

**DESIGN REVIEW COMMISSION
AGENDA**

**October 5, 2021
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/81110714026> or call on your phone at 1-929-205-6099, meeting ID is 81110714026

7:00 PM Raillery Public House – 280 Franklin Village Drive
Replace existing signage

7:05 PM Joe’s Kwik Mart– 251 East Central Street
Replace current faces of signage with new logo

7:10 PM Sierra’s Pizza – 370 King Street
Install new Pylon sign & building sign

General Matters:

Approval of Minutes: 09-21-2021

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: 09-30-2021

The next meeting of the Design Review Commission is scheduled for October 19, 2021

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: PH Franklin Inc/ DBA Raillery Public House

Property Address 280 Franklin Village Drive Franklin Ma

Assessors' Map # 270 Parcel # 014

Zoning District (select applicable zone): Business

Zoning History: Use Variance
Non-Conforming Use

B) Applicant Information:

Applicant Name: PH Franklin Inc/ DBA Raillery Public House

Address: 153 Washington St
East Walpole Ma 02032

Telephone Number: 617-908-4276

Contact Person: Glenn J Stowers

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

Business Owner: Glenn J Stowers	Property Owner: Cedar Realty Trust
Address: 153 Washington St	44 S Bayles Ave
East Walpole MA 02032	Port Washington NY 11050

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

Executed as a sealed instrument this 28 day of September 2021


Signature of Applicant

Glenn J Stowers
Print name of Applicant


Signature of Owner

C Smith
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: Crivello Sign
Contact Person: Mike Crivello
Address 5 Merchants Drive, Walpole MA 02081
Telephone Number: 508-660-1271

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: Signage Replacement

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.

Franklin form_q_design_review_application 09.28.21

Final Audit Report


2021-09-28

Created:	2021-09-28
By:	Glenn Stowers (gstowers@retec-inc.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAACwL6CJLE5nK0589sOEr3pO-Ho9cvkWuy

"Franklin form_q_design_review_application 09.28.21" History

 Document created by Glenn Stowers (gstowers@retec-inc.com)


2021-09-28 - 4:15:14 PM GMT- IP address: 72.93.87.13

 Document emailed to C Smith (signs@cdrtr.com) for signature

2021-09-28 - 4:15:35 PM GMT

 Email viewed by C Smith (signs@cdrtr.com)

2021-09-28 - 4:18:00 PM GMT- IP address: 69.248.216.16

 Document e-signed by C Smith (signs@cdrtr.com)

Signature Date: 2021-09-28 - 4:18:20 PM GMT - Time Source: server- IP address: 69.248.216.16

 Agreement completed.

2021-09-28 - 4:18:20 PM GMT

280 FRANKLIN PLAZA FRANKLIN MA
DRAWN 9/21 CRIVELLO SIGNS INC WALPOLE MA
FRONT ELEVATION



This approval applies only to the submitted signage.
Not to trade name or exterior elevation

PROPERTY	Franklin	
SPACE #	38	DATE 9/27/21
<input type="checkbox"/>	APPROVED	
<input checked="" type="checkbox"/>	APPROVED AS NOTED	
<input type="checkbox"/>	REVISE AND RESUBMIT	
<input type="checkbox"/>	NOT APPROVED	
BY:	CS	
	AS AGENT FOR OWNER	

