

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

August 24, 2018

Mr. Ronnie Aoude
Aoude Gas & Repair Service
73 Main Street
Medway, MA 02053

RE: DRC Sign Design Review
Aoude Gas & Repair Service
Retrofit of Existing Free-Standing Signs
73 Main Street

Dear Mr. Aoude,

Thank you for submitting the proposed signage for Aoude Gas & Repair Service to the Medway Design Review Committee (DRC) for review. The information was originally filed with the Town on July 30th, 2018.

Pursuant to Medway's *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signage retrofit for Aoude Gas & Repair Service at 73 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. Do not install the new sign faces before obtaining the required permit.

On Monday, August 8th, the DRC met with you and your sign manufacturer, Mario of Sign Me Up Sign Co. in Millis, MA, to review the originally proposed signage retrofit for Aoude Gas & Repair Service. After discussion of possible ideas to help simplify the sign design, while still utilizing your original concept, you submitted a revised design and attended the DRC meeting on August 20th for further discussion. You have proposed the following as represented on the final sign design submitted. (**See Attached**).

- Two freestanding signs, which are pre-existing, non-conforming, are to be re-faced. Each sign measures 17' high on a single pole, and each features two double-sided sign panels. The sign tops are 6' x 6' and are internally illuminated. Each has a side panel, which measures 3' x 5' for a grand total of 204 SF of sign surface area for the two signs.
- The signs will be re-faced to feature a new design highlighting the business name. "AOUDE" will appear in all-caps in bold red with a drop shadow, with a large grey gear in the background, followed by "FULL SERVICE" in white bold type inside a grey wrench design positioned in the center, and "GAS & REPAIR SERVICE" smaller, bold red with drop shadow below on a white background.

Design Review Committee Members

Matthew Buckley, Member & Chair
Rachel Walsh, Member & Vice Chair

Jessica Chabot, Member
Dan Connolly, Member

Tom Gay, Planning and Economic
Development Board Representative
Seth Kendall, Member

- The side panel features a single “regular” gas price, and information about State Inspections.

The DRC offers the following comments/recommendations regarding the proposed signs:

- The layout and font chosen are legible and use the space well without being too crowded.
- The simplified version of the sign still embodies the original concept, but is much more legible and visible.
- Make sure to recondition and paint the existing poles and frames prior to installation in order to achieve the best appearance of the new signs.
- Currently no landscaping is present at the base of the signs. In order to provide for landscaping, use of a planter at the base of each sign will allow for the introduction of some attractive plantings by the signs on the parcel. Consider a traditional whiskey barrel planter with seasonal floral options such as chrysanthemums for fall. For instance, you could choose red flowers to coordinate with your logo and signs.
- The signage illumination should be that of a reasonable output. Be sure that it is not too bright. Light from the sign should not cast off beyond the property lines.
- The DRC recommends that the new sign faces be installed as-proposed in the final version reviewed on August 20th with the addition of a landscaping element for each.
- The DRC recommends removal of the various credit card mini signs from the sign posts. You concurred that you would remove them.
- You indicated that you were planning to repaint the existing gas canopy in white. The DRC welcomes this choice as it will better match with your new signage, as well as the upgrades you have already made to the building façade which look great.

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 AOUDE Gas & Repair Service. 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 AOUDE Gas & Repair Service continued success in Medway.

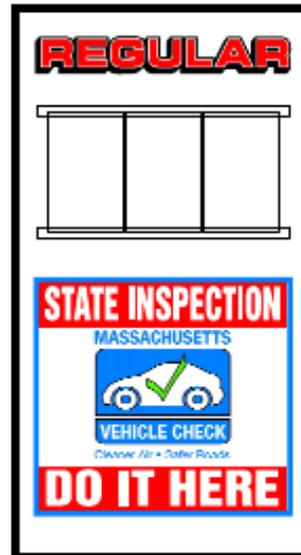
Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Rindo Barese, Medway Building Department
Leslie Guyette, Medway Building Department
Mario, Sign Me Up Sign Company

PROOF



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