

Town of Medway

**DESIGN REVIEW COMMITTEE**  
 155 Village Street, Medway MA 02053  
 (508) 533-3264 • FAX: (508) 321-4988

*Matthew Buckley, Chair*  
*Julie Fallon, Vice-Chair*  
*Tom Gay, Member*  
*Rachel Walsh, Member*  
*Mary Weafer, Member*  
*Lisa Graves, Member*

**Approved: 2/1/16**

Meeting Minutes: December 7, 2015  
 Medway Library, Cole Room

**Call to Order:** – With a quorum, this meeting was called to order by Chairman Buckley at 7:04 p.m.

**Attendees:**

	9/14/15	10/5/15	10/19/15	10/26/15	11/30/15	12/7/15	12/21/15
Matthew Buckley	X	X	X	X	X	X	
Julie Fallon	X	X	X	X	X	X	
Tom Gay		X			X	X	
Mary Weafer	X		X	X	X		
Rachel Walsh	X	X	X	X			
Lisa Graves	X		X	X	X	X	

Planning & Economic Development Coordinator Susy Affleck-Childs also attended.

**Sign Design Review – Wall Sign #2 for Direct Tire:**

Direct Tire President & CEO Barry Steinberg and General Manager Bob Lane attended the meeting to discuss a second wall sign for Direct Tire. The applicant previously attended the September 14, 2015 DRC meeting to discuss the wall sign that faces Route 109. The second wall sign will be added to the east side of the building, which will be visible to westbound traffic. The second wall sign is identical to the first wall sign that was already approved (see attached). The Committee had no comments. Julie will do the LOR. Mr. Steinberg said he is not planning to add a second wall sign at the main entry at this point.

Mr. Steinberg did not plan to discuss the freestanding monument sign but the Committee encouraged him to follow-up with the property owner to discuss the sign panel design. The Committee said as proposed the panels are too crowded and need more negative space to be effective. The Committee recommended reducing the size of words on both panels of the

freestanding sign. Mr. Steinberg agreed that the font is too large and that the logo should only take up about 70% of the space.

Mr. Steinberg added that he would like to remove the mail drop on the east side of the building and add a second window to mimic the design on the front of the building. The Committee agreed that this makes sense. Tom will follow-up with PEDB at their meeting tomorrow night on this issue.

### **Minutes:**

**Chairman Buckley moved that the Committee approve the October 5, 2015 meeting minutes as revised; Julie second; No discussion; Vote 3-0-1 (Lisa abstained).**

### **Sign Design Review – Freestanding Sign for Tri Valley Commons:**

Dave Glispin from Sunshine Sign Co. and Pat Finn from Landry Architects attended the meeting on behalf of the applicant. Mr. Glispin said he has worked with Mr. Landry on several projects. The Committee has previously approved the design of the freestanding monument sign but has not approved the sign panels. Mr. Finn said the sign is narrow and he does not think they will be able to roof the small peak at the top of sign as proposed. He wanted to know if the Committee is agreeable to using a cap flashing instead and removing the 6” peak. Mr. Glispin showed the Committee a photo of a similar sign they did for a project in Hopkinton (see attached). Chairman Buckley said he doesn’t think this will be an issue. The Committee will provide a letter to the PEDB on this issue.

The Committee also discussed the layouts of the sign panels. The Committee thinks the panels are cluttered and need more negative space. Chairman Buckley said they spoke with Mr. Steinberg about this and he was agreeable to reducing the size of the logo within the panel. Julie drafted a sample using more negative space and showed the group. The group also agreed that Route 109 can be removed from the header panel. The Committee recommended using a different font for Tri-Valley Commons. They said it should be legible but could reflect the architecture of the buildings. The group also discussed adding a medallion with the street number to the top of the sign similar to the Unibank sign in Hopkinton. The height of the freestanding sign has been approved so the applicant needs to make sure the medallion does not increase the height. Mr. Finn said they plan to use ground lighting. Chairman Buckley said the applicants do not need to come back to the DRC but they should update the application with the changes that were discussed and resubmit it. The Committee would also like to see the revised sign panel layouts. The Committee can discuss the layouts at the next DRC meeting and then write an LOR. Mr. Glispin said he would

revise the design and resubmit the application. The application should include materials and lighting.

In addition, Mr. Glispin said he would be happy to attend a future meeting to discuss signs and sign designs. He also offered to have the group tour his facility. Chairman Buckley asked Ms. Affleck-Childs to follow-up with Mr. Glispin on this matter. This may be a good opportunity for the Sign Bylaw Review Task Force.

### **Medway Café Awning:**

The Committee reviewed and discussed the email communication between Jack Mee and Town Counsel on the Medway Café awning (see attached). Town Counsel's opinion is that based on case law the applicant can replace the awning fabric as proposed. The Committee reviewed a photo of the applicant's proposed design. Ms. Affleck-Childs reported that Mr. Morrissey called her last week and said that he wanted to move ahead with the awning replacement as proposed. Mr. Morrissey's design does not incorporate any of the DRC's recommendations. Ms. Affleck-Childs asked the Committee to draft an LOR and include the recommendations that they made to the applicant at the August 3, 2015 DRC meeting. Ms. Affleck-Childs said this would be different if Mr. Morrissey was installing a new awning instead of just replacing the fabric. Chairman Buckley agreed that it is not worth pursuing this matter further but that he disagreed that the applicant is repurposing an existing sign as the new fabric includes the applicant's new logo.

The Committee discussed the LOR and the recommendations that they made at the August 3, 2015 meeting, including isolating the graphic on a neutral background by joining several cream stripes so that it is more legible. Julie will draft the LOR using the recommendations from the August 3, 2015 DRC meeting. Ms. Affleck-Childs said the Sign Bylaw Review Task Force will discuss moving signage from the Medway General Bylaws to the Zoning Bylaws, which would allow the inclusion of a sunset clause.

### **Medway Bylaw Revisions:**

The Committee reviewed the current Medway General Bylaws section 2.15 (see attached). This section creates the DRC and describes its responsibilities. The Committee discussed the following items:

- Increasing the number of members from 5 to 7.
- Replacing Planning Board with Planning & Economic Development Board
- Adding a mission statement. This would likely be a new section (b).

- Revising the language in section (c) relative to the Medway Business Council. The Committee discussed the challenges of having a member of the MBC on the Committee and whether it could be a small business owner doing business in Medway. This section needs to be further discussed. The Committee agreed that a member of the MBC should not be required and that if they do participate they should have a design background.
- Discussed adding a process for vetting new members.
- In section (d)(1) add boards, committee and departments. Should be more specific with examples such as ZBA.
- In section (d)(3) add Medway Design Review Guidelines
- Expand on section (d)(5). Include that DRC members should make themselves available to help promote design. This should be linked to the Master Plan.

The Committee brainstormed words and phrases to describe the mission of the DRC. The following was mentioned:

- Service
- Create philosophy of what the design of Town should be
- Preserve aesthetics of the Town
- Improve what is here
- Advocate

The Committee reviewed the last paragraph on page 12 of DRG. Ms. Affleck-Childs will incorporate the changes that were discussed and draft a mission statement for the Committee's review.

