



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

March 7, 2017

Mr. Angelo Ruo
Colbea Enterprises, LLC
2050 Plainfield Pike
Cranston, RI 02921

RE: DRC Sign Design Review Letter
Shell Gasoline, 86 Main Street

Dear Mr. Ruo,

Thank you for submitting the modifications to the signage on the gas canopy structure and the redesigned monument sign for Shell Gasoline at 86 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on 2/24/17. The signs have already been installed without securing the required permits from the Town of Medway.

Pursuant to the Medway Zoning Bylaw, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the signage modification for Shell Gasoline at 86 Main Street. Please be advised that this letter does NOT constitute the Town's approval of a sign permit. You must still apply for and secure a sign permit from the Medway Building Department prior to the sign installation.

On Monday, February 27th, the DRC met with you to review the signage modification. You have installed the following, also as represented on the sign designs submitted and as attached.

Wall Sign on Canopy – This sign replaces the words “Shell” on the gas canopy with the Shell corporate logo. This is an equal size replacement. The current Shell text sign is 16 sq. ft. internally illuminated. The proposed new shell logo sign is 16 sq. ft., also internally illuminated.

Free-standing Monument Sign – This is a retrofit of the former internally illuminated sign.

- White with yellow SHELL logo, measuring 4' wide x 9.167' high, double-sided. The sign retains the sign posts/framework and inserts new panels set inside the posts. The panels include one with the Shell logo, two panels with gas prices (regular and diesel) shown in LED lights, one panel for Fuel Rewards, and one panel for Food Mart.
- The total sign surface area is 73.34 sq. feet of sign surface area for both sides. The amount of sign surface area on the previous sign was 120 sq. ft. for both sides. Although the new sign has reduced sign surface area compared to what preceded it, it still exceeds the maximum allowed area of 48 sq. ft. for both sides. So, the amount of sign surface area is non-conforming, but less so.

Design Review Committee Members

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

Jessica Chabot, Member
Tom Gay, Planning and Economic
Development Board Representative

Lisa Graves, Member
Rachel Walsh, Member & Corresponding
Secretary

- The sign features LED panels with gasoline prices, which have been enlarged to include a second line for diesel fuel in green. The new LED fuel price portion of the sign is approximately 42.25 sq. inches over the allowable amount per side of the sign that can be dedicated to LED fuel price information. 7.6 sq. ft. of LED lights are shown on each side. The maximum allowed area of LED lights for fuel prices is 7.3 sq. ft. per side.
- The overall height of the sign is 12', the same as the previous sign. The maximum height per the bylaw is 8'. So, the sign height is also non-conforming.

The DRC offers the following comments/recommendations regarding the signage modification:

- The sign features a design that is similar to what had existed prior, but is slightly smaller overall. We encourage a total redesign within 5 years to bring the sign into compliance with the sign Town of Medway sign bylaw. Currently the sign does not comply.
- The LED portion of the sign has been expanded to a second line in green to include diesel fuel, putting it over the allowable size for LED portion of the sign. The DRC recommends the following courses of action to address the non-complaint LED portion of the sign:
 1. The LED portion features a screen made up of diodes which can be programmed to illuminate the chosen information. Within the two screens, the size of the illuminated numeric font should be reduced to bring it into compliance. This would create some additional black space behind the sign.
 2. If decreasing the LED font size is not achievable, remove the diesel LED section completely, and replace that with a non-illuminated signage necessitating manual gas price changes.
 3. On any LED sections of the sign, adjust the illumination level to the lowest visible setting.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for Shell Gasoline. 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 you continued success in Medway.

Sincerely,



Matthew J. Buckley
Chairman

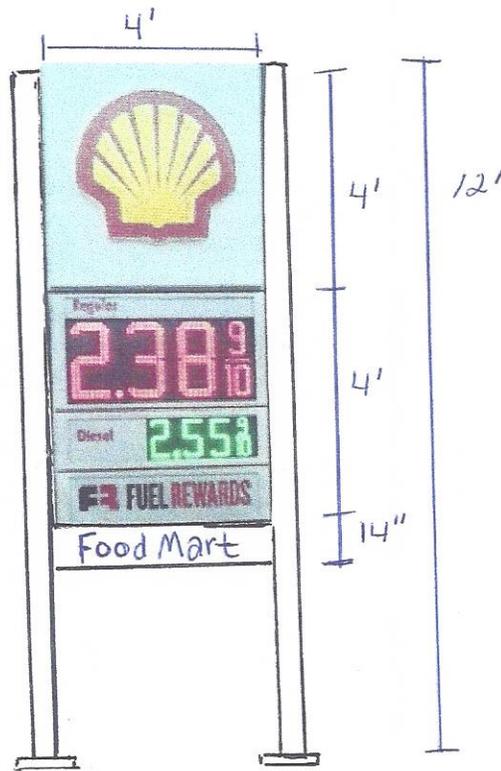
cc: Jack Mee, Medway Building Commissioner
Angelo Ruo, Colbea Enterprises, LLC.

Shell
26 Main St -
Medway, MA

Existing - 49.2 s.F.



Proposed - 36.7 s.F.

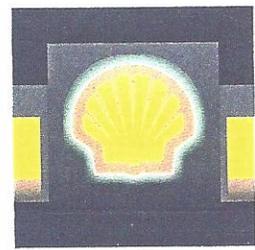
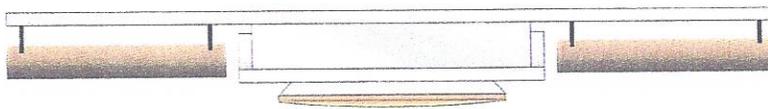


Shell
86 Main St.
Medway, MA

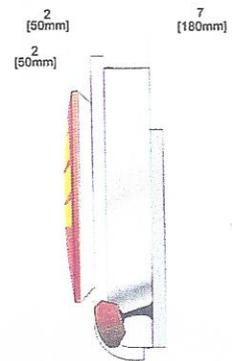
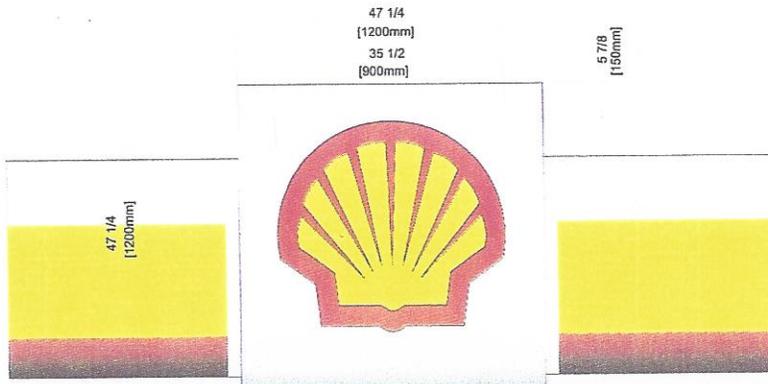
Existing - 2'x8' = 16 s.f.



Proposed - 4'x4' = 16 s.f.



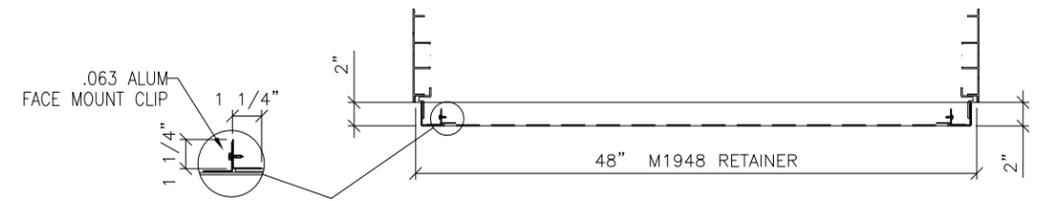
Night View



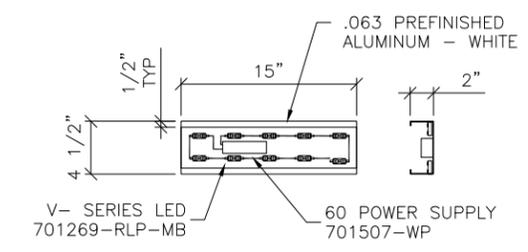
SPECIFICATIONS:

