

Approved - July 30, 2018



Town of Medway
DESIGN REVIEW COMMITTEE
155 Village Street, Medway MA 02053
(508) 533-3291

Matthew Buckley, Chair
Rachel Walsh, Vice-Chair
Tom Gay, Member
Jessica Chabot, Member
Dan Connolly, Member
Seth Kendall, Member

DRC Meeting Minutes: July 16, 2018
Medway Public Library

Call to Order: – With a quorum present, this meeting was called to order by Vice Chair Ms. Walsh at 7:02.m.

Attendees:

| | 06/04/2018 | 06/18/2018 | 07/02/2018 | 07/16/2018 |
|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Matthew Buckley | X | X | X | ABSENT WITH NOTICE |
| Rich Di Iulio | - | ABSENT WITH NOTICE | X | - |
| Jessica Chabot | X | X | ABSENT WITH NOTICE | X |
| Tom Gay | X | ABSENT WITH NOTICE | ABSENT WITH NOTICE | X |
| Rachel Walsh | ABSENT WITH NOTICE | X | X | X |
| Dan Connolly | ABSENT WITH NOTICE | X | X | X |
| Seth Kendall | X | ABSENT WITH NOTICE | X | X |

Also Present:

- Susy Affleck-Childs, Planning and Economic Development Coordinator
- Rachel Wolff Landry, prospective DRC Member

Sign Design Review – Medway Smoke Shop, 100 Main Street

Corey Walker of Signarama in Framingham was present. DRC members reviewed the proposed sign for the Medway Smoke Shop. (**See Attached**) A green channel letter sign is proposed, with internal lighting. DRC members commented that the font was nice and clear. It was

confirmed that the “green” is a bright Kelly/Hunter Green; it is not a neon green color. It was noted that the raceway behind the channel letter signs should be painted to match the building façade.

Ms. Walsh will prepare the DRC’s review letter.

Sign Design Review – Community Medicine Associates, 84 Main Street, Gould’s Plaza.

Karen Mullen from Signs Plus in Milford was present. She explained that Tri-County Medical Associates is rebranding; the new name of the business is Milford Hospital Physician Group. All signs throughout the service area are being changed including two in Medway. Two signs are proposed for Community Medicine Associates at this location – one wall sign 120.25” long by 22.15” tall and two insert panels (each 47.38” long by 4” tall) in the two sided free-standing monument size for the Plaza. (**See Attached**) The proposed colors match the master signage plan for the Gould’s Plaza - tan, burgundy and black. All lighting is external. Members discussed the location of the logo; it is moved from the bottom right of the existing sign to the top left of the new sign. The lettering is clean and easily read.

Ms. Chabot will prepare the DRC’s review letter.

Sign Design Review – Community Pediatrics of Medway, 116 Main Street, Drybridge Crossing

Karen Mullen from Signs Plus in Milford was present. She explained that Tri-County Medical Associates is rebranding; the new name of the business is Milford Hospital Physician Group. All signs throughout the service area are being changed including two in Medway. Two signs are proposed – one wall sign at 36” tall by 118” long and two insert panels, each 12” tall by 71.75” long in the two sided free-standing monument sign for the center. (**See Attached**) It was noted the specific “kids” logo is changed from multi-colored to white and is repositioned on the sign. The sign will be a completely new aluminum panel; it will be laminated.

Ms. Chabot will prepare the DRC’s review letter.

Meeting Minutes:

07/02/2018: DRC members reviewed the draft minutes and made a series of edits/corrections. *A motion was made by Ms. Walsh, seconded by Mr. Connolly to approve the minutes of the 07/02/18 DRC meeting as amended. All were in favor.*

Other Business

Rachel Wolff Lander – Ms. Lander introduced herself. She has lived in Medway 13 years and has worked for 20 years as a graphic designer and art director. She is interested in serving on the DRC.

Next Steps on Community Message Board Sign - Mr. Kendall suggested we try to obtain the changeable message software from Watchfire. Ms. Affleck-Childs reminded the members that the next task will be to develop a guidebook for developing messages to “post” on the sign with templates, colors, etc. Ms. Affleck-Childs will send Ms. Lander the latest design for the community message board sign for Choate Park.

