

**DESIGN REVIEW COMMISSION
AGENDA**

Tuesday, November 5, 2019 7:00 PM
Municipal Building, 355 East Central Street
2nd Floor, Room 205

TOWN OF FRANKLIN
TOWN CLERK

2019 OCT 31 A 11: 21

RECEIVED

- 7:00 PM** WW Studio – 289 East Central Street
Replace existing Weight Watcher signage with new Name/Logo
- 7:05 PM** HMEA – 750 Union Street
Fabricate and install new 4'x6' single sided internally illuminated sign

General Matters

Approval of Minutes: 10/22/2019

COMMENTS: These listing of matters are those reasonably anticipated by the Chair which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law.

This agenda is subject to change. Last updated: October 29, 2019

The next meeting of the Design Review Commission is scheduled for November 19, 2019

FORM Q

TOWN OF FRANKLIN DESIGN
REVIEW APPLICATION
FOR §185-31(2) OF THE ZONING BY-LAW

A) General Information

Name of Business or Project: WW STUDIO

Property Address 289 CENTRAL

Assessors' Map # 285 Parcel # 107

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: BOB LANIGAN

Address: 87 FAY RD
FRAMINGHAM MA.

Telephone Number: 508 405 0912

Contact Person: BOB LANIGAN

Email Address: INFO@BOBSSIGNSERVICE.COM

C) Owner Information (Business Owner & Property Owner if different)

Business Owner: <u>WW STUDIO</u>	Property Owner: <u>FRANKLIN SHOPPERS FAIR</u>
Address: <u>999 STEWART AVE</u>	<u>396 WASHINGTON ST.</u>
<u>BETHPAGE NY 11714</u>	<u>WOLLESTLEY MA 02481</u>

All of the information is submitted according to the best of my knowledge

Executed as a sealed instrument this _____ day of _____ 20____

Robert Lanigan
Signature of Applicant

Robert Lanigan
Signature of Owner AGENT

ROBERT LANIGAN
Print name of Applicant

SEAN COAKLEY 908 868 2988
Print name of Owner

***FOR SIGNS COMPLETE PAGES 1 & 2 ONLY.**

FOR SITE PLANS, BUILDING PLANS, PROJECTS, COMPLETE PAGES 1 – 4

SEE ADDENDA ATTACHED FOR ASSISTANCE IN COMPLETION OF FORM Q

D) Architect/Engineer/Sign Company Information (if not the applicant)

a. Sign Company

Business Name: BOB'S SIGN SERVICE INC
Contact Person: BOB / GINA
Address: 87 FAY RD FRAMINGHAM MA 01702
Telephone Number: 508 405 0912

b. Architect/Engineer (when applicable)

Business Name: _____
Contact Person: _____
Address: _____
Telephone Number: _____

E) Work Summary

Summary of work to be done: REPLACE EXISTING WEIGHT WATCHERS
SIGNAGE WITH NEW NAME/LOGO WW STUDIO

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

NINE (9) COPIES OF THE FOLLOWING MUST BE SUBMITTED WITH APPLICATION

1. Drawing of Proposed Sign which must also include
type of sign (wall, pylon etc.) colors
size/dimensions materials
style of lettering lighting-illuminated, non-illuminated and style
2. Drawing and/or pictures indicating location of new sign.
3. Picture of existing location and signs (if previously existing location)

b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

NINE (9) COPIES OF THE FOLLOWING MUST BE SUBMITTED W/APPLICATION

1. Site Plan including Landscape Plan showing plantings. Plantings must be from Best Development Practices Guide
2. Lighting Plan indicating lighting levels & specifications of proposed lights
3. Building drawings, indicating size and height of building(s); front, rear and side elevations (when there are no adjoining buildings) and floor plans
4. Drawings or pictures of existing conditions
5. If any signage on the building or site, provide information from above Signage Checklist

Note: Please bring a sample of the following to the meeting: materials samples (brick, siding, roofing etc.) as well as samples of paint colors.