### **Schedule:**

The next DRC meeting will be on December 21, 2015 at the Town Hall. The Committee will meet with the BOS and then hold their regular meeting in the Town Administrator's conference room. The Committee discussed the schedule for presenting to other boards including the ZBA, Economic Development, Medway Business Council, and Historical Council.

### **Updates:**

Ms. Affleck-Childs reported that The Willows ARCPUD asked the PEDB to continue the Public Hearing. It will either be held on December 29, 2015 or January 6, 2015. The Committee discussed new additions to the site, including drainage on the eastern side of the site and the addition of a retaining wall near the Charles River behind the main building. The Committee said buffering in these areas need to be considered. Ms. Affleck-Childs said the

updated set of plans should be received by the end of the week and she will forward to Committee for their review. The Committee can then decide if the applicant needs to attend the December 21, 2015 DRC meeting to discuss the changes.

**Action Items:**

- Julie will draft the LOR for wall sign #2 for Direct Tire.
- Julie will draft the LOR for the Medway Café awning.
- Julie will draft the list of recommendations for the website and send to Rich Boucher.
- Matt will draft cover letter on new DRG for December 21, 2015 BOS board packet.
- Ms. Affleck-Childs will forward updates set of plans for the Willows ARCPUD.
- Ms. Affleck-Childs will update General Bylaws and mission statement for the Committee's review.
- Ms. Affleck-Childs will forward the Committee the petition for variance relative to 122 Main Street when it is filed.

**Adjournment:**

With no further business before this committee, a motion was made by Julie Fallon, seconded by Chairman Buckley to adjourn at 9:17 p.m.

Respectfully Submitted,

Michelle Reed

## DRC Sign Design Review – Direct Tire

Planning and Economic Development Office Comments

12-2-15

**Business Name:** Direct Tire

**Sign Location Address:** 72 Main Street/part of Tri Valley Commons

### Proposed Signs:

1. Channel Letter Wall Sign – EAST FAÇADE. This is a second wall sign for Direct Tire

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	13' wide by 45" tall = 48.75 sq. ft.	2 wall signs are allowed for a free-standing with sign surface area up to 2x what is normally allowed.
<b>Sign Height</b>	NA	NA
<b>Illumination</b>	Internally illuminated channel letters	Internal or external

### Comments:

1. New business in Medway going in at Tri Valley Commons. See Direct Tire web site for more info about the business. [www.directtire.com/](http://www.directtire.com/)
2. Type, size, and lighting of sign comply with the Zoning Bylaw.
3. NOTE – The blue background color of the siding as shown on the sign design is not an accurate representation of the actual blue/gray color of the siding.



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

**Medway Location/Address** where the sign will be installed: 72 Main Street  
What is the interior width of the storefront? \_\_\_\_\_

**Building/Development Name:** (if applicable): Tri Valley Commons Shopping Center

**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: Direct Tire and Auto Service

Mailing Address: 126 Galen Street

Watertown, Ma. 02472

Contact person: Barry Steinberg

Phone: 617 923 1800 Cell Phone 617 710 1000

Email address: barry@directtire.com

**Type of Proposed Sign** – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: [www.townofmedway.org](http://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	1		50 sq ft		internal
Free-standing Individual Business Sign					
Free-standing Multi-Tenant Development Sign					
Awning Sign					
Projecting Sign					
Directory Sign					

**Attach the following items to this form. pdf format is requested for application form and attachments. Please email application and documents to [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)**

1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination. (You may bring in preliminary sketches of your design concept if you would like assistance in developing your sign design. If this is the case, you should plan to attend a second meeting with the DRC to finalize your sign design.)
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: Giordano Signs  
Mailing Address: 8 Shire Drive Norfolk, Ma. 02093  
Contact person: Kim Giordano  
Phone: 508 243 1918 Cell Phone: \_\_\_\_\_  
Email address: kgart1234@gmail.com

**Property Owner Information**

Company Name: Thurken Medway, LLC  
Mailing Address: 100 Market St Suite 303, Portsmouth, NH 03801  
Contact person: Richard Landry  
Phone: 603 890 6414 Cell Phone: 857 472 3827  
Email address: rl@landryarchitects.com

**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](http://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](mailto: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  
Medway's Sign Design Guidelines before developing a sign design.  
[http://www.townofmedway.org/Pages/MedwayMA\\_Bcomm/Design/Sign%20Design%20Guidelines](http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Sign%20Design%20Guidelines)  
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:** \_\_\_\_\_



ALT ROOF SHINGLES  
"HERED WOOD"

CLAPBOARD SIDING WITH  
4" TO THE WEATHER  
"EVENING BLUE"

DECORATIVE SHAKES  
5" TO THE WEATHER  
"CAPE COD GRAY"

DECORATIVE WINDOWS WITH  
ACCENT MUNTINS AND TRIM  
PAINT "WHITE"

DECORATIVE SHAKES  
5" TO THE WEATHER  
"CAPE COD GRAY"

WITH  
TRIM

SYNTHETIC TRIM  
PAINT "WHITE"



WALL SIGN CHANNEL LED LETTERS TOTAL SQ.  
FOOTAGE 50SQ. FT.

CLEAR ANODIZED ALUMINUM  
STOREFRONT WITH INSULATING  
GLASS ON STONE BULKHEAD.  
(STOREFRONT DOORS AND -  
GLAZING MAY VARY).

6 PANEL INSULATED  
DOOR WITH SIMULATED  
TRANSOM PANEL.  
PAINT "WHITE"



PRE-FINISHED METAL DOORS  
WITH INSULATED GLASS  
VISION PANELS.

DECORATIVE WINDOWS WITH  
ACCENT MUNTINS AND TRIM  
PAINT "WHITE"

**EXTERIOR WALL SIGN    RIGHT SIDE ELEVATION**

SCALE: 1/8" = 1'-0"



## DRC Sign Design Review

### Planning and Economic Development Office Comments

December 4, 2015

**Business Name:** Tri Valley Commons

**Sign Location Address:** 72 Main Street

**Proposed Sign:** Two sided, free-standing, multi-tenant development sign with 2 tenant sign panels for Advance Auto and Direct Tire.

	<b>Proposed</b>	<b>Allowed by Bylaw</b>
<b>Sign Surface Area</b>	44 sq. ft. (22 sq. ft. per side)	60 sq. ft. (30 sq. ft. per side)
<b>Sign Height</b>	7.33 feet	8 feet
<b>Illumination</b>	External	External

#### Comments:

1. Proposed sign is compliant for height, sign surface area and lighting
2. It appears there is room for a tenant sign panel (16" tall by 72" wide = 8 sq. ft. per side) for the remaining tenant in the easterly building and still comply with the sign bylaw size limitations.
3. Per the special permit, the stone base of the sign should match the fieldstone used on the buildings.
4. The DRC reviewed the inset panel sign for Advance Auto in July. At that time, it showed yellow lettering for the business name on a bright red background and the black/white checkered flag logo. I have attached that letter for you. The Advance Auto inset panel shown here is different with red lettering on a white background with the black/white checkered flag logo.
5. The documentation provided by the applicant includes photos of a comparable sign in another community (Hopkinton??) on which this sign is modeled.



