

**DESIGN REVIEW COMMISSION
AGENDA**

**December 8, 2020
7:00 PM.**

Virtual Meeting

Due to the growing concerns regarding the COVID-19 virus, we will be conducting a remote/virtual Design Review Commission Meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number (Cell phone or Landline Required) OR citizens can participate by copying the link (Phone, Computer, or Tablet required). Please click on <https://us02web.zoom.us/j/83115791932> or call on your phone at 1-929-205-6099, meeting ID is 83115791932.

7:00 PM Beauty Bar – 391 East Central Street
Install faces

7:05 PM Acupuncture – 205 East Central Street – 2nd Floor
Sign created and installed at office – existing sign outside

7:10 PM Emma’s Quilt Cupboard & Sewing Center – 319 East Central Street
Install door lettering

7:15 PM Imperial Dade – 300 Financial Park Drive
Install channel letters – LED internal illumination, 8’ low voltage whips, 1/8” Alupanel backers, 040 x 3” Aluminum returns. 3/16” acrylic face with graphics

7:20 PM S&L Therapy – 524 West Central Street
Replace graphics on existing wall, mount lightbox and free-standing directory

General Matters:

Approval of Minutes: November 10, 2020
November 17, 2020

Approval of 2021 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 4, 2020

The next meeting of the Design Review Commission is scheduled for December 29, 2020

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: Beauty Bar

Property Address 391 East Central St.

Assessors' Map # _____ Parcel # 285-003-000-000

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: 508-364-2905

Contact Person: Cam

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

Business Owner: Ruth Isaac Property Owner: John Miguel
Address: 391 E. Central. Unit B 391 E. Central St. UNIT D
Franklin, MA 02038 Franklin, MA

All of the information is submitted according to the best of my knowledge
Executed as a sealed instrument this _____ day of _____ 2007

Cam
Signature of Applicant

John Miguel
Signature of Owner
JOHN MIGUEL
Print name of Owner

Cam Afors
Print name of Applicant

***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.
837 Upper Union Street
Contact Person: _____ Suite C-18
Address _____ Franklin, MA 02038
Telephone Number: _____

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: _____ Instal 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

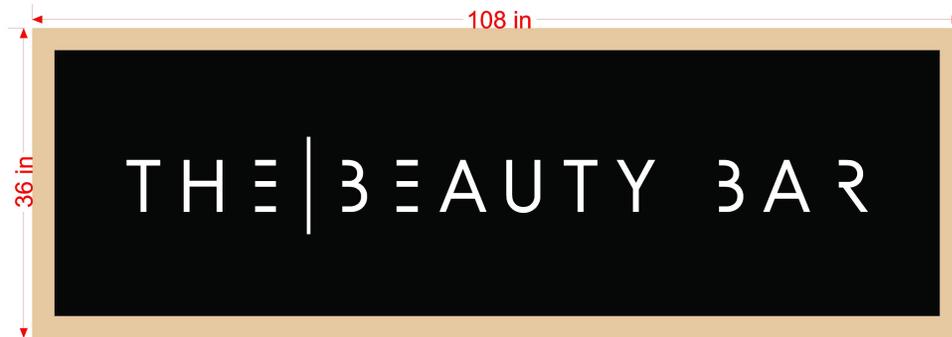
1. Drawing of Proposed Sign which must also include
type of sign (wall, pylon etc.) colors
size/dimensions materials
style of lettering lighting-illuminated, non-illuminated and style
2. Drawing and/or pictures indicating location of new sign.
3. Picture of existing location and signs (if previously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



door lettering

Signs By Cam Inc

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso

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

Phone: 508-364-2905

Fax/Office: 508-528-0766

E-Mail: cam@signsbycam.com

Website: www.signsbycam.com

APPROVED FOR PRODUCTION:

X

JOB INFORMATION

JOB TITLE:

CONTACT:

PHONE:

FAX:

JOB DESCRIPTION:

SQUARE FOOTAGE:=

SIGN MATERIAL SPECS

BANNER: COROPLAST: WOOD:

ACRYLIC: MAGNETIC: URETHANE:

PVC: ALUMINUM: NUEDGE:

SINGLE SIDED: DOUBLE SIDED:

OTHER: _____

© COPYRIGHT

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

COLOR SPECS:

BACKGROUND:

COPY:

OUTLINE:

SHADOW:

BORDER:

LOGO:

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: Acu PUN Kture
Property Address 205 East Central St 2nd Floor Franklin MA 02038
Assessors' Map # 285 Parcel # 101
Zoning District (select applicable zone): _____
Zoning History: Use Variance
Non-Conforming Use

B) Applicant Information:

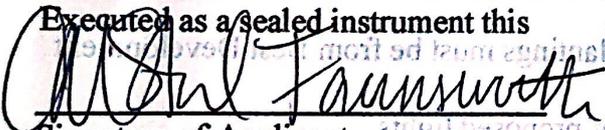
Applicant Name: Crystal Farnsworth
Address: 194 Wachuseh St Franklin MA 02038
Telephone Number: 774 259 0751
Contact Person: Crystal

