



Town of Medway
DESIGN REVIEW COMMITTEE

155 Village Street
Medway MA 02053
508-533-3291
drc@townofmedway.org

April 15, 2022

Carol Collord
Medway Community Farm
50 Winthrop St
Medway, MA 02053

Dear Carol,

On Monday, April 11th, 2022, the DRC reviewed proposed directional signs for the Medway Community Farm (MCF). The sign design was prepared by Perma-Line Corp of Easton, MA and depicts two options for new wayfinding signs to be located on Route 109 within the right-of-way under the Town's jurisdiction. (See attached.) The proposed one-sided signs include the words "FARM & FARMSTAND" with a directional arrow and the MCF logo and will be 4' wide by 2.5' tall = 1- Sq. ft. The new signs will be affixed to the posts where two existing green traffic signs on Route 109 near the Winthrop ST light are located. Those signs denote the upcoming Winthrop ST and Evergreen ST intersection, one sign for eastbound traffic and the second sign for westbound traffic. MCF has chosen Option A of the two design options provided.

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

- The proposed lettering is a serified font and the DRC recommends changing the font of "Farm & Farmstand" to a sans serified font to be more legible.
- Removing the text under the logo (Food, Community, Education) for a cleaner appearance.
- Repositioning the logo upward to line up with the text
- Closing the directional arrow head and elongating the arrow more fully across the width.

We appreciate having the opportunity to review and offer feedback on the proposed new signage for the Medway Community Farm.

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

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
Rachel Walsh, Member