Oak Grove Zoning Task Force - Ms. Chabot provided an update on the Oak Grove Zoning Task Force’s meeting. Ms. Affleck-Childs reminded DRC members about the upcoming workshop with the planning and zoning consultants and the Oak Grove Zoning Task Force to be held on Wednesday, August 8th. She encouraged all to attend. She noted that the DRC could probably skip its August 6 meeting, but she may need the DRC to meet on Monday, July 30th to review another sign design for Irving Gas. Irving intends to keep the existing free-standing sign and change out the sign face.

Identification of possible sign violations to report to building commissioner

- ❖ Members noted that the wall sign at The Hot Pigeon on Village Street looks temporary. The fabric material is fading.

Other Business as may come before the Committee

- ❖ Members briefly discussed wayfinding signs for Choate Park. It was agreed that Matt Buckley needs to report to the DRC on his conversations with the Town Administrator and members of the Board of Selectmen.
- ❖ Ms. Affleck-Childs informed the DRC that the Town has hired photographer Tim Rice to help with photos of town sites and events to post to the web page.

Adjournment

With no further business before this committee, a motion was made by Ms. Walsh, seconded by Ms. Chabot to adjourn the meeting. The motion was unanimously approved.

The meeting was adjourned at 8:22 p.m.

Respectfully Submitted,

Susan E. Affleck-Childs
Planning and Economic Development Coordinator

DRC Sign Design Review
Planning and Economic Development Office Comments
July 13, 2018

Business Name: Medway Smoke Shop

Business Owner: Ashish Patel

Sign Location Address: 100 Main Street, Medway Place (shopping center)

Sign Company: Signarama-Framingham, Corey Walker

Proposed Signs:

1. Wall Sign

| | Proposed | Allowed by Bylaw |
|-------------------|----------------|----------------------------------|
| Dimensions | 14"h x 120.5"w | NA |
| Sign Surface Area | 11.72 sq. ft. | 15 sq. ft. (storefront width) |
| Sign Height | ~ 10' | NA |
| Illumination | Internal | Internal or external |

Comments:

1. Green channel letters will be a nice contrast to the predominant use of red faced signs at this location
2. The wall behind the sign should be cleaned and painted to ghost out previous sign shadows
3. Applicant has not provided info for a sign panel for the free-standing monument sign. They will need to come back to the DRC with that.



Medway Design Review Committee (DRC)
Application for Sign Design Review

Medway Location/Address where the sign will be installed: _____
What is the interior width of the storefront? _____

Building/Development Name: (if applicable): _____

Medway Zoning District: _____

Applicable Sign Standard Table (from Medway Zoning Bylaw) Table # _____.

Applicant Information (Local Medway business establishment where the sign is to be installed)

Business Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone _____

Email address: _____

Type of Proposed Signs – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: www.townofmedway.org.

| Type of Sign | # of Signs | Signs Dimensions | Total Square Footage of Sign Surface Area | Sign Height | Type of Illumination (internal, external or none) |
|---|------------|------------------|---|-------------|--|
| Wall/Façade Sign | | | | | |
| Free-standing Individual Business Sign | | | | | |
| Free-standing Multi-Tenant Development Sign | | | | | |
| Awning Sign | | | | | |
| Projecting Sign | | | | | |
| Directory Sign | | | | | |
| Window Sign | | | | | |
| Other Type of Sign (Describe) | | | | | |

Attach the following items to this form. pdf format is requested for the application form and all attachments. Please email application and documents to sachilds@townofmedway.org

- _____ 1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination.
- _____ 2. For a wall sign, a scaled image showing the sign's position on the building.
- _____ 3. Landscaping Plan and Plot Plan marked with location of the free-standing sign and distances from street/lot lines.
- _____ 4. Color photograph(s) of building/location(s) where sign will be installed and existing signs.
- _____ 5. Color drawing of corporate logo (if applicable).
- _____ 6. Color photograph of similar/comparable sign on which your sign design is based.
- _____ 7. A letter or other descriptive or explanatory information you want to provide to the DRC.

Does this application pertain to a completely new sign?

☐ Yes ☐ No (If NO, please include photos/info of the existing sign you are modifying)

Does this application pertain to a replacement panel for an existing sign structure?

☐ Yes (If yes, please include photos/info of the existing sign) ☐ No

If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?

☐ Yes ☐ No ☐ Don't Know

Does your lease require the property owner's approval of your sign?

☐ Yes ☐ No ☐ Not applicable

Sign Designer/Fabricator/Installer Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Property Owner Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).

The business owner and sign designer/fabricator must attend the DRC meeting.