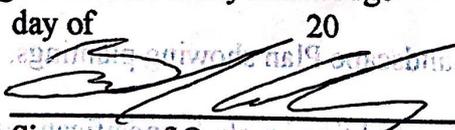
C) Owner Information (Business Owner & Property Owner if different)

Business Owner: Crystal Farnsworth Property Owner: Brad Chaffee
Address: 194 Wachuseh St Franklin MA 02038 37 E Central St Franklin MA 02038

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


Signature of Owner

Crystal Farnsworth
Print name of Applicant

Brad Chaffee
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: Sign by Cam
Contact Person: Cam Afonso
Address _____
Telephone Number: 508-364-2905

b. Architect/Engineer (when applicable) N/A

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

E) Work Summary

Summary of work to be done: Sign created and installed at office existing sign outside

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.



Type of Sign: Pylon
Size: 18" x 57"
Material: Aluminum overlay
Non-illuminated style



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: Emma's Quilt Company

Property Address 319 ~~265~~ E. Central

Assessors' Map # _____ Parcel # 285-107-000-000

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

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

Telephone Number: 508-364-2905

Contact Person: Cam

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

Business Owner: Cyndi Rich Property Owner: Franklin Shopping Assoc
Address: 265 E. Central St. 396 Washington St. Box 325
Franklin, MA 02038 Wellesley, MA 02481

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

Marcia Afonso
Signature of Owner

CAM AFONSO
Print name of Applicant

Marcia Afonso
Print name of Owner

***FOR SIGNS COMPLETE PAGES 1 & 2 ONLY.
FOR SITE PLANS, BUILDING PLANS, PROJECTS, COMPLETE PAGES 1 - 4**

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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: _____
Address _____
Telephone Number: _____

E) Work Summary

Summary of work to be done: _____ Install Door Lettering _____

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)

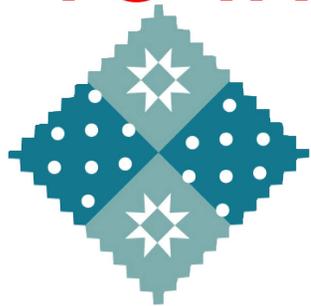
b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

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.

18 in



Emma's

27.31 in

QUILT CUPBOARD
& Sewing Center

Creating tomorrow's treasures today

HOURS:

Monday - Saturday
10 a.m. - 6 p.m.



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: Imperial Dade

Property Address 300 Financial Park Drive

Assessors' Map # 321 Parcel # 321-060-000-000

Zoning District (select applicable zone):

Zoning History: Use Variance
Non-Conforming Use

B) Applicant Information:

Applicant Name: Luka B Signs

Address: 39 Tremont Street
Taunton, MA 02780

Telephone Number: (508) 822-9033

Contact Person: Shanna Bento

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

Business Owner: Imperial Dade Property Owner: 431 WASHINGTON LLC
Address: 300 Financial Park Drive ONE FINANCIAL PLAZA SUITE 1700
Franklin, MA 02038 HARTFORD, CT 06103

All of the information is submitted according to the best of my knowledge
Executed as a sealed instrument this 4th day of November 2020

Alexandra Bento
Signature of Applicant

Denis Cygan
Signature of Owner

Alexandra Bento
Print name of Applicant

Denis Cygan As Agent for Owner
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: Luka B Signs

Contact Person: Shanna Bento

Address 39 Tremont Street, Taunton, MA 02780

Telephone Number: (508) 822-9033

b. Architect/Engineer (when applicable)

Business Name: _____

Contact Person: _____

Address _____

Telephone Number: _____

E) Work Summary

Summary of work to be done: X2 CHANNEL LETTERS - LED INTERNAL ILLUMINATION,

8' LOW VOLTAGE WHIPS, 1/8" ALUPANEL BACKERS, 040 X 3" ALUMINUM RETURNS,

3/16" ACRYLIC FACE WITH GRAPHICS

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.
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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.

Version 1

APPROXIMATE SCALE

APPROXIMATE SCALE



SIGNAGE DETAILS

PLEASE REVIEW ALL INFORMATION FOR PRODUCT ACCURACY & SATISFACTION BEFORE APPROVING

(x2) 72"H x 186"W x 3"D (Entire Sign Dimension) Internally-Lit LED Channel Letter Sign (UL-Listed). 1/8" Composite Aluminum Backers, .040" x 3" Aluminum Returns [White], 3/16" Acrylic Faces, 1" Trim Cap [Blue/Black], 8' Low-Voltage Whips, Remote Power-Supplies In Paige Can. Back-Lit Printed & Laminated Graphics Installed Onto Individual, Custom-Shaped Acrylic Faces. Channel Letters To Be Installed Flush With The Building Surface (No Extruded Raceway).

