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

June 8, 2017

Mr. Jeff Robinson
Continuing Care Management, LLC
1 Lyman Street
Westborough, MA 01581

RE: DRC Sign Design Review Letter
The Willows and Whitney Place

Dear Mr. Robinson,

Thank you for submitting the design for the development entry signs for The Willows and Whitney Place to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 6/1/17. The sign will be constructed and installed by New England Sign Group, DBA Kay Gee Signs of Auburn, 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 The Willows and Whitney Place to be constructed at 261 Village Street. 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 05, 2017, the DRC met with you to review the proposed entryway signage as represented on the sign designs submitted, and as attached:

- The entry design features two 6' high curved fieldstone-style entry walls, one on the East and one on the West side of the roadway entry to the development. The center portion of the walls feature an arched-top, with an aluminum cap which extends 6" beyond the wall. The cap will house the external illumination for the signage; the LED lighting source will wash light downwards onto the sign panels.

- Two development entry signs measuring 104.5" x 44" for a total of 31.93 square feet per sign (63.86 square feet total) are proposed as authorized by the variance granted by the Medway Zoning Board of Appeals on 12/2/15. One sign will be positioned on each entry wall and will read: "The Willows" with a break line, over "Whitney Place". The acrylic letters will be painted "polished silver" and be pin-mounted on the painted black, heavy aluminum sign cabinet/panel.

- The curved aluminum cap will feature the street name: "WILLOW POND CIRCLE" in white lettering. A standard municipal street sign will also be installed.

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

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

- The fieldstone-style wall design, as well as the signage color scheme and font, are appropriate to the scenic road, and in keeping with the Town of Medway *Design Review Guidelines.*
- The LED lighting used in the monument cap should include a metered lighting control. LED light with a warm tone rather than blue should be chosen, and care should be taken that the lumen output is not so high that it is distracting.
- Currently the words: "The Willows" and "Whitney Place" take up almost the entire black sign panel. This results in making the sign text less legible. The DRC recommends reducing the type within the panel by 10% to 15%, which will make the sign text significantly more visible and legible.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for The Willows and Whitney Place. 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 and development signage 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.

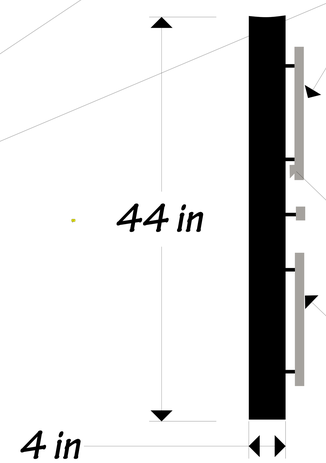
Thank you for your time. We wish you much success in Medway.

Sincerely,

Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner

Sign Cabinet Details:



.080 aluminum sign cabinet w/heavy wall aluminum tube

Cabinet painted black using suede catylist adding texture finish eliminating reflections from lighting sources.

Pin mounted 1" acrylic lettering stood off from face using s and spacers. Lettering to be finished w/Mathews acrylic polyurethane paint

Standoffs and spacers

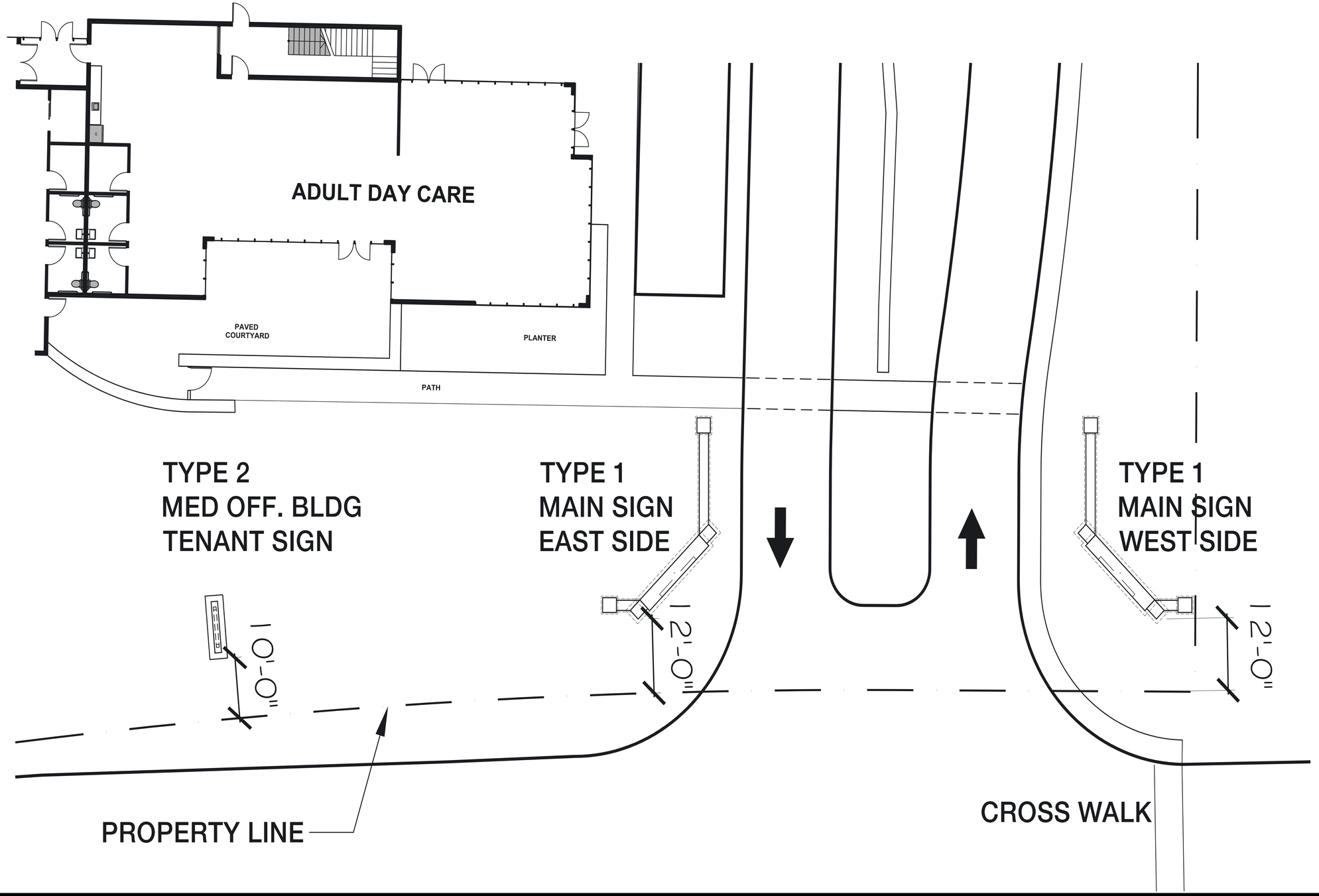
Sign/Lettering to be externally illuminated via LED lightin source within wall cap structure.

