

Medway Design Review Committee
155 Village Street, Medway, MA 02053
508-533-3291

DESIGN REVIEW COMMITTEE May 7, 2012

Member Attendance: Matt Buckley, Julie Fallon, Karyl Spiller-Walsh, Rachel Walsh, Mary Weafer

Absent without notice: Bruce Hamblin

Non-members present: Dan Hooper

Location: Medway Public Library Conference Room

Notes:

- 4/23 meeting minutes reviewed & approved
- DRC needs to select image(s) to represent the DRC group on town website, something that shows our work
- DRC would like Susy to come to an upcoming meeting to discuss the images
- DRC expressed interest in having Rod become a member

Sign Design Review, Medway Nutrition/GetJosette, 116 Main Street, Drybridge Crossing, owner, Steve and Sean Murray

- Total Personal solutions, they work with clients to help with their overall fitness/diet and sell nutrition products
- This is the 1st business location for Medway Nutrition, who also developed a partnership with GetJosette
- GetJosette is its own business that Medway Nutrition brought in to broaden their cliental
- The current logo/image on the sign is black with gray, bold font, Get Josette is in same font but yellow-green
- Matt thought there was too much information on sign
- Steve wants to keep it simple
- The ladder sign is only visible on one side, a tree is blocking the other side
- DRC felt the sign was generic, all the font was the same bold text making it difficult to read
- DRC looked at the logo of Get Josette, which is bold orange-yellow color, dots used around text
- Julie tweaked the sign by changing the fonts, 2/3' s of the top has a black background; with "Medway Nutrition", under is "Total Personal Solutions", bottom 1/3 is yellow-orange background with "GetJosette" in a different font, all caps and incorporating the dots into both backgrounds. All text is white.
- DRC feels this new design better represents both businesses, while making Medway Nutrition the main focus, is attractive and easy to read
- Steve and Sean were pleased with the new design
- Julie e-mailed the new images to owners and DRC group

Action

- Rachel to write LOR for Medway Nutrition

Adjournment

At 9:00 p.m., it was moved by Matt and seconded by Julie to adjourn. All in favor

Minutes respectfully submitted by Mary Weafer