LANDLORD AUTHORIZATION

Today's date 9-24-19

RE: Store Name Weight Watchers

Store Number #10535

Store Address 289 East Central St
Franklin MA 02038

To Whom It May Concern:

Please accept this as a Letter of Authorization providing BOB'S SIGN SERVICE and their contractors
(Company name)

the authority to act on behalf of Weight Watchers in pursuit of upgrading our
(Store name)

signage. This pertains to the following tasks in regard to signage for the Weight Watchers
(Store name)

#10535, 289 East Central St.
(Store number) (Store address) Franklin MA 02038

- Obtain all necessary permits and variance approvals.
- Engineering.
- Removals, patching, and painting.
- Installation.
- Electrical work.
- Any additional work as per the job specifications.

Sincerely,

Marcia S. Alvarez
Your SIGNATURE

MARCIA S. Alvarez
Your PRINTED name

Treasurer
Your title

Franklin Shoppers Fair Inc
Your company

396 Washington St #305
Your Physical address Wellesley MA 02481

mzos@yahoo.com
Your Email address

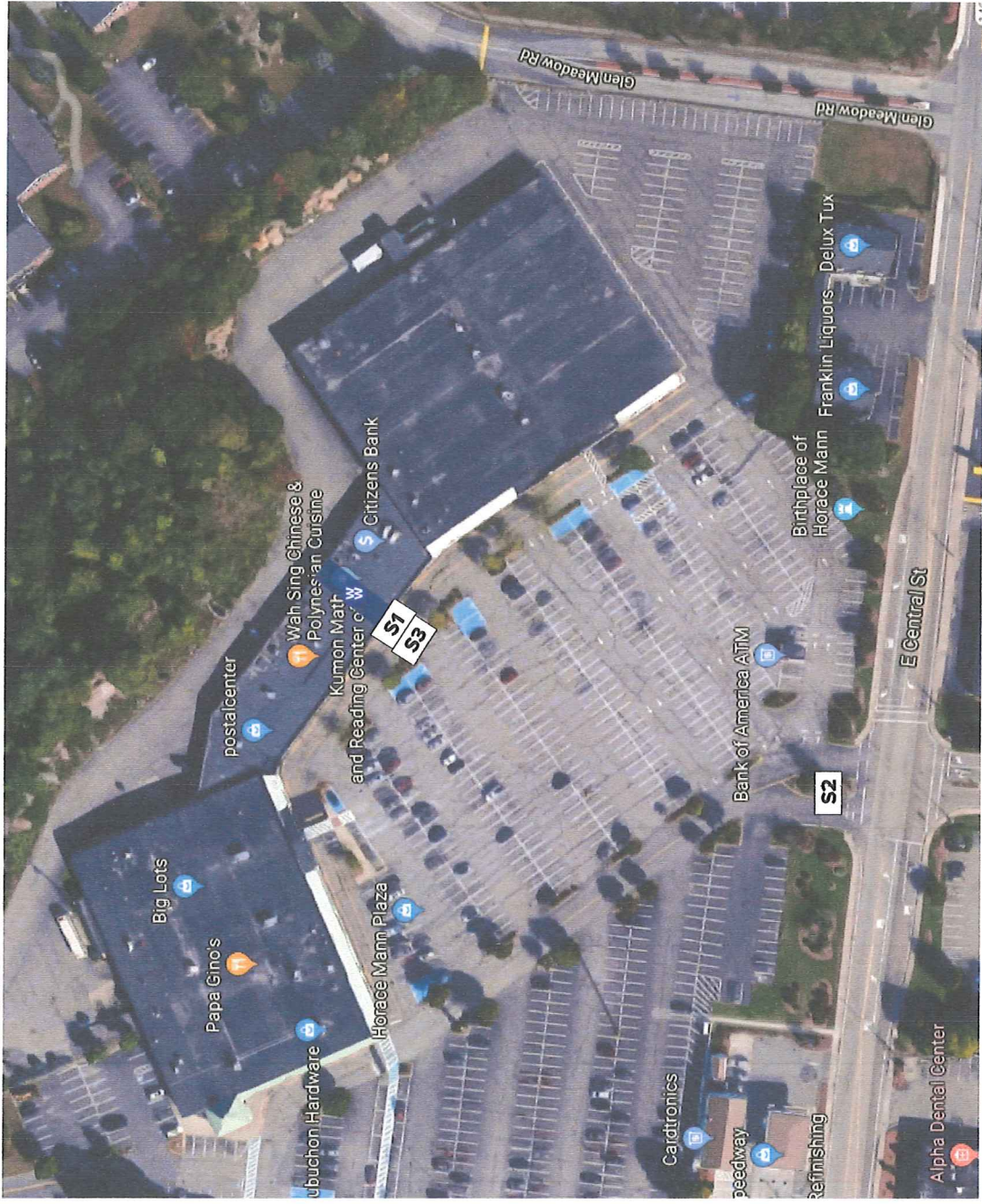
617 877 3895
Your Telephone number

Your Fax number



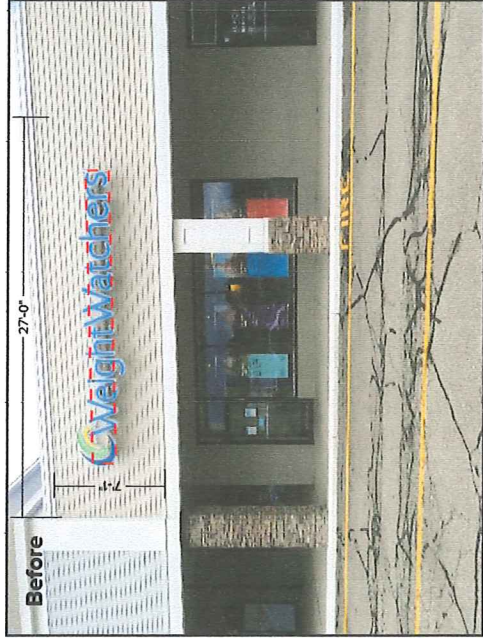
Proposed Branding For:
City, State: Franklin MA
Address: 289 East Central Street
Site ID: 10535-Franklin
Creation Date: 09/20/2019





Main Building Sign (WW-RWY-P)

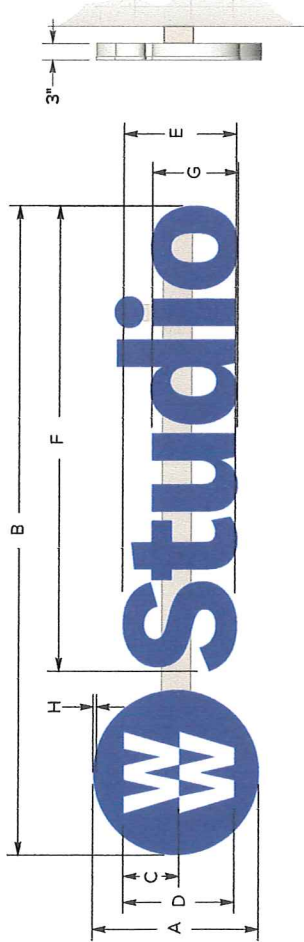
- Remove existing letterset, patch and repaint fascia seam to seam, to like new condition (note: color match to be performed at time of installation)
- Install new raceway wired illuminated letterset as shown



existing sign / restoration area: 2'-10" x 18'-0" (51 sf)

