

**DESIGN REVIEW COMMISSION  
AGENDA - Revised**

Tuesday, December 17, 2019 7:00 PM  
Municipal Building, 355 East Central Street  
2<sup>nd</sup> Floor, Room 205

- 7:00 PM** Planet Jeep – 400 East Central Street  
Replace sign faces
- 7:05 PM** Acapulco's Restaurant – 371 Union Street  
New entrance wall, new stone wainscott, change color of exterior walls, minor stone veneer details, front elevation with new sign

**General Matters**

Approval of Minutes: 12/03/2019

Approval of 2020 Meeting Dates

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: December 11, 2019**

The next meeting of the Design Review Commission is tentatively scheduled for January 7, 2020

RECEIVED

2019 DEC 12 A 11:59

TOWN OF FRANKLIN  
TOWN CLERK

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: Planet Jeep

Property Address 400 East Central

Assessors' Map # \_\_\_\_\_ Parcel # 285-007-000-000

Zoning District (select applicable zone): \_\_\_\_\_

Zoning History: Use Variance \_\_\_\_\_  
Non-Conforming Use \_\_\_\_\_

B) Applicant Information:

Applicant Name: \_\_\_\_\_ Signs By Cam, Inc.  
837 Upper Union Street  
Suite C-18  
Address: \_\_\_\_\_ Franklin, MA 02038  
\_\_\_\_\_

Telephone Number: 508-364-2908

Contact Person: Cam Afonso

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

Business Owner: The Underbrush, LLC Property Owner: Sam  
Address: 400 E. Central c/o Don  
Franklin, MA 02038 Aldo

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

Cam Afonso  
Signature of Applicant

[Signature]  
Signature of Owner

Cam Afonso  
Print name of Applicant

Don Aldo  
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: Signs By Cam, Inc.  
Contact Person: 837 Upper Union Street  
Address: Suite C-18  
Franklin, MA 02038  
Telephone Number: \_\_\_\_\_

**b. Architect/Engineer (when applicable)**

Business Name: \_\_\_\_\_  
Contact Person: X  
Address: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_

**E) Work Summary**

Summary of work to be done: replace sign faces  
\_\_\_\_\_  
\_\_\_\_\_

**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.





OPAQUE WHITE

OLD



NEW



**\*internally illuminated**

APPROVED FOR PRODUCTION:

X

© COPYRIGHT

ALL DRAWINGS ARE PROPERTY OF SIGNS BY CAM. ANY DUPLICATION OF ANY KIND IS PROHIBITED. PERSON(S) WILL BE PROSECUTED TO THE FULL EXTENT OF THE LAW.

SIGN MATERIAL SPECS

BANNER: ☐ COROPLAST: ☐ WOOD: ☐  
 ACRYLIC: ☒ MAGNETIC: ☐ URETHANE: ☐  
 PVC: ☐ ALUMINUM: ☐ NUEDGE: ☐

SINGLE SIDED: ☐ DOUBLE SIDED: ☒

COLOR SPECS:  
 BACKGROUND:  
 COPY:

OUTLINE:  
 SHADOW:  
 BORDER:

JOB INFORMATION

JOB TITLE:  
 CONTACT:  
 PHONE:  
 FAX:  
 JOB DESCRIPTION:

*Signs By Cam*<sup>Inc</sup>

**Sign & Graphic Solutions • Uncompromising Integrity**

Phone: 508-364-2905  
 Fax/Office: 508-528-0766  
 E-Mail: [cam@signsbycam.com](mailto:cam@signsbycam.com)  
 Website: [www.signsbycam.com](http://www.signsbycam.com)

**Cam Afonso**

837 Upper Union St., Suite C-18  
 Franklin, MA 02038

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: Acapulco's Restaurant  
Property Address: 371 Union St.  
Assessors' Map # \_\_\_\_\_ Parcel # 296-205-000-000  
Zoning District (select applicable zone): Commercial I  
Zoning History: Use Variance  
Non-Conforming Use

