



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

April 04, 2018

Mr. Steve Watchman
New England Quality Cabinetry
112C Main Street
Medway, MA 02053

RE: DRC Sign Design Review
New England Quality Cabinetry – Wall Façade Sign
112 Main St @ Medway Shopping Plaza

Dear Mr. Watchman,

Thank you for submitting the proposed signage for New England Quality Cabinetry to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on February 12, 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 façade sign for New England Quality Cabinetry at 112 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.

On Monday, March 5th and Monday, April 2, 2018, the DRC met with you to review the proposed signage for New England Quality Cabinetry. You have proposed the following as represented on the sign design originally submitted (**See sign design on page 3.**)

- Wall Facade Sign 2' high x 10' wide (20 SF). The sign is a combination of an oval shaped logo sign and individual channel letters that spell 'Cabinetry'. The letters for 'Cabinetry' will have white faces and be internally-illuminated.
- The sign will be placed above the storefront entry on the red mansard roof on the south building façade.

The DRC offered the following comments/recommendations at the March 5th meeting regarding the proposed sign:

- The DRC recommended that the oval logo portion of the sign be reconfigured so there are no duplicate letters on top of each other.

Design Review Committee Members

*Matthew Buckley, Member & Chair
Rachel Walsh, Member & Vice Chair
Jessica Chabot, Member & Corresponding Secretary*

*Dan Connolly, Member
Tom Gay, PEDB Representative*

*Seth Kendall, Member
Alex Kevork, Member*

- The DRC recommended that the font of “New England Quality Cabinetry” be changed so it’s more readable against the black background.
- The DRC recommended that the ghosting from previous tenant signs be painted over and that the raceway behind the channel letters be the same color as the existing red mansard roof.

On March 15th, you provided a revised sign design based on the DRC’s recommendations noted above. **(See revised sign design on page 4.)** You met with the DRC on April 2nd to review that modified sign design. The DRC offered the following additional comments/recommendations regarding the proposed sign:

- The DRC prepared an adjustment to the modified sign design. It moved “New England Quality” to the top of the sign and enlarged the “C” in the word Cabinetry. **(See DRC recommended sign concept on page 5.)**

The sign permit application you file with the Building Department must include a final scaled drawing with this new format and layout. The overall sign surface area cannot exceed 21 sq. ft.

You indicated that you liked these suggestions and would move ahead. You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for New England Quality Cabinetry. Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC.

In its work with Medway’s small business community, 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 New England Quality Cabinetry much success in Medway.

Sincerely,



Matthew J. Buckley
Chairman

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



GEMINI
Signs and LETTERS
 Since 1980

128 S. Bolton St. Marlboro, MA 01752

508-485-3343 phone
 508-485-9972 fax
 geminisigns@aol.com

www.geminisigns.com

Project **NE Quality Cabinetry**

Discription Face Lit Channel Letters Illuminated,
 Raceway Cabinet with Steel Metal Brackets
 for Roof Mounting

Date **2-2-18**

Drawn By **Matt Evangelous**

Location **112 Main St Medway, MA**

*This design/drawing is given in confidence and may not be used
 or disseminated in any way before or until all design fees are paid
 without the written consent from Gemini Sign Company.
 All common law and copyright laws are hereby specific all reserved.*



128 S. Bolton St. Marlboro, MA 01752

508-485-3343 phone
508-485-9972 fax

Project **NE Quality Cabinetry**

Description Face Lit Channel Letters Illuminated,
Raceway Cabinet with Steel Metal Brackets
for Roof Mounting

Date **3-15-18**

Drawn By **Matt Evangelous**

Location **112 Main St Medway, MA**

DRC Recommended Sign Redesign – April 2, 2018