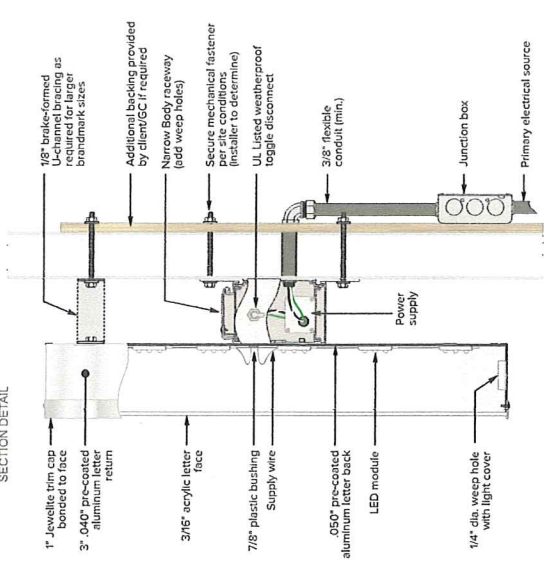


Raceway to be painted to match fascia as closely as possible



WW-RWY-P-36									
A	B	C	D	E	F	G	H*	SQ. FT.	
3'-0"	11'-5 1/2"	1'-0"	2'-0"	2'-0 3/8"	8'-5 7/16"	1'-6 9/16"	3/4"	35.38	

SECTION DETAIL



Face: #7328 White acrylic
Film: #3635-210 Dual-Color film custom printed to match PMS 2738C (first surface); Dual-Color laminated to 3M #3645-22B Black Blockout film
Returns: Pre-coated Brushed Aluminum
Trim cap: 1" Brushed Chrome
Backs: Pre-coated white aluminum
LEDs: White modules
Stand-offs: Painted white



Face: #7328 White acrylic
Film: #3635-210 Dual-Color film custom printed to match PMS 2738C (first surface); Returns: Pre-coated Brushed Aluminum
Trim cap: 1" Brushed Chrome
Backs: Pre-coated white aluminum
LEDs: White modules
Stand-offs: Painted white



Revisions:	Revisions:	Revisions:
X	X	X
X	X	X
X	X	X

File Location: STD_X
Dwg: C:\Users\WW

Date: 09/20/2019
Designer: AS

City/State: Franklin MA
Address: 289 East Central Street

Drawing # C63870
QE # 128562

S2

Tenant Panel (Qty. 2)

- Remove existing tenant panels
- Verify illumination is in good working order
- Install new 3/16" white polycarbonate panels decorated first surface with vinyl as shown
- Cut size to be determined

COLOR SPECIFICATIONS

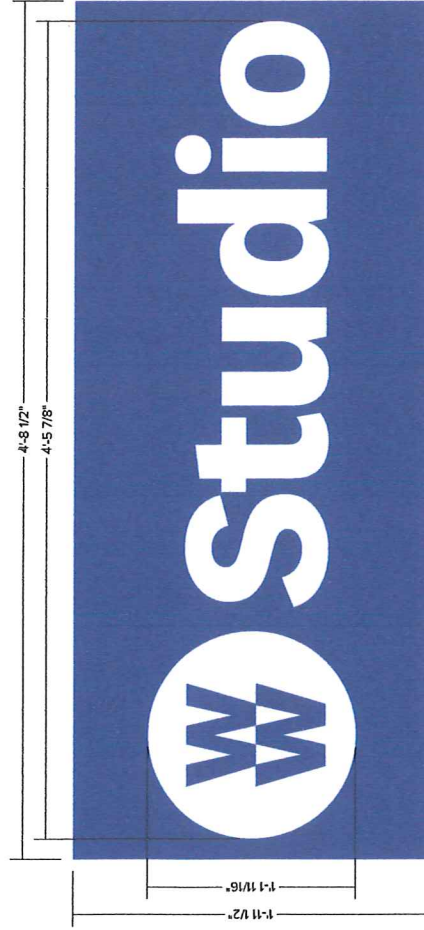
- ☐ White polycarbonate substrate
- ☒ Digitally printed translucent vinyl matching PMS 2738C



Before



After



Scale 1 1/2" = 1'-0"



Revisions:	Revisions:
X	X
X	X
X	X
X	X

Revisions:
X
X
X

File Location:	STND	X
Drive/Clients/WW	CSTM	
AS	CR	EN

Date: 09/20/2019
Designer: AS
PK: KM

City/State: Franklin MA
Address: 289 East Central Street

Drawing # C63870
OE # 128562

FORM Q

TOWN OF FRANKLIN
DESIGN REVIEW APPLICATION
FOR §185-31(2) OF THE ZONING BY-LAW

A) General Information

Name of Business or Project: HMEFA

Property Address 150 Union Street

Assessors' Map # 314 Parcel # 005

Zoning District (select applicable zone): Commercial + Business Corridor

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information

Applicant Name: Signify Enterprises, Inc. DBA Signs Plus

Address: 89 S. Main St
Milford, MA 01281

Telephone Number: 508 478 5077

Contact Person: Karen Mullen karen@signs-plus.net

C) Owner Information (Business Owner & Property Owner if different)