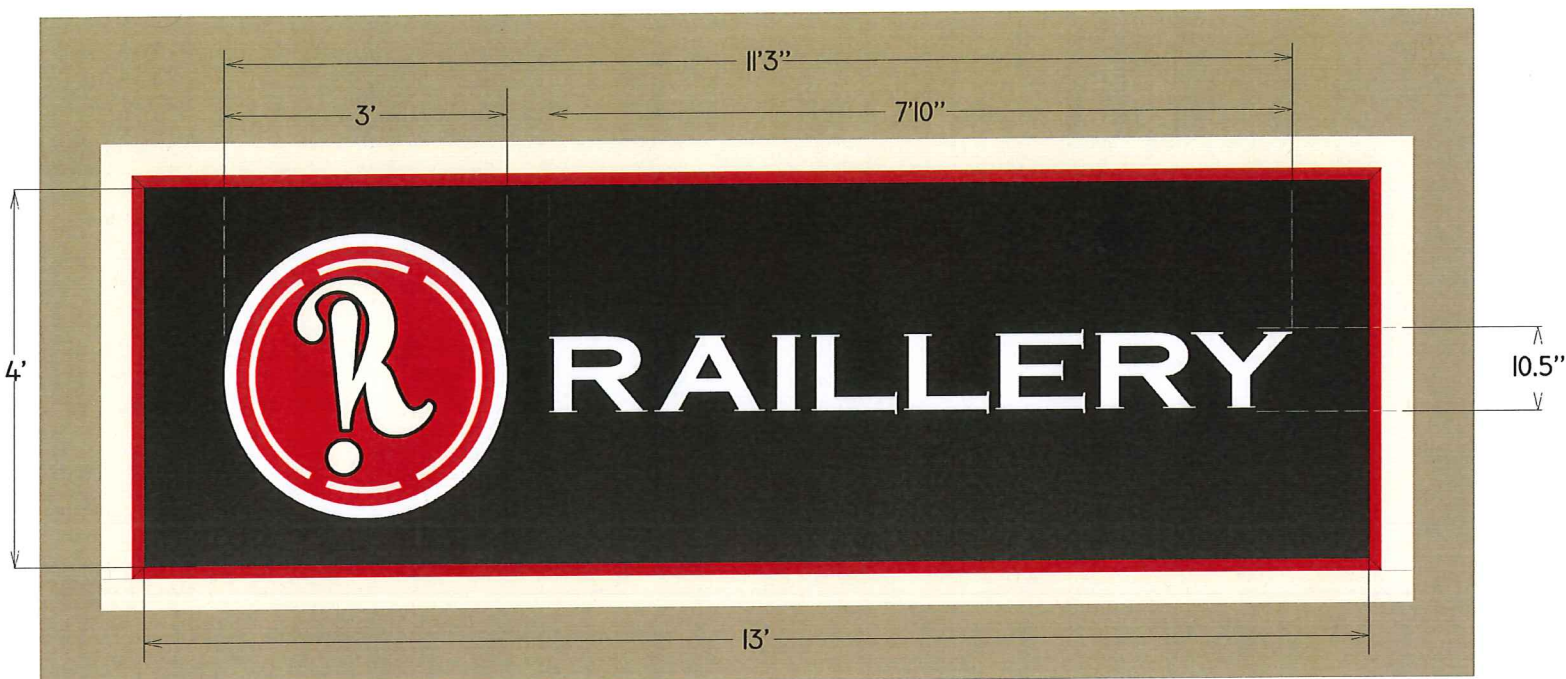


280 FRANKLIN PLAZA FRANKLIN MA
 DRAWN 9/21 CRIVELLO SIGNS INC WALPOLE MA
 DRAWING I



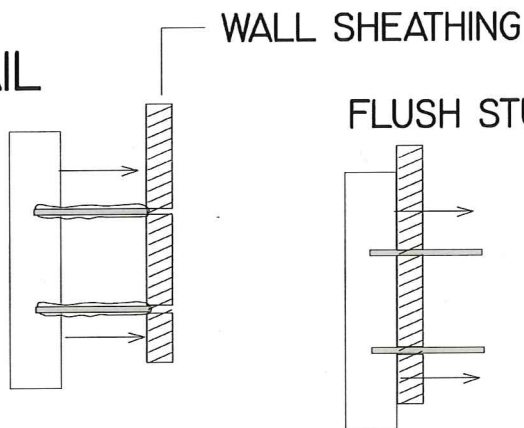
WALL EXISTING

RESURFACE GRAPHICS AREA (BY OTHER)
 TRIM MOLDING WHITE AND RED (BY OTHER)

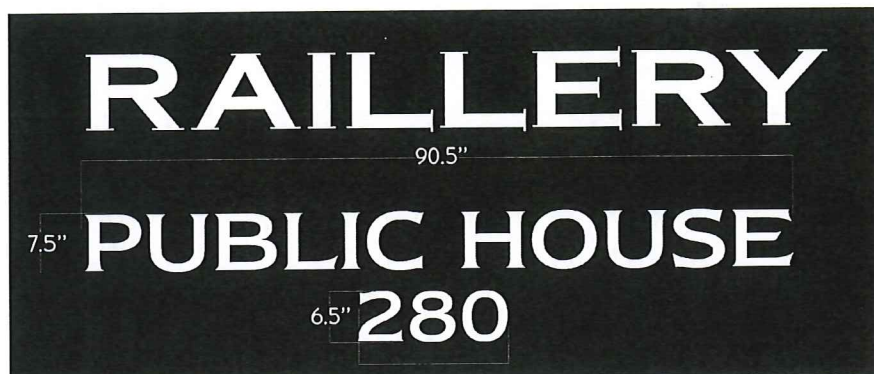


INSTALLATION DETAIL

FLAT CUT ACRYLIC
 LETTER W/ STUD MOUNT
 DRILL / GLUE



3/4" FLAT LASER CUT ACRYLIC
 WITH BLIND STUD FLUSH MOUNT



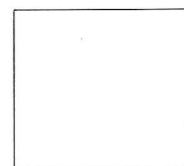
COLORS



RED (TBD)

