoning Bylaw) Table # _____.

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

Business Name: FBT Medical Aesthetics

Mailing Address: 165 Medway St. Suite 200

Medway Mill Medway MA

Contact person: Rocco Cavallaro

Phone: 508 446-5190 Cell Phone 508-528-6545

Email address: Rocco.cavallaro1@verizon.NET

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.

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)	65" X 24"	10.83'	24 Panel	NONE
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

- ☒ 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.

facialbeauty.treatments.com
TRACY FWE, NP

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: Cavallaro Signs
Mailing Address: 305 Union Street Franklin MA 02038
Contact person: Rocco Cavallaro
Phone: 508-538-6545 Cell Phone: 508-446-5190
Email address: Rocco.Cavallaro1@Verizon.NET

Property Owner Information

Company Name: NRG CONCEPTS INC
Mailing Address: 165 Main St. Medway MA
Contact person: John Greene
Phone: 508-376-8745 Cell Phone: _____
Email address: John.J.Greene@Verizon.NET

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)

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/sites/medwayma/files/uploads/medway final design review guide lines - september 2015 1.pdf](http://www.townofmedway.org/sites/medwayma/files/uploads/medway%20final%20design%20review%20guide%20lines%20-%20september%202015%201.pdf)

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

Date Application Received by Medway Planning office: 3-5-2018

Reviewed by Medway Planning Coordinator: _____ **DRC Meeting Date:** _____



Cavallaro Signs
INCORPORATED

From the Desk of; **Rocco Cavallaro**

24" x 65" PVC 3/4"
Brown color match etc.
lag Bolts into brick with sleeves





Cavallaro Signs
INCORPORATED

305 Union St., Franklin, Ma phone/fax 508-528-6545

From the Desk of; **Rocco Cavallaro**

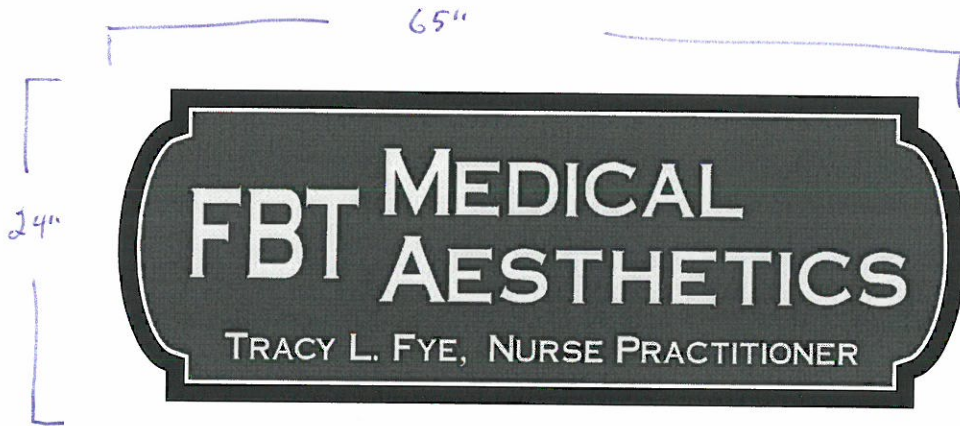
Date... **2/12/18**

*This PVC sign mounted to Fascia at Medway MMA
AS shown with photo overlay*

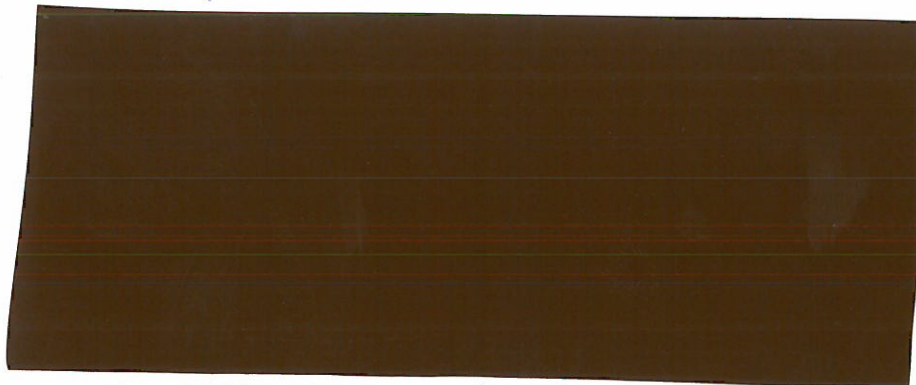
24" x 65" PVC Plastic sign panel 3/4" Thick

Vinyl color match Brown back ground

Exterior Brick fascia, mounted with Lag Bolts



Lag bolted with sleeves into Brick Fascia



FBT

MEDICAL
AESTHETICS

TRACY L. FYE
NURSE PRACTITIONER