

## Board Members

Matthew Buckley, Chair  
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liaison



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# TOWN OF MEDWAY

## COMMONWEALTH OF MASSACHUSETTS

## DESIGN REVIEW COMMITTEE

August 4, 2025

Sarah Halfrey  
Halfrey Home  
98 Main Street  
Medway, MA 02053

RE: Sign Design Review for 98 Main Street (Medway Plaza) – Halfrey Home

Dear Ms. Halfrey,

Thank you for submitting a Sign Design Review application for 98 Main Street to the Medway Design Review Committee (DRC) for review. The information was filed with the Town by Bryan Clayman of Signarama in Walpole on July 31, 2025.

Pursuant to the Medway Zoning Bylaw, this communication serves as the DRC's review letter regarding the proposed façade design for 98 Main Street. Please be advised that this letter does NOT constitute approval of a permit by the Town of Medway.

On Monday, August 4, 2025, the DRC met with Bryan Clayman to review the proposed wall sign for 98 Main Street.

You have proposed the following as represented on the sign designs submitted. (**See Attached**).

- QTY 1 Wall sign in a Multi-Tenant Development — 5 acres of more (14"x 154" totaling 14.9 sq. ft.)

The proposed signage consists of raceway mounted, front lit channel letters that are LED illuminated. The letters are treated with day/night vinyl film that appears black during daytime and white at nighttime. The trim caps and returns are black to match the daytime appearance of the vinyl.

The DRC was pleased with the design and offered no recommendations other than to confirm that the sign width is not greater than the interior width of the storefront.

You are welcome to return to a future DRC meeting for further conversation and ideas regarding signage for 98 Main Street. Please contact the Medway Planning and Economic Development office at 508-533-3291 if you would like to schedule another appointment with the DRC.

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 you much success in Medway.

Thank you for your time.

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: Jon Ackley, Medway Building Commissioner  
Rindo Barese, Medway Building Department  
Erika Robertson, Medway Building Department