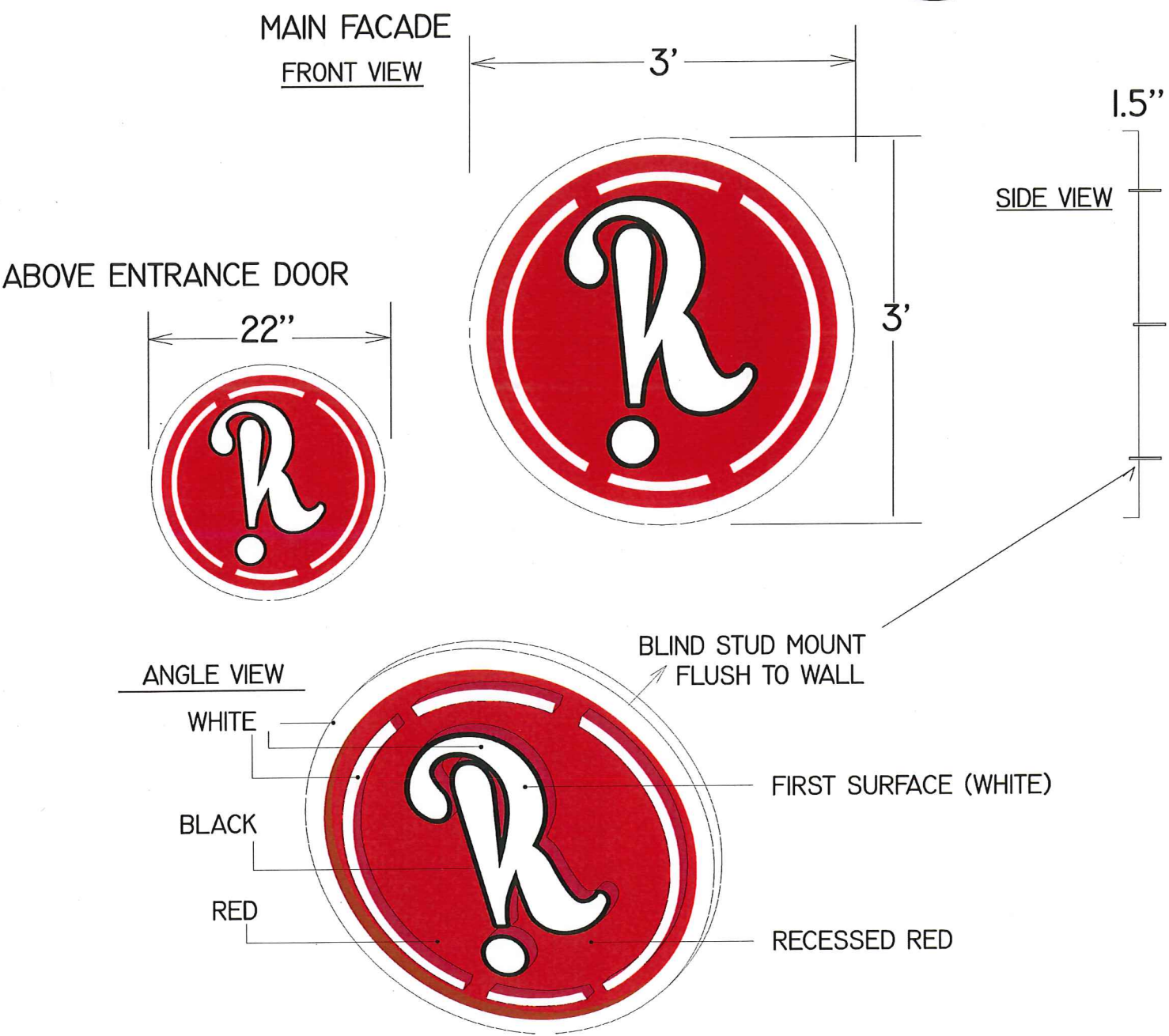


BLACK (TBD)



WHITE (TBD)

280 FRANKLIN PLAZA FRANKLIN MA
DRAWN 9/21 CRIVELLO SIGNS INC WALPOLE MA
DRAWING 2



PROPOSED SIGN FOR RAILLERY PUBLIC HOUSE FRANKLIN PLAZA

EXISTING TOWER SIGN CABINET TO REPLACE BRITISH BEER CO. FACE
3/16" WHITE POLYCARBONITE SHEET
WHITE FIRST SURFACE LETTERING
REVERSE CUT BLACK TRANSLUCENT
RED LOGO REVERSE CUT TRANSLUCENT RED
FACE 32"X 160" (35 SQ FT) CABINET EXISTING / RETAINERS



RAILLERY
PUBLIC HOUSE

32"

160"



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: Fast Signs of Woburn - (Joey Kwik Mart)

Property Address 251 East Central Street

Assessors' Map # 285 Parcel # 285-106-000

Zoning District (select applicable zone): -

Zoning History: Use Variance -
Non-Conforming Use -

B) Applicant Information:

Applicant Name: Fast Signs of Woburn

Address: 155 A New Boston Street
Woburn, MA, 01801

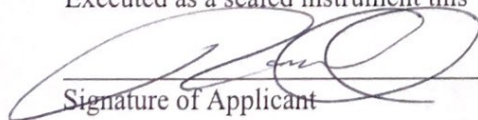
Telephone Number: 781-939-3377

Contact Person: Raj Chhabra

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

Business Owner: <u>Joey Kwik Mart</u>	Property Owner: <u>Joey Kwik Mart</u>
Address: <u>PO Box 385</u>	<u>PO Box 385</u>
<u>Allentown, PA 01801</u>	<u>Allentown, PA 18101</u>

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

Rajeev Chhabra
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: _____
Contact Person: _____
Address _____
Telephone Number: _____

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: Replacing current faces of
signage with new logo

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.

CROSS AMERICA PARTNERS
645 HAMILTON STREET
ALLENTOWN PA, 18101

RE: Joe's Kwik Marts
25 East Central Street
Franklin, MA

To Whom it May Concern,

CrossAmerica Partners as the owner and operator of Joe's Kwik Marts as well as the property owner of location, authorizes FastSigns International and/or its authorized agents to obtain all necessary permits that may be required by the local governing municipality. Furthermore, once said permits are obtained, FastSigns and/or its authorized agents have authorization to install signs as per attached. (intialed drawings)

Please feel free to contact me directly should you have any questions.