B) **Applicant Information:**

Applicant Name: Jesus Ruelas  
Address: 80 Emory St.  
Wrentham, MA  
Telephone Number: 508-384-0659  
Contact Person: Jesus Ruelas

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

Business Owner: <u>Jesus Ruelas</u>	Property Owner: <u>Jesus Ruelas</u>
Address: <u>80 Emory St.</u>	<u>80 Emory St.</u>
<u>Wrentham, MA</u>	<u>Wrentham, MA</u>

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

David "Dick" McFarren 12/5/19  
Signature Date Submitted  
Print Name: DAVID "DICK" McFARREN  
401-486-2018

**\*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: Cavallaro Sign, Inc.  
Contact Person: Rocco Cavallaro  
Address: 305 Union St., Franklin, MA  
Telephone Number: 508-528-6545

**b. Architect/Engineer (when applicable)**

Business Name: Hubbell Design Group Architects, LLC  
Contact Person: Wayne Hubbell  
Address: 1 George Leven Dr., N. Attleboro, MA 02760  
Telephone Number: 508-495-5157 cell 508-740-9642

**E) Work Summary**

Summary of work to be done: New entrance wall (door and windows)  
New stone wainscott, change color of exterior walls (paint)  
minor stone veneer details. No change to building size.

**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.

## DESIGN STANDARDS

Explain how each of the design standards outlined below has been incorporated into the design of the proposed development. Fill in the information in the spaces provided or use a separate sheet.

1. **Height**—The height of any proposed alteration shall be compatible with the style and character of the surrounding buildings, within zoning requirements. No change

2. **Proportions of Windows and Doors**—The proportions and relationships between doors and windows shall be compatible with the architectural style and character of the surrounding area.  
No change to size or proportions of doors or windows  
(new same sizes as existing being replaced)

3. **Relations of Building Masses and Spaces**—The relationship of a structure to the open space between it and adjoining structures shall be compatible. No changes

4. **Roof Shape**—The design and pitch of the roof shall be compatible with the architectural style and character of the surrounding buildings. No changes

5. **Scale**—The scale of the structure shall be compatible with its architectural style and the character of the surrounding buildings. No changes

6. **Facade, Line, Shape & Profile**—Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context: No changes

7. **Architectural Details**—Architectural details, including signs, materials, colors and textures shall be treated so as to be compatible with the existing and adjacent architectural character, thereby preserving and enhancing the surround area. New paint color compatible with neighboring commercial buildings. New stone veneer compatible with neighboring brick masonry buildings.

8. **Advertising Features** – The size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures shall not detract from the use and enjoyment of the proposed buildings and structures and the surrounding properties. \_\_\_\_\_

9. **Heritage** – Removal or disruption of historic, traditional or significant uses, structures or architectural elements shall be minimized insofar as practicable. No applicable

10. **Energy Efficiency** – To the maximum extent reasonably practicable, proposals shall utilize energy-efficient technology and renewable energy resources and shall adhere to the principles of energy-conscious design with regard to orientation, building materials, shading, landscaping and other elements. Complies with requirements of Mass. Energy Code (2015 IECC).

11. **Landscape** – The landscape should improve the character and appearance of the surrounding area and parking areas should be located to the side or rear of buildings when reasonably possible. No changes to landscape

**SEE ADDENDA ATTACHED FOR INSTRUCTIONS TO ASSIST IN COMPLETING APPLICATION.**



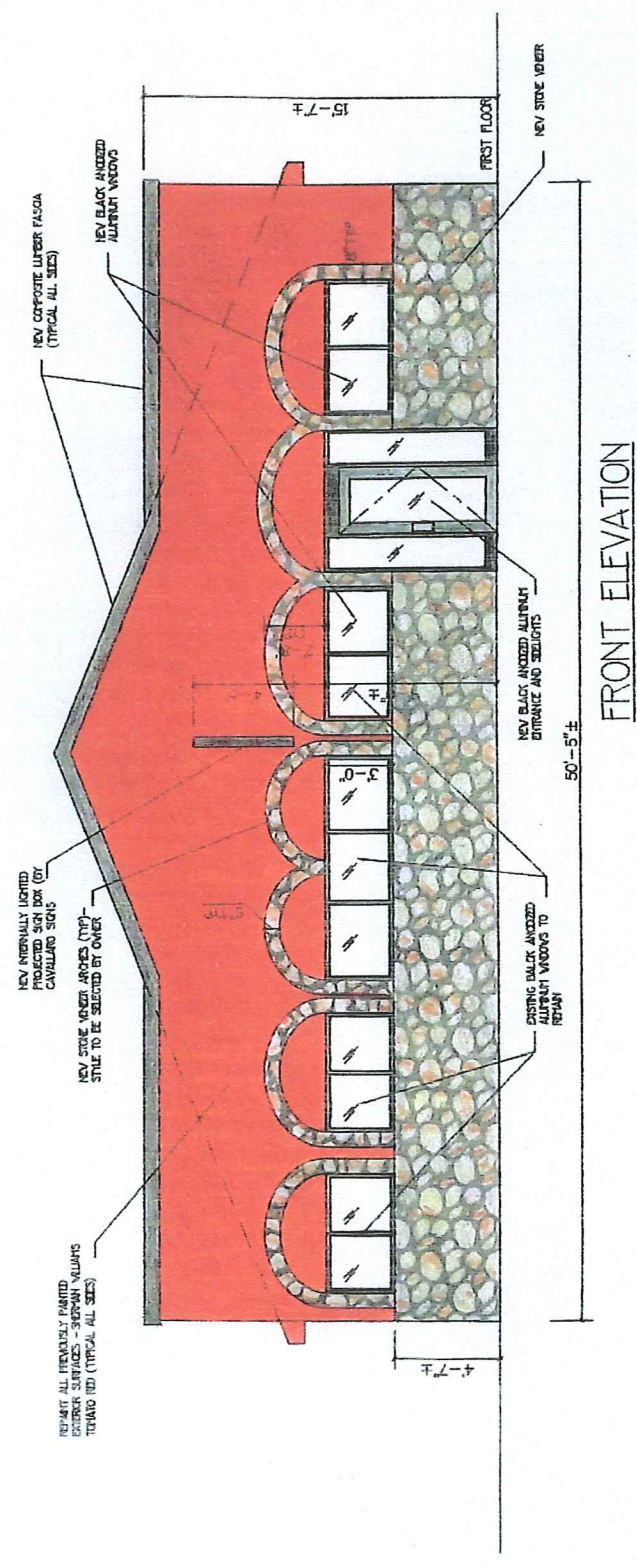
SK1

Project No.	1001
Client	ACAPULCO'S RESTAURANT
Location	321 UNION STREET, FRANKLIN, MA
Architect	HUBBELL DESIGN GROUP ARCHITECTS LLC
Scale	1/8" = 1'-0"
Date	11/10/11
Drawn By	JK
Checked By	JK
Project Manager	JK

ALTERNATIONS TO  
ACAPULCO'S  
RESTAURANT  
321 UNION STREET  
FRANKLIN, MA

FRONT (UNION ST.)  
ELEVATION

HDD  
HUBBELL DESIGN GROUP ARCHITECTS LLC  
(508) 665-8157  
1 GEORGE LEVY DR. - SUITE 100, N. ATTLEBORO, MA 01730  
PO BOX 1155, PLAINVILLE, MA 02762



FRONT ELEVATION

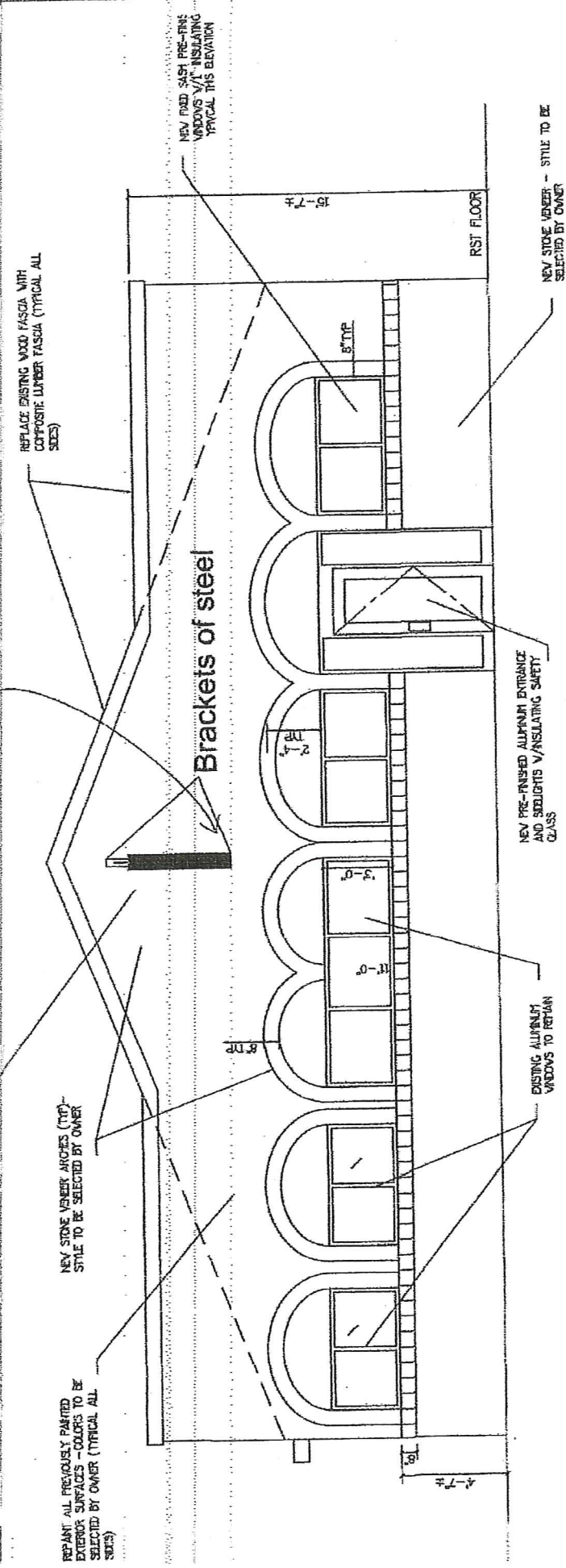






LED Sign specifics  
 Fabricated aluminum cabinet 8" depth  
 Acrylic 1/8" face  
 Color digital print  
 LED lighting modules inside  
 Exterior shut off switch

Electric Led Sign Box

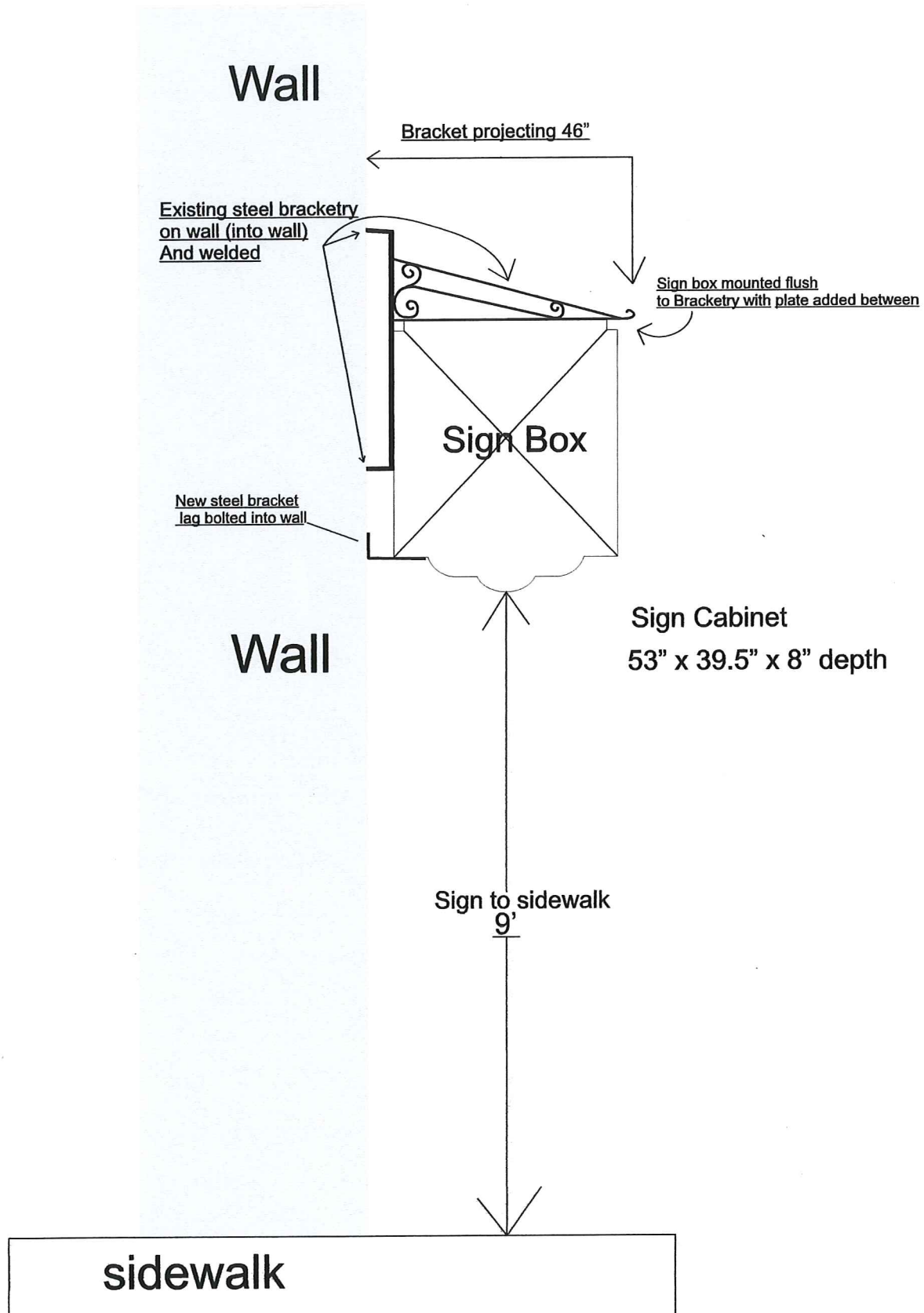


FRONT ELEVATION





# Side View





**Cavallaro Signs**  
INCORPORATED

305 Union St., Franklin, Ma phone/fax 508-528-6545

11/6/19





## Town of Franklin



### Design Review Commission

#### Tuesday, December 3, 2019 Meeting Minutes

Chairman 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: Ralph Niemi, Sam Williams. Members absent: Chris Baryluk, James Bartro.

Chairman Mark Fitzgerald opened the meeting at 7:00 PM.

1. **Enclave of Franklin – 656 King Street** – Refacing Monument Sign with New Panels  
Applicant requested to be contacted via telephone: Tina Robinson – (804) 218-0103

Ms. Tina Robinson via telephone addressed the Commission. Chair Fitzgerald confirmed this submittal is for the refacing of an existing monument sign as a rebranding of the facility. Ms. Robinson said there would be no lighting added; they are replacing the existing panels.

**Motion:** To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

2. **Dollar Tree – 303 East Central Street** – Install One Set of Internally Illuminated Individual Channel Letters on Raceway and One Set of Replacement Panels for Existing Double-Sided Pylon  
Applicant requested to be contacted via telephone: Valerie O’Kane – (631) 388-4457

Ms. Valerie O’Kane via telephone addressed the Commission. Chair Fitzgerald confirmed the applicant provided calculations for each individual letter on the revised submission and the medallion was removed. He stated that although the maximum extension of the letters is approximately 50 sq. ft., with square footage credit given for the open spaces between and around the individual letters, the Commission feels it complies with the 48 sq. ft. maximum allowance. Ms. O’Kane agreed. Chair Fitzgerald stated the pylon is within the limits as it is a grandfathered structure.

**Motion:** To **Approve** the sign package as submitted, with the stipulation that correction was made for the calculation of open space between and around the letters and the Commission feels it meets the intent of the 48 sq. ft. maximum allowance. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

3. **SportClips – 471 West Central Street** - Install Channel Letters and Pylon Sign Faces

Cam Afonso of Signs by Cam reviewed the proposed signage and stated this completes the existing pylon. The channel letters mimic the sizes and proportions currently on the pylon sign. It is all LED. Chair Fitzgerald confirmed the attachment method was provided in the submission. Mr. Afonso stated the applicant requested to install a Coming Soon poster in the window. He stated Building Commissioner Gus Brown stated he was fine with the poster and requested confirmation the Commission was fine with putting up the poster before the business opened. Chair Fitzgerald confirmed it was acceptable.



**Motion:** To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

4. **All State – 70 East Central Street** – Install Monument Sign and Building Sign

Cam Afonso of Signs by Cam reviewed the proposed signage. He stated the applicant was taking over the bottom floor of the new condominium building; therefore, the applicant's name is predominant on the sign as shown on the rendering. He stated it is an all-aluminum monument sign with exterior LED lighting and it meets the setback requirements. He discussed the proposed building sign and stated the office hours and logo will be on the doors. He reviewed the proposed colors of the signs. Commission members asked questions about the number of signs on the site. Chair Fitzgerald stated the other signs on the site should be removed.

**Motion:** To **Approve** the sign package as submitted. Motioned by R. Niemi. Seconded by S. Williams. Voted 3-0-0.

5. **Franklin Brewing Company – 158 Grove Street** – Wall Sign and Directory Slots on Roadside

Mr. Rocco Cavallaro of Cavallaro Signs and Olivier Edouard, owner, addressed the Commission. Mr. Cavallaro stated they had a change in submission; the location of the sign changed by 10 ft., not the size of the sign. He stated the sign would have aluminum brackets. Chair Fitzgerald stated that all temporary signage related to the business opening should be removed no later than 30 days after the business opens. He asked if there would be a bright white background on the roadside directory slot as it is a rather dark road and the letters will disappear. He noted that as businesses replace signs, the Commission asks them to opaque the bright white background. Mr. Cavallaro stated the sign is currently not illuminated and discussed the white background. Commission members discussed inverting the sign colors making the letters white so they stand out. After discussion, Mr. Cavallaro stated he would use a gray background so it will not be bright white. It was noted that on the 48" x 48" Alupanel sign with custom colors the brown color may go deeper.

**Motion:** To **Approve** the sign package as submitted with the stipulation that the white on the pylon sign becomes a translucent gray. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

6. **Pro Clean Auto Wash – 520 West Central Street**– Replace Existing Sign on Directory with LED Internally Illuminated Sign

Applicant requested to be contacted via telephone: Ann Durso – (978) 944-2365

Ms. Ann Durso via telephone addressed the Commission. She stated the existing sign frame and header would remain. They will be replacing the exiting sign panels with an internally illuminated sign. Chair Fitzgerald confirmed it was LED lighting. He stated that the applicant would have to return to the Commission whenever signs are swapped or panels are changed.

**Motion:** To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

7. **ABD America's Best Defense – 25 Grove Street**– Install 4' x 8' Aluminum/PVC Sign on the Front of the Building

Representative for American's Best Defense stated she was submitting the first of two signs; she plans to return in six to eight months for the second sign. She stated the proposed sign is being made by David Quinn of Signs by Tomorrow to go on the front of the building. It is a 4 ft. x 8 ft. aluminum sign with

PVC lettering downlighted by the light above. The light is not centered over the sign, but it illuminates the entire sign. She explained the fastening method to the building is with galvanized lag bolts.

**Motion:** To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by R. Niemi. Voted 3-0-0.

**Meeting Minutes: November 5, 2019 and November 19, 2019**

**Motion:** To **Approve** the November 19, 2019 Meeting Minutes with changes to some numbers as will be provided to Ms. Maxine Kinhart in an email. Motioned by M. Fitzgerald. Seconded by R. Niemi. Voted 2-0-1. (S. Williams abstained.)

**Motion:** To **Approve** the November 5, 2019 Meeting Minutes as presented. Motioned by S. Williams. Seconded by R. Niemi. Voted 2-0-1. (M. Fitzgerald abstained.)

**General Matters:** Chair Fitzgerald stated there is one action item regarding new business: to check out Franklin Pizza and Deli on Cottage Street as it was indicated they may have changed their sign without advising the Design Review Commission. Chair Fitzgerald stated it must be confirmed that the correct Zoning Bylaw is on the website. Chair Fitzgerald stated the Home2Suites hotel is being built. He noted their submission to the Commission was tabled because the beacon at the top was in violation of the dark sky protocols. It was wasted illumination; there were some other issues as well. He stated the Commission never received a second submission and the applicant apparently went through the Zoning Board of Appeals. He is going to email Bryan Taberner and Gus Brown and ask them what happened. If the applicant's design is the one that was originally submitted, and the answer is that they did not like the Design Review Commission's input, and the applicant went around to the ZBA, and nobody did a resubmission or provided a courtesy call from the other boards, he is announcing his intention to resign as obviously this is a pass through and the Commission does not have the ability to stop something that is incorrect. It is not allowed to have spillage of light onto other properties. Commission members discussed that there are currently vacant seats on the Commission.

**Motion to Adjourn** by M. Fitzgerald. Seconded by S. Williams. Voted 3-0-0. Meeting adjourned at 7:46 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary

# DRAFT

## 2020 Meeting Dates of Design Review Commission

### Meeting Date

Tuesday, January 7, 2020  
Tuesday, January 21, 2020  
Tuesday, February 4, 2020  
Tuesday, February 18, 2020  
Tuesday, March 3, 2020  
Tuesday, March 17, 2020  
Tuesday, April 7, 2020  
Tuesday, April 21, 2020  
Tuesday, May 5, 2020  
Tuesday, May 19, 2020  
Tuesday, June 2, 2020  
Tuesday, June 16, 2020  
Tuesday, July 7, 2020  
Tuesday, July 21, 2020  
Tuesday, August 4, 2020  
Tuesday, August 18, 2020  
Tuesday, September 8, 2020  
Tuesday, September 22, 2020  
Tuesday, October 6, 2020  
Tuesday, October 20, 2020  
Tuesday, November 3, 2020  
Tuesday, November 17, 2020  
Tuesday, December 1, 2020  
Tuesday, December 15, 2020

### Application Due Date

\*Tuesday, December 31, 2019  
Wednesday, January 15, 2020  
Wednesday, January 29, 2020  
Wednesday, February 12, 2020  
Wednesday, February 26, 2020  
Wednesday, March 11, 2020  
Wednesday, April 01, 2020  
Wednesday, April 15, 2020  
Wednesday, April 29, 2020  
Wednesday, May 13, 2020  
Wednesday, May 27, 2020  
Wednesday, June 10, 2020  
\*Tuesday, June 30, 2020  
Wednesday, July 17, 2020  
Wednesday, July 31, 2020  
Wednesday, August 14, 2020  
Wednesday, September 02, 2020  
Wednesday, September 16, 2020  
Wednesday, September 30, 2020  
Wednesday, October 14, 2020  
Wednesday, October 28, 2020  
\*Tuesday, November 10, 2020  
\*Tuesday, November 24, 2020  
Wednesday, December 09, 2020

\*Due to Holidays, applications must be received on the Tuesday before the meeting rather than the Wednesday.