**The DRC generally meets on the first & third Monday night of each month at 7 p.m.
at the Medway Library, 26 High ST.**

(DRC meeting agendas are posted at the Town's web page at www.townofmedway.org)

**An Application for Sign Design Review and all supporting information must be submitted
to the Medway Planning office by 12 noon on the Wednesday before a DRC meeting.**

Please submit this application form and all attachments as follows:

Email: sachilds@townofmedway.org **PREFERRED**

Fax: 508-321-4987

Mail: Design Review Committee
c/o Medway Planning office
155 Village Street, Medway, MA 02053

Drop Off: Medway Planning office @ Medway Town Hall, 155 Village Street

Phone: 508-533-3291

**Applicants and sign designers should read the Sign Guidelines included in the
Medway Design Review Guidelines before developing a sign design.**

<http://www.townofmedway.org/design-review-committee/pages/sign-design-review>

Sign designs should be developed in accordance with the Sign Design Guidelines.

Date Application Received by Medway Planning office: _____

Reviewed by Medway Planning Coordinator: _____ **DRC Meeting Date:** _____

JOB #: 5

QUANTITY: 1

PROJECT TYPE: WALL SIGN

PROOF DATE: 5.21.18

REVISION DATE: 5.21.18

REVISION #: 1



14" H x 120.5 W" x 5" D Channel Letter Sign
mounted on a 5" H x 10' W x 5" D aluminum
Raceway painted to closely match the
building color (TBD).

Letters & Logo Box are fabricated with
.040 aluminum returns and .040 black
aluminum backs. Faces are 3/16" thick
acrylic with digitally printed green translucent
vinyl & 1" trim cap, per the approved sign proof.

The sign is illuminated with white LEDs.
Includes UL approved Labels on each separate
raceway & logo box.



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.

Signarama
The way to grow your business.

www.framinghamsigns.com

280 WORCESTER RD.

FRAMINGHAM, MA 01702

508.875.7446 P 508.875.7470 F



NO
SKATEBOARDING
BICYCLE RIDING
SCOOTER RIDING
ROLLER BLADING
ON SIDEWALK

JOB #: 5

PROJECT TYPE: WALL SIGN

REVISION DATE: 5.21.18

QUANTITY: 1

PROOF DATE: 5.21.18

REVISION #: 1

APPROVED
JG
DFI

120.5"

14"

SMOKE SHOP



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508.875.7446 P 508.875.7470 F

DRC Sign Design Review
Planning and Economic Development Office Comments
July 13, 2018

Business Name: Family Medicine Associates

Business Owner: Milford Regional Physician Group

Sign Location Address: 74 Main Street, Gould's Plaza

Sign Company: Signs Plus, Karen Mullen

Proposed Signs:

1. Wall Sign

| | Proposed | Allowed by Bylaw |
|--------------------------|-----------------|-------------------------|
| Dimensions | 22"h x 120"w | NA |
| Sign Surface Area | 18.33 sq. ft. | Width of storefront |
| Illumination | External | Internal or external |

Comments:

- Sign complies with master signage plan for Gould's Plaza

2. Freestanding Sign

| | Proposed | Allowed by Bylaw |
|--------------------------|---|-------------------------|
| Dimensions | 14"h x 47"w | NA |
| Sign Surface Area | 4.9 sq. ft. per side x 2 = 9.8 sq. ft. total | Yes |
| Sign Height | NA | NA |
| Illumination | Internal – NOTE: This is a pre-existing, non-conforming monument sign | External |

Comments:

- Sign complies with master signage plan for Gould's Plaza



Medway Design Review Committee (DRC)
Application for Sign Design Review

Medway Location/Address where the sign will be installed: _____
What is the interior width of the storefront? _____

Building/Development Name: (if applicable): _____

Medway Zoning District: _____

Applicable Sign Standard Table (from Medway Zoning Bylaw) Table # _____.

Applicant Information (Local Medway business establishment where the sign is to be installed)

Business Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone _____

Email address: _____

Type of Proposed Signs – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: www.townofmedway.org.

| Type of Sign | # of Signs | Signs Dimensions | Total Square Footage of Sign Surface Area | Sign Height | Type of Illumination (internal, external or none) |
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| Wall/Façade Sign | | | | | |
| Free-standing Individual Business Sign | | | | | |
| Free-standing Multi-Tenant Development Sign | | | | | |
| Awning Sign | | | | | |
| Projecting Sign | | | | | |
| Directory Sign | | | | | |
| Window Sign | | | | | |
| Other Type of Sign (Describe) | | | | | |

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- _____ 5. Color drawing of corporate logo (if applicable).
- _____ 6. Color photograph of similar/comparable sign on which your sign design is based.
- _____ 7. A letter or other descriptive or explanatory information you want to provide to the DRC.