Sincerely,

Stanley Barth

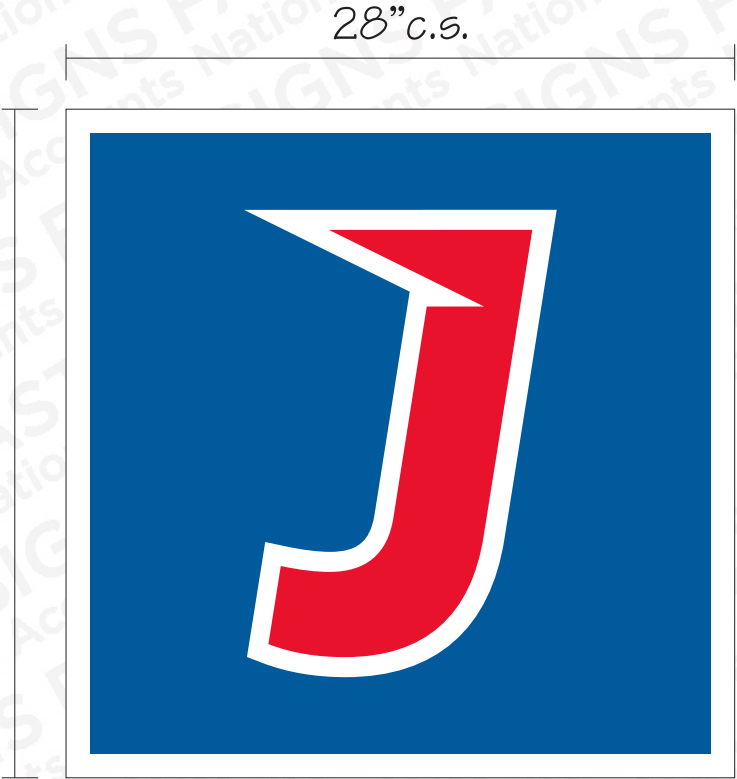
Stanley Barth
Direct 484-695-1375
Sbarth@caplp.com



FRONT ELEVATION



BEFORE



SINGLE FACE ILLUMINATED CABINET

- QTY. 1
- L.E.D. INTERNALLY ILLUMINATED CABINET
- 6" DEEP CABINET PAINTED WHITE
- FACE IS TRANSLUCENT WHITE LEXAN w/ MATTE FINISH
- LOGO TO CUT FROM 3M 3630-143 POPPY RED & 3630-157 SULTAN BLUE VINYL
- REQUIRES U.L. AND MANUFACTURER'S LABELS
- INSTALL AS SHOWN

FASTSIGNS
NATIONAL ACCOUNTS

ACCOUNT:
JOE'S KWIK MART

FILE:
228825-ART1

REPRESENTATIVE:
Erica Watkins

ADDRESS:
251 E Central St
Franklin, MA 02038-1317

ORIGINAL DRAWING DATE: 9/15/21

SCALE:
NTS

REV. #1 BY: REV. DATE

REVISION NOTES:

REV. #2 BY: REV. DATE

REVISION NOTES:

REV. #3 BY: REV. DATE

REVISION NOTES:

DRAWN BY: *R.Sledge*

REVISED BY:

THIS DRAWING IS THE
PROPERTY OF FASTSIGNS
INTERNATIONAL, INC.
THE BORROWER AGREES, IT
SHALL NOT BE REPRODUCED,
COPIED OR DISPOSED OF,
DIRECTLY OR INDIRECTLY,
NOR USED FOR ANY
PURPOSE WITHOUT

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: Sierra's Pizzeria

Property Address 370 King Street

Assessors' Map # _____ Parcel # 303-041-000-000

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 Afonso

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

Business Owner: Jim Gaudesding Property Owner: Pat Marguerite
Address: 370 King St. 370 King St.
Franklin, MA 02038 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____

