



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

May 31, 2017

Dr. Christy Taylor
Taylor Family Chiropractic, PC
74 Main Street
Medway, MA 02053

RE: DRC Sign Design Review Letter
Taylor Family Chiropractic

Dear Dr. Taylor,

Thank you for submitting the design for a new wall sign for Taylor Family Chiropractic to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 5/18/17. The sign will be constructed by Our Town Publishing.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signage for Taylor Family Chiropractic at 74 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, May 22nd, the DRC met with you to review the proposed signage as represented on the sign designs submitted and as attached:

- A rectangular façade sign on the south façade of the Taylor Family Chiropractic building, facing Main ST. / Rte 109. A panel measuring 3' x 10' for a total of 30 square feet is proposed, which is allowed by the Medway Sign Bylaw. The panel will be made of 1/4" PVC board, with an outdoor vinyl decal mounted on it. Ground mounted solar lighting is planned. The sign design scheme reflects the interior design of the business, with a navy blue background, and the company logo of a multi-tonal hand at left and "Taylor Family" in script, with "CHIROPRACTIC" in all caps, below.

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

- The sign design complements and coordinates with the other existing signage for the business.
- The design as-shown is a little crowded at the two sides and seems to have extra space at the top of the layout. Adjust the overall design so that the logo has more equal margins all the way around by reducing the size of the logo within the panel and moving it slightly upward. DRC member Julie Fallon drew a mock-up during the meeting, illustrating this idea. Giving the logo more space will allow for better readability and impact.

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 placement of the sign falls between a siding/trim band on the building's façade. Make sure the sign position is centered in relation to that band.
- Consider adding a 3D frame to your sign installation. The building's façade is very flat, and the addition of a completely flat panel with no depth could be improved by incorporating a simple 2" deep frame. This would increase visibility and provide a sense of permanence to the sign design. Shadows would be created around the sign and it would act to "set it off" very nicely.
- The solar ground lighting as proposed may not be strong enough to light the signage due to the sign's placement. Investigate other lighting scenarios. Three equally spaced down-lights / angled gooseneck fixtures may be more effective in this application.
- To further soften the façade and create interest, consider the addition of navy blue shutters on the lower windows.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Taylor Family Chiropractic. 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 Medway.

Sincerely,



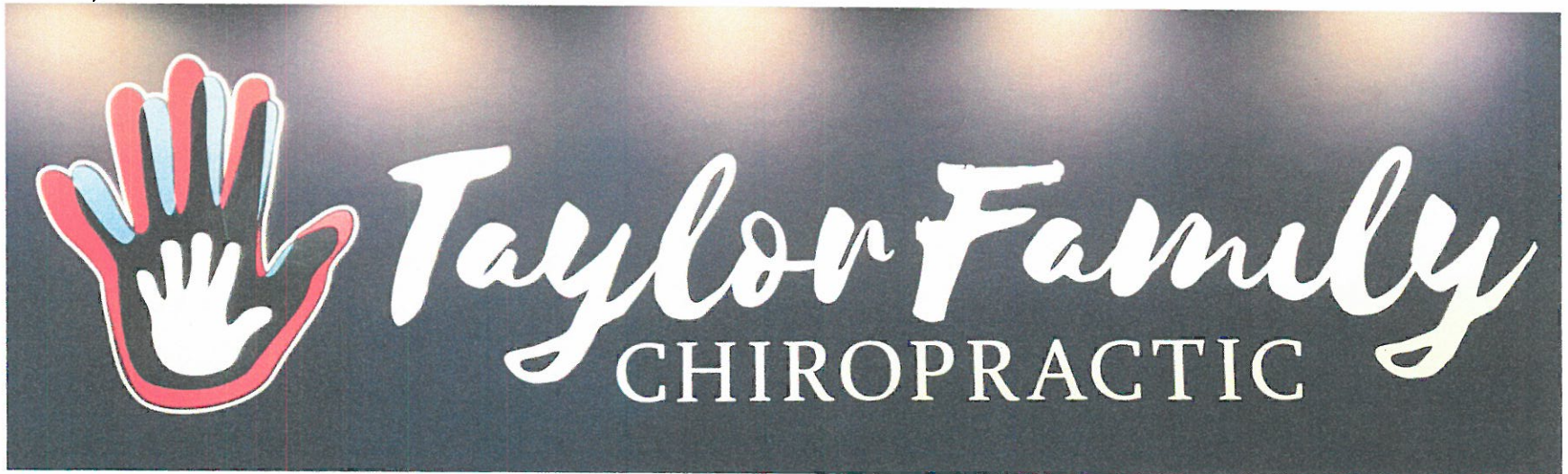
Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Lester Gould, NACOG Knoll, LLC

Outdoor vinyl adhered to 1/4" PVC Board



3'



10'