



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

January 14, 2019

Hogan Tire
C/O Ed and Bill Hogan
408 Washington St
Woburn, MA 01801

RE: DRC Sign Design Review
Hogan Tire
85 Main St– Medway, MA

Dear Sir(s),

Thank you for submitting the proposed signage for Hogan Tire to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on December 12, 2018.

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 free-standing monument sign for Hogan Tire at 85 Main ST, Medway. 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, January 7, 2019 the DRC met with Bill Hogan to review the proposed signage for Hogan Tire. You have proposed the following as represented on the sign designs submitted (**See Attached**).

- Wall Façade Sign 4' x 12.5' (50 SF). This sign is comprised of internally illuminated channel letters and a light box to replace an existing sign(s) for the former Long Distance Tire store which occupied this location.
- An insert in the existing, 2-sided, free-standing monument sign. The panel is 42" x 97" (35 SF each side for a total of 70 SF). This is a pre-existing, non-conforming sign.

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

Free-standing Monument Sign

- At the time of the DRC meeting, the new replacement panels had been installed without securing a sign permit from the Town. Accordingly, the DRC was unable to provide recommendations about the design of the new sign panel for the monument sign.

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
Rachel Wolff Lander, Member

- The DRC did comment that the existing sign is non-confirming and recommended that the sign be brought into conformance, whenever possible. The DRC explained how the current sign was out of conformance in terms of height and sign surface area.
- The DRC recommends that the existing blue posts be painted to better correlate with the Hogan Tire's green and orange business color scheme. Black paint was discussed and the applicant indicated that this too was his preference.
- The Zoning Bylaw's sign regulations require landscaping at the base of all monument signs. A preliminary landscaping plan had been provided but it needs more substance and description. The DRC recommends that the plantings be carefully chosen in scale to minimize the large space below the existing non-conforming sign.

Wall Façade Sign

- The DRC recommends that any shadowing left by the removal of the existing Long Distance Tire signs be painted to provide a continuous color on the building façade.
- The applicant indicated that they want to improve the exterior aesthetics of the existing building. The DRC encourages the applicant to utilize the *Design Review Guidelines* should they decide to move forward with that project. The DRC would be happy to discuss and review any façade improvement concepts.
- The applicant indicated that he will remove all of the box signs that are currently along the front façade (product signs).
- Any non-compliant window signs should be removed.

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 Hogan Tire. 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 Hogan Tire much success at its new Medway location.

Sincerely,



Matthew J. Buckley
Chairman

cc: Jack Mee, Medway Building Commissioner
Rindo Barese, Medway Building Department
Kelly O'Brien, Medway Building Department
SignVerse



'Hogan' Channel Letters

individual channel letters with black .040 5" deep aluminum returns. With 1" jewelite trim 1/2" alu-lite composite letter backs. 3/16" white acrylic faces with green HP translucent vinyl applied.

 Oracal 060 dark green

Internally lit with white international light LED modules
120v power supplies as needed

'Tire & Auto' light box

Fabricated out of black .040 aluminum 5" deep. Frame to be welded out of 1" aluminum angle.

3/16" white acrylic faces with orange HP translucent vinyl applied.

 Oracal 380 blood orange

Internally lit with white international light LED modules
120v power supplies as needed

Letters and light box will be mounted to building as required by town.



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Hogan Tire - Medway, MA

12/12/18



Existing

Proposed



Day View



Night View

Existing signage installed by previous building owner will be removed and Hogan Tire branding installed in place of.
Building store front: 50 ft long.
Sign sqft =50 sqft



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Hogan Tire – Medway, MA

12/12/18



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Hogan Tire-



**Re-facing of existing
internally lit double faced pylon sign**

**HP Translucent Oracal vinyl applied to
White lexan faces**

 Oracal 060 dark green  Oracal 380 blood orange



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12/12/18