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

**Medway Location/Address** where the sign will be installed: 72 Main St. Route 109  
What is the interior width of the storefront? \_\_\_\_\_

**Building/Development Name:** (if applicable): Tri-Valley Commons

**Medway Zoning District:** C-1

**Applicable Sign Standard Table** (from Medway Zoning Bylaw) **Table #** \_\_\_\_\_.

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

**Business Name:** Direct Tire / Advanced Auto Parts

**Mailing Address:** 72 B&C Main Street, Medway MA

**Contact person:** Richard Landry

**Phone:** 857-472-3827 **Cell Phone** \_\_\_\_\_

**Email address:** rl@landryarchitects.com

**Type of Proposed Sign** – For sign definitions, refer to *Medway Zoning Bylaw (Section 7.2 Signs Regulation)*. The *Medway Zoning Bylaw* is available online at: [www.townofmedway.org](http://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	<u>1</u>	<u>44" H x 70" W</u>	<u>22.2 SF per side</u>	<u>8' H</u>	<u>external</u>
Awning Sign					
Projecting Sign					
Directory Sign					

**Attach the following items to this form. pdf format is requested for application form and attachments. Please email application and documents to [sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)**

1. Manufacturer's scaled COLOR drawing with dimensions and DETAILED specifications for materials and illumination. (You may bring in preliminary sketches of your design concept if you would like assistance in developing your sign design. If this is the case, you should plan to attend a second meeting with the DRC to finalize your sign design.)
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:

Sunshine Sign Co. Inc

Mailing Address:

121 Westborough Road, North Grafton, MA 01536

Contact person:

DAVID GLISPIN

Phone:

508-844-5588

Cell Phone:

508-887-3387

Email address:

daveg@sunshinesign.com

**Property Owner Information**

Company Name:

Thurken Medway LLC

Mailing Address:

PO Box 857 New Castle, NH 03854

Contact person:

Richard Landry

Phone:

857-472-3827

Cell Phone:

Email address:

rl@landryarchitects.com

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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at the Medway Library, 26 High ST

(DRC meeting agendas are posted at the Town's web page at [www.townofmedway.org](http://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](mailto: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**

**Medway's Sign Design Guidelines before developing a sign design.**

[http://www.townofmedway.org/Pages/MedwayMA\\_Bcomm/Design/Sign%20Design%20Guidelines](http://www.townofmedway.org/Pages/MedwayMA_Bcomm/Design/Sign%20Design%20Guidelines)

**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: \_\_\_\_\_



**UniBank**  
**NOW OPEN**

85

**UniBank**







85

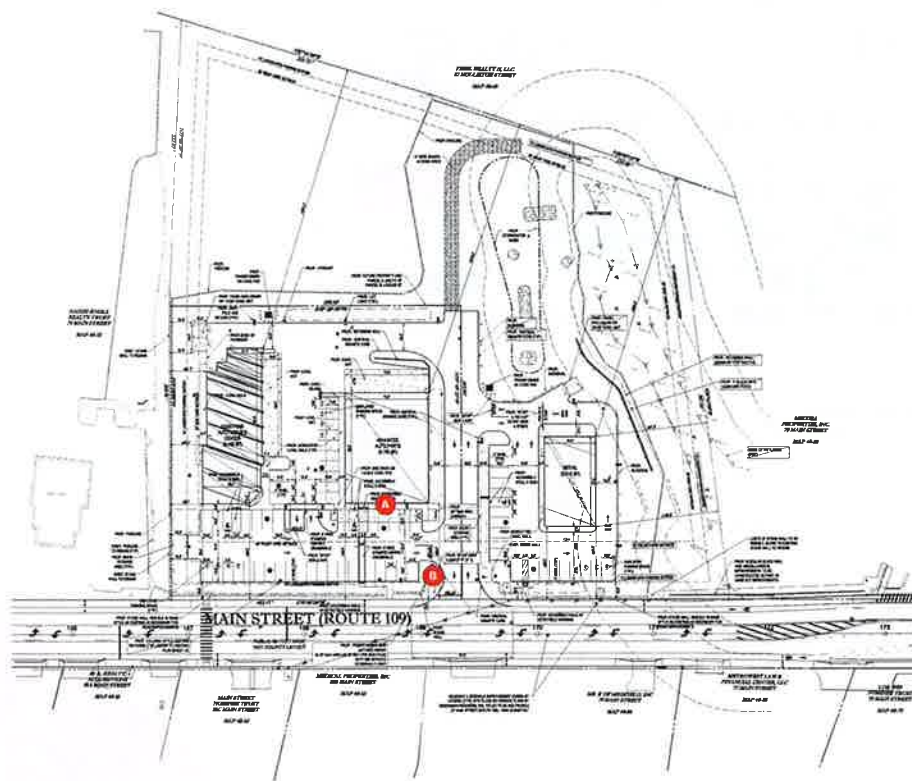
**UniBank**

**NOW OPEN**

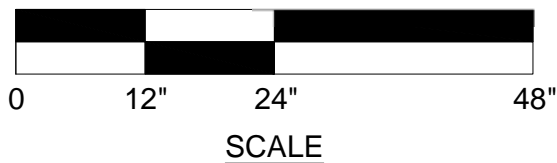
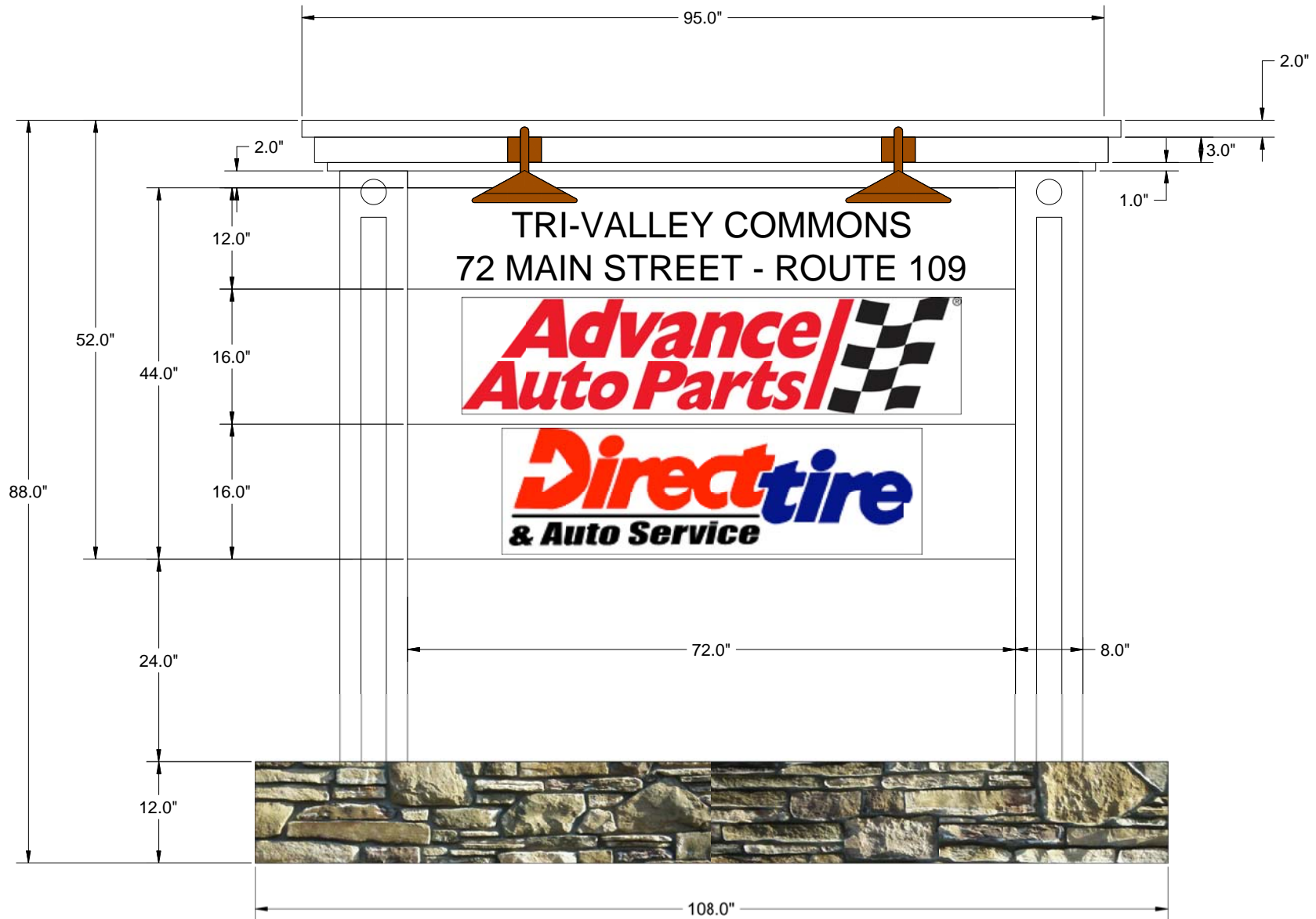
**STARBUCKS**