Does this application pertain to a completely new sign?

☐ Yes ☐ No (If NO, please include photos/info of the existing sign you are modifying)

Does this application pertain to a replacement panel for an existing sign structure?

☐ Yes (If yes, please include photos/info of the existing sign) ☐ No

If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?

☐ Yes ☐ No ☐ Don't Know

Does your lease require the property owner's approval of your sign?

☐ Yes ☐ No ☐ Not applicable

Sign Designer/Fabricator/Installer Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Property Owner Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

Proposed sign designs are reviewed by the Medway Design Review Committee (DRC).

The business owner and sign designer/fabricator must attend the DRC meeting.

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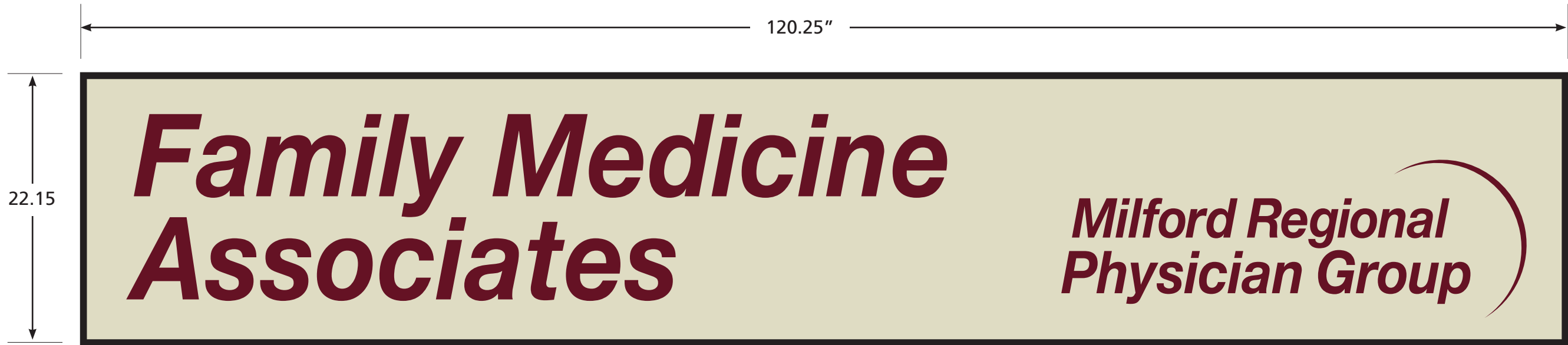
Sign designs should be developed in accordance with the Sign Design Guidelines.

Date Application Received by Medway Planning office: _____

Reviewed by Medway Planning Coordinator: _____ **DRC Meeting Date:** _____

Building Fascia Sign
Family Medicine Associates
74 Main Street, Medway, MA
6/22/18

PROPOSED



Building Fascia Sign
Existing sign will be replaced by a new unit of the same size and fabrication. The read will be updated to reflect the new physician group branding.

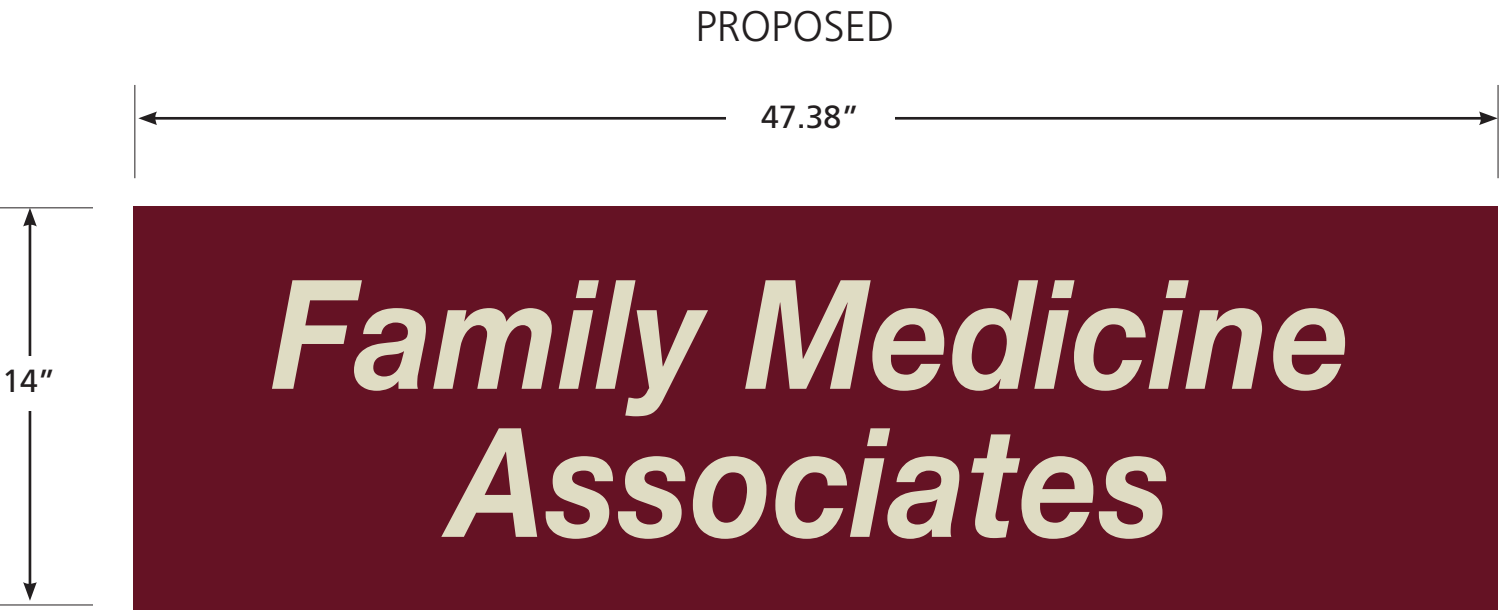


PROPOSED



EXISTING

Street Pylon Sign Insert
Family Medicine Associates
74 Main Street, Medway, MA
6/22/18



Street Pylon Insert (Two Sided)
Existing insert will be replaced by a new unit of the same size and fabrication. The read will be updated to reflect the new physician group branding.



PROPOSED



EXISTING

DRC Sign Design Review
Planning and Economic Development Office Comments
July 13, 2018

Business Name: Community Pediatrics of Medway

Business Owner: Milford Regional Physician Group

Sign Location Address: 116 Main Street, Drybridge Crossing

Sign Company: Signs Plus, Karen Mullen

Proposed Signs:

1. Wall Sign

| | Proposed | Allowed by Bylaw |
|--------------------------|-----------------|-------------------------|
| Dimensions | 36" h x 118" w | NA |
| Sign Surface Area | 29.5 sq. ft. | 40' (storefront width) |
| Illumination | None | Internal or external |

Comments:

- The proposed new sign eliminates the multi-colored kids graphic used on the existing sign and replaces it with an all-white kids graphic.

2. Freestanding Sign

| | Proposed | Allowed by Bylaw |
|--------------------------|---|-------------------------|
| Dimensions | 12" h x 71.75" w | NA |
| Sign Surface Area | 6 sq. ft. per side x 2 = 12 sq. ft. total | Yes |
| Sign Height | NA | NA |
| Illumination | None | External |

Comments:

- Sign's readability would benefit from some additional background space around the edge



Medway Design Review Committee (DRC)
Application for Sign Design Review

Medway Location/Address where the sign will be installed: _____
What is the interior width of the storefront? _____

Building/Development Name: (if applicable): _____

Medway Zoning District: _____

Applicable Sign Standard Table (from Medway Zoning Bylaw) Table # _____.

Applicant Information (Local Medway business establishment where the sign is to be installed)

Business Name: _____

Mailing Address: _____

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☐ Yes (If yes, please include photos/info of the existing sign) ☐ No

If the business is located in a multi-tenant development, is there a Master Sign Plan for the development?

☐ Yes ☐ No ☐ Don't Know

Does your lease require the property owner's approval of your sign?

☐ Yes ☐ No ☐ Not applicable

Sign Designer/Fabricator/Installer Information

Company Name: _____

Mailing Address: _____

Contact person: _____

Phone: _____ Cell Phone: _____

Email address: _____

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Community Pediatrics of Medway
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EXISTING