Business Owner: _____ Property Owner: _____
Address: _____

All of the information is submitted according to the best of my knowledge
Executed as a sealed instrument this _____ day of _____ 20____

Signature of Applicant

Stephanie Guitard HMEFA

Print name of Applicant VP of Business
Development

Signature of Owner

ROGER M. KARDAWY

Print name of Owner

*FOR SIGNS COMPLETE PAGES 1 & 2 ONLY.

FOR SITE PLANS, BUILDING PLANS, PROJECTS, COMPLETE PAGES 1 - 4

SEE ADDENDA ATTACHED FOR ASSISTANCE IN COMPLETION OF FORM Q

D) Architect/Engineer/Sign Company Information (if not the applicant)

a. Sign Company

Business Name: Signify Enterprises Inc. DBA Sign Plus
Contact Person: Karen Mullen
Address: 89 S. Main St., Milisid, MA
Telephone Number: 508478-5077

b. Architect/Engineer (when applicable)

Business Name: _____
Contact Person: _____
Address: _____
Telephone Number: _____

E) Work Summary

Summary of work to be done: Fabricate & Install new 4'x6'
single sided internally illuminated sign.

F) Information & Materials to be Submitted with Application

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4. Drawings or pictures of existing conditions
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Note: Please bring a sample of the following to the meeting: materials samples (brick, siding, roofing etc.) as well as samples of paint colors.

Attachment 10
Schedule of Permitted Signs Per Sign District

	Downtown Commercial District ²	Commercial Business Corridor District	Industrial - Office Park District	Residential District
Wall Signs				
First Floor Storefront Facing Street	No more than 24 Sq.Ft. or 10% of Front Façade ¹	No more than 48 Sq.Ft. or 2 Sq.Ft. per Linear Ft of Frontage ¹	No more than 60 Sq.Ft.	No more than 15 Sq.Ft. for a business with a Special Permit or Variance No more than 10 Sq.Ft. for Home Occupation or Professional Office All others no more than 3 Sq.Ft.
First Floor Storefront Facing Street Corner	No more than 36 Sq.Ft. or 15% of 1 Façade Divided into 2 ¹	No more than 64 Sq.Ft. Divided into 2 Signs	No more than 90 Sq.Ft. Divided into 2 Signs	No more than 23 Sq.Ft. divided into 2 Signs for a business with Special Permit or All others not permitted
Upper Floors Facing Street	Not Permitted	No more than 6 Sq.Ft.	Not Permitted	Not Permitted
Freestanding Signs				
Single or Multiple Entity	No more than 40 Sq.Ft. and No More Than 14 Ft. High	No more than 60 Sq.Ft. and No More Than 20 Ft. High	No more than 60 Sq.Ft. and No More Than 25 Ft. High	No more than 20 Sq.Ft. and No more than 6 Ft. high for a business with Special Permit or Variance All Others Not Permitted
Window Signs				
First Floor Facing Street	No more than 6 Sq.Ft. or 10% of Window Surface ¹	No more than 6 Sq.Ft. or 10% of Window Surface ¹	No more than 6 Sq.Ft. or 10% of Window Surface ¹	Not Permitted
Upper Floors Facing Street	No more than 4 Sq.Ft. or 10% of Window Surface ¹	No more than 20% of Window Surface	No more than 20% of Window Surface	Not Permitted
Door Sign	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.
Reader Boards				
Attached to Freestanding Sign	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Not Permitted
Awning or Canopy Signs				
First Floor	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage
Upper Floors	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Off-Site Signs				
Freestanding or Wall	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Temporary Signs				
Non-Profits and Charities	Check for Availability of Town Display	Check for Availability of Town Display	Check for Availability of Town Display	Check for Availability of Town Display
All Other Temporary Signs	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)
Public Use and Safety Signs				
All Sign Types	Permitted	Permitted	Permitted	Permitted
Political Signs				
Signs Expressing a Political Opinion	No more than 16 Sq.Ft.	No more than 16 Sq.Ft.	No more than 16 Sq.Ft.	No more than 16 Sq.Ft.
Signs Promoting a Candidate or Issue	No more than 16 Sq.Ft. Displayed for no more than 7 Days After Vote	No more than 16 Sq.Ft. Displayed for no more than 7 Days After Vote	No more than 16 Sq.Ft. Displayed for no more than 7 Days After Vote	No more than 16 Sq.Ft. Displayed for no more than 7 Days After Vote