21424500

Size and placement of signage is approximate

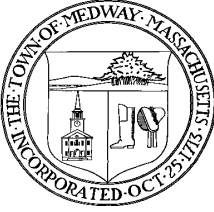


Scale: 1"=80'



Tri-Valley Commons Pylon  
12/3/2015





Town of Medway  
**DESIGN REVIEW COMMITTEE**  
155 Village Street  
Medway MA 02053  
508-533-3291  
[drc@townofmedway.org](mailto:drc@townofmedway.org)

July 30, 2015

Mr. Bret Skirvin  
SES – Site Enhancement Services  
6001 Nimtz Parkway  
South Bend, IN 46628

Re: Sign Design Recommendation for Advance Auto Parts, 72 Main ST, Medway, MA

Dear Mr. Skirvin,

Thank you for submitting the proposed signage for the new Advance Auto Parts store to the Medway Design Review Committee (DRC) for review. We understand the sign will be constructed by Atlas Sign Industry of West Palm Beach, FL but will be installed by a local sign company.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this letter serves as the DRC's recommendation regarding the proposed signs for Advance Auto Parts for its location in the new Tri Valley Commons development at 72 Main St, Medway, MA. Please be advised that this letter does NOT constitute approval of a sign permit. You must still secure the required sign permits from the Medway Building Department before the signs are installed.

On Monday, July 27<sup>th</sup>, the DRC met with SES representative Charlie Schalloil to review the proposed signage for Advance Auto Parts. We appreciated Mr. Schalloil traveling to Medway from Indiana for the meeting. You have proposed the following as represented on the sign designs submitted and attached.

**SIGN 1:** One internally illuminated channel-letter façade sign, which measures 27” high x 31’ 8” long for a total of 71 square feet. The sign features simple red block letters which read “Advance Auto Parts” followed by the black & white checkered flag logo. The letters will be installed onto a raceway, attached to the building’s south façade where the store’s main entrance will be located. The raceway will be painted to match the tan building façade.

**SIGN 2:** A double-sided inset panel on the Tri Valley Commons ladder sign to be located along Route 109. The panel measures 2’3” x 6’8” per side for a total of 15 square feet per side. The panel is proposed as “Advance Auto Parts” in yellow font, on a red background, with the black & white checkered flag logo. You have indicated that the sign panel is to be externally illuminated. This lighting style was taken into account when discussing the color and design of your panel. Your application shows internal illumination. This LOR is in regards to an externally illuminated sign panel.

#### **Design Review Committee Members**

*Matthew Buckley, Member & Chairman*  
*Julie Fallon, Member & Vice Chair*

*Tom Gay, Planning and Economic  
Development Board Representative*  
*Lisa Graves, Member*

*Rachel Walsh, Member & Corresponding  
Secretary*  
*Mary Weafer, Member*

The DRC offers the following comments/recommendations regarding the proposed signs for Advance Auto Parts:

- The font on the building sign is clear and visible.
- The raceway should be color-matched to the clapboard siding on the building.
- The ladder sign panel is proposed with the business name and logo taking up the maximum area within the 15 sq. ft. red background area. The sign name and logo should be reduced within the panel between 10-15% in order to create more breathing room and improve readability especially when there will be an adjoining panel with another logo.
- The background red color of the ladder sign panel for Advance Auto Parts should be the color-matched to the red channel letter sign for the building façade.

The DRC's comments do not pertain to the structure and design of the ladder sign itself.

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 the signage. 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.

