



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

November 29, 2017

Sharon Knight
TumbleBeans Café & Play
P.O. Box 209
Medway, MA 02053

RE: DRC Sign Design Review
TumbleBeans Café & Play - Wall Sign & Projecting Sign
114D Main Street

Dear Ms. Knight,

Thank you for submitting the proposed signage for TumbleBeans Café & Play to the Medway Design Review Committee (DRC) for review. The sign application and information was first filed with the Town on July 25, 2017 with revisions provided on November 17, 2017.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall facade sign and projecting sign for TumbleBeans Café & Play to be located at 114D Main St. 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.

On Monday, July 31st and Monday, November 20th, the DRC met with you to review the proposed signage for TumbleBeans Café & Play. You have proposed the following as represented on the sign designs submitted. We believe both signs are compliant with the Town's Sign Regulations.

- A Wall Façade Sign measuring 35"H x 164"W for a total area of 39.86 SF, comprised of thick laser cut acrylic letters & logo from Gemini Letters of Minnesota, matching 3 logo colors, per the approved sign proof. Sign to be flush stud mounted into the cinderblock wall above the business entrance (See attached.) External illumination via a series of three gooseneck lamps.
- A one-sided Projecting Sign measuring 3'H x 4'W for a total area of 12 SF on one side. The sign would be externally illuminated using existing building lighting. (See attached.)

The DRC offers the following comments/recommendations regarding the proposed signs for TumbleBeans Café & Play:

Design Review Committee Members

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

Dan Connolly, Member
Tom Gay, Planning and Economic Development
Board Representative

Seth Kendall, Member
Alex Kevork, Member

- The DRC recommends that the words "Café & Play" be removed from the projecting sign and the remainder of the logo be slightly enlarged to improve the sign's effectiveness and readability from the front parking lot.
- The DRC reminds you that the projecting sign must be single sided to remain at the proposed 3' x 4' surface area, the maximum size allowed for a projecting sign per the Town's Sign Regulations. Also, the height of the sign where it is affixed to the façade cannot exceed twelve feet or the height of the eave of the building, whichever is less.
- The DRC recommends that the canopy above the entrance and the main Wall Façade Sign be lowered to make adequate room for mounting the gooseneck light fixtures above the sign. (See image below.)
- The DRC recommends the existing security lights on either side of the entrance be lowered to light the area under the canopy and replaced with fixtures and lights that compliment the design of the entryway. (See image below.)
- The DRC encourages you to line the entryway with potted plants and benches to create a welcoming and comfortable atmosphere for customers.



- The DRC recommends reviewing the lighting conditions near the proposed projecting sign in the evening, and adjusting the existing building light if necessary to illuminate the sign rather than backlight it.

You indicated that you would consider these suggestions and move ahead. You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Tumble Beans Café & Play. 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 and for choosing Medway to open TumbleBeans Café & Play. We wish you much success and look forward to your opening in early 2018.

Sincerely,

A handwritten signature in black ink, reading "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly legible.

Matthew J. Buckley
Chairman

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

JOB #: 5
QUANTITY: 1

PROJECT TYPE: DIM LTR
PROOF DATE: 6.26.17

REVISION DATE: 6.26.17
REVISION #: 1



PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.

These plans are the exclusive property of Sign*A*Rama and are the result of the original work of its employees. Their sole purpose is for client consideration as to whether or not to purchase the proposed plans or to purchase from Sign*A*Rama, a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Sign*A*Rama expects to be reimbursed for time and effort entailed in creating these plans.

IMPORTANT: SUPERIMPOSED PHOTOS ARE NOT TO BE VIEWED AS 100% ACCURATE DEPICTIONS, THEY ARE SIMPLY A ROUGH REPRESENTATION OF SIGN PLACEMENT.

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JOB #: 5
QUANTITY: 1

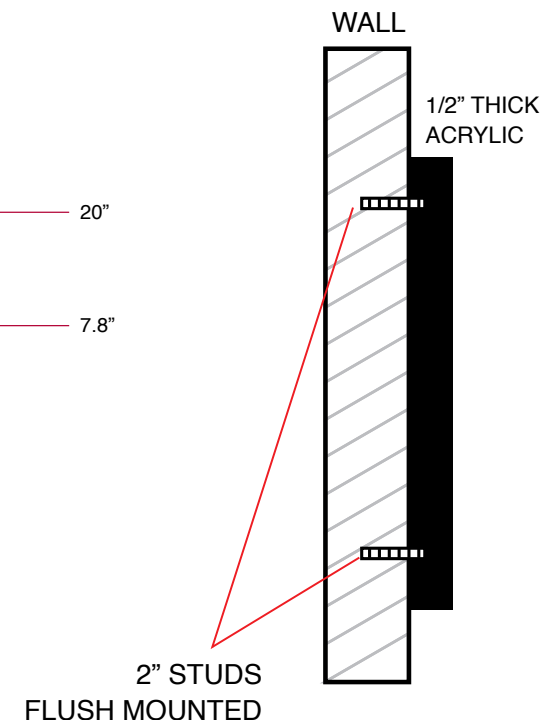
PROJECT TYPE: DIM LTR
PROOF DATE: 6.26.17

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35" H x 164" W x 3/8" thick laser cut acrylic letters & logo from Gemini Letters of Minnesota, matching 3 logo colors, per the approved sign proof. Sign to be flush stud mounted into the cinderblock wall.

MOUNTING METHOD



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JOB #: 5
QUANTITY: 1

PROJECT TYPE: PROJECTING
PROOF DATE: 11.3.17

REVISION DATE: 11.3.17
REVISION #: 1



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