

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

DESIGN REVIEW COMMITTEE July 7, 2014

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

Absent with notice: Rod MacLeod

Absent without notice: N/A

Non-members present: Bruce Hamlin

Location: Medway Public Library Conference Room

Notes:

- 6/16 Meeting minutes approved with minor changes
- DRC compiled a list of existing nonconforming signs in town. Mary to email the list to Matt. Matt to send copy to John Emidy.

**Sign Design Review Berkshire Hathaway Home Service & Page Realty, 82 Holliston Street, Paul Rao,
Signs company: Signs by Cam, Cam**

- Same owners, rebranding of company/ name change
- Business colors and font to follow guidelines of **Berkshire Hathaway Home Service & Page Realty**, cabernet and cream colors to match existing business colors. Font will be black.
- Font to be Georgia to match business standard font
- Signs to be 50% of each name: Berkshire Hathaway Home Service and Page Realty
- Arch shape sign on building front to remain. Page Realty shown on the lower half with a cream color background, appears to be too small, font doesn't occupy the space
- Matt suggested increasing cabernet color in arch sign. The arch appears to be uneven because of the shape
- Changeable letter sign will remain but new letters will be purchased. The colors will change to cabernet and cream
- Julie edited the arch sign by making the cabernet background larger so it looks even
- Matt suggested all black sign to make it stand out on the yellow building. DRC suggested creating a mock up. Illustrate new signs on building in Photoshop or similar

**Sign Design Review, Allstate Insurance, 74 Main Street, located in front of Gould's Plaza, Ellen Kennedy.
Sign company: Heather Sign Company, Heather Hopkins Dudko**

- Signs to be blue and white, standard business colors. Large building signage on side facing entrance. Smaller foot traffic sign with business owner's name, phone number and ours by entrance door.
- DRC recommended to looking into allowable signage since it is a 4-sided building.
- Applicant was proposing for internally lit sign to remain
- Matt recommended externally lit sign, it would create a New England feel, less bright and work with the architecture of the building (Cape house)
- DRC agrees externally lit building sign would be more attractive to the building/ site
- Matt suggested a shingle style sign at entrance near the existing flag pole
- Sign will need to be readable in different directions

Actions:

- Rachel to write LOR **Berkshire Hathaway Home Service & Page Realty** and **Allstate Insurance**

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