



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

February 12, 2018

Mr. Eric Lawless
Director of Commercial Leasing and Property Management
Diversified Funding Incorporated
63 Atlantic Avenue
Boston, MA 02110

RE: DRC Comments – Medway Place Free Standing Signs
98 Main Street, Medway. MA

Dear Mr. Lawless,

Thank you for providing the Medway Design Review Committee [DRC] an opportunity to offer an updated comment letter for the two free-standing monument signs at 98 Main Street for Medway Place. The DRC has viewed the progress of the stone faced monument signs. We are pleased that they are very attractive and enhance the shopping center. A great deal of consideration went into appearance of these signs on part of Diversified, Barlo Signs, the Medway ZBA and the DRC.

Our prior letter from September 23, 2016 (attached here) to your predecessor included a number of important recommendations that were discussed at that time. The version of the tenant panel signs recently submitted on February 1, 2018 by Barlo signs, does not appear to include these changes. Beyond the recommendations for the tenant panels, there were requests for various details, including an overall plan for landscaping and lighting specifics. A significant period of time has passed since that first recommendation letter was provided and perhaps some of its important elements were overlooked. The DRC is very glad to discuss any of them at your convenience. We are confident that these signs will succeed in being legible and attractive with the inclusion of these final details.

To highlight the recommendations, I offer the following list:

Tenant Sign Panels

1. The size of the graphics/text within each individual tenant panel remains oversized, densely spaced and difficult to read. The DRC recommends that the graphics be reduced in size and that less complicated tenant names be used. The DRC consistently recommends that no more than 85% of each individual sign panel be filled with graphics/text. There is a need for increased negative (background) space to allow each business name to be more readable.

2. The lower portion of the sign panel contains a very large identification of the property management company in 10" high letters which occupies over 15% of the signage surface area. The DRC recommends that the graphic difficulties of the tenant sign panels could be partially alleviated by reducing this lettering to 3-4" in height thus allowing better spacing for the individual tenant panels.
3. The recent sign layout provided by Barlo signs shows the tenant signs with white borders separating each panel. This is not consistent with prior versions and does not follow the DRC recommendation.
4. The layout of the tenant signs is not consistent with center's current tenant occupancy. Also the assignment of tenant panels to either of the monuments is not consistent with the location of the tenants within the shopping center

Monument Sign

1. The drawings of the monument signs are shown with simple landscape graphics, but no specifics are provided and no species or planting schemes are called out. The DRC continues to be concerned that the positioning of the monument sign within the site does not provide adequate area for the installation of suitable landscaping around its base. The DRC requests that a detailed landscape plan be provided as required by the sign permit application process. [Medway Zoning Bylaw, 7.2.6. A. 2. g.]
2. Similarly, lighting is shown in the drawing but no plan for its layout or output is provided. No examples of the up lights or of the post light atop the end cap were provided. The DRC previously expressed concern that the narrow area provided for landscaping in front of the signs would not provide enough space to position the ground mounted light fixtures at an appropriate angle to properly light the entire sign faces. The DRC requests that a detailed lighting plan be provided as required by the sign permit application process. [Medway Zoning Bylaw, 7.2.6. A. 2. d.]
3. The DRC recommends that a 4' landscape area around the base of each sign be provided to accommodate the required plantings and lighting scheme.
4. The DRC recommends that the post light on top of the fieldstone wall be rated for commercial use and be appropriately scaled to the monument. The DRC also recommends that the lighting be of a negligible output [30 watts] to serve only a decorative purpose. A bright light at this position would interfere with the ground-mounted up lighting, which is illuminating the signs.
5. The detail of the top of the arched portion of the wall is unclear. This section of the wall curves and drops in an arched bracket shape. The DRC would like to see details of the materials and their construction atop this section as well as the under molding at the junction of the wall and cap.

The DRC's goal is to enhance the identification value of 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. The DRC remains available to assist you in this ongoing process.

Sincerely,

A handwritten signature in black ink, reading "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly legible.

Matthew Buckley
Chairman

cc: Jack Mee, Building Commissioner
Rindo Barese, Building Inspector
Jill Karakeian, Building Department Administrative Assistant