



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

August 2, 2022

Ms. Arlin Medina  
Toll Brothers Apartment Living  
1140 Virginia Drive  
Fort Washington, PA 19034

Dear Ms. Medina,

Thank you for submitting designs for proposed signage for The Hathon apartment building currently under construction at 39 Main Street to the Medway Design Review Committee (DRC) for review.

Pursuant to the Medway *Zoning Bylaw*, SECTION 7.2 Sign Regulations, this communication serves as the DRC's review letter regarding the proposed signs for The Hathon. Please be advised that this letter does NOT constitute approval of a sign permit. 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 signs before obtaining the required permit.

On July 18 and August 1, 2022, the DRC met with Jason Parillo of Poblocki Signs, via Zoom, to review the proposed free-standing monument sign and a directional monument sign for the Hathon apartment building. The sign designs were prepared by Poblocki Sign Company of Medway, MA (**see attached**) and depict the following:

- a one-sided monument sign on the landscaped island at the entrance of the property from Main Street, measuring 2' wide by 6' tall (12 sq. ft.), positioned parallel to and facing Main Street; fabricated black aluminum cabinet and base with fabricated copper-colored dimensional letters (HATHON and 39 Main Street) including a small aluminum plaque at the base of the sign with vinyl graphics (Toll Brothers Apartment Living); external illumination to display light across the entire sign. Lettering on one side only.
- a free-standing directional sign measuring 12" wide by 48" tall (4 sq. ft.) located further into the site to guide visitors to the Leasing Office; fabricated black aluminum cabinet with surface applied vinyl graphics (arrow and Leasing Office). Lettering on one side only. No illumination.

**Design Review Committee Members**

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

*Jamie Ahlstedt, Member*  
*Susan Alessandri, Member*

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

The DRC agreed that the style of lettering and placement of the Entrance Monument Sign were appropriate. We offer the following comments/recommendations regarding the proposed entrance monument sign:

- As depicted on the provided landscaping plan, annual plantings are shown around the base of the sign. The DRC notes that the *Zoning Bylaw* requires landscaping around the base of a free-standing monument sign, 3' in all directions and this landscaping needs to be maintained with 4 season plantings. The exclusive use of annual plantings is not sufficient, and the landscaping plan should be enhanced as noted.

The DRC also reviewed the proposed Directional Monument Sign (Leasing Office) and offers the following additional comments for consideration:

- The proposed position of this sign is located behind a large tree as depicted on the landscape plan. We believe that location will not be successful in directing traffic as desired to the Leasing Office. The DRC recommends repositioning the sign to the right of the main entrance drive, closer to the entrance of the leasing office.

We understand that additional signage may be desired. The DRC notes that any further signage on the property will need relief from the Medway Zoning Board of Appeals, best achieved via the development of a master signage plan as minor revision to the developer's 40B Comprehensive Permit. The DRC strongly recommends, and we understand you are amenable to developing a master signage plan for the entirety of the Hathon site. The DRC would be pleased to work with Toll Brothers and Poblocki Sign Company on such an endeavor.

The DRC appreciates having the opportunity to review and offer feedback on the proposed signage for the Hathon Apartments by Toll Brothers. 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.

We are pleased to offer any additional input as may be needed. Please don't hesitate to contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC to discuss any other signage matters.

Sincerely,



Matthew J. Buckley  
Chair

cc: Jack Mee, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Ericka Robertson, Medway Building Department  
Kelly O'Brien, Medway Building Department  
Jason Parillo, Poblocki Sign Company

SIGN SPECIFICATIONS

**DESCRIPTION**  
fabricated aluminum cabinet & base w/  
dimensional letters & .080" aluminum  
plaque with vinyl graphics

**TYPEFACES**  
Logotype  
Interstate Regular

**COLORS/FINISHES**  
painted aluminum cabinet  
& 1/2" letter spacers:  
black

fabricated copper letters - Satinbrite  
horizontal grain

painted aluminum reveal:  
MAP brushed aluminum

aluminum plaque - painted MAP  
Brushed Aluminum

toll brothers logo:  
3M Black vinyl

**INSTALLATION**  
mounted in concrete foundation



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**Toll Brothers**  
**Dellbrook Medway**  
39 Main Street  
Medway, MA 02054

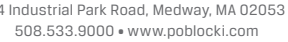
Scale: Of Shown Graphics  
See Individual Layouts/Sections/Elevations

Notes

| Revisions |             |          |
|-----------|-------------|----------|
| REV       | DESCRIPTION | DATE     |
|           | BY          | DATE     |
|           | DRL         | 06.08.22 |
|           | DRL         | 06.15.22 |
|           | TMM         | 06.21.22 |
|           | DRL         | 07.26.22 |

Internal Assignment: Pat Ross  
Drawn By: Duane Lebel Orig. Date: 06.01.22

**MON**  
exterior monument sign



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39 Main Street  
Medway, MA 02054

