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TOWN OF MEDWAY

COMMONWEALTH OF MASSACHUSETTS

DESIGN REVIEW COMMITTEE

August 31, 2023

Ms. Carla Viera
Medway Family Dental
131 Main Street
Medway, MA 02053

RE: DRC Letter of Recommendation – Medway Family Dental Signage, 131 Main Street

Thank you for submitting the proposed new signage for the Medway Family Dental located at 131 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town by Signs Plus of Milford, MA on August 9, 2023. Sign designs were included in the packet.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed wall sign. Please be advised that this letter does NOT constitute approval of a sign permit by the Town of Medway. Your sign company 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, August 21st, 2023, the DRC met with business Karen Mullen of Signs Plus to review the proposed signage changes for 131 Main Street. The signage proposal included the following:

- Remove existing wall sign adjacent to the window bay on the first level.
- Install a new sign composed of individual acrylic letters mounted to a raceway and affixed to the west side of façade above the second story.
- The overall dimension of the sign is 20.04 inches in height and 180 inches for a total area of 25 square feet.
- No illumination will be provided for this sign.
- The letters are shown in a Navy-blue color.

The signs proposed by Ms. Viera are consistent with the recommendations laid out in the Medway Design Guidelines. They are attractive and appropriate for the site. The Design Review Committee offered the following recommendations and requests.

- The DRC is concerned about a maintenance plan for clapboards behind the sign. If the raceway is mounted directly to the side of building, it will be difficult to access for cleaning and painting.
- The DRC recommends that the lettering be applied to a white backer panel to maintain a consistent and maintainable sign surface. The DRC suggested that this backer panel then be mounted to the building with spacers to provide ventilation for moisture.

In reviewing sign designs for Medway's businesses, 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 Medway Family Dental continued success in Medway.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew J. Buckley". The signature is fluid and cursive, with the first name "Matthew" and last name "Buckley" clearly distinguishable.

Matthew J. Buckley
Chair

cc: Jon Ackley, Medway Building Commissioner
Rindo Barese, Medway Building Department
Erika Robertson, Medway Building Department
Kelly O'Brien, Medway Building Department
Karen Mullen, Signs Plus