ORDER DETAILS/INFORMATION

Customer Name: **Imperial Dade**

Proof Date: **12/02/2020**

Sent By: **Sean S.**

CUSTOMER APPROVAL

- Please Carefully Review ALL Spelling, Grammar, Logos, & Any Other Details Shown BEFORE Approving.
- Color reproduction will not be guaranteed until Pantone colors are provided.
- Production will not begin until approval has been sent.
- Design Approval must be sent via e-mail or signed in-person. NO EXCEPTIONS.
- (1) revision to the proof will be included, without incurring additional fees.
- Any further alterations will cost \$15.00 per revision.
- All Proofs & Renderings are the property of Luka B Signs & Apparel.
- Any reproduction without permission is prohibited.

- APPROVED AS IS**
 WITH CHANGES

_____/_____/_____
SIGNATURE DATE

Version 2



SIGNAGE DETAILS PLEASE REVIEW ALL INFORMATION FOR PRODUCT ACCURACY & SATISFACTION BEFORE APPROVING

(x1) 70"H x 180"W x 3"D (Entire Sign Dimension) Internally-Lit LED Channel Letter Sign (UL-Listed). 1/8" Composite Aluminum Backers, .040" x 3" Aluminum Returns [White], 3/16" Acrylic Faces, 1" Trim Cap [Blue/Black], 8' Low-Voltage Whips, Remote Power-Supplies In Paige Can. Back-Lit Printed & Laminated Graphics Installed Onto Individual, Custom-Shaped Acrylic Faces. Channel Letters To Be Installed Flush With The Building Surface (No Extruded Raceway).

ORDER DETAILS/INFORMATION

Customer Name: **Imperial Dade**

Proof Date: **12/02/2020** Sent By: **Sean S.**

CUSTOMER APPROVAL

- Please Carefully Review ALL Spelling, Grammar, Logos, & Any Other Details Shown BEFORE Approving.
- Color reproduction will not be guaranteed until Pantone colors are provided.
- Production will not begin until approval has been sent.
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- Any further alterations will cost \$15.00 per revision.
- All Proofs & Renderings are the property of Luka B Signs & Apparel.
- Any reproduction without permission is prohibited.

APPROVED AS IS

WITH CHANGES

_____/_____/_____
SIGNATURE DATE

Version 3

APPROXIMATE SCALE

APPROXIMATE SCALE



SIGNAGE DETAILS

PLEASE REVIEW ALL INFORMATION FOR PRODUCT ACCURACY & SATISFACTION BEFORE APPROVING

(x2) 48"H x 132"W x 3"D (Entire Sign Dimension) Internally-Lit LED Channel Letter Sign (UL-Listed). 1/8" Composite Aluminum Backers, .040" x 3" Aluminum Returns [White], 3/16" Acrylic Faces, 1" Trim Cap [Blue/Black], 8' Low-Voltage Whips, Remote Power-Supplies In Paige Can. Back-Lit Printed & Laminated Graphics Installed Onto Individual, Custom-Shaped Acrylic Faces. Channel Letters To Be Installed Flush With The Building Surface (No Extruded Raceway).

ORDER DETAILS/INFORMATION

Customer Name: **Imperial Dade**

Proof Date: **12/02/2020**

Sent By: **Sean S.**

CUSTOMER APPROVAL

- Please Carefully Review ALL Spelling, Grammar, Logos, & Any Other Details Shown BEFORE Approving.
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- Any reproduction without permission is prohibited.

- APPROVED AS IS**
 WITH CHANGES

_____/_____/_____
SIGNATURE DATE



PLEASE REVIEW ALL INFORMATION BELOW FOR PRODUCT ACCURACY & SATISFACTION BEFORE APPROVING

ORDER DETAILS/INFORMATION

Customer Name: **Imperial Dade**

Proof Date: **12/02/2020** Sent By: **Sean S.**

Signage Details: **(x3 Total) 18"H x 36"W Double-Sided Aluminum (.040")**

Signs, With Wooden Posts

CUSTOMER APPROVAL

- Please Carefully Review ALL Spelling, Grammar, Logos, & Any Other Details Shown BEFORE Approving.
- Color reproduction will not be guaranteed until Pantone colors are provided.
- Production will not begin until approval has been sent.
- Design Approval must be sent via e-mail or signed in-person. **NO EXCEPTIONS.**

- (1) revision to the proof will be included, without incurring additional fees.
- Any further alterations will cost \$15.00 per revision.
- All Proofs & Renderings are the property of Luka B Signs & Apparel.
- Any reproduction without permission is prohibited.