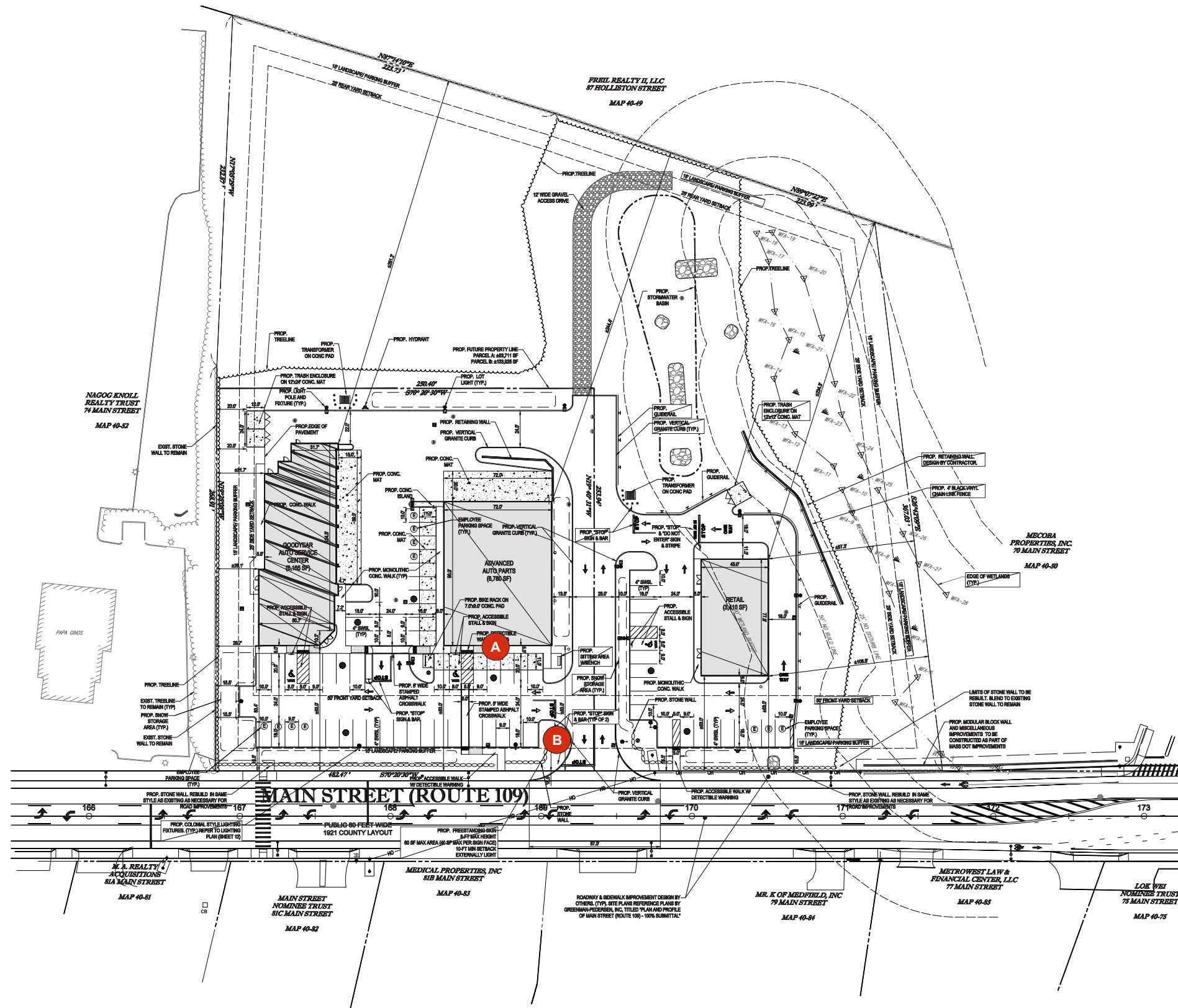
Thank you for your time. We wish Advance Auto Parts much success at its new location in Medway.

Sincerely,



Matthew Buckley  
Chairman

cc: Jack Mee, Medway Building Commissioner



Scale: 1" = 80'

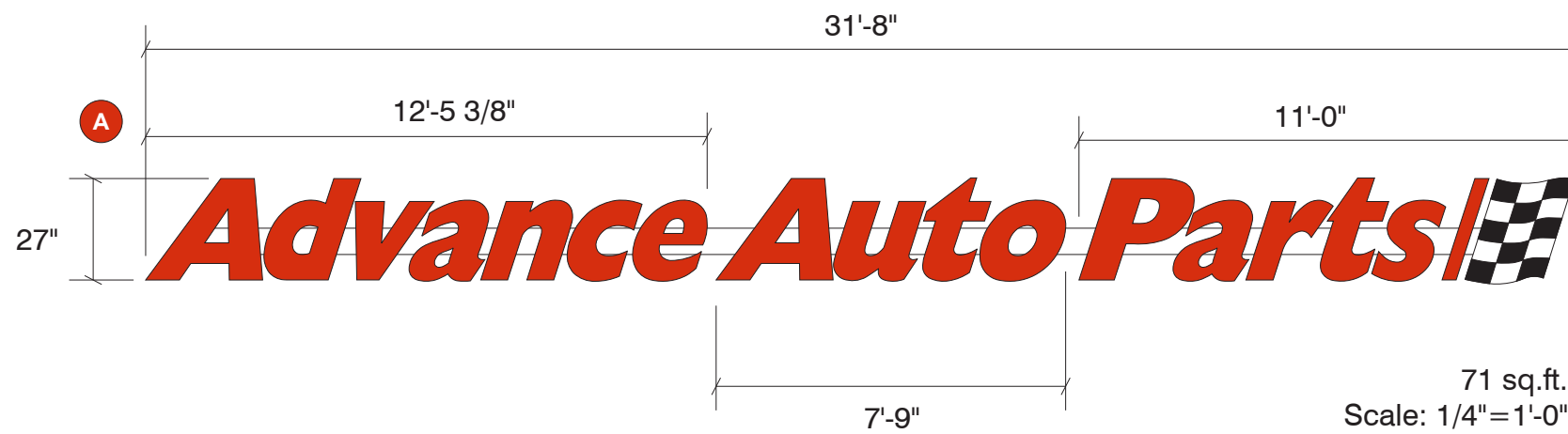
*Size and placement of signage is approximate.*



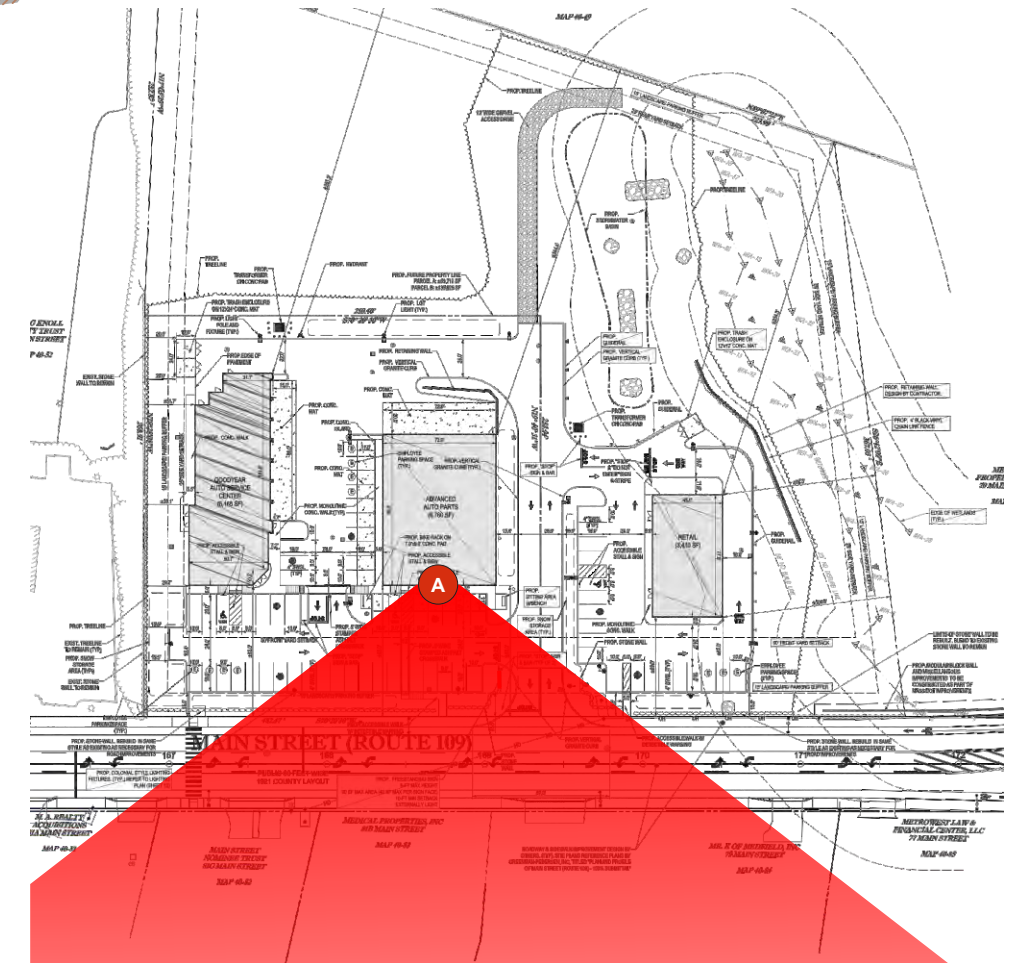
**FRONT ELEVATION**

Scale: NTS

*This elevation is prototypical and for representational usage only.  
Architecture and dimensions are subject to change upon procurement of site specific elevations.*



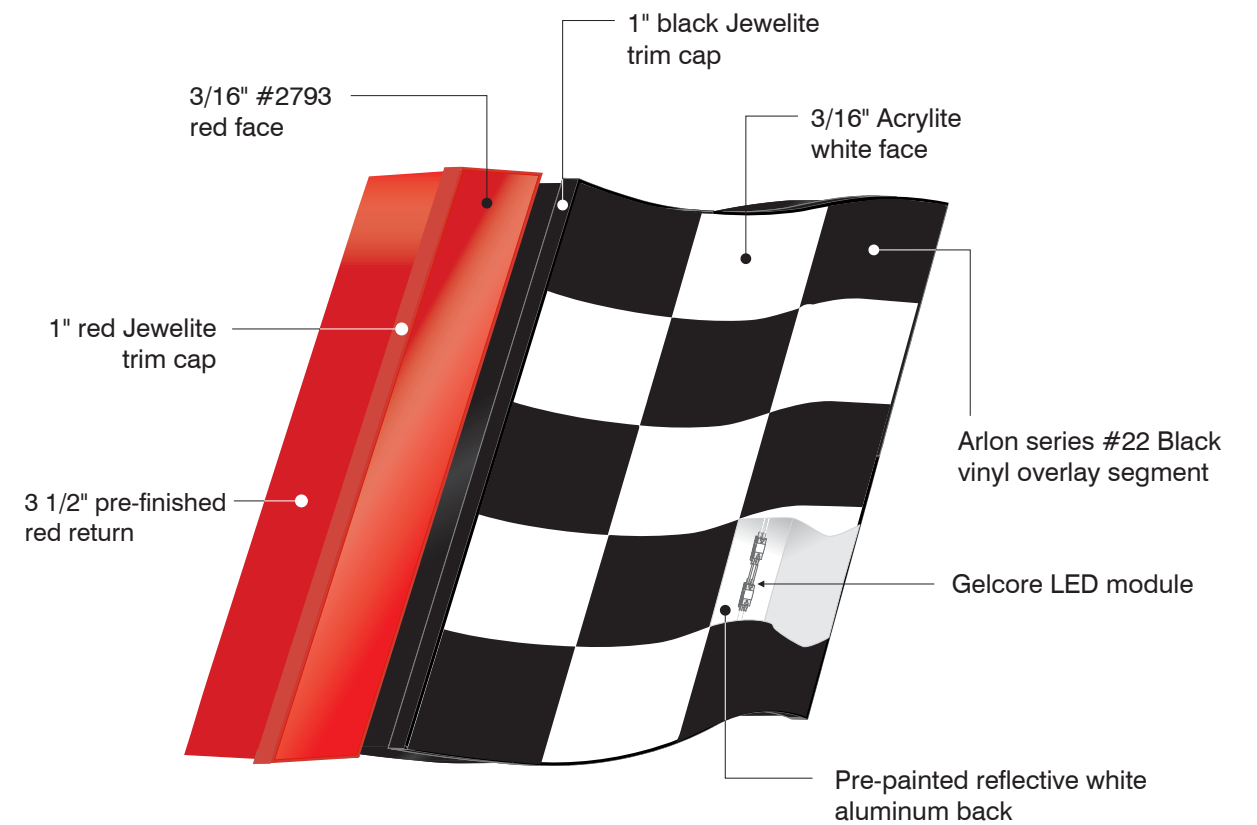
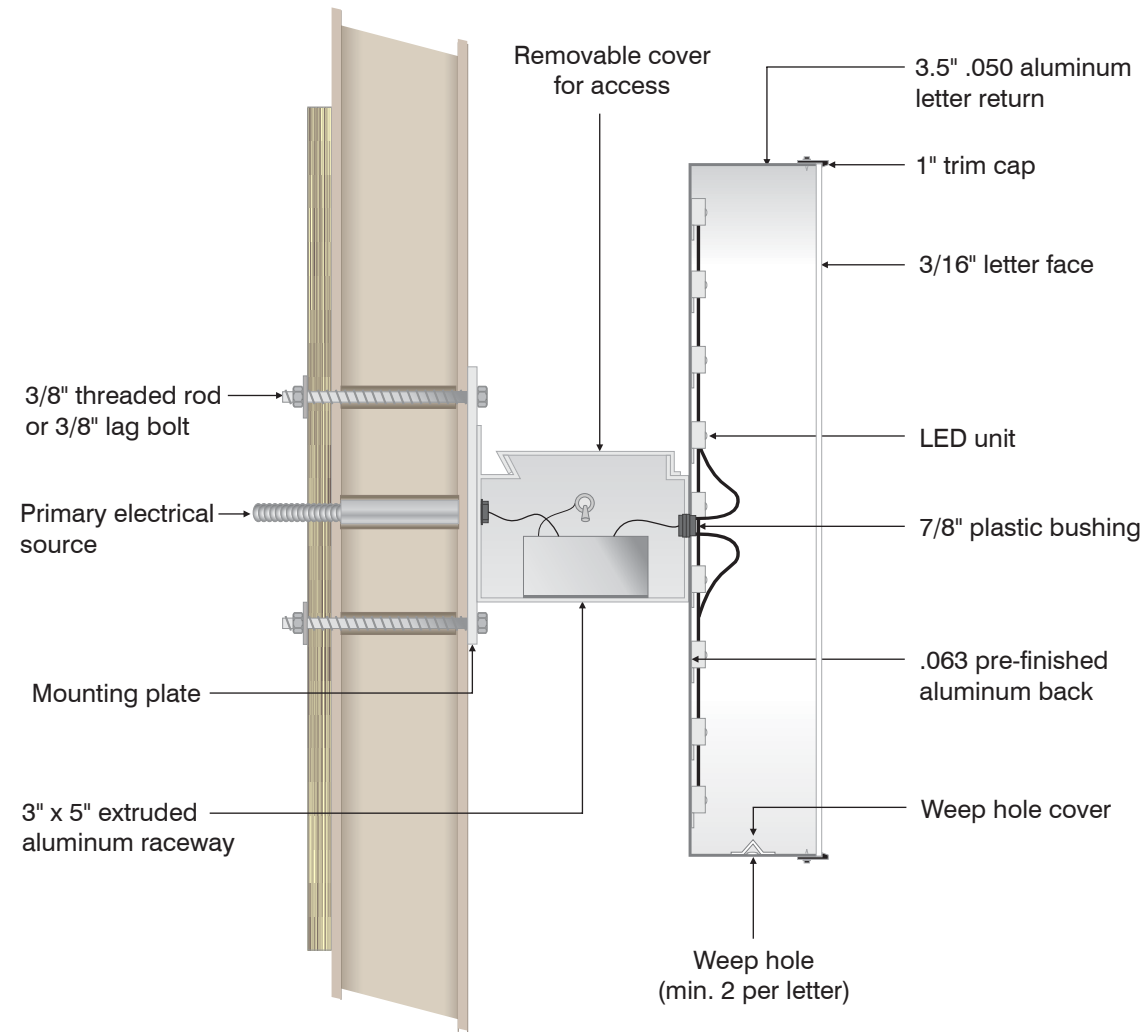
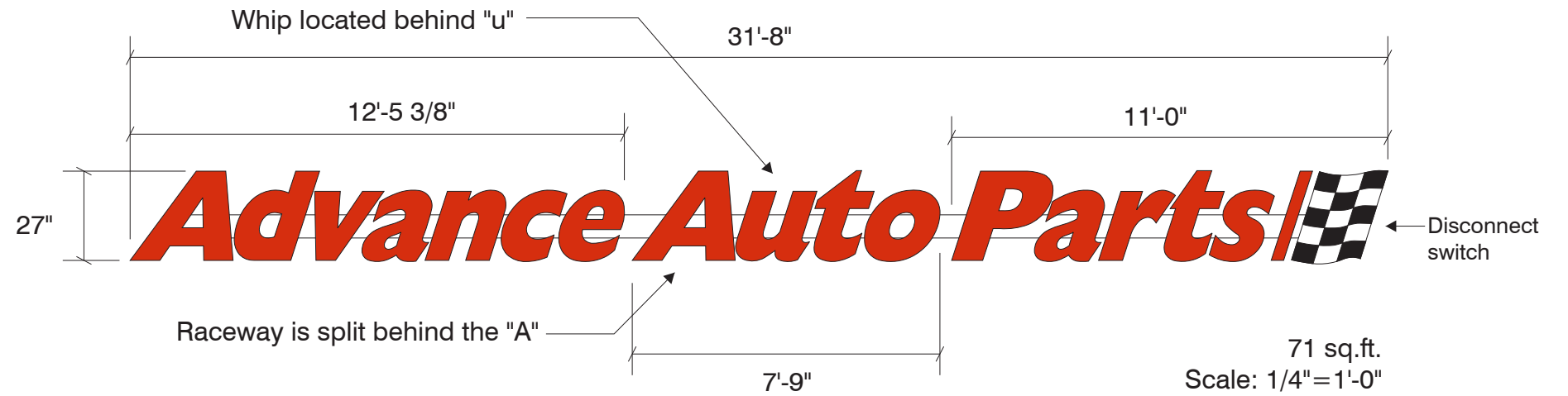
71 sq.ft.  
Scale: 1/4" = 1'-0"



