

## Town of Franklin



## Design Review Commission

Tuesday, January 7, 2020  
Meeting Minutes

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TOWN OF FRANKLIN  
TOWN CLERK

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

1. **Safelite Auto Glass – 490 West Central Street** – Replace Lexan panel in existing lightbox on front elevation. Replace Lexan panels in existing pylon.

Anna Haluch of Pro Sign Service, representing the applicant, addressed the Commission. Chair Fitzgerald confirmed the signage is for a change in company name and noted it is the same type of company. Only the fascia of the sign boxes will be replaced with the Safelite logo and colors. It was confirmed the signs are internally lit.

**Motion:** To **Approve** the sign package as submitted. Motioned by J. Bartro. Seconded by S. Williams. Voted 4-0-0.

2. **Home 2 Suites Hotel – 725 Union Street** – Exterior revised colors exterior sign building and site beacon tower design material clarification.

Scott Rogers, JK Holmgren Engineering, Josh Rury, Representative of EHA, and Greg Tomsic, Silvestri Architects, addressed the Commission. Chair Fitzgerald stated Home 2 Suites Hotel had previously presented to the Commission. The submission was tabled with some action items. He stated he believes the action items were to look at the photometrics for all the building lights, signage, and beacon on top, and to determine alternatives for light output. The concern is the light pollution and spillage coming off of the building at the Foxboro/Walpole line near Gillette Stadium. The action was to look at light spillage onto adjoining properties, which should be zero, and address alternatives for the beacon. As far as the landscaping, he stated he does not remember any specific action items, although there may have been concern about the tree calipers proposed near the edge of the property. Mr. Rogers provided some history of the project. He noted they were first before the Commission in November 2018. He reviewed comments from the Commission made at that meeting about lighting, landscaping, and architectural features. He stated revisions were made, and they returned to the Commission in January 2019; the lighting and landscaping for the site were approved at the January 2019 meeting. He stated there were comments by the Commission members regarding the beacon. It has since been redesigned. The plexiglass has been removed; it is now clear, standard glass. He discussed the proposed signage. He noted a sign package without a lot of detail was presented in January 2019. Currently, they are presenting numerous drawings prepared by Colite signage company. He stated that he thought at the January 2019 meeting the signage was approved, short of the monument sign. He reviewed each drawing in the currently submitted sign package including the sign locations, sizes, materials, and colors. He stated this is located in the C-2 zoning district. Commission members and applicants discussed the allowed signage sizes in the Industrial Office Park District. The applicant discussed the most important signs would be

facing King Street and facing the highway. Chair Fitzgerald discussed the sign locations. He stated it is a big building, and it needs to be found. He stated the Commission's purpose is for signs that blend so they do not affect the neighbors, as well as for signs that are effective and useful. Commission members discussed the proposed sign types as shown on the drawings and the total square footage. Chair Fitzgerald noted the total square footage allowed for the wall signs is 60 sq. ft.; this does not include the monument sign. Discussion commenced that the applicant must calculate the square footage for each letter of each sign. Chair Fitzgerald stated he is going to have a conversation with the Building Commissioner about the signage as he wants people to be able to find the hotel; it must be clearly represented. He discussed that the 60 sq. ft. total allowance would be enough for most establishments. He noted that in this case, one side is facing the highway. He is going to investigate what the Commission can do to make sure the signage is visible. People must be able to find the building effectively. However, he is concerned about setting a precedent. He stated the construction, colors, and the monument sign are pretty much spot on. He stated the applicant can get started on the monument sign, and all the other signage looks great. He requested the applicant make sure that the total square footage of the channel letters on the signs is accurately represented when they email the information back to the Commission. He asked the applicant to plan for two sets of 30 sq. ft. channel letter sets with one facing King Street and the other facing the highway. He stated that putting an address on the front of the building does not count toward the signage amount; the fire department needs the address. He asked the applicant to discuss the remainder of the site package. Mr. Tomsic discussed the proposed building colors, materials, and finishes. He noted the beacon light enclosure was changed to clear glass; the beacon is a dimmable LED.

**Motion:** To **Recommend** the elevations, building colors and finishes, as submitted. Motioned by S. Williams. Seconded by J. Bartro. Voted 4-0-0. Chair Fitzgerald further noted that included in this recommendation is that the dimmer option is required for the beacon.

Chair Fitzgerald noted the site plans were previously voted with a conditional approval based on the tree calipers.

**Motion:** To **Accept** the monument sign and directional signage as presented. Motioned by S. Williams. Seconded by R. Niemi. Voted 4-0-0.

Applicant discussed the proposed colors of the signs and channel letters, as well as the allowed 60 sq. ft. of channel letters. Chair Fitzgerald discussed the vacant sign at the former Boston Sports Club location; the applicant may want to discuss with the owner the possibility of putting a sign there.

**Motion:** To **Accept** the aesthetic design of these signs to be channel letters, no more than 60 sq. ft. for the entire building, pending a resubmission of the drawings showing the 60 sq. ft. of signage. Motioned by J. Bartro. Seconded by S. Williams. Voted 4-0-0.

#### **Meeting Minutes: December 17, 2019**

**Motion:** To **Approve** the December 17, 2019 Meeting Minutes as presented. Motioned by R. Niemi. Seconded by S. Williams. Voted 4-0-0.

#### **Approval of Proposed 2020 Meeting Dates**

Chair Fitzgerald stated he did not believe the December 29, 2020 scheduled meeting would have much attendance.

**Motion:** To **Approve** the Proposed 2020 Meeting Dates. Motioned by M. Fitzgerald. Seconded by S. Williams. Voted 4-0-0.

**General Matters:** Chair Fitzgerald stated the signs for the Milford Medical Center on West Central Street near Garelick Farms have white background with black lettering and when viewed from the street it washes out at night. He stated he does not believe the Commission would have approved that. He stated he will be taking an action to email Building Commissioner Gus Brown, Director of Planning and Community Development Bryan Taberner, and Maxine Kinhart requesting they find the records from that submission. He believes this item was presented at least two years ago.

**Motion to Adjourn** by M. Fitzgerald. Seconded by J. Bartro. Voted 4-0-0. Meeting adjourned at 7:53 PM.

Respectfully submitted,

  
Judith Lizardi  
Recording Secretary