APPROVED AS IS

WITH CHANGES

SIGNATURE

DATE



PLEASE REVIEW ALL INFORMATION BELOW FOR PRODUCT ACCURACY & SATISFACTION BEFORE APPROVING

ORDER DETAILS/INFORMATION	
Customer Name: Imperial Dade	
Proof Date: 12/02/2020	Sent By: Sean S.
Signage Details: (x2 Total) 24"H x 36"W Double-Sided Aluminum (.040")	
Signs, With Wooden Posts	

CUSTOMER APPROVAL	
<ul style="list-style-type: none"> • Please Carefully Review <u>ALL</u> Spelling, Grammar, Logos, & Any Other Details Shown <u>BEFORE</u> Approving. • Color reproduction will not be guaranteed until Pantone colors are provided. • Production will not begin until approval has been sent. • Design Approval must be sent via <u>e-mail</u> or <u>signed in-person</u>. <u>NO EXCEPTIONS.</u> 	<ul style="list-style-type: none"> • (1) revision to the proof will be included, without incurring additional fees. • Any further alterations will cost \$15.00 per revision. • All Proofs & Renderings are the property of Luka B Signs & Apparel. • Any reproduction without permission is prohibited.
<input type="checkbox"/> APPROVED AS IS <input type="checkbox"/> WITH CHANGES	_____ / _____ SIGNATURE DATE

ROBERT FINNEGAN
ATTORNEY AT LAW

60 Leo Birmingham Parkway- 3rd Floor
Brighton, Massachusetts 02135

December 3, 2020

(617) 201-9331
Fax: (617) 783-1082
e-mail: rf@rfinnlaw.com

Town of Franklin
Design Review Commission
355 East Central Street
Franklin, Massachusetts 02038

Via: Maxine Kinhart: mkinhart@franklinma.gov

re: S&L Therapy LLC – 524 West Central Street
Sign Design Application Supplemental Submission

Dear Commission Members:

I write as counsel for S&L Therapy LLC (the “Applicant”) in the spirit of seeking a collaborative resolution to the sign design application referenced above and to request that:

- the above-referenced matter, which was ‘tabled’ at the Commission’s recent November 17, 2020 Meeting, be placed on the Agenda¹ for the December 8, 2020 Meeting for the Commission’s consideration and vote on the attached revised sign design since this revision is fully compliant with each provision of the applicable By-Law; and
- that both the Commission’s Chairman and Vice Chairman recuse themselves and not participate in this continued hearing.

In reverse order, the following is offered as the basis for each of these requests.

Chairman’s Recusal

The recusal of the Chairman and Vice Chairman arise from their respective statements and actions at this recent meeting. Indeed, the Chairman himself indicated that he would not be able to further participate in this matter as a result of what he apparently perceived to be an “accusation of criminal behavior”.² While we disagree with the Chairman’s perception, we agree with his decision to step aside. Under these circumstances, the Chairman’s recusal from further consideration of this matter is the appropriate action.

¹ This matter may be heard at this meeting as either a specific Agenda matter or it may be heard as a matter to be considered under ‘Old Business’.

² The Applicant denies making any such accusation and indeed it is difficult to find support for this perception in light of the Chairman’s instantaneous reaction and subsequent unwillingness to permit the Applicant to even finish a sentence let alone level an accusation.

Vice Chairman's Recusal

In stark contrast, there is no issue of perception as to the basis for the Vice President's inability to continue to participate in the consideration of this matter. With the matter tabled and the Applicant and the Applicant's sign design professional off the Zoom, the Vice President, in no uncertain terms, made offensive, insensitive, and hurtful comments about both the Applicant and the design professional³. Needless-to-say, it would be totally inappropriate for the Vice President to have any further involvement in this matter.

The Applicant agrees with the Chairman in concluding that the actions and statements of the November 17, 2020 Meeting are not before the Commission for consideration and thanks both the President and the Vice President for their anticipated cooperation. Since there are a total of six (6) members of the DRC, that leaves the remain four to consider this revised submission⁴ at the upcoming December 8, 2020 Meeting.

Applicant's Revised Submission

Consistent with the goal of seeking a collaborative resolution to this sign design application, the Applicant submits the attached revised design for the Building Sign and the re-submission of the original Pylon Sign (see Exhibit A-1 & A-2 attached hereto). We ask that the Commission consider this revised design in place of those originally submitted along with the original Design Review Application (a copy of which is attached hereto as Exhibit B). This revision was undertaken with the goal of eliminating the emission of light from the Building Sign at 524 West Central Street up onto Route 140 pursuant to the direction of this Commission. With this revision, both the Building Sign and the Pylon Sign are fully compliant with the Town Zoning By-laws and DRC Guidelines thereby rendering this matter appropriate for the Commission's consideration at the December 8, 2020 Meeting.

³ The Applicant notes with sad irony that the subject of these offensive and potentially tortious remarks was, in the Vice President's vernacular, "ADD", a clear reference to 'Attention Deficit Disorder' which is now referred to as Attention-Deficit/Hyperactivity Disorder ("ADHD") and is a common mental disorder that that affects both children and adult clients of the Applicant. The Applicant further notes that these comments were conspicuously absent from the draft meeting minutes.

⁴ Indeed the Applicant notes from both the Zoom and the draft meeting minutes that, in addition to the Chairman and Vice Chairman, Commission Members Sam Williams, Gerald Wood, and Venkata Sompally along with Assistant Director of Planning and Development Maxine Kinhart also attended this meeting and each demonstrated the professionalism customarily found in Franklin Town Officials.

Finnegan/S&L Therapy LLC
Revised Franklin DRC Sign Submission
Dated: December 3, 2020

By-Law and Guideline compliance is demonstrated as a result of the following:

- the dark background colors are consistent with the requirements of §185-20 C(3)(b);
- both signs fall well within the size and architectural compatibility requirements of the General Guidelines and the Commercial Corridor Guidelines set forth in the *Design Review Commission Design Review Guidelines, Part IV. Sign Guidelines*
- both signs are compliant with the dimensional requirements of Zoning By-Law *Attachment 10*; and
- the full color vinyl construction of both signs is of the highest quality rendering each in line with the *DRC Guidelines*.

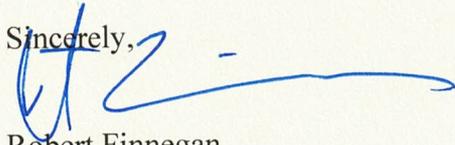
Clearly this revised sign submission has met and exceeded the DRC review criteria and it therefore proper and appropriate for those Commission member hearing this matter to approve the Sign Application, as revised, for S&L Therapy LLC's newest location at 524 West Central Street.

Summary

For the reasons set forth above, the Applicant respectfully requests, that the four eligible Commissioner Member set this matter for further consideration at the December 8, 2020 DRC meeting and further, that at the conclusion of said deliberation, that they vote to approve this revised sign application.

Thank you for your attention to this matter and we look forward to receiving the Zoom meeting sign-in information for this upcoming meeting and look forward to becoming part of the Franklin business community. Should you have any questions, please do not hesitate to contact me.

Sincerely,


Robert Finnegan

encs.

Via: email: Maxine Kinhart: mkinhart@franklinma.gov ✓

franklin drc - s 1 1.ltr

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: S&L Therapy

Property Address 524 West Central Street

Assessors' Map # 270-012-000-000 Parcel # _____

Zoning District (select applicable zone): Business

Zoning History: Use Variance _____ N/A
Non-Conforming Use _____ N/A

B) Applicant Information:

Applicant Name: _____

Address: EXPRESS SIGN & GRAPHICS, INC.
9B Kidder Road
Chelmsford, MA 01824

Telephone Number: 978 250 9890

Contact Person: Ann Durs0

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

Business Owner: Jasmine Gillis Property Owner: Ryan Development

Address: 68 Harvard Street 4 Lan Drive
Brookline, MA 02445 Westford MA 01886

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

Ann Durs0
Signature of Applicant

Ann M. Durs0
Print name of Applicant

Jasmine Gillis
Signature of Owner

Jasmine Urganhart Gillis
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

THIS IS YOUR PROOF FOR APPROVAL SIGN OFF ON THIS ARTWORK CONSTITUTES YOUR APPROVAL OF SIZE, COLORS, INSTALL METHOD TEXT, ETC. ONCE APPROVED, EXPRESS SIGN IS NOT RESPONSIBLE FOR ERRORS OR OMISSIONS. PLEASE REVIEW CAREFULLY.

SUBMITTAL

524 West Central Street
Franklin, MA



2 - 81.5 x 18.5 Lexan Faces with Full Color Graphics
1 - 119.38 x 35.38 Panel with Full Color Graphics
Installation into Existing Signs

Customer Approval: _____ Date: _____

THIS IS YOUR PROOF FOR APPROVAL SIGN OFF ON THIS ARTWORK CONSTITUTES YOUR APPROVAL OF SIZE, COLORS, INSTALL METHOD TEXT, ETC. ONCE APPROVED, EXPRESS SIGN IS NOT RESPONSIBLE FOR ERRORS OR OMISSIONS. PLEASE REVIEW CAREFULLY.

SUBMITTAL

524 West Central Street
Franklin, MA

New Sign



Existing Sign



New Sign



Existing Sign



Customer Approval: _____ Date: _____

Town of Franklin



Design Review Commission
Tuesday, November 10, 2020
Meeting Minutes

Chair Fitzgerald called the above-captioned meeting to order this date at 7:00 PM, as a **Remote Access Virtual Zoom Meeting**. Members in attendance: Chair Mark Fitzgerald, Vice Chair Chris Baryluk, James Bartro, Sam Williams, Gerald Wood, Associate Venkata Sompally. Members absent: None. Also present: Maxine Kinhart, Administrative Assistant.

As stated on the agenda, due to the growing concerns regarding the COVID-19 virus, this meeting will be conducted as a Remote/Virtual Design Review Commission meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda.

Chair Fitzgerald authorized Associate Venkata Sompally to vote.

1. **AAA – 85 Franklin Village Drive** – Install signs for AAA: wall sign – internally illuminated, under canopy sign, door
Ms. Heather Dudko representing AAA addressed the Commission. She confirmed that AAA is relocating to the other side of the plaza. She stated they are proposing to reuse the current under canopy sign. The wall sign is new; it is 30 sq. ft. illuminated and is to be mounted on a raceway.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by J. Bartro. Voted 5-0-0.

Mr. Baryluk entered the meeting.

2. **Stop & Shop – 40 Franklin Village Drive** - Online pick-up aluminum signs on concrete bases, online pick-up directional sign
Ms. Christina Moreau of Agnoli Sign Company addressed the Commission. She stated that Stop & Shop is going to have an online pick up service. There will be eight 24” x 18” signs on concrete bases in the parking spaces as indicated on the provided drawing. There is one directional sign that leads customers to the parking area. She explained that the attendant comes out of the store, puts the groceries in the vehicle, and the customer drives away.

Motion: To **Approve** the sign package as submitted. Motioned by J. Bartro. Seconded by S. Williams. Voted 6-0-0.

3. **S&L Therapy – 524 West Central Street** - Replace graphics on existing wall mount light box and free-standing directory
Applicant did not attend the meeting; this item was not taken.

4. **Imperial Dade – 300 Financial Park Drive** - Install channel letters – LED internal illumination, 8’ low voltage whips, 1/8” Alupanel backers, 040 x 3” aluminum returns. 3/16” acrylic face with graphics Ms. Alexandra Bento of Luka B Signs addressed the Commission. Chair Fitzgerald stated this is a rather straight forward sign, and the building is very large. Ms. Bento stated Imperial Dade installed some of their own signs, as well. Chair Fitzgerald stated that all signage, not just building signage, is part of the submission; he will notify Building Commissioner Gus Brown. He stated Ms. Bento’s signage seems compliant; however, it may have to be put on hold until Imperial Dade comes forward regarding the signage they already installed as that may not be compliant. Mr. Williams confirmed the signage dimensions of 6’ x 15.5’ and noted that it is greater than allowed in an Industrial Park which is no more than 90 sq. ft. divided into two signs; he read aloud the Schedule of Permitted Signs by District dated April 2019. Commission members discussed the building location, proposed sign locations, and proposed signage size. Chair Fitzgerald confirmed the street facing side allowed total ‘is 60 sq. ft. He recommended Ms. Bento return with a proposed 60 sq. ft. sign facing Washington Street and noted the other lot signage is subject to the Commission, as well. He stated this item will be denied as it is oversized, it is not on a corner, and not all signage for the location was submitted.

5. **94/88 East Central Street – Mixed Use – 94/88 East Central Street** - Restoration of existing house and construction of new addition
 Mr. Brad Chaffee, owner/applicant, stated they were asked by the Planning Board make a more traditional design. Ms. Liz Ranieri of Kuth Ranieri Architects reviewed the revised design submission based on the input received from the Planning Board regarding keeping more within a New England character. She stated the design has evolved, and they reduced the height and peak of the roof. She reviewed the changes to the exterior design to tie the existing house and neighboring condominium buildings together. Mr. Chaffee noted this design is a little more traditional. Commission members discussed the new design.

Motion: To **Recommend** the design as submitted. Motioned by S. Williams. Seconded by C. Baryluk. Voted 6-0-0.

General Matters: Chair Fitzgerald noted he has not heard anything regarding the Liquor World sign; he will follow up. Mr. Williams noted the Cake Bar sign was faded and had rust from the screws; Chair Fitzgerald stated he will add it to his list.

Meeting Minutes: October 20, 2020

Motion: To **Approve** the October 20, 2020 Meeting Minutes as presented. Motioned by S. Williams. Seconded by J. Bartro. Voted 6-0-0.

Motion to Adjourn by C. Baryluk. Seconded by S. Williams. Voted 6-0-0. Meeting adjourned at 7:43 PM.

Respectfully submitted,

Judith Lizardi
 Recording Secretary

Town of Franklin



Design Review Commission Tuesday, November 17, 2020 Meeting Minutes

Chair Fitzgerald called the above-captioned meeting to order this date at 7:00 PM, **as a Remote Access Virtual Zoom Meeting**. Members in attendance: Chair Mark Fitzgerald, Vice Chair Chris Baryluk, Sam Williams, Gerald Wood, Associate Venkata Sompally. Members absent: James Bartro Also present: Maxine Kinhart, Assistant to the Director of Planning & Community Development.

As stated on the agenda, due to the growing concerns regarding the COVID-19 virus, this meeting will be conducted as a Remote/Virtual Design Review Commission meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda.

1. **S&L Therapy – 524 West Central Street** - Replace graphics on existing wall mount light box and free-standing directory

Representatives for S&L Therapy addressed the Commission. Chair Fitzgerald stated that the applicant had two rather different signs for the same company. Ms. Ann Durso of Express Sign & Graphics, Inc., asked Chris if one was pediatric and one was adult. Chris said no, it is just how we designed it; it mirrors our business cards. For the sign on the building, we use the half circle as on our business cards. Chair Fitzgerald asked why there is a different sign on the pylon. Chris said the pylon does not have enough height to duplicate the half circle. On the mailings they use all orange; on the business cards they use the half circle with white and orange. He said both are used in their marketing materials; it was not intended to look like two different companies. Ms. Durso said the white, as it is so far off the road, helps to be able to read the speech therapy wording from the street. She stated the sign will have a bright white background. Chair Fitzgerald recommended shielding the white background and offered to show many examples from locations in the area. Ms. Durso reviewed the sign material and stated it is a full digital print. Chair Fitzgerald stated that when the lights are put on behind it, the white part is going to be very white. He stated they try to avoid those in Franklin; they throw a lot of light pollution. He requested the applicant try to minimize the amount of white. Ms. Durso asked Chris if he was opposed to making the background orange with white letters. She discussed that changing it to an orange background with white lettering would make it less readable during the day and harder to find the business during the day.

Chair Fitzgerald asked if they can tone the white down and put some gray or something behind it. Ms. Durso asked Chris if he was opposed to putting some type of gradient or background in there. Chris said, “am I being told that if I don’t that this is going to be rejected?” Chair Fitzgerald said yes because it is going to shine and there are some drive-ins right across and coming out onto Rt. 140 is a hail Mary as it is. Chris said are you talking about the gas station. Chair Fitzgerald said he is not exactly sure what is directly across. He said we don’t typically allow bright white signs in Town. Chris said, “Look, Mark, if you have a personal issue with the pediatrics speech therapy that is minority owned that works with children.” Chair Fitzgerald said, “No, oh boy, no.” Chris said “I get it, I get it, you don’t want us in your

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Town.” Chair Fitzgerald said “I am going to move this to the Town Counsel. So, there has been an accusation leveled. Maxine, could you please note that in the minutes, and I will table the submission and if you would like to take it to the Planning Commission and the Town Counsel.” Chris said, “well, I mean Mark, you don’t want.” Chair Fitzgerald said, “no, no, no. I am ending the meeting. There has been an accusation of criminal behavior leveled. This has to go in the meeting minutes and it will be brought up to the proper authorities and we will review the meeting minutes and the recording to see if there was racial derogatory remarks made and there were not and there will be discussion of this later. End of the meeting. Maxine, can you please remove the applicant from the meeting. I will not be accused of that. I don’t even know who the owner is.”

Ms. Durso said, “Ok, well I guess we will have to continue this, Chris.” She said, “As far as I am concerned from a graphic perspective, I see your point, but I mean honestly, there are probably 10 million signs with white backgrounds and I don’t see. If you have something in the bylaws that states it has to be a dark background with light letters then I could see that point. But, if there is nothing that specifically states that it has to be a dark background with light letters, I mean that really has to be up to the particular business.” Chair Fitzgerald said, “we ask them to shield it so it does not issue light pollution. The light from that sign will spill onto 140; we do not allow light spillage from signs.” Ms. Durso said, “okay, something in your bylaws says you are not allowed to have light spillage.” Chair Fitzgerald said, “correct.” Ms. Durso said, “is there a specific something that says like what percentage of lumens is allowed to be shown.” Chair Fitzgerald said, “I am not sure if it is lumens, all it is is that when we do.” Ms. Durso said it is up to you to decide whether you like it or you don’t. Mr. Baryluk said what is the big deal with just shielding that white section. Ms. Durso said I don’t know what his big deal is, obviously it is something. Chair Fitzgerald said all we are asking is don’t put out a bunch of light pollution. Ms. Durso said, “okay, let me ask you this then, if I tell Chris that we need to dim that down and put maybe a light yellow or something behind it, is that satisfactory for the Design Committee.” Chair Fitzgerald said, “yes, just don’t make it those bright white.” Ms. Durso said, “so what do we need to do; do I need to resubmit this to you and go to another meeting.” Chair Fitzgerald said, “I don’t know where it is going to go because I won’t entertain a submission. I cannot be a part of the submission from this entity again because an accusation has been leveled.”

Mr. Baryluk asked was he the sign contractor or the owner. Ms. Durso said, “he is the owner of the business, I am the sign contractor. So, I guess you tell me what my next steps are because I obviously have to take care of my client on my end. If you are telling me I can just submit this to you with a different color combination and you will accept it and we do not have to attend another meeting, I will do that tomorrow.” Mr. Baryluk said, “I think you are not listening. I think the white section just need to be shielded. Why is that so difficult to understand.” Chair Fitzgerald said, “and why is it so controversial.” Ms. Durso said it is not difficult for me to understand, clearly the client did not understand it. He is not a graphics person, he is a business owner. Chair Fitzgerald said all we asked him to do is tone down the bright white, and that was it. Ms. Durso said, if that was the case, Mark, can I resubmit the artwork to Maxine tomorrow with different color combination and that will be accepted. Chair Fitzgerald said, “I will say yes. I imagine it is going to go to another department like I said or I will recuse myself from the next submission.” Ms. Durso said, so you are saying I have to resubmit it, and I have to come to another Zoom meeting. Chair Fitzgerald said yes. Ms. Durso said okay. That is all I am trying to clarify is what is our next step. Chair Fitzgerald said unless the Planning Board or another Town entity steps in and decides otherwise. We are an adjunct to the Planning Board. Ms. Durso said, “so if Chris opts to bring it directly to the Planning Board, it can slip by you guys and go to the Planning Board.” Chair Fitzgerald said absolutely. Ms. Durso said, all right, I will let him know that. So, I see your point with the white, but you have to understand also this is a full digital print. It is not a like I am cutting the white area out. It is already white vinyl on top. Chair Fitzgerald said you won’t see the bulbs, agreed.

DRAFT

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Ms. Durso asked have you seen a full color print lit up at night how dull they are. They are totally different than if you take a cut vinyl and light it up at night. She explained how they look different. Chair Fitzgerald said that is what we were asking. What is this going to look like at night? Can you add a rendering; could you show me a picture because I am not a sign person. If you could show me what it is going to look like at night and as long as it is not going to spill light out onto Route 140, we will be good. Ms. Durso explained the detail of the sign. She said she will see if she can find a picture of one lit at night so you can see the difference. Chair Fitzgerald said sure. Something so that light doesn't spill out onto Route 140. Ms. Durso said okay and it is probably about 100 ft. back from the road. Chair Fitzgerald said there are some pretty bright signs in Town that are pretty far back from the road and they still throw a lot of waste light. That is all we are trying to prevent. Ms. Durso said alright, let me talk to him; and, Maxine, I will resubmit something to you tomorrow.

2. **Imperial Dade – 300 Financial Park Drive** - Install channel letters – LED internal illumination, 8' low voltage whips, 1/8" Alupanel backers, 040 x 3" aluminum returns. 3/16" acrylic face with graphics

Ms. Kinhart stated that she is not sure that a representative for Imperial Dade is present at the meeting. She stated that she put this item on the agenda as a place keeper as she had not heard from the applicant. Commission members discussed the size of the proposed signage.

3. **Emma's Quilt Cupboard & Sewing Center – 319 East Central Street**- Install new wall sign, internally illuminated, face-lit channel letters

Mr. Jeff Kwass of Viewpoint Sign & Awning addressed the Commission. He confirmed this would be in the Shaw's Plaza. He said it is basically like a channel letter but more of a cloud sign built like a channel letter. He stated that because of the logo being blue, we struggled with how to get it to light well. He said there would be white highlights around it to get the blue to pop a little. The background is opaque; at night the background will disappear. Mr. Williams asked if the applicant was putting a sign in the pylon in the front of the plaza. Mr. Kwass said they have a little panel on the pylon which will have a blue background. Chair Fitzgerald said that was not in the sign package. Mr. Kwass said he will email it over tomorrow.

Motion: To **Approve** the sign package as submitted. Motioned by C. Baryluk. Seconded by S. Williams. Voted 5-0-0.

General Matters: Chair Fitzgerald stated that he still has not heard from either Bryan or Gus about the Liquor World sign. He stated that he also asked Bryan and Gus about the Imperial Dade property, as well, and he has not heard back from them. He will call Gus directly tomorrow.

Meeting Minutes: None.

Motion to Adjourn by S. Williams. Seconded by C. Baryluk. Voted 5-0-0. Meeting adjourned at 7:27 PM. Respectfully submitted,

Judith Lizardi
Recording Secretary

Proposed

2021 Meeting Dates of Design Review Commission

Meeting Date

Tuesday, January 12, 2021
Tuesday, January 26, 2021
Tuesday, February 9, 2021
Tuesday, February 23, 2021
Tuesday, March 9, 2021
Tuesday, March 23, 2021
Tuesday, April 6, 2021
Tuesday, April 20, 2021
Tuesday, May 4, 2021
Tuesday, May 18, 2021
Tuesday, June 1, 2021
Tuesday, June 15, 2021
Tuesday, July 6, 2021
Tuesday, July 20, 2021
Tuesday, August 3, 2021
Tuesday, August 17, 2021
Tuesday, September 7, 2021
Tuesday, September 21, 2021
Tuesday, October 5, 2021
Tuesday, October 19, 2021
Tuesday, November 2, 2021
Tuesday, November 16, 2021
Tuesday, December 7, 2021
Tuesday, December 14, 2021

Application Due Date – 4:00 PM

Wednesday, January 6, 2021
Wednesday, January 20, 2021
Wednesday, February 3, 2021
Wednesday, February 17, 2021
Wednesday, March 3, 2021
Wednesday, March 17, 2021
Wednesday, March 31, 2021
Wednesday, April 14, 2021
Wednesday, April 28, 2021
Wednesday, May 12, 2021
Wednesday, May 26, 2021
Wednesday, June 9, 2021
Wednesday, June 30, 2021
Wednesday, July 14, 2021
Wednesday, July 28, 2021
Wednesday, August 11, 2021
Wednesday, September 1, 2021
Wednesday, September 15, 2021
Wednesday, September 29, 2021
Wednesday, October 13, 2021
Wednesday, October 27, 2021
Wednesday, November 10, 2021
Wednesday, December 01, 2021
Wednesday, December 8, 2021