

Town of Franklin



TOWN OF FRANKLIN
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2019 DEC 18 P 1:06

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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

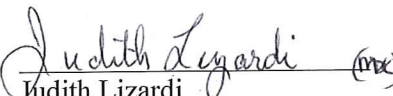
Motion: To **Approve** the November 19, 2019 Meeting Minutes with changes to some numbers as will be provided to Ms. Maxine Kihnart in an email. Motioned by M. Fitzgerald. Seconded by R. Niemi. Voted 2-0-1. (S. Williams abstained.)

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,


Judith Lizardi
Recording Secretary