



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

July 26, 2021

Ms. Marybeth Murphy  
Sullivan Tire  
72 Main Street  
Medway, MA 02053

RE: DRC Sign Design Review  
Sullivan Tire  
72 Main Street

Dear Ms. Murphy,

Thank you for submitting the proposed signage for Sullivan Tire to the Medway Design Review Committee (DRC) for review. The original sign design review application was filed with the Town by I.D. Sign Group, Inc. on July 16, 2022. Two additional design options for the Sullivan Tire inset panel on the existing monument sign were submitted by I.D. Sign Group on June 19<sup>th</sup>.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall façade sign and inset panel in the monument sign for the Sullivan Tire store at 72 Main Street. 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 sign before obtaining the required permit.

On Monday, July 19<sup>th</sup>, 2021, the DRC met with your representative, Jamie Fisher of I.D. Sign Group, Inc. to review the proposed signage for Sullivan Tire at 72 Main Street. You have proposed the following as represented on the sign design dated 7-16-2021.

- Installation of a LED internally illuminated channel letter façade sign with green translucent faces and black trim caps and a black, white and yellow road graphic, individually affixed to the existing clapboard façade of the south face of the building to replace the existing location of the "Direct Tire" sign. We note that the "Direct Tire" façade sign on the east facing wall will be removed and not replaced. The total area of signage is to be 59 square feet. This size is compliant with the Bylaw provisions for a wall sign in the Central Business zoning district. (**See Attached**).
- Installation of a two sided plastic insert at the existing monument sign in place of the Direct Tire insert panel, lit from below via spot lighting.
  - The initial color scheme submitted was to be bright green background with "Sullivan Tire" lettering in yellow and the black, yellow and white roadway

**Design Review Committee Members**

*Matthew Buckley, Member & Chair*  
*Janine Clifford, Member*

*Dan Connolly, Member*  
*Tom Gay, Planning and Economic Development*  
*Board Representative*

*Alex Siekierski, Member*  
*Rachel Walsh, Member*

graphic to match the same graphic on the wall sign with “Certified Auto Service” below in black text on a yellow band background. The total area of signage is to be 22 square feet (11 square feet per side). This size is compliant with the Bylaw provisions for the Central Business zoning district.

- 2 additional design options were submitted by ID Sign Group, Inc. on July 19<sup>th</sup> as requested by the Medway Planning office. The signs included the same text but with different color schemes and arrangements.

Based on the discussion, the DRC offers the following comments/recommendations regarding the proposed signs:

- Clean, prepare and paint the existing clapboard façade to remove any ghosting and eliminate the existing holes and imperfections from prior signage. This will provide a cleaner appearance to the existing fascia and for the new sign.
- Set lighting of the signs to an appropriate brightness and set to a timer that will shut the signs off after business hours.
- Consider lower color temperatures for the LEDs (below 5000K) to avoid blue appearance to white lettering.
- Window signage was not presented in the application. The DRC recommends including hours of operation on the front doors in a manner that is compliant with the allotment defined in the Sign Bylaw.
- Do not introduce illuminated or animated signs in the windows. Flashing OPEN signs are prohibited.
- Do not introduce window signs beyond the allotment for size and use as described in the Sign Bylaw and recommended above.
- Do not introduce additional signage on onsite amenities.
- The preference for the final signage on the monument sign was 1) to have the “Sullivan Tire” text in green lettering (to match the green color of the building channel letters) on a white background and 2) use white lettering on a black background for the “Certified Auto Service” band below. (**See Attached.**) We understand Sullivan Tire has agreed to this design option.

Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC for further discussions on signage for Sullivan Tire.

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 are pleased to see such an attractive sign going up. Further, we wish Sullivan Tire much success in Medway.

Sincerely,

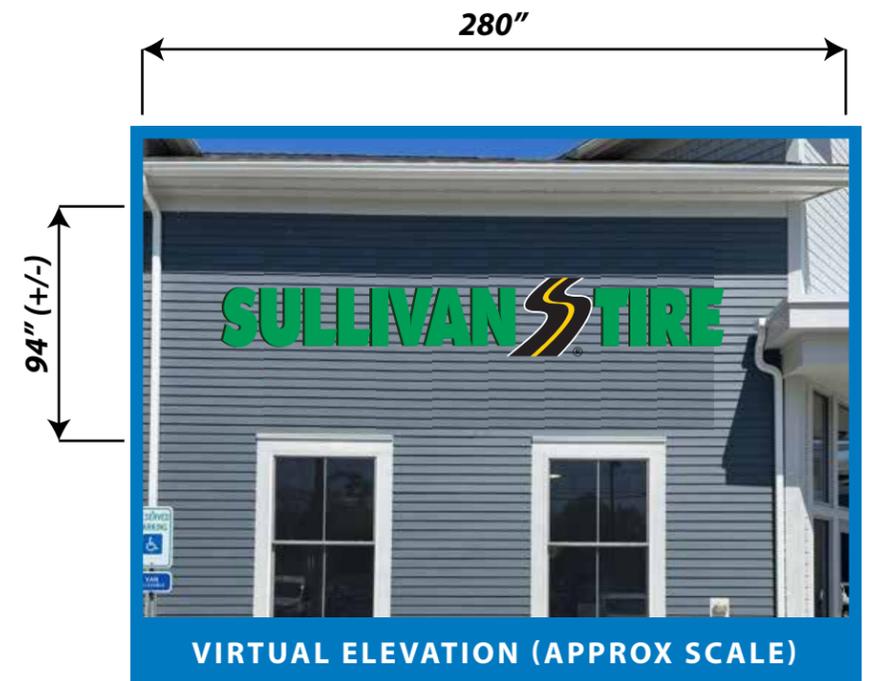
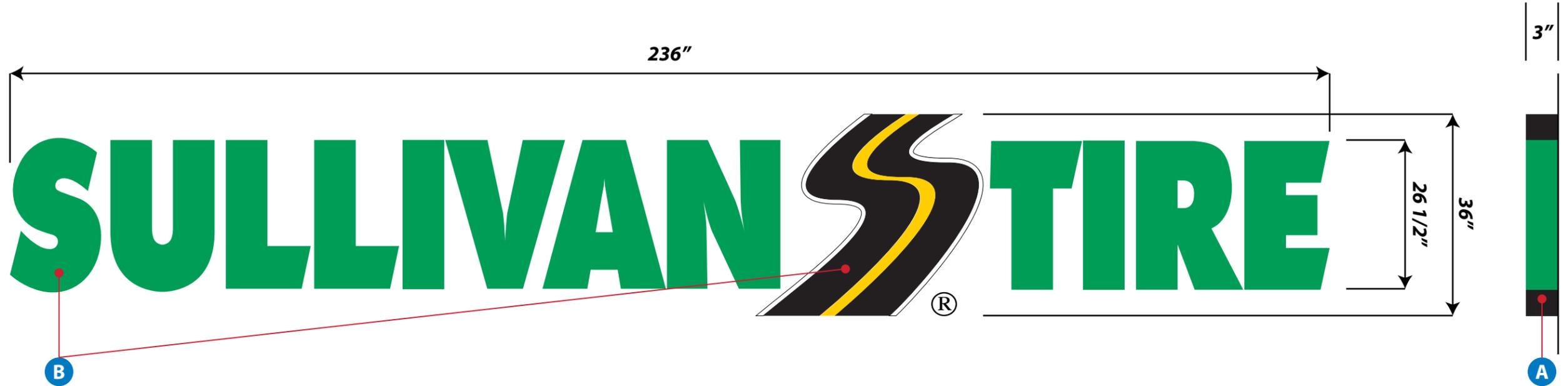


Matthew J. Buckley  
Chair

*Sullivan Tire - Sign Design Review*  
*July 26, 2021*

cc: Jack Mee, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Ericka Robertson, Medway Building Department  
Kelly O'Brien, Medway Building Department  
Jamie Fisher, I.D. Sign Group, Inc.  
Debbie Collins, I.D. Sign Group, Inc.  
Marianne Connaughton, Thirty Two Freemont Company

SULLIVAN TIRE	
WIP #	05-25731
Sales:	JAMIE
Design:	JACK
<b>MATERIALS</b>	
A:	3" DEEP FACE LIT WHITE LED CHANNEL LETTERS W/ GREEN AND BLACK GEM CAP
B:	TRANSLUCENT VINYL
<b>COLORS / FINISHES</b>	
	GERBER VIVID GREEN TRANSLUCENT
	BLACK TRANSLUCENT
	ARLON 015 YELLOW TRANSLUCENT
	MP 13552 GREEN VIRCO
	MP BLACK
<b>PRODUCTION NOTES</b>	
REMOVE EXISTING CHANNEL LETTERS AND INSTALL NEW CHANNEL LETTERS	
<b>INSTALL NOTES</b>	
INSTALL CHANNEL LETTERS ONTO BUILDING	
<b>PROOF REVISIONS</b>	
ISSUED:	05-24-21



**CLIENT APPROVAL**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

SULLIVAN TIRE	
WIP #	05-25731
Sales:	JAMIE
Design:	JACK
<b>MATERIALS</b>	
A:	3/16" WHITE LEXAN
B:	TRANSLUCENT VINYL
<b>COLORS / FINISHES</b>	
	GERBER VIVID GREEN TRANSLUCENT
	ARLON 015 YELLOW TRANSLUCENT
	BLACK TRANSLUCENT
<b>PRODUCTION NOTES</b>	
2 NEW LEXAN FACES	
<b>INSTALL NOTES</b>	
REMOVE EXISTING FACES AND INSTALL NEW	
<b>PROOF REVISIONS</b>	
ISSUED:	05-24-21



**CLIENT APPROVAL**

\_\_\_\_\_

SIGNATURE DATE