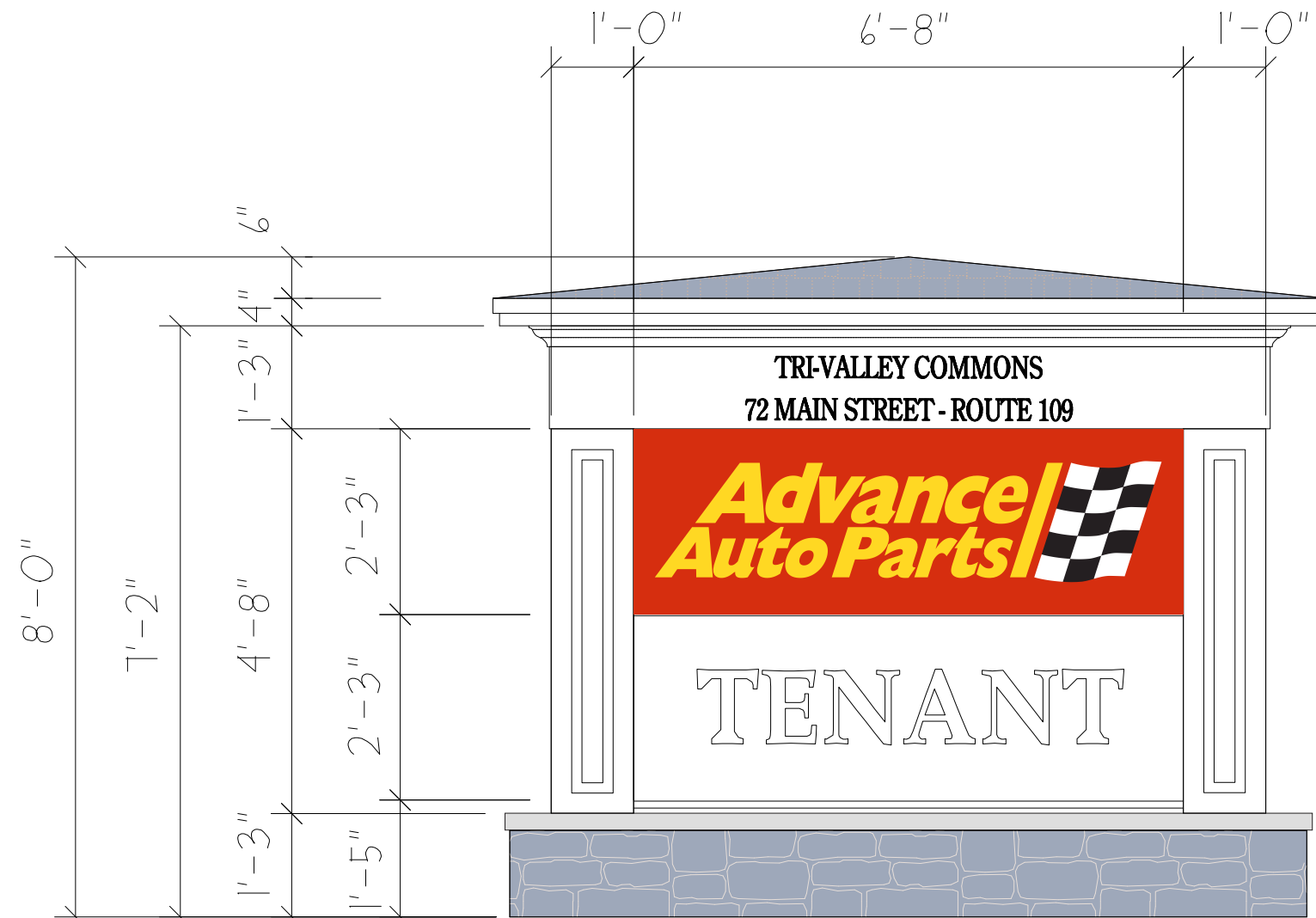


**A1 27" Red Channel Letterset**

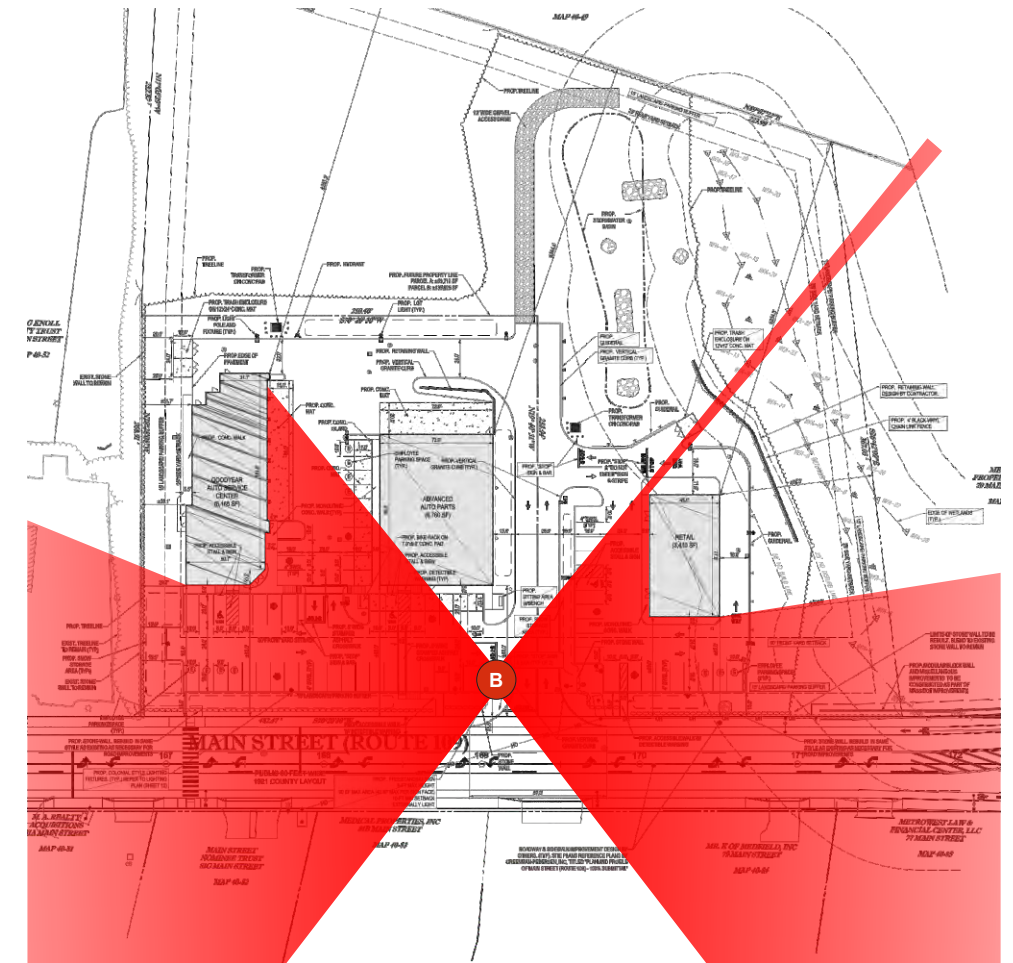
POWER SUPPLY: Gelcore model GECLPS3 or GECLPS4 (UL classified)  
 LED UNIT: Gelcore (5 per ft.)  
 DISCONNECT SWITCH: 20 amp toggle safety switch, single pole with rubber boot (UL approved)



Sign components to be in strict compliance with all UL standards.



**MULTI-TENANT PYLON**  
Scale: 1/2" = 1'-0"



## Susan Affleck-Childs

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**From:** Jack Mee  
**Sent:** Monday, December 07, 2015 3:36 PM  
**To:** Susan Affleck-Childs  
**Subject:** FW: Medway Cafe Awning Sign

Susy,

As you may recall I had reached out to Barbara Saint Andres from Petrini & Associates in regards to the application for Medway Café. An interesting part of her response is that she had sent this same opinion to my predecessor in 2010 for a sign matter at another location. In this opinion she states that lawfully existing pre-existing signs are accorded protection by G.L. c 40A, s6. The opinion cites the case of Barron Chevrolet, Inc. v. Danvers, 419 Mass. 404 (1995), which found that the replacement of panels on lawfully existing, nonconforming signs did not constitute a “change” of the sign and therefore was allowed by right under C.L. c. 40A, s6.

I have looked over the Town’s records and have confirmed that the existing sign did receive a valid permit and thus I believe that if the owner chooses to replace the awning fabric, without increasing the size of the sign or changing the structure of it, that it is allowed under the Barron Case. Once the DRC has issued its recommendation letter I would be ready to issue the permit to replace this awning.

I hope that this information is helpful to the Committee during their review this evening.

Sincerely,

Jack Mee

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**From:** Susan Affleck-Childs  
**Sent:** Friday, December 04, 2015 1:21 PM  
**To:** [acdaddy16@aol.com](mailto:acdaddy16@aol.com)  
**Cc:** Jack Mee  
**Subject:** RE: Medway Cafe Awning Sign

Hi Peter,

I spoke with DRC Chairman Matt Buckley. He is amenable to revising the agenda for the DRC’s 12/7/15 meeting to include preparing a review letter on the proposed awning sign for Medway Café.

As you plan to use the same awning sign design you had previously presented back in July and discussed with the DRC and since there are no changes to that design, there is no need for you to attend Monday night’s meeting.

Upon completion, the DRC’s review letter will be emailed directly to you and to Building Commissioner Jack Mee. After that, your next step will be to apply for the sign permit through the Building Department. Normally, the sign company handles that.

Please don't hesitate to contact me if you have any questions.

Best regards,

Susy

Susan E. Affleck-Childs  
Planning and Economic Development Coordinator

Town of Medway  
155 Village Street  
Medway, MA 02053  
508-533-3291  
[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)

Town of Medway – *A Massachusetts Green Community*

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**From:** [acdaddy16@aol.com](mailto:acdaddy16@aol.com) [<mailto:acdaddy16@aol.com>]  
**Sent:** Friday, December 04, 2015 10:58 AM  
**To:** Susan Affleck-Childs  
**Subject:** Re: Medway Cafe Awning Sign

Hi Susan...yes the drawing you sent is the one I'm re-applying for . Thank you, Peter M.

-----Original Message-----

From: Susan Affleck-Childs <[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)>  
To: Peter Morrissey <[acdaddy16@aol.com](mailto:acdaddy16@aol.com)>  
Cc: Jack Mee <[jmee@townofmedway.org](mailto:jmee@townofmedway.org)>  
Sent: Fri, Dec 4, 2015 10:18 am  
Subject: Medway Cafe Awning Sign

Hi Peter,

I am writing to follow-up on our phone conversation of earlier today during which you requested a meeting with the DRC on your awning sign for Medway Café.

Attached is the awning sign drawing you provided to us in July. I recollect you were considering modifying the coloring, size and arrangement of the Medway Café logo in the middle. Does this drawing represent the awning sign you still wish to use?

If the attached drawing is not what you want to do, I need you to email or drop off a new drawing showing the revised design.

Please let me know asap so I can determine next steps. Thanks.



Best regards,

Susy

Susan E. Affleck-Childs  
Planning and Economic Development Coordinator

Town of Medway  
155 Village Street  
Medway, MA 02053  
508-533-3291  
[sachilds@townofmedway.org](mailto:sachilds@townofmedway.org)

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