FACE DESIGNED TO FIT EXISTING CABINET
50 3/4"H x 48 3/8"W

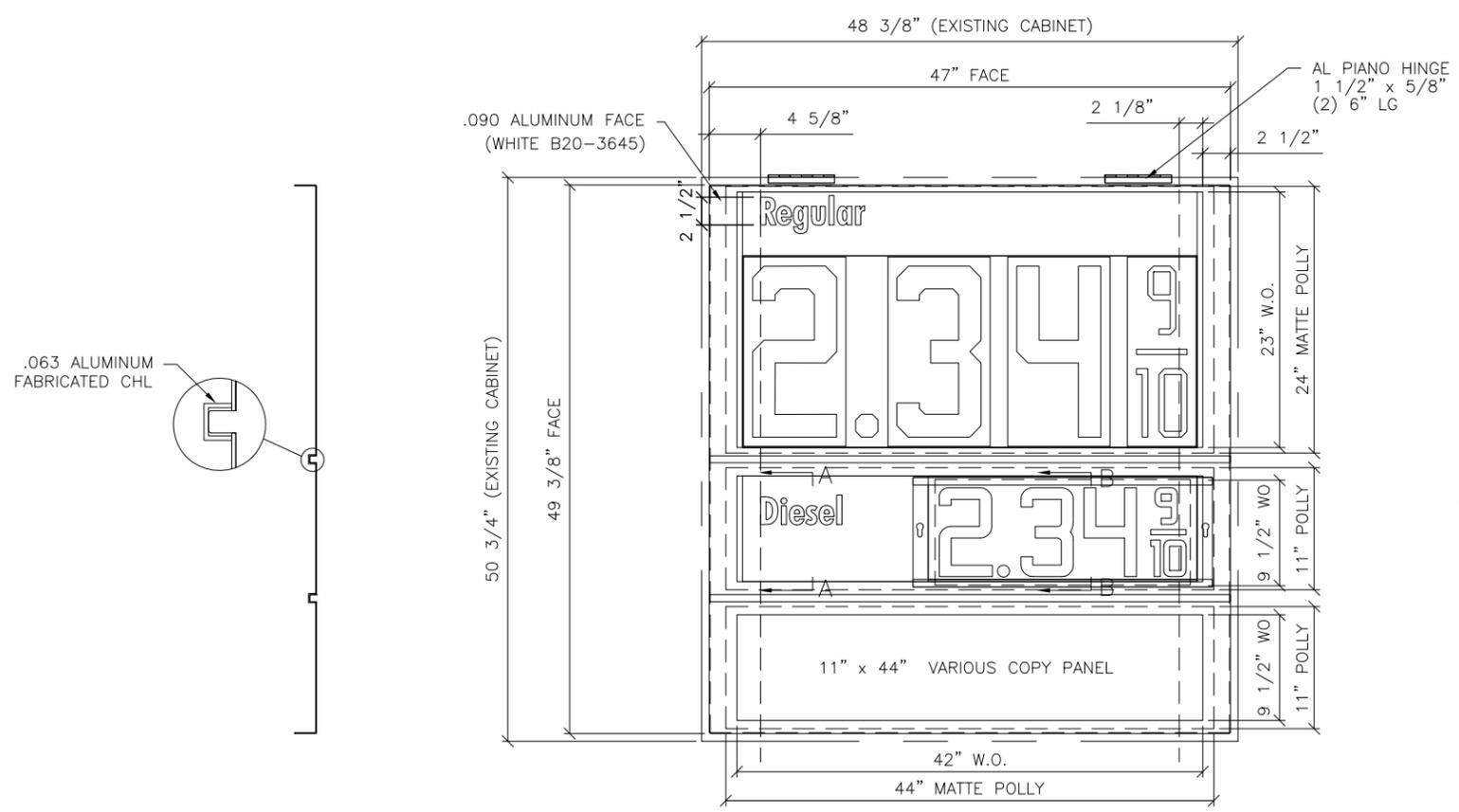
- SIZES BASED ON FIELD SURVEY.
REPLACEMENT FACE TO CONSIST OF:
(1) .080 ALUMINUM ROUTED FACE
(1) SET M1948 RETAINERS (MITERED)
(2) 1 1/2"x5/8"x6" ALUMINUM PIANO HINGE



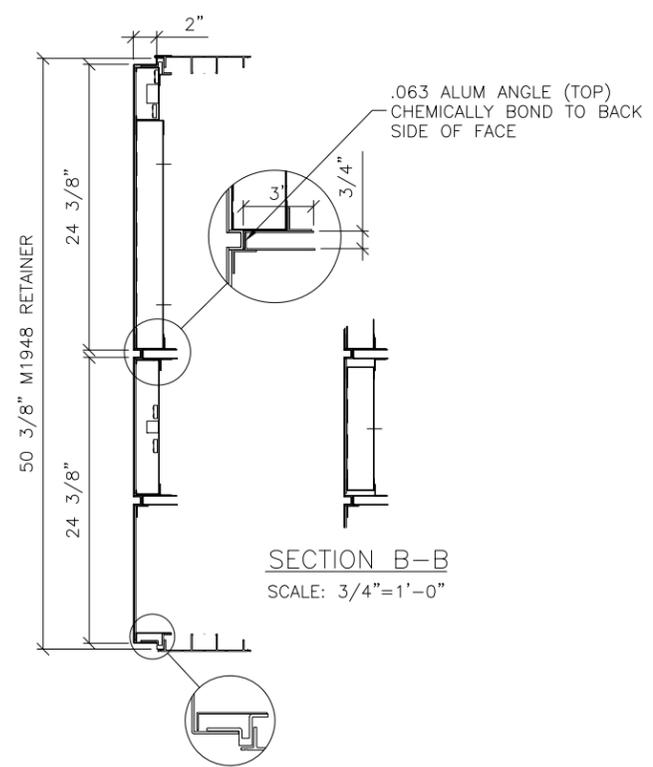
TOP SECTION
SCALE: 3/4"=1'-0"



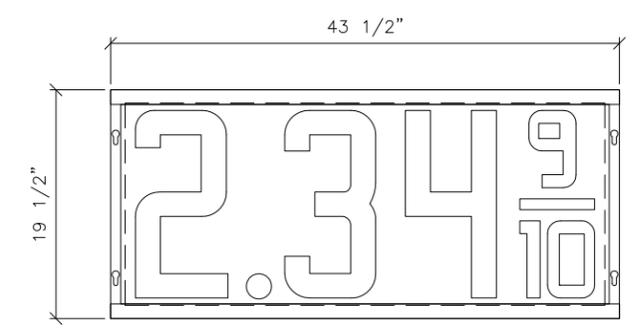
LED PRODUCT PANEL ILLUMINATION



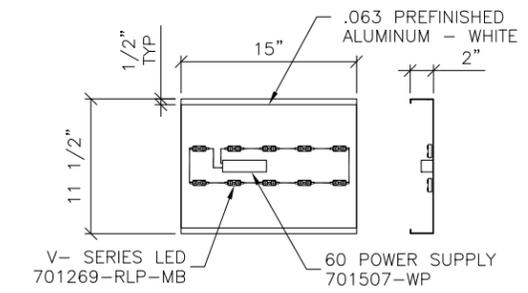
PRICE FACE DETAIL - G44SH2LV.enr
SCALE: 3/4"=1'-0"



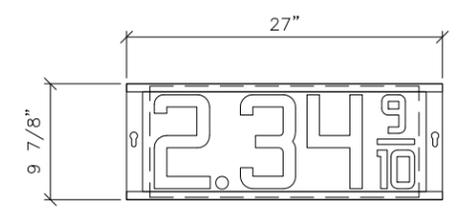
SECTION A-A
SCALE: 3/4"=1'-0"



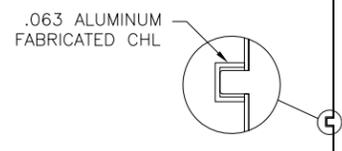
16" ABLE LED



LED PRODUCT PANEL ILLUMINATION



8" ABLE LED



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NO.	REVISIONS	DATE	BY
1			
2			
3			
4			
5			
6			

STANDARD - 4x4 PRICE FACE
RVle GLOBAL-(1)16" LED (1)8" LED (1)1X VC - in SHELL MODIFIED CABINET

JOB NO: 113579- 113585
DHall
DRAWN BY: GDA/KML
10-25-11
DRAWING NO: SG2044RF_2LDVSH

SHEET NO: 1
OF: 1