NOTES
¹ Whichever is Smaller
² The Rural Business Zoning District has the same sign regulations as the Downtown Commercial Sign District.

Proposed Layout

750 UNION STREET, FRANKLIN
PAGE 1 OF 2



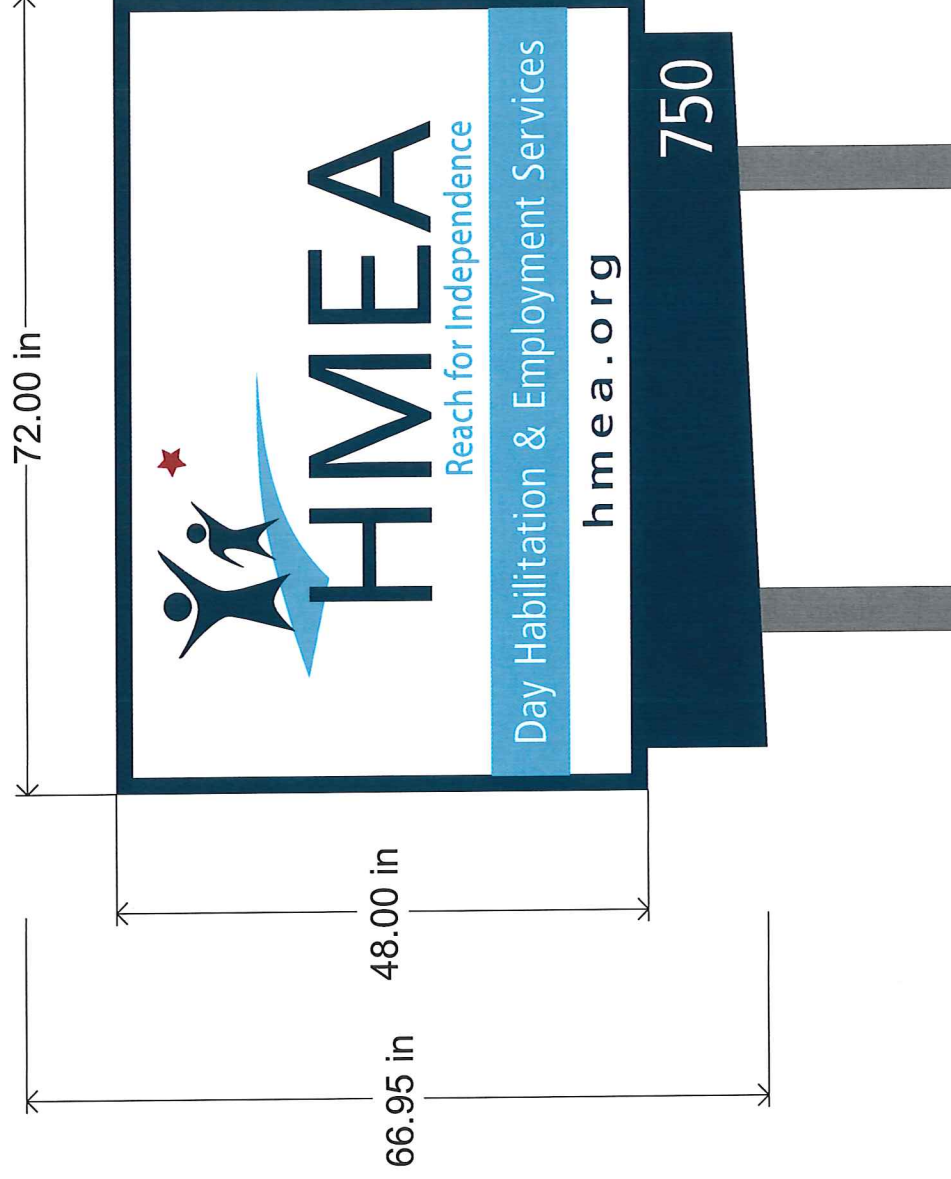
SignsPlus Phone: 508-478-5077
Fax: 508-634-9825
E-mail: info@signs-plus.net
Website: www.signs-plus.net
89 South Main Street, Milford, MA 01757