Front Elevation

Sign area = 31.93 SF

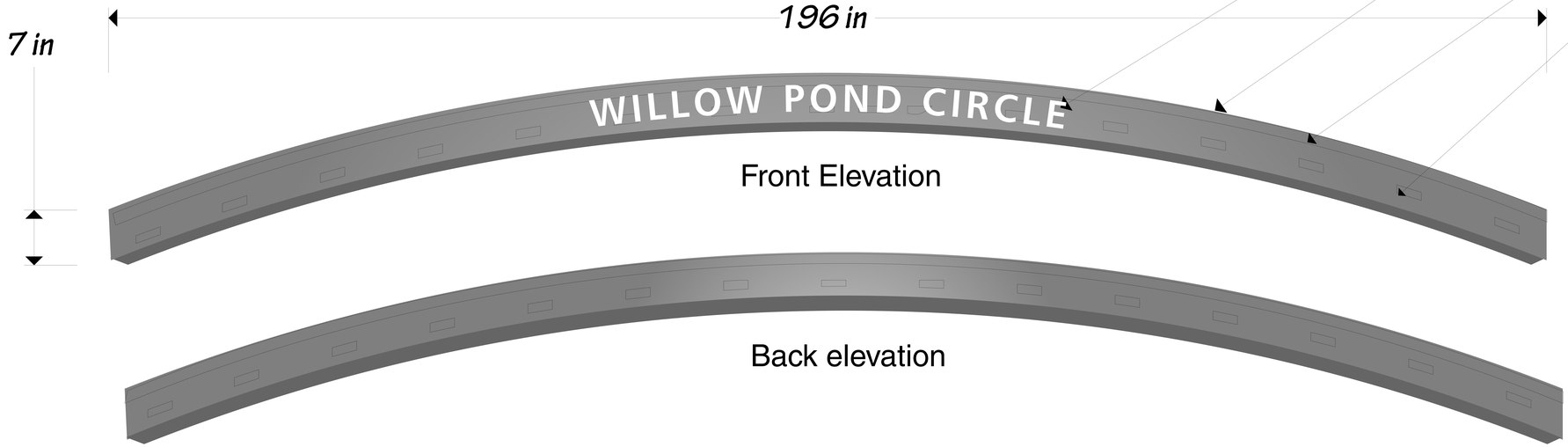
Side Elevation

5 Sign Cabinet Details



1 Entrance Plan

Aluminum Cap Detail:
Cap to cover top of wall sections projecting from front of wall by approx. 6"
Internal LED lighting to project light from back of overhang adding ambient light along the top of the wall. Stencil cut address illuminated by integral LED lighting source mounted within cap.
All wiring and electronics to be fitted within cap system

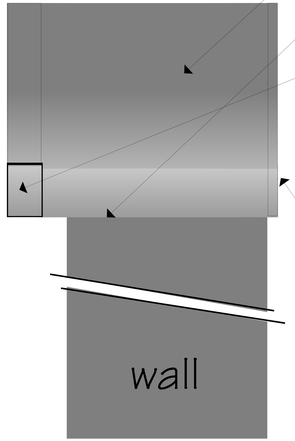


Stencil cut white lettering w/acrylic back

.080 painted aluminum cover
Paint color to be Brushed Silver

Heavy Wall aluminum tube frame

LED lighting source



Aluminum Cover

Overhang

Boxed front housing LED lighting wiring and transformer

Back of wall

Side Elevation

③ Aluminum Cap Detail