



Town of Medway  
**DESIGN REVIEW COMMITTEE**  
155 Village Street  
Medway MA 02053  
508-533-3291  
[drc@townofmedway.org](mailto:drc@townofmedway.org)

August 6, 2018

NWG Automotive Repairs, Inc  
ATTN: Joe Greene  
71 Main Street (Irving Gas station)  
Medway, MA 02053

Dear Mr. Greene,

The Design Review Committee is in receipt of the proposed plans to retrofit the existing canopy façade and pole sign for Irving Gas at your property at 71 Main Street. The information was filed with the Town on July 27<sup>th</sup>, 2018 by Amanda Schultz of ProSigns, the sign company for Irving.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed retrofit of the existing gas canopy and pole sign for Irving Gas located at 71 Main Street. 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.

The DRC met with Gary Bolduc from Poyant Signs on Monday July 30<sup>th</sup>, 2018. Poyant will be the local installer of the Irving signs that are made by ProSign in Pennsylvania. During the meeting, Mr. Bolduc presented the proposed retrofit to the free standing sign and new cladding to be installed around the perimeter of the gas pump canopy.

The following signs have been proposed as represented on the sign designs submitted (**See Attached**).

- **Pole Sign:** Retrofitting the existing double sided cabinet sign that is 6' 1 ½" high x 6' 1" wide (37.84 SF per side for a total of 75.68 SF). The sign is at a height of 16' 1 ½". This is a pre-existing sign that does not conform to the Medway *Zoning Bylaw* in terms of height and sign surface area. The sign will be externally illuminated however each side will include [2] panels with LED digital numbers to display gas prices, each at a height of 8". The area of each LED display is 1.28 sq. ft for a total of 5.12 SF. This is 6.7% of the existing sign surface area in this currently non-conforming configuration. The color of the numerals is red but may include green to display diesel fuel if present. The vertical pole will be re-clad with new white aluminum.

**Design Review Committee Members**

Matthew Buckley, Member & Chair  
Rachel Walsh, Member & Vice Chair

Jessica Chabot, Member  
Dan Connolly, Member

Tom Gay, Planning and Economic  
Development Board Representative  
Seth Kendall, Member

- **Canopy sign:** Refacing the existing four sided gas pump canopy with a single internally illuminated sign (Irving text and chevron) on the north face that is 49 ½" x 93" for a total of 32.61 SF. The existing canopy fascia will be fitted with new panels that are 32' 10 ¼" x 3', each with an area of 126.75 SF for a total of 507 SF.

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

- The DRC recommends that any sign be in conformance with the *Medway Zoning Bylaws* and *Medway Design Review Guidelines*. The pole sign does not comply.
- The DRC recommends that the pole sign include landscaping at the base as required by the *Medway Zoning Bylaw* and described therein.
- The DRC recommends removal of any brackets that are present on the pole sign along with the additional signage that is hung on them. The drawings submitted show an ATM and Diesel sign currently.
- The DRC recommends that the external perimeter of the pole sign cabinet be repainted to freshen the appearance and matched to the new pole cladding.
- The DRC recommends that the LED gas price signs should have a brightness that is adjusted relative to the available light. This is so in darker times they are less bright and in full sun they are brighter. This will allow for better readability.
- The DRC recommends removal of the red rope lighting shown on the four sides of the canopy which should be replaced with a red panel. The DRC indicated a concern that if a rope light is installed it may be illuminated and become a grandfathered usage.

Please let us know if you would like to have further conversations with the DRC. We would be glad to meet with the sign representatives again to review alternative sign options.

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.

Sincerely,



Matthew J. Buckley  
Chairman

cc: Jack Mee, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Amanda Schultz, ProSign

**DRC Sign Design Review**  
**Planning and Economic Development Office Comments**  
**July 27, 2018**

**Business Name:** NWG Automotive Repairs, Inc.

**Business Owner:** Joe Greene

**Sign Location Address:** 71 Main Street

**Proposed Signs:**

**1. Retrofitted Free-Standing Pole Sign**

|                          | <b>Pre-Existing Non-Conforming Sign</b>                            | <b>Proposed Retrofit</b>  | <b>Allowed by Bylaw</b>   |
|--------------------------|--|---|---|
| <b>Sign Surface Area</b> | 6' 1.5" x 6' 1" = 37.84 sq. ft. per side x 2 sides = 75.68 sq. ft. | 6' 1.5" x 6' 1" = 37.84 sq. ft. per side x 2 sides = 75.68 sq. ft.  | 48 sq. ft. total (for both sides) for a single business*  |
| <b>Sign Height</b>       | 16' 1 1/2"   | 16' 1 1/2"  | 8'  |
| <b>Illumination</b>      | External spotlight, top mounted                                    | Internal for proposed 8" tall LED gas price letters. 1.28 sq. ft. per each LED price area x 2 per side = 2.56 sq. ft. per side x 2 sides = 5.12 sq. ft. This is 6.7% of the sign surface area<br><br>External for the rest of the sign. | No more than 20% of the sign surface area can be dedicated to fuel price signs.<br><br>External |

**COMMENTS on Free-Standing Pole Sign**

1. The existing free-standing pole sign is non-conforming to Medway's current sign regulation section of the Zoning Bylaw in terms of its height and the amount of sign surface area.
2. The proposed sign does not increase the non-conformity as the existing sign cabinet and pole are being retrofitted.
3. The proposed 8" LED illuminated gas price letters comply with the Bylaw in terms of amount of sign surface area.
4. The existing pole and base will be clad in new white aluminum to give it a fresh look.
5. Landscaping is required around the base of a free-standing sign 3 feet in all directions. That has not been provided.
6. Remove the Diesel and ATM signs hanging off either side of the pole.
7. Will the existing exterior lights continue to be used? Or will new light fixtures be added?

## 2. Canopy Sign

|                             | Existing  | Proposed  | Allowed by Bylaw  |
|-----------------------------|---|---|---|
| <b>Sign Surface Area</b>    | 36" x 72" = 19.25 sq. ft.<br>per sign x 2 = 38.5 sq. ft.<br>total for gas canopy<br><br>NOTE – The NWG awning sign = 52 sq. ft. | 49.5" high x 93" wide =<br>32.61 sq. ft. total for gas canopy<br><br>The existing NWG awning sign will remain. 52. sq. ft.<br><br>TOTAL = 84.61 sq. ft. | TOTAL maximum allowed for wall signs = 104.85 sq. ft.<br>(Based on combined width of the building and north face of the gas canopy) |
| <b>Sign Height</b>          | NA  | NA  | NA  |
| <b>Number of wall signs</b> | 3 - two on the gas canopy and one on the awning for NWG   | 1 on the gas canopy and 1 on the awning for NWG   | 2   |
| <b>Illumination</b>         | Internal for the logo portion of the gas canopy;  | Internal for white Irving text and red chevron. No illumination on the white and blue panels and red rope striping.                                     | Internal or External  |

\* Pro Signs is attempting to secure the information on the amount of sign surface area presently existing on the NWG awning sign attached to the building.

### COMMENTS on Gas Canopy Signs

1. This proposal provides for only 1 Irving sign/chevron on the north face of the canopy instead of the existing two signs, one on the east and west facades.
2. Only the white Irving text and the red chevron are to be internally illuminated. The blue and white background panels and the thin red horizontal stripe are not illuminated.



251 Boot Road  
Downingtown, PA 19335  
Tel: 610-518-5881  
Fax: 610-518-5244  
<http://www.prosign.net>

7/19/18

Town of Medway  
155 Village St.  
Medway, MA 02053

To Whom it may concern:

Irving Oil is looking to update the brand at their existing site located at 71 Main St. in Medway, MA. Below is a description of what they are proposing:

### **Canopy**

Currently the fascia is blue painted steel panels that do not illuminate.

Irving is proposing to reface the canopy fascia with white backer panels that do not illuminate and blue AFP (aluminum formed panels) that also do not illuminate.

The red rope light will also not be illuminated.

Only the red top and bottom chevrons as well as the white Irving letters on the (1) icon will be illuminated.

We performed some testing in our in-house light and there is less than 1 lumen 24' away from the product. This shows there is .28 lumens when the icon was on the ground. With it being mounted 16' high on a standard canopy, the lumens will be even less.

The size of the canopy icon is 32.61 sq. ft.

### **Freestanding Sign**

The current freestanding sign is a single pole with external overhead lighting.

Irving is proposing to retrofit new faces into the existing sign cabinet using the existing pole and foundation.

The faces will be externally illuminated using the existing overhead lighting.

The 8" LED units will be illuminated.

The LED units are 1.28 sq. ft. per each unit with a total of 5.12 sq. ft. This is less than 20% of the 37.84 sq. ft. of sign surface area.

Tested at 20' away, each LED unit produces 3.77 lumens/m sq.

There will be aluminum cladding and an aluminum base cover added to the pole and base that will not be illuminated.

There is an existing NWG awning sign on the site for the currently operated automotive repair shop.

The NWG sign is not illuminated.

The total size of the sign is 52 sq. ft.

Based on the 72' of building frontage and 32.85' of the horizontal width of the north face of the canopy, the total allowed sign surface area for wall signs is 104.85 sq. ft.

The 32.61 sq. ft. canopy icon size plus the 52 sq. ft. NWG awning sign totals 84.61 sq. ft.

Thank you for your time.

A handwritten signature in blue ink that reads "Amanda Schultz". The signature is written in a cursive, flowing style.

Amanda Schultz  
Pro Signs  
251 Boot Road  
Downingtown, PA 19335  
Ph.: 610-518-5881 Ext. 141  
Email: [aschultz@prosign.net](mailto:aschultz@prosign.net)





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

**Medway Location/Address** where the sign will be installed: 71 Main Street  
What is the interior width of the storefront? 40'

**Building/Development Name:** (if applicable): \_\_\_\_\_

**Medway Zoning District:** C-B

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) Table # 3.

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

Business Name: NWG Automotive Repairs, Inc.

Mailing Address: 71 Main Street

Medway, MA 02053

Contact person: Joe Greene

Phone: (508) 533-2375 Cell Phone (508) 922-6685

Email address: nwgracing38@comcast.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](http://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          | 49.5" H x 93" W     | 32.61                                     | 49.5"       | Internal LED's                                    |
| Free-standing Individual Business Sign      | 1          | 6' 1.5" H x 6' 1" W | 37.84                                     | 16' 1 1/2"  | External  |
| 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](mailto: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.

**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: Pro Signs  
Mailing Address: 251 Boot Road - Downingtown, PA 19335  
Contact person: Amanda Schultz  
Phone: (610) 518-5881 Ext. 141 Cell Phone: \_\_\_\_\_  
Email address: aschultz@prosign.net

**Property Owner Information**

Company Name: NWG Automotive Repair, Inc.  
Mailing Address: 71 Main Street - Medway, MA 02053  
Contact person: Joe Greene  
Phone: (508) 533-2375 Cell Phone: (508) 922-6685  
Email address: nwgracing38@comcast.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](http://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](mailto: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/design-review-committee/pages/sign-design-review>

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

**Date Application Received by Medway Planning office:** 

**Reviewed by Medway Planning Coordinator:** \_\_\_\_\_ **DRC Meeting Date:** 



Existing



Proposed



71 Main St.  
Medway, MA

**PERMIT**

**File Locations**

DESIGN:  
W:\Irving 04\SITES\MA\  
Medway\007510\Design\  
-007510-1\_PERM.cdr

**Fonts**

**FS SILAS SLAB BOLD**

**Color Palette | Pantone • Paint • Vinyl**



251 Boot Road  
Downingtown, PA 19335  
610.518.5881  
610.518.5244  
info@prosign.net

**IRVING SITE | RE-IMAGE**

DESIGNER: **FXH**  
REVISIONS:

1. 06/02/2017: Initial Design/Conceptual - 06/02/2017  
2. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
3. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
4. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
5. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
6. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
7. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
8. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
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16. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
17. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
18. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
19. 06/02/2017: Revised Design/Conceptual - 06/02/2017  
20. 06/02/2017: Revised Design/Conceptual - 06/02/2017

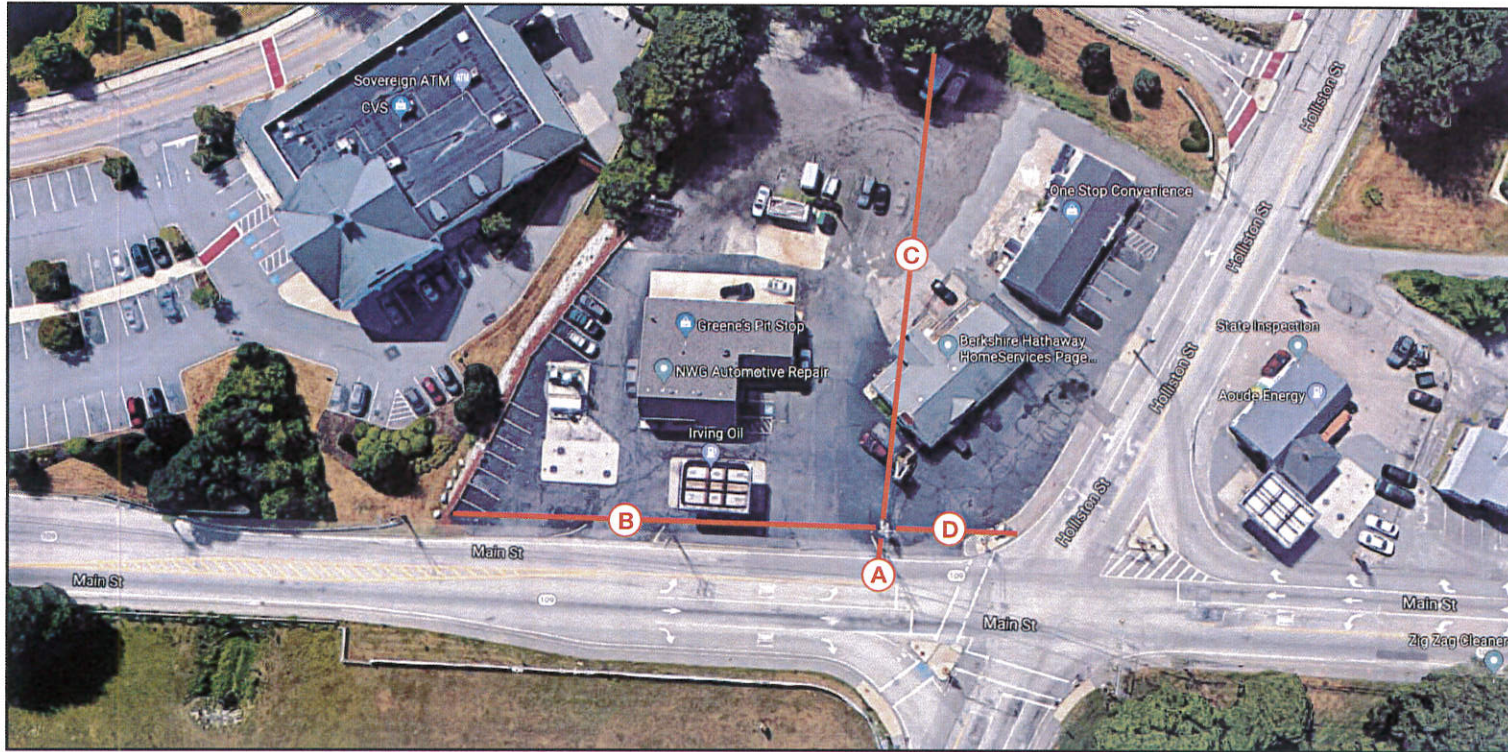
PM: JMA  
DESIGNER: EMA

DATE: 6/2/2017

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Page  
1





A - 13.49 Ft.  
B - 210.08 Ft.  
C - 233.25 Ft.  
D - 59.42 Ft.

O-1 Aerial View  
Not To Scale



71 Main St.  
Medway, MA

PERMIT

File Locations

DESIGN:  
W:\Living On-SITES\MA\  
Medway\007510\Design\  
-007510-1\_PRM.cdr

Fonts

FS SILAS SLAB BOLD

Color Palette | Pantone • Paint • Vinyl

Pantone Color: 186C  
Pantone Color: 2746C



251 Boot Road  
Dorchester, MA 01935  
610.518.5881  
610.518.5244  
info@prosign.net

IRVING SITE | AERIAL VIEW

DESIGNER: FXH  
REVISIONS:

1. Initial Design  
2. Client Review  
3. Final Design  
4. Client Review  
5. Final Design  
6. Client Review  
7. Final Design  
8. Client Review  
9. Final Design  
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100. Client Review

PM: JMA  
DESIGNER: EMA  
DATE: 6/2/2017

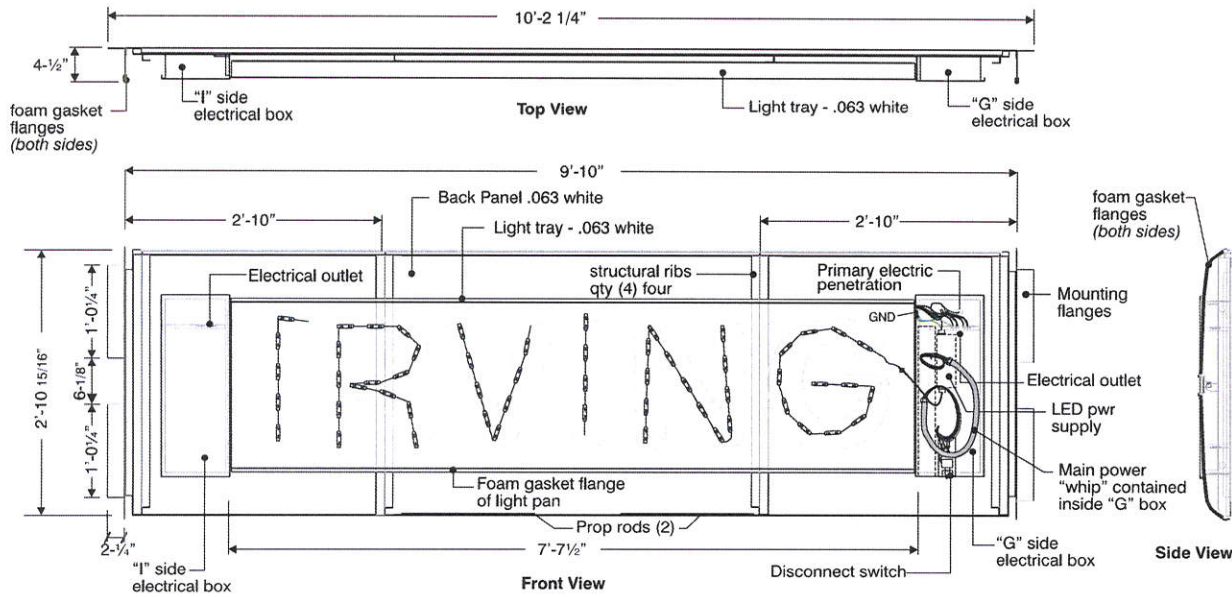
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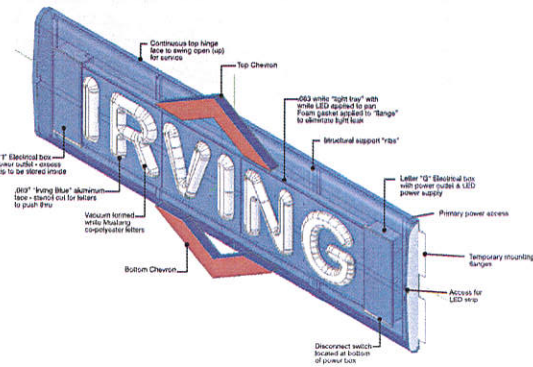
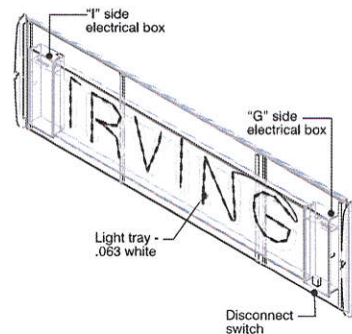


## Icon Interior Structure



Icon lighting is 0.28 foot candles at 20 feet

O-1 Icon Interior Details  
 Scale | 3/4" = 1'-0"



71 Main St.  
 Medway, MA

PERMIT

File Locations

DESIGN: W:\Working\08\SITES\MA\Medway\007510\Design\007510-1\_PRM.cdr

Fonts

FS SILAS SLAB BOLD

Color Palette | Pantone • Paint • Vinyl



251 Boot Road  
 Doughton, PA 19335  
 610.518.5881  
 610.518.5244  
 info@prosign.net

AFP CANOPY GRAPHICS | ICON INTERNAL STRUCTURE

DESIGNER: FXH  
 REVISIONS:

1. Per "I" side electrical box and "G" side electrical box...  
 2. Per "I" side electrical box and "G" side electrical box...  
 3. Per "I" side electrical box and "G" side electrical box...  
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 10. Per "I" side electrical box and "G" side electrical box...

PM: JMA  
 DESIGNER: EMA

DATE: 6/2/2017

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Page  
 4



# EXISTING



Existing 6'-1 5/8" w x 6'-2" h  
Main ID cabinet & face  
37.84 Sq Ft

# OPTION 4

# PROPOSED



New aluminum  
pole cladding.

New aluminum  
base cover.

New 6'-1 5/8" w x 6'-2" h  
Vacuum Formed Main ID/  
Price faces w/ 8" Daktronics  
LED prices installed into  
existing sign cabinet  
37.84 Sq Ft  
(see details on next page)

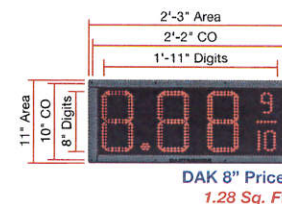
71 Main St.  
Medway, MA

**PERMIT**

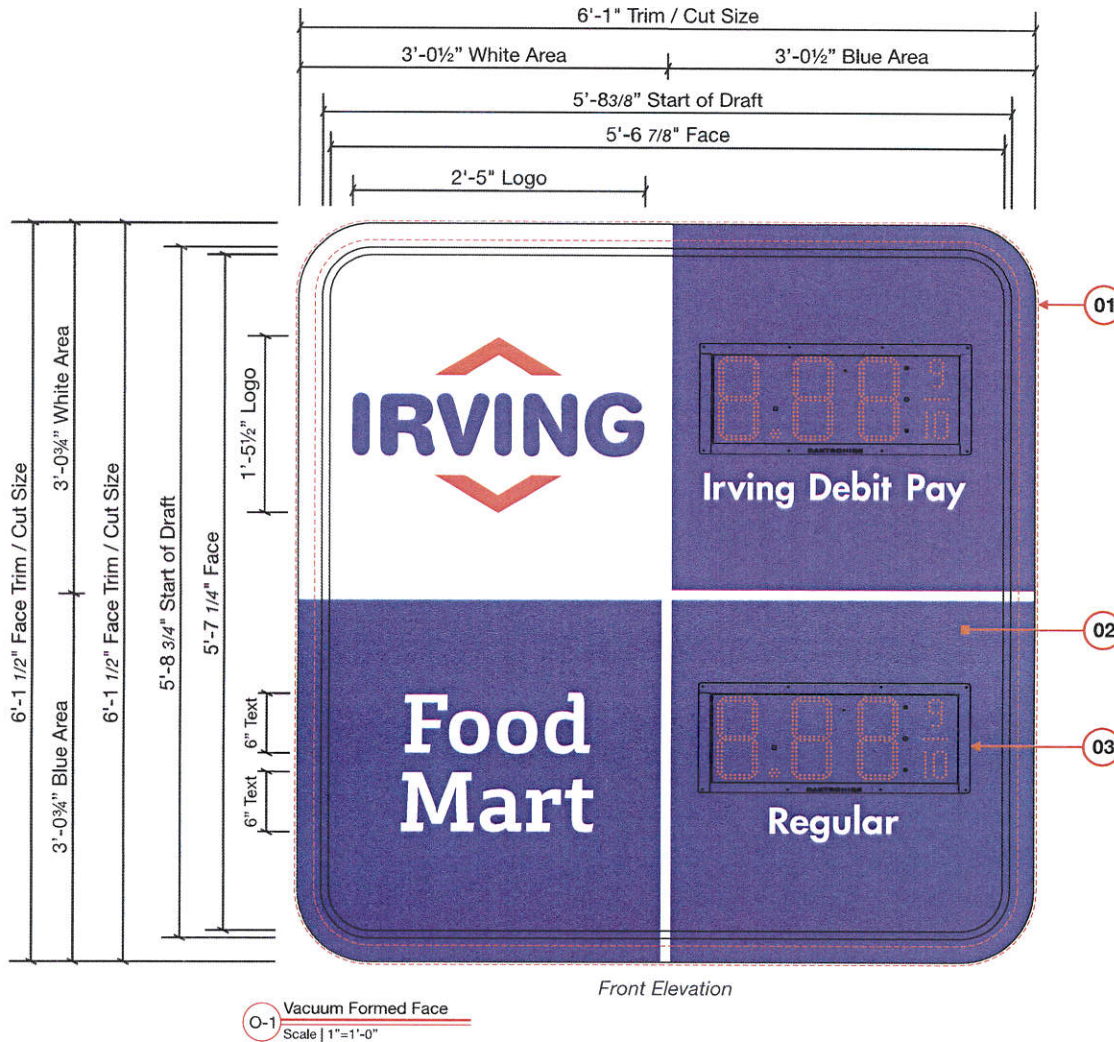
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007510-1\_PRR.cdr

Fonts  
**FS SILAS SLAB BOLD**

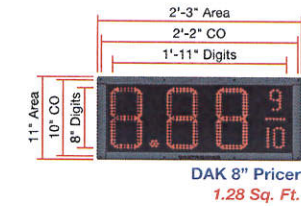
Color Palette | Pantone • Paint • Vinyl  
Pantone Color: 186C  
Pantone Color: 2746C



O-1 Re-imaging  
Scale | NTS



## OPTION 4



**LED Dimensions**  
Scale - 3/4" = 1'-0"

- 01 Existing 6'-1 5/8" w x 6'-2" h Main ID cabinet w/ 1 7/8" retainers & 7 1/2" radius corners
- 02 Vacuum Formed White Palsun Face w/ first surface applied vinyl graphics
- 03 8" Daktronics Drop in LED Pricer 2'-3"w x 11"h Unit Dimensions 2'-2"w x 10"h Cut Out Dimensions



71 Main St.  
Medway, MA

---

**PERMIT**

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**File Locations**

DESIGN:  
W Irving 04-SITES-MA,  
Medway/007510-Design/  
-007510-1\_PRR.cdr

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**Fonts**

**FS SILAS SLAB BOLD**

---

**Color Palette | Pantone • Paint • Vinyl**

|  |                      |
|--|----------------------|
|  | Pantone Color: 185C  |
|  | Pantone Color: 2749C |