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ANY AND ALL SIGNAGE PERMITS ARE THE RESPONSIBILITY OF THE CUSTOMER.

Proposed Layout

750 UNION STREET, FRANKLIN
PAGE 2 OF 2



FABRICATE AND INSTALL ONE 4'X6' SINGLE FACED INTERNALLY ILLUMINATED SIGN.

SIGN ILLUMINATED BY WHITE LEDS. FACE OF SIGN CLEAR POLYCARBONATE, DIGITALLY PRINTED ON ORACAL TRANSLUCENT VINYL WITH ORACAL GLOSS LAMINATE. BACK OF SIGN PAINTED TO MATCH CABINET COLOR.

SIGN INSTALLED ON 2, 4"X4" STEEL POSTS, DIRECT BURIAL IN CONCRETE FOOTINGS (24" DEEP). BASE (SHROUD) OF SIGN PAINTED TO MATCH SIGN CABINET (QMYK 97 83 47 54) WITH REFLECTIVE WHITE "750" STREET NUMBER BOTTOM RIGHT CORNER

SIGN TO BE INSTALLED TO LEFT OF EXISTING SIGN FOR "MILFORD FRANKLIN EYE CENTER" AS SHOWN ON PAGE 1 OF PROPOSED LAYOUT.

SignsPlus Phone: 508-478-5077
Fax: 508-634-9825
E-mail: info@signs-plus.net
Website: www.signs-plus.net
89 South Main Street, Milford, MA 01757

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ANY AND ALL SIGNAGE PERMITS ARE THE RESPONSIBILITY OF THE CUSTOMER.

Town of Franklin



Design Review Commission

Tuesday, October 22, 2019 Meeting Minutes

Chair Mark Fitzgerald called the above-captioned meeting to order this date at 7:00 PM, at the Franklin Municipal Building, 355 East Central Street, Room 205, Franklin, Massachusetts. Members in attendance: Chris Baryluk, Ralph Niemi, Sam Williams. Members absent: James Bartro.

Chairman Fitzgerald opened the meeting at 7:00 PM.

1. Coldwell Banker Residential Brokerage – 250 Franklin Village Drive – LED lighted channel letters

Paul Tripp of Classic Signs Inc. discussed the replacement signage with LED lighted channel letters in the existing location. He reviewed the Coldwell Banker colors that will be used. Chairman Fitzgerald noted that Mr. Tripp provided a letter from the owner in the application packet. He reminded the applicant to not leave any holes when the fascia is repaired. Mr. Tripp stated they have not been hired to replace the under-awning blade sign.

Motion: To **Approve** the sign package as submitted with the stipulation that if there is a blade sign, they can do that too, matching the Coldwell Banker colors. Motioned by S. Williams. Seconded by C. Baryluk. Voted 4-0-0.

2. WW Studio – 289 East Central Street – Replace existing Weight Watcher signage with new Name/Logo

Applicant did not attend the meeting.

Meeting Minutes: October 8, 2019

Motion: To **Approve** the October 8, 2019 Meeting Minutes as presented. Motioned by C. Baryluk. Seconded by R. Niemi. Voted 3-0-0. (S. Williams abstained as he did not attend this meeting.)

General Matters: None.

Motion to Adjourn by Chairman Fitzgerald. Seconded by S. Williams. Voted 4-0-0. Meeting adjourned at 7:18 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary