

**DESIGN REVIEW COMMISSION
AGENDA**

**January 11, 2022
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/82904198196> or call on your phone at 1-929-205-6099, meeting ID is 82904198196

- 7:00 PM Escape Into Fiction– 12 Main Street**
Hanging Business sign, 2 door transfer signs (front and back) 5 parking lot signs and 1 sign on building facing parking lot above back door
- 7:05 PM T&T Nails & Spa – 315 East Central Street**
Attach a channel letters sign to the building

General Matters:

Approval of Minutes: December 7, 2021

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: 1-6-2022

The next meeting of the Design Review Commission is scheduled for January 25, 2022

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: Escape Into Fiction Bookstore

Property Address 12 Main St

1D 3143 GIS Assessors' Map # 279-024-000 Parcel # 279-024-000-000 (Parcel 10)

Zoning District (select applicable zone): Downtown Commercial

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: April Rock - Escape Into Fiction

Address: 58 Whipple Brook Rd. 7 personal
Wrentham MA 02093

Telephone Number: 508-954-6400

Contact Person: _____

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

Business Owner: April Rock Property Owner: Victor Pisini
Address: 12 Main St. 22 Main St.

All of the information is submitted according to the best of my knowledge
Executed as a sealed instrument this 4th day of Jan 20 22

Signature of Applicant

Signature of Owner

Print name of Applicant

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: ~~AAA~~ Signs By Cam
Contact Person: Cam Afonso
Address 837 Upper Union St Suite C-18
Telephone Number: 508-364-2905

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: Main St hanging business sign,
2 door transfer signs (1 front 1 back) 5 parking lot
signs 1 sign on building facing parking lot above back door.

F) Information & Materials to be Submitted with Application * All in same locations as previous tenant.

a) FOR SIGN SUBMISSIONS ONLY:

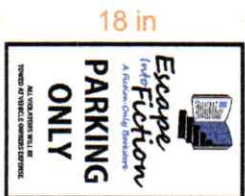
THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO
Mkinhart@franklinma.gov

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)

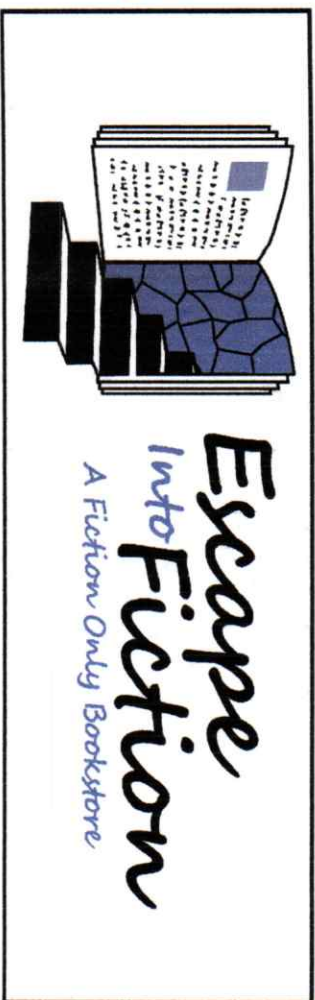
b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

THE FOLLOWING MUST BE SUBMITTED W/APPLICATION to Mkinhart@franklinma.gov

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



72 in



8.41 in



Front door
Back door



Signs By Cam

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:

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. PERSONS 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: T&T Nails & Spa

Property Address 315 East Central St. Franklin, MA 02038

Assessors' Map # _____ Parcel # _____

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) **Applicant Information:**

Applicant Name: New CC Sign Inc.

Address: 259 Quincy Ave.
Quincy, MA 02169

Telephone Number: 857-205-5678

Contact Person: Ricky Z Zeng

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____

Ricky Zeng
Signature of Applicant

Marcia Alexizos
Signature of Owner

Ricky Zeng
Print name of Applicant

Marcia Alexizos
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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Business Name: ~~AAA~~ Signs By Cam
Contact Person: Cam Afonso
Address 837 Upper Union St Suite C-18
Telephone Number: 508-364-2905

b. Architect/Engineer (when applicable)

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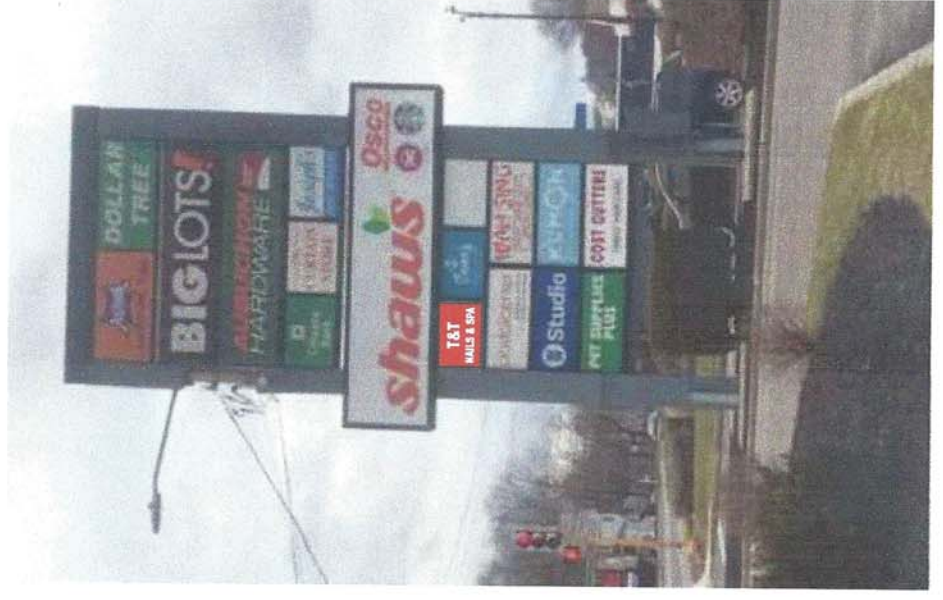
1. Drawing of Proposed Sign which must also include
type of sign (wall, pylon etc.) colors
size/dimensions materials
style of lettering lighting-illuminated, non-illuminated and style
2. Drawing and/or pictures indicating location of new sign.
3. Picture of existing location and signs (if previously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

b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

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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

Proposed



Existing



12/10/21
MSA 12/10/21

Proposed



Existing



msd
12/10/12



Specifications:

- * 3/16" white acrylic with translucent red vinyl.
- Sign installed in location shown on attached photo

12/13/21
12/13/21
12/13/21

240"

24"
T&T NAILS & SPA

8"(H) X 230"(W) X 5"(D) paint to match wall

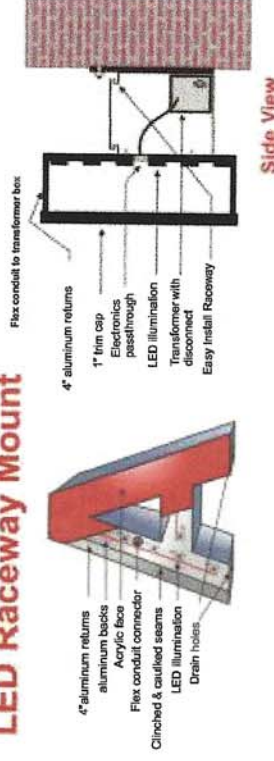
Specifications:

- * 040 white back, black aluminum letter boxes 4" return w/ 1" black trim cap.
- * 3/16" white acrylic face.
- * Internal red led lighting illumination, UL Listed.
- * Letter boxes to be mounted on the raceway.

Sign installed in location shown on attached photo

This sign is intended to be installed in accordance with the requirement of Article 600 of the National Electrical Code and/or other applicable local code. This includes proper grounding and bonding of the sign

LED Raceway Mount



LED Channel Letter Sign

This image is for general reference only, and may not accurately represent the actual product.

Customer:

Company:

Phone:

Original:

Estimate(\$0 Means No Price):

Address:

City: Wareham

State/Zip: MA

File Name: Glow Tanning

Job No: 07250

Revision:

The undersigned, in his or her individual and official capacity, hereby certifies that the quoted prices, designs, specifications, terms, and conditions are accepted. New CC Sign is authorized to perform the work as specified.

[Signature] Date 10/29/11

Print Name

NEW CC SIGN

259 Quincy Ave. Quincy, MA 02169

TEL: 617.479.8552 / 617-210-7982

Fax: 617.479.4852

ccsignboston@gmail.com

NEW CC Sign ALL RIGHTS RESERVED

Town of Franklin



Design Review Commission

**Tuesday, December 7, 2021
Meeting Minutes,**

Chair James Bartro called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair James Bartro, Vice Chair Sam Williams, Venkata Sompally. Members absent: Gerald Wood, Mark Fitzgerald, Associate Chris Baryluk. Also present: Maxine Kinhart, Administrative Staff.

As stated on the agenda, due to the continued 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. This meeting was recorded.