Cam Afonso
Signature of Applicant

X Pat Marguerite
Signature of Owner

CAM AFONSO
Print name of Applicant

Pat Marguerite
Print name of Owner

***FOR SIGNS COMPLETE PAGES 1 & 2 ONLY.**

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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 New Pylon Sign
+ Building Sign

F) Information & Materials to be Submitted with Application

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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:

Town of Franklin



Design Review Commission

**Tuesday, September 21, 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, Gerald Wood, Venkata Sompally, Mark Fitzgerald. Members absent: 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. **Penske – 25 Discovery Way** – Replace existing monument sign at same location, 38 sq. ft., 5’ 7” OAH, externally illuminated.

Ms. Heather Dudko of National Sign on behalf of the applicant reviewed the sign proposal. She stated that there is an existing free-standing sign of 28 sq. ft., non-illuminated. They would like to replace it with a sign of 38 sq. ft., externally illuminated, at the same location. It would be an aluminum sign with painted graphics. She noted that this is in an industrial zone which 60 sq. ft. for a free-standing sign is allowed.

Chair Bartro stated that he like the overall design. No questions were asked by Design Review Commission members.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES. Voted 4-0-0.

Mr. Fitzgerald entered the meeting.

2. **New England Chapel – 300 East Central Street** – Install wall sign and monument sign.

Mr. Cam Afonso of Signs by Cam on behalf of the applicant reviewed the proposed sign. He stated that the wall sign will have a dark blue background with silver letters. The street sign will be a monument sign with oversized granite posts and externally lit from above. He noted that the area will be landscaped. He confirmed the setback of at least 14’ from the street for the monument sign.

Chair Bartro stated that it is a good-looking sign and a straight-forward submission.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by V. Sompally. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

3. C3 Industries – 105 Constitution Industries – Post and panel sign showing delivery route to building and dimensional letters over entrance door.

Ms. Susan King of Sign Design on behalf of the applicant reviewed the proposed sign. She discussed the post and panel sign showing the delivery route to the building. She stated that the sign will have aluminum posts. She noted that the dimensional letters over the entrance door will be white acrylic.

Chair Bartro stated that this signage looks strictly directional; it would be for the good of traffic flow. No questions were asked by Design Review Commission members.

Motion: To **Approve** the sign package as submitted. Motioned by G. Wood. Seconded by M. Fitzgerald. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

4. NETA – 162 Grove Street – “Coming Soon” and “Now Open” sign.

Ms. Lauren Burm, Senior Director External Affairs for NETA, confirmed the proposed is temporary signage. She stated that they are a local cannabis company in Franklin and are opening their third retail location at 162 Grove Street. They are waiting for their final approval from the Cannabis Control Commission. She stated that they have seen on their security camera footage many vehicles driving in and out of the location; therefore, they want to let people know they are opening soon, but are not open currently. She stated that when they are officially open, they will remove the temporary signage. She discussed the design and location for the temporary signage. She confirmed a permanent sign is already in place.

Chair Bartro provided a review of the temporary signage bylaw. He stated that an establishment is allowed to display a temporary sign upon approval by the building commissioner provided they file a complete application for the permanent signs with the Design Review Commission; the temporary sign can be displayed for up to 30 days after approval. Mr. Fitzgerald noted that oftentimes the temporary signs do not hold up well and are not removed at the end of the 30-day period. He stated that he wanted to make it clear that these are temporary signs, and there is no authorization for permanent signage in the temporary signage locations.

