



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

April 10, 2017

Mr. Doug Voss
Neighborhood Wrench
16 Main Street
Medway, MA 02053

RE: DRC Sign Design Review Letter
Neighborhood Wrench – 16 Main Street

Dear Mr. Voss,

Thank you for submitting the design for a new monument sign for Neighborhood Wrench to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 3/17/17. The sign will be constructed by RG Signs of Natick, and installed by you.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the signage for Neighborhood Wrench at 16 Main 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, April 3rd, the DRC met with you to review the proposed signage as represented on the sign designs submitted and as attached. You have proposed:

- A free standing, double-sided, externally illuminated monument sign with an overall height of 8', with a panel measuring 4' x 6' for a total of 24 square feet per side. The panel will be installed using 5" white vinyl wrapped posts. The sign will be installed on the Eastern end of the paved area of the business, 8' from the sidewalk. You will remove a section of pavement for the installation. This will allow for 3' of landscaped planting around the base. Ground flood lighting is proposed.
- The sign features a matching design scheme to the existing business signage - black background, with a wide red band at the base, black and white checkerboard stripe, and white font. At the top of the panel will be the address, "16 MAIN ST." followed by the business logo below; "NEIGHBORHOOD WRENCH" with the image of a wrench in a red and white oval. The red band at the base reads "FULL SERVICE AUTO CENTER" in white font, all-caps.

Design Review Committee Members

Matthew Buckley, Member & Chairman
Julie Fallon, Member & Vice Chair

Jessica Chabot, Member
Tom Gay, Planning and Economic
Development Board Representative

Lisa Graves, Member
Rachel Walsh, Member & Corresponding
Secretary

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

- The sign design is visible, legible, and complements the other existing signage for the business. The design is successful and the DRC recommends moving ahead with the signage panel as-proposed.
- If a landscaping berm is introduced at the base of the sign, it may not be used to create more height than what is allowed. The overall height of the sign from the existing grade must not exceed 8' including your base and landscaping bed.
- Plant and maintain landscaping at the base of the sign as discussed. This is a requirement of the Zoning Bylaw for the 3' area extending out in all directions from the base of the sign.
- Ground lighting is proposed in your application. If you move ahead with this approach, be sure that the position of the bulbs is shielded, in order to prevent glare affecting the passing vehicular traffic. If LED lighting installed from above is considered, you would need to install a housing/cornice at the top of the monument sign (still within the 8' height maximum). The LED lighting should include a dimmer. This type of illumination may cause a bright aura at the top of the sign with insufficient lighting near the bottom. A dimmer will enable you to create a softer, all-over lighting effect.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Neighborhood Wrench. 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 you continued success in Medway.

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Barry Roth, building owner

— 16 Main Street —



FULL SERVICE AUTO CENTER

6'

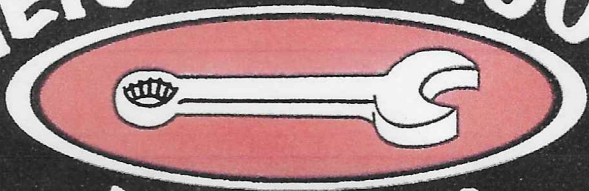
8'

8'

4'

4'

NEIGHBORHOOD
WRENCH



FULL SERVICE AUTO CENTER

