



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

June 29, 2017

Mr. Paul Rogers  
PJ's Smoke N Grill  
112 Main Street  
Medway, MA 02053

RE: DRC Sign Design Review Letter  
PJ's Smoke N Grill

Dear Mr. Rogers,

Thank you for submitting the design for a wall sign for PJ's Smoke N Grill to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 5/23/17. The sign will be constructed and installed by Signs by Cam, of Franklin, MA.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the signage for PJ's Smoke N Grill at 112 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, June 5, 2017, the DRC met with your sign fabricator, Cam Afonso, to review the proposed signage as represented on the sign designs submitted and as attached:

- A channel letter façade sign measuring 36" x 176" overall for a total of 40 square feet is proposed, which is allowed by the Medway Sign Bylaw. The design features an oval gold logo at left, outlined in black, with the initials "PJ's" in black script. To the right are individual white channel letters "SMOKE 'N' GRILL". The sign will use internal LED illumination.
- A double sided sign panel for the current ladder sign, measuring 22.5"x 87" per side for a total of 27.2 sq. feet. The panel will match the façade sign; a circular gold logo at left, outlined in black, with the initials "PJ's" in black script. To the right "SMOKE 'N' GRILL" is shown in white letters, all on a red background sign panel.

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

- The façade wall sign is legible and well designed, and utilizes the company logo which currently exists at PJ's Bellingham location.

#### Design Review Committee Members

*Matthew Buckley, Member & Chairman*  
*Julie Fallon, Member & Vice Chair*  
*Dan Connolly, Member*

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

*Lisa Graves, Member*  
*Rachel Walsh, Member & Corresponding*  
*Secretary*

- Prior to installation of the channel-letter sign, be sure that the façade is freshly painted to remove any fading or ghosting of previous signage in that location.
- The physical location of the business is at the end of the plaza and the storefront is set back from the adjacent façade. In the future, if that entire section were used by PJ's, switching to a black awning for the section or changing the roof color to black would set the business apart and be an attractive choice for a restaurant.
- Consider changing the ladder sign panel from the proposed red background to a black background. Many different shades of red are currently in use on the ladder sign. An additional red panel will be hard to notice and may clash with the other signage. A black opaque background panel will provide better contrast and visibility.
- The ladder sign panel is a temporary situation as we await the completion of the plaza's new entry sign. The panels on the new sign will all feature one color scheme; a black background with a white design.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for PJ's Smoke N Grill. 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.

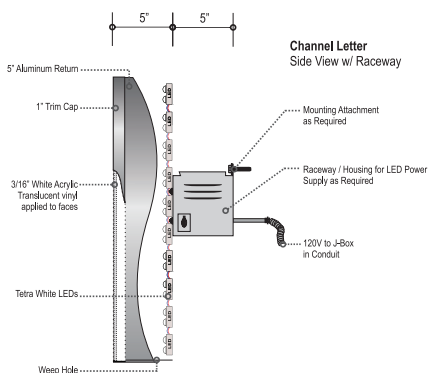
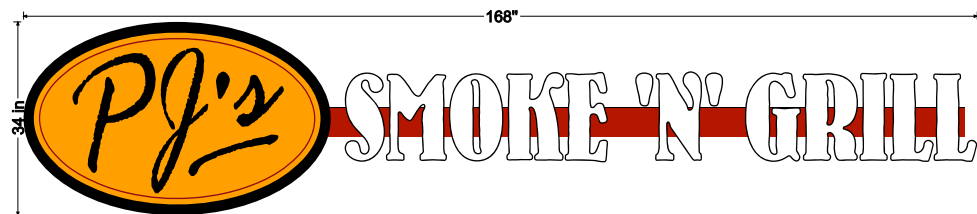
Thank you for your time. We wish you much success in your new location and look forward to your opening. Welcome to Medway!

Sincerely,



Matthew J. Buckley  
Chairman

cc: Jack Mee, Medway Building Commissioner  
Jill Karakeian, Building Department Adm. Assistant  
Cam Afonso, Signs by Cam



*Signs By Cam Inc.*

Sign & Graphic Solutions • Uncompromising Integrity

**Cam Afonso**

837 Upper Union St., Suite C-18  
Franklin, MA 02038

Phone: 508-364-2905

Fax/Office: 508-528-0766

E-Mail: [cam@signsbycam.com](mailto:cam@signsbycam.com)

Website: [www.signsbycam.com](http://www.signsbycam.com)

APPROVED FOR PRODUCTION:

X

**JOB INFORMATION**

JOB TITLE:

CONTACT:

PHONE:

FAX:

JOB DESCRIPTION:

SQUARE FOOTAGE: =

**SIGN MATERIAL SPECS**

BANNER: ☐ COROPLAST: ☐ WOOD: ☐

ACRYLIC: ☐ MAGNETIC: ☐ URETHANE: ☐

PVC: ☐ ALUMINUM: ☐ NUEDGE: ☐

SINGLE SIDED: ☐ DOUBLE SIDED: ☐

OTHER: \_\_\_\_\_

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