See Individual Layouts/Sections/Elevations

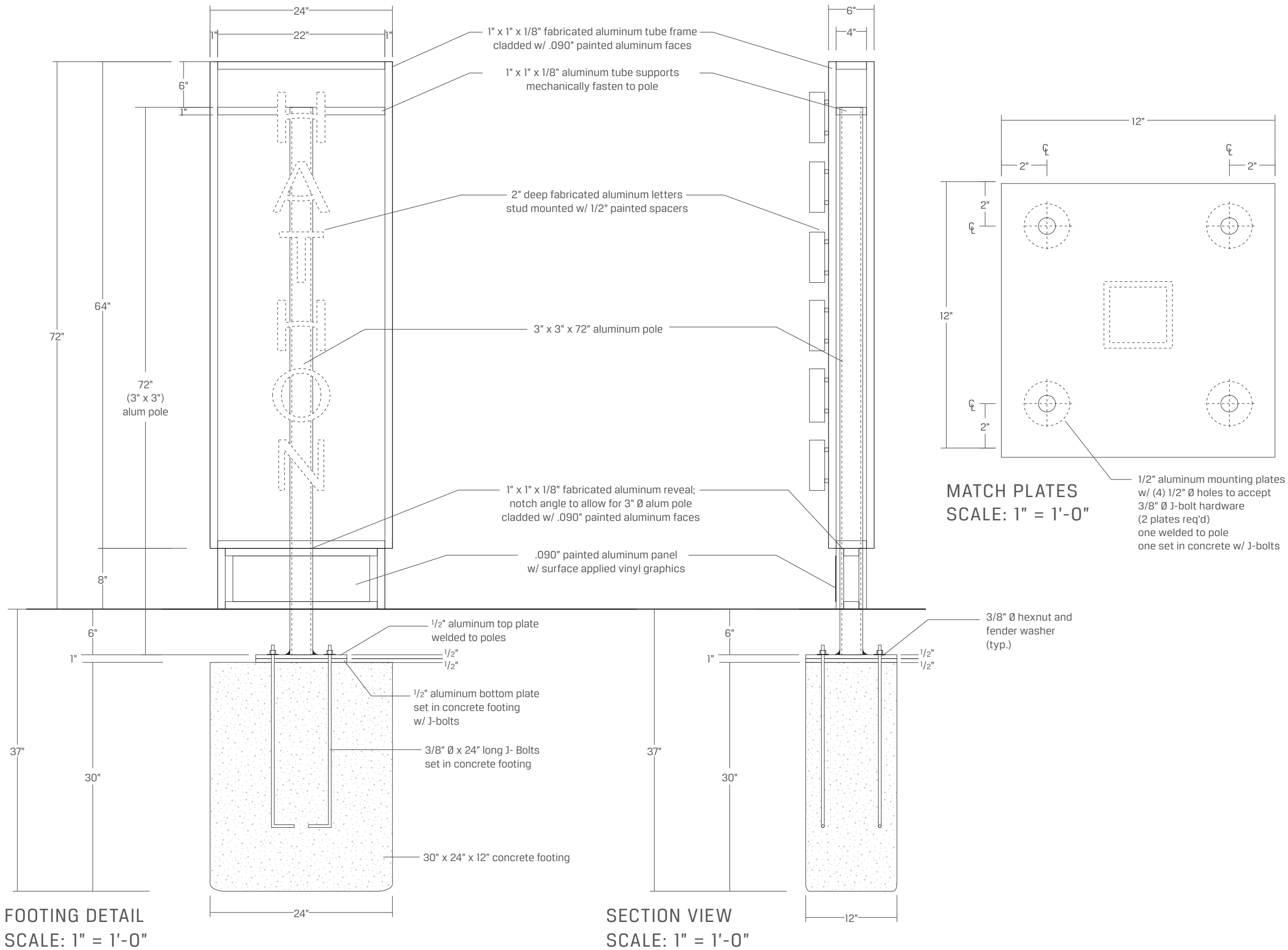
## Revisions

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|     |             | DRL | 06.08.22 |
|     |             | DRL | 06.15.22 |
|     |             | TMM | 06.21.22 |
|     |             | DRL | 06.29.22 |

Drawn By: Duane Lebel      Orig. Date: 06.01.22

Work Order #:

Drawing #:



SIGN SPECIFICATIONS

**DESCRIPTION**  
fabricated, painted aluminum cabinet w/  
surface applied vinyl graphics

**TYPEFACES**  
interstate regular (optical)

**COLORS/FINISHES**  
painted aluminum cabinet:  
black

arrow & text:  
3M copper metallic  
180-229

**INSTALLATION**  
mounted in concrete foundation



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Dellbrook Medway**  
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Scale: Of Shown Graphics  
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Internal Assignment: Pat Ross  
Drawn By: Duane Lebel Orig. Date: 06.01.22

**LMM**  
leasing office mini monument