1. Dean College – 137 School Street– Replace existing sign

Mr. Cam Afonso of Signs by Cam, on behalf of the applicant, addressed the Commission. He stated that the sign will be identical to what is there; however, the Dean College information and colors will be used. There will be no changes to the existing lighting.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-YES. Voted 3-0-0.

2. Vogue Nails & Spa – 385 West Central Street- install a set of internally lit channel letters

Ms. Vy Nguyen of CT Signs & Graphics, on behalf of the applicant, addressed the Commission. She stated that they are proposing a set of internally lit channel letters. The maximum height of the lettering is 24" with a width of 12' across for the façade of the business. There is also a proposed panel change on the pylon to update the name of the business. Chair Bartro stated that the channel letters on the building are within the size parameters. He noted that the attachment method was included. He asked about the plate going into the pylon. He said that in moving forward, from a light spillage perspective, the Commission is trying to encourage anyone who proposes a white background sign to not do that. However, if it has to be done that way to go along with the business's logo, the white should be opaqued. Ms. Nguyen stated that she understood. Chair Bartro stated that he has concerns with this pylon in general. He stated that he would like to speak with Building Commissioner Gus Brown on this. He does not think that Liquor World came before the Commission when they swapped out their sign.

Motion: To **Approve** the sign package as submitted with the stipulation that the panel going into the pylon uses an opaque white background to limit light transmittance. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-YES. Voted 3-0-0.

General Matters

Chair Bartro reiterated that he does not believe the Liquor World sign came before the Commission. Building Commissioner Gus Brown confirmed that it did not. Chair Bartro noted that the sign is huge, and it spills a lot of light. Mr. Brown stated that he would either send a letter or stop by.

Approval of Minutes: November 2, 2021 and November 16, 2021

Chair Bartro stated that he was not present at the November 16th meeting. He noted that there is an action item in the November 2nd minutes that he is to follow up with two perspective new Design Review Commission members. He stated that he sent emails to them; however, he has not heard back. He will follow up. He stated that there is one associate opening and soon there will be a full time opening. He noted that he will reach out to Commission member Mark Fitzgerald and let him know that if it is his intent to resign, he must submit a letter of resignation.

Motion: To **Approve** the November 2, 2021 Meeting Minutes as presented. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-YES. Voted 3-0-0.

Mr. Williams stated that in looking back at the November 16th meeting when he was conducting the meeting as Vice Chair, he noted that although it looked fine, the façade of the building was not voted on. He noted that the minutes are correct as written.

Motion: To **Approve** the November 16, 2021 Meeting Minutes as presented. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-ABSTAIN. Voted 2-0-1.

Approval of 2022 Meeting Dates

Ms. Kinhart noted that there is not a second December 2022 meeting date on this list. Chair Bartro stated that he would be fine with adding another date in December 2022. Discussion commenced as to adding another meeting date; December 20, 2022, was suggested.

Motion: To **Approve** the 2022 Meeting Dates as presented with the addition of a December 20, 2022 meeting. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-YES. Voted 3-0-0.

DRC Discussion: Sign Tech Attachment 10 Addendum (Revised November 2, 2021)

Chair Bartro reviewed that at the November 16, 2021, meeting, the Design Review Commission reviewed and edited a matrix regarding the Sign Tech Attachment 10 Addendum. The purpose of the document was to get to a set of desired outcomes. He noted that the Commission wants to maintain safety, keep things beautiful, and help people find things. He stated that this document discusses new sign technologies for which the Commission wants to future-proof the bylaws. Secondly, the Commission wants to capture areas where there is too much ambiguity. He stated that Director of Planning and Community Development Bryan Taberner and Building Commissioner Gus Brown are in attendance at the meeting to discuss this agenda item.

Mr. Brown stated that he and Mr. Taberner have discussed this item. He agreed the purpose is to bring the Town into the realm of making the bylaw so it is future-proof. He stated that there is not anything in the bylaw that talks about LED, LCD, and analog. He questioned that with new technology, what does it do regarding distraction. Chair Bartro noted that Commission member Mark Fitzgerald started this discussion years ago. He reviewed the new desired outcome column on the matrix. He stated that the language is to create a desired outcome or intent. He reviewed some of the points provided in the matrix.

Mr. Taberner stated that he reviewed the matrix. He explained that right now in the bylaw an applicant cannot have an LED, LCD, or a moving sign. He stated that if the Design Review Commission wants any of those things, let's talk about them. Or, if the Commission wants to keep them limited, let's talk about that. He stated that in some windows currently, there are some analog signs. He stated that when a business comes forward and does not state that they are going to put up such signs and then they do, the Town should be calling them on that.

He stated that LEDs and LCDs need to be regulated just like other signs. If the Commission wants these different technologies to be allowed, this would be a zoning change which would have to go through the zoning amendment process. He stated that he wants to know exactly what the Commission wants. Chair Bartro discussed the downtown building Bamboo House. He stated that they took a clock down and installed a sign. He wants to make sure that during sign installations, the applicant is aware of the building façade. Mr. Brown stated that he thinks there is plywood on the façade at this time which is not a good look.

Chair Bartro reviewed each item in the matrix. He discussed LED Displays and LCD/Plasma Display Screens and noted the comment is the same for both. He stated the Commission recognizes business owners want to do this. However, the Commission wants to make sure it is still a sign, and there are size limitations. He noted that such signs can be strobing, flashing, and making noise and can create distractions. Mr. Taberner stated that the intent of items such as small TVs at a gas station is that when a person is on the property the business gets the attention of the customer. He stated that type of TV which cannot really be seen from the street is not really a sign as regulated under the bylaw. He explained that if the Commission wants to regulate what the business can put on a screen, the Commission has to be careful as the small TVs are not considered signs. However, a larger screen in a shop window would be considered a sign as it can be seen from the street or sidewalk. He noted that anything the Commission writes up, the Town Attorney will review.

Chair Bartro discussed Individual Letter and Analog Reader Boards. He stated that there are ways outside of the bylaw to handle this. He explained that with individual letters, the intent is to leave the building façade in good shape when the job is done. He noted that analog reader boards are easily vandalized to change the intent of the sign; however, he does not have a good solution for this. Mr. Williams noted that he thinks there are only about three of these in town; he does not see it as a huge issue and has not seen them vandalized. He suggested things that are put in the reader boards should be kept relevant to the business. Chair Bartro stated that the items in the matrix should be reviewed again by the Commission and prioritized, and possibly a few items may be stricken.

Regarding blade signs, Chair Bartro stated that the concerns that were brought up by the Commission would probably be best handled by the Building Commissioner. For example, the Acapulco's sign is still hanging over the building, but it is in disrepair. In that case, it is more of an enforcement conversation. Chair Bartro stated that regarding pylons/monuments, the Commission has had many conversations that there is one pylon per property. However, the Commission has many cases where a property wants many pylons or monuments; sometimes it makes sense to allow more than one. Mr. Williams said that this is where the Commission can run into trouble regarding free standing signs with multiple establishments on the same property. For example, there are many establishments in Franklin Village, but it is one property. Chair Bartro stated that there is ambiguity in the word establishment, specifically when someone wants to add a second sign. He asked, what is a reasonable guideline to establish—linear square feet of frontage, overall building square footage, or other. He noted that the intent is to make sure the signs remain good looking and informative while not having massive signs on the front of buildings. Mr. Williams stated that for wall signs, it could be simplified if every building has 1 sq. ft. of sign for every foot of frontage. He noted that the new Starbucks has a street face and a parking lot face. He asked if the parking lot counted as frontage regarding signs. Mr. Taberner stated that wall signs are intended to go in the front façade of the building. Chair Bartro discussed factory building redevelopments and stated that the Commission is looking for something to cover those scenarios. For instance, what if it was once a one business building and now it is a five-business building. How does the Commission work with that signage? Mr. Taberner stated that they could add a section into the bylaw to go into more detail about multi establishments within one building. Chair Bartro stated that they are trying to give clarity to the items that the Commission sees the most.

Chair Bartro noted two situations that he has thought about that were not put on the matrix: requiring opaque background on a white backlit sign and requiring two-footed pylons instead of a single-footed pylon. Mr. Taberner read aloud the section of the bylaw requiring opaque background on a white backlit sign. Mr. Brown and Mr. Williams confirmed that the bylaw already requires two-footed pylons. Chair Bartro stated the Commission has some more work to do on the matrix; he appreciates the feedback. Mr. Taberner stated that if a

person can see a sign when going by it, that is a sign. If it cannot be seen from off site, then it is not an advertising sign. He discussed that there is a fine line if the Commission has the authority to say no to a sign; internal site signage is different from the signage the Commission is supposed to be regulating.

Chair Bartro noted that he saw that the temporary sign at Stop & Shop Plaza was removed. Mr. Williams noted the lights were fixed on the sign, as well. Mr. Brown stated that their enforcement has been stepped up quite a bit.

Motion to Adjourn by S. Williams. Seconded by V. Sompally. Roll Call Vote: Sompally-YES; Williams-YES; Bartro-YES. Voted 3-0-0.

Meeting adjourned at 8:07 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary