



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

June 14, 2021

Ms. Harsha Patel  
Brows by Harsha  
112A Main Street  
Medway, MA 02053

Re: DRC Sign Design Review – Brows by Harsha

Dear Ms. Patel,

Thank you for submitting an updated signage plan for Brows by Harsha to the Medway Design Review Committee (DRC) for review. The information was filed with the Town on May 19th, 2021 by Thinkbox Graphics of Bellingham, MA.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signage for Brows by Harsha at 112A Main Street in the Medway Place shopping plaza. 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, June 7, 2021, the DRC met with Mario Castagna of Thinkbox Graphics to review the revised proposed signage for Brows by Harsha. You have proposed the following as represented on the sign design submitted. (**See Attached**)

- A red channel letter sign in keeping with the signage program for Medway Place, measuring 29.59" high x 70.78" wide, for a total of 13.9 square feet. The design features a stacked design with the words "*Brows*" above in italics with "by Harsha" below. The sign is proposed to be internally illuminated utilizing LED lighting. The letters will have black returns and trim caps. The sign will be centered on the storefront space. An external raceway will be used to house the electrical connections and will be painted to match the color of the building.

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

- The proposed sign features a design color scheme which provides visibility to the business.
- Consider changing the size of the lower portion, "by Harsha" to be slightly smaller so that it is not extending the entire width of "*Brows*" above. This change will increase the legibility of the overall sign design.

#### Design Review Committee Members

Matthew Buckley, Member & Chair  
Jessica Chabot, Member & Vice Chair  
Janine Clifford, Member

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

Alex Siekierski, Member  
Rachel Walsh, Member

- Consider increasing spacing between the letters slightly so that they are not running together on "*Brows*".
- Be sure to paint or clean the facade prior to installation to ensure that marks left behind from prior signage are removed.

Mr. Castagna indicated that he would review these suggestions with you and move ahead with the permitting process. You are welcome to return to a future DRC meeting for further conversation and ideas regarding additional signage for Brows by Harsha. 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.

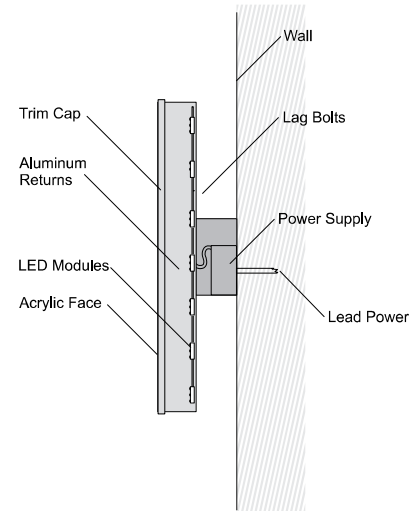
Thank you for your time. We wish Brows by Harsha much success in Medway. Thanks for choosing Medway to open your business.

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  
Chairman

cc: Jack Mee, Medway Building Commissioner  
Kelly O'Brien, Medway Building Department  
Rindo Barese, Medway Building Department  
Erika Robinson, Medway Building Department  
Todd Wilson, Diversified Funding, LLC  
Jim Griffin, Diversified Funding, LLC  
Jon Farnsworth, Thinkbox Graphics



Internally Lit Channel Letter Sign  
LED Illuminated  
Red Acrylic Faces  
Black Trim Caps  
Raceway painted color of building

Building 14ft linear frontage  
Sign - 13.9 sf.



DESIGN PROOF

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