



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

July 6, 2017

Jenne Nitishin and Anne Brady
The Hot Pigeon
324 Village St
Medway, MA 02053

RE: DRC Sign Design Review Letter
Hot Pigeon

Dear Ms. Nitishin & Ms. Brady,

Thank you for submitting signage design concepts for The Hot Pigeon to the Medway Design Review Committee (DRC) for review. The original signage application was filed with the Town on May 18, 2017. The sign will be constructed and installed by Graphic Solutions of Wrentham, MA.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signage for The Hot Pigeon at 324 Village 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, May 22nd, 2017, the DRC met with you to review the proposed signage as represented on the sign designs initially submitted:

- A rectangular panel sign measuring 2' x 12', with the name "Hot Pigeon" in an artistic font, in the signature colors, hot pink and black, on a white background. At the time, the tag lines: "flying far for fabulous finds; studio lessons for curious minds" were positioned along the bottom of the sign.

During our initial discussion on May 22nd, brainstorming and suggestions from the group included:

- Reduce the tagline to: "FABULOUS FINDS, CURIOUS MINDS"
- Add the business logo of either the hot pink fedora or a pigeon wearing the fedora.

On Monday, June 5th, 2017, the DRC had planned to meet with you regarding your revised signage designs and ideas which you had submitted on June 1st. Although you were not able to attend the meeting, the DRC reviewed your revised signage designs and worked on a third design (**attached**) incorporating your key design elements. That revised design is as follows:

Design Review Committee Members

Matthew Buckley, Member & Chairman
Jessica Chabot, Member & Corresponding Secretary

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

Seth Kendall, Member
Alex Kevork, Member
Rachel Walsh, Member & Vice-Chairman

- A rectangular panel sign measuring 2' x 12', with the name "The Hot Pigeon" in an artistic font, in the signature colors, hot pink and black, on a white background. The sign included the company's pink fedora logo.

Further discussion and brainstorming resulted in these additional comments/recommendations:

- The façade sign is legible and well designed and utilizes the company logo successfully.
- Enlarge the hot pink fedora logo, to make it more visible, and move it to the left side of the sign panel
- Move the tag line phrases "FABULOUS FINDS - CURIOUS MINDS" closer together, and stack them under the business name, separated by a black spacer
- Maintain the name in hot pink and black, in your chosen artistic font.
- Consider employing a second wall sign on the building's east façade or a shingle-style sign in the future as you are allowed more than one sign at your chosen location. Please note you will need to return to the DRC for review of additional signs and secure separate building permits as well.

Please accept our apologies for the delay in furnishing you with the DRC's review letter for your signage. You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for The Hot Pigeon. 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 are glad that you have chosen Medway to open The Hot Pigeon. We wish you much success.

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Jill Karakeian, Building Department Administrative Assistant