Ms. Burm confirmed that after the business is open, they will not need the temporary signage; they are only trying to keep people off the property until the business is open. She stated that they are hoping to be open sometime in November. Mr. Williams noted that this is more than 30 days. He stated that in knowing they have a date for opening which is 45 days out, in order to mitigate the traffic problem, they would grant a degree of leniency and allow them to put up their “Coming Soon” sign immediately. And, it can stay there until the “Now Open” sign is put up. Chair Bartro stated that he agreed with Mr. Williams as this is a traffic control issue. He stated that once the business is opened, the applicant would keep the temporary signage out for no longer than 30 days. Ms. Burm stated that she can follow up with the dates and will stick with the guidelines just discussed by the Design Review Commission.

Motion: To **Approve** the signs as submitted, with the condition that the “Coming Soon” sign can be installed now and can stay until the business is approved and they can occupy, and the “Now Open” sign will then have 30-days from that point. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

Ms. Burm noted that the signs have to be made and will probably be installed within 72 hours.

General Matters

Approval of Meeting Minutes: September 7, 2021

Motion: To **Approve** the September 7, 2021 Meeting Minutes as presented. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

Design Review Annual Report

Chair Bartro stated that Mr. Fitzgerald had written the previous annual reports. He stated that he updated the report for this year. He stated that the report describes the Design Review Commission, the charter, and the types of items the Design Review Commission reviews; the report goes into the Annual Town Report. He stated that this report has already been submitted as part of the chair’s responsibilities.

Sign Tech Attachment 10 Addendum – M. Fitzgerald

Chair Bartro stated that the Design Review Commission needs to make sure that long-term, their bylaws stay fresh and they are able to respond to evolving technologies. Mr. Fitzgerald provided an overview of his thoughts on this item. He stated that the analog and existing technologies are pretty well covered. He noted that there are LED signs that have many visual options, and there is nothing in the bylaws that indicate that a company cannot have this. He stated that the legal community is all about that if it is not spelled out, then it is legal.

Chair Bartro reviewed the current bylaw prohibitions as related to signs which are available on the Town’s website. He asked if it was Mr. Fitzgerald’s intention to build out Section E of the prohibitions in the bylaw. Mr. Fitzgerald stated yes. He stated that many large companies that have money to spend may begin to do more innovated sign technology as the cost of technology has really come down. He discussed manual reader boards. Mr. Williams stated that some businesses use them effectively.

Chair Bartro stated that as they are subject to Open Meeting Law, this is the only way to have these discussions. He addressed Mr. Fitzgerald’s Sign Tech Attachment 10 Addendum which was provided in the meeting packet. He noted the headings on the document of Sign Tech, Positives, Concerns, Possible Adjudication of Concerns, and Recommended Wording. He stated that he thinks updating the bylaw will be a large effort, take many meetings, and take time. He recommended that if the Design Review Commission does this, he would not want to just update one word. He requested that all Design Review Commission members think about this, and it will be discussed once everyone has reviewed it. He stated that the next step would be to take the suggestions and see how aligned the Design Review Commission members are to the items and recommended working. Then, the Design Review Commission can start to review it with Town officials who would have to weight in, including Building Commission Gus Brown; eventually, any bylaws for change would go to Town Council for approval.

Ms. Kinhart confirmed the process. She noted that Director of Planning and Community Development Bryan Taberner would have to review the document for the wording as a bylaw. Mr. Fitzgerald discussed whether it is better to have paper in a business’s window or have a more advanced technology way to communicate with their customers. Regarding businesses, he wants their interactions to be relevant and

look good. He stated that a big part of the Design Review Commission's job is that what goes up is useful and attractive.

Chair Bartro recommended that all members review the proposed as well as the current bylaw and how they suggest to refine the model to begin a discussion. Mr. Fitzgerald suggested members also look at what other towns have for bylaws.

Old Business

Chair Bartro stated that he had an action to follow up with the building commissioner on stepping up enforcement, in particular regarding a sign at the Franklin Village Plaza property that advertises curbside pickup. He stated that he has not yet been able to get in touch with Mr. Brown. He said he will continue to follow up and have something to report at the next meeting.

Motion to Adjourn by V. Sompally. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

Meeting adjourned at 7:34 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary