

# DESIGN REVIEW COMMISSION

## AGENDA

August 23, 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/83793821822> or call on your phone at 1-929-205-6099, meeting ID is 83793821822**

**7:00 PM Dunkin Donuts – 490 King Street**  
Install new signs

### General Matters:

Approval of Minutes: **August 9, 2022**

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: 8-17-2022  
Next meeting is 9/13/2022

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: DUNKIN DONUTS

Property Address 490 KING ST. (470-490 KING ST.)

Assessors' Map # 303 Parcel # 049

Zoning District (select applicable zone): COMMERCIAL II

Zoning History: Use Variance \_\_\_\_\_  
Non-Conforming Use \_\_\_\_\_

B) Applicant Information:

Applicant Name: VIEWPOINT SIGN & AWNING

Address: 35 LYMAN ST.  
NORTHABURO, MA

Telephone Number: 508 393 8200 x 21 / 617 872 3064

Contact Person: LAUREN DELARDA (LDARDA@VIEWPOINTSIGN.COM)

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

Business Owner: TONY PLACIDO  
Address: 490 KING ST.  
FRANKLIN, MA

Property Owner: GEORGE DORTCHY  
KING PROPERTY HOLDINGS LLC  
63 CENTRE ST.  
DOVER, MA 02030

All of the information is submitted according to the best of my knowledge  
Executed as a sealed instrument this 29 day of JULY 2022

Lauren Delarda  
Signature of Applicant

SEE ATTACHED  
Signature of Owner

LAUREN DELARDA  
Print name of Applicant

SEE ATTACHED  
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: VIEWPOINT SIGN & AWNING  
Contact Person: LAUREN DELARDA & SEAN DONOVAN  
Address 35 LYMAN ST. NORTHBORO, MA 01532  
Telephone Number: 508 393 8200 / 617 872 3064

**b. Architect/Engineer (when applicable)**

Business Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone Number: \_\_\_\_\_

**E) Work Summary**

Summary of work to be done: **(A) INSTALL (1) ILLUMINATED WALL SIGN TO WEST ELEVATION, "DD" (BACKER IS 42"H X 6'5"W, LETTERS ARE 3'H X 7 1/2"W);**  
**(B) INSTALL (1) ~~SET OF~~ NON-ILLUMINATED WALL SIGN TO WEST ELEVATION, "DUNKIN" (BACKER 16 1/2"H X 6'4"W, LETTERS ARE 1'H X 6 8"W);**  
**(C) INSTALL (1) ILLUMINATED WALL SIGN TO SOUTH ELEVATION, "DUNKIN" (BACKER IS 3'H X 15'3"W, LETTERS ARE 30"H X 17 6 9/16"W);**  
**(D) INSTALL (1) SET OF EXTERNALLY ILLUMINATED WALL SIGN TO SOUTH ELEVATION, "FRANKLIN (RUNS LOGO) DUNKIN" (30 5/8"H X 87 3/8"W)**

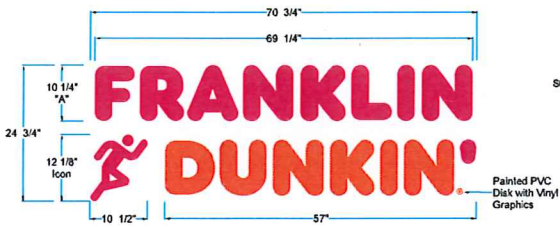
**F) Information & Materials to be Submitted with Application**  
**a) FOR SIGN SUBMISSIONS ONLY:** **(E) INSTALL (2) REPLACEMENT PANELS TO EXISTING DOUBLE SIDED FREESTANDING SIGN;**  
**(F) INSTALL (1) DRIVE THRU CLEARANCE BAR;**  
**(G) INSTALL (1) DRIVE THRU SPEAKER CANOPY**  
**THE FOLLOWING MUST 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)

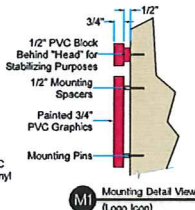
**b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:**

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

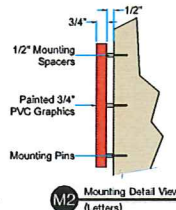
- 1. Site Plan including Landscape Plan showing plantings. Plantings must be from Best Development Practices Guide
- 2. Lighting Plan indicating lighting levels & specifications of proposed lights
- 3. Building drawings, indicating size and height of building(s); front, rear and side elevations (when 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



**E1** Elevator: #129724 (Qty: 1) Dimensional PVC Graphics (NextGen)  
24 3/4" x 70 3/4" = 122 Sq. Ft.



**M1** Mounting Detail View (Logo Icon)



**M2** Mounting Detail View (Letters)

**Description:**  
(Qty: 1) Dimensional PVC graphics.  
• Painted 3/4" PVC graphics  
• Painted 3/4" PVC disk with applied vinyl "R" graphics. Flush mounted to fascia with VHB tape  
• Mounting pins with 1/2" spacers for installing graphics onto fascia wall  
• Note: "Head" of running graphic to have painted 1/2" PVC block affixed to back for stabilizing purposes. Mounting pin(s) to be affixed to 1/2" block

**Typeface/Logo:**  
• Dunkin' Sans Display  
• NextGen Art on File

**Colors:**  
• PVC Graphics - Painted DD Orange PMS 165c (faces & returns)  
- Painted DD Magenta PMS 219c (faces & returns)  
• Vinyl Graphics - White H.P. Oracal 010

**Installation:**  
• By ViewPoint



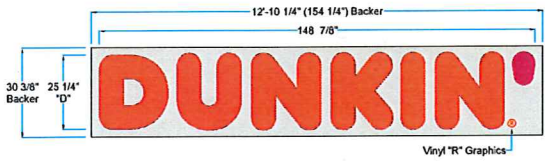
**R1** Rendering & Photo Elevations: Proposed Rendering & Existing Photo

Job: Dunkin'  
Location: 490 King St. Franklin, MA  
Account Manager: Sean Donovan  
File: DD FrankMA 490King FROD gfk 1bph  
Date: 07.11.22 DL75  
Designer: Pete Rivera  
Revisions: 08.11.22 D.5 MH  
Revisions:

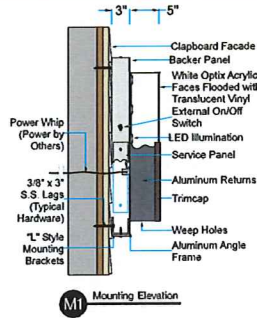
**ViewPoint** 1.508.393.8200  
**SIGN AND AWNING** FAX 1.508.393.4244

Customer Approval | Acct. Manager Approval | Production Approval

THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.



**E1** Elevation: #12372.3 (Qty: 1) Face Illuminating Channel Letters Mounted to Backer Panel  
30 3/8" x 154 1/4" = 325 Sq. Ft.



**M1** Mounting Elevation

**Description:**  
(Qty: 1) Backer panel with face illuminating channel letters mounted to face (NextGen)  
Backer Panel:  
• Clapboard Facade  
• White Optix Acrylic  
• Faces Flooded with Translucent Vinyl  
• External On/Off Switch  
• LED Illumination  
• Service Panel  
Channel Letters:  
• Stock aluminum returns  
• White Optix 2406 Acrylic faces with translucent vinyl flooded on faces and stock trimcap  
• LED Illumination  
• Surface applied vinyl 'R' graphics  
Typeface/Logo:  
• Dunkin' Sans Display

**Colors:**  
• Backer - Painted PTE-04 Nebulous White (PMS Cool Gray 1C) (face & returns)  
• Aluminum Returns - Stock Ansel Charcoal Gray (milled to match PMS 7540c)  
• Faces - White Optix 2406 Acrylic  
• Trimcap - Stock Bronze Javelite 313  
• Vinyl Graphics - DD Orange Trans 3M 3830-3123  
• DD Magenta Trans 3M 3830-1379  
• DD Orange HP 3M 220-14 (R graphics)  
• LEDs - White

**Installation:**  
• By ViewPoint  
• Note: Power by Others  
• This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.



Existing Cloud Sign: 35.2 Sq. Ft.

Existing Awning Graphics: 12.2 Sq. Ft.

**RE** Rendering & Photo Elevations: Proposed Rendering & Existing Photo

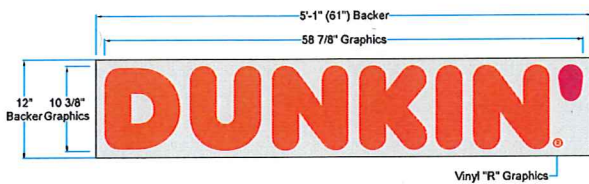
Job: Dunkin'  
Location: 490 King St. Franklin, MA  
Account Manager: Sean Donovan  
File: DD Franklin 490King dunk drive backer sign  
Date: 07.11.22 D.75  
Designer: Pete Rivera  
Revisions: 08.11.22 D.75 MH  
Revisions:

**ViewPoint** SIGN AND AWNING  
1.508.393.8200  
FAX 1.508.393.4244

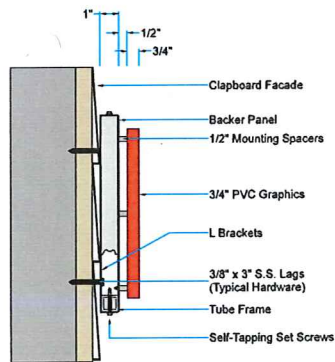
Customer Approval | Acct. Manager Approval | Production Approval

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**E1** Elevation: #12972.9 (Qty: 1) Dimensional Graphics Mounted to Backer Panel (Non-Illuminating)  
12" x 61" = 51 Sq. Ft.



**M1** Mounting Elevation

**Description:**  
(Qty: 1) Backer panel with non-illuminating PVC letters mounted to face (NextGen) Backer Panel  
 • Welded 1" square aluminum tube frame  
 • Painted aluminum face & returns  
**Dimensional Graphics:**  
 • Painted 3/4" PVC graphics  
 • Threaded mounting studs with 1/2" spacers for installing graphics onto face of backer panel  
 • Surface applied vinyl "R" graphics

**Typeface/Logo:**  
 • Dunkin' Sans Display

**Colors:**  
 • Backer - Painted PTE-04 Nebulous White (PMS Cool Gray 10)(face & returns)  
 • PVC Graphics - Painted DD Orange PMS 165c (faces & returns)  
 • Painted DD Magenta PMS 219c (faces & returns)  
 • Vinyl Graphics - DD Orange H.P. 3M 220-14 ("R" graphics)

**Installation:**  
 • By ViewPoint



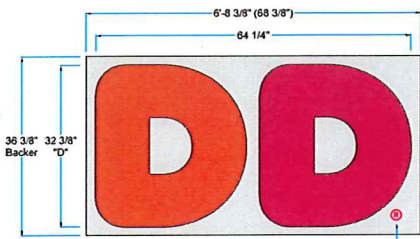
**RE** Rendering & Photo Elevations: Proposed Rendering & Existing Photo

Job: Dunkin'  
 Location: 490 King St. Franklin, MA  
 Account Manager: Sean Donovan  
 File: DD FrankMA 490King dm dunk backer bsp  
 Date: 07.08.22 DL5  
 Designer: Pete Rivera  
 Revisions: 08.10.22 D.75 JMH  
 Revisions:

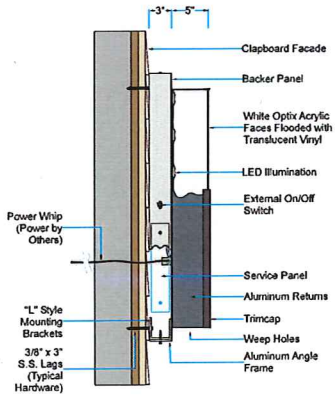
**ViewPoint** SIGN AND AWNING  
 1.508.393.8200  
 FAX 1.508.393.4244

Customer Approval | Acct. Manager Approval | Production Approval

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**E1** Elevation: #12972.3 (Qty: 1) Face Illuminating Channel Letters Mounted to Backer Panel  
36 3/8" x 68 3/8" = 17.3 Sq. Ft.



**M1** Mounting Elevation

**Description:**  
(Qty: 1) Backer panel with face illuminating channel letters mounted to face (NextGen) Backer Panel.

- Welded aluminum angle frame
- Painted aluminum face & returns
- Backer to house wires & power pack(s)

**Channel Letters:**

- Stock aluminum returns
- White Optix 2406 Acrylic faces with translucent vinyl flooded on faces and stock trimcap
- LED illumination
- Surface applied vinyl 'R' graphics

**Typeface/Logo:**

- Dunkin' Sans Display

**Colors:**

- Backer - Painted PTE-04 Nebulous White (PMS Cool Gray 16/face & returns)
- Aluminum Returns - Stock Alum. Charcoal Gray (blended to match PMS 7540c)
- Faces - White Optix 2406 Acrylic
- Trimcap - Stock Bronze Jewelle 313
- Vinyl Graphics - DD Orange trans 3M 3630-3123
- DD Orange HP 3M 3630-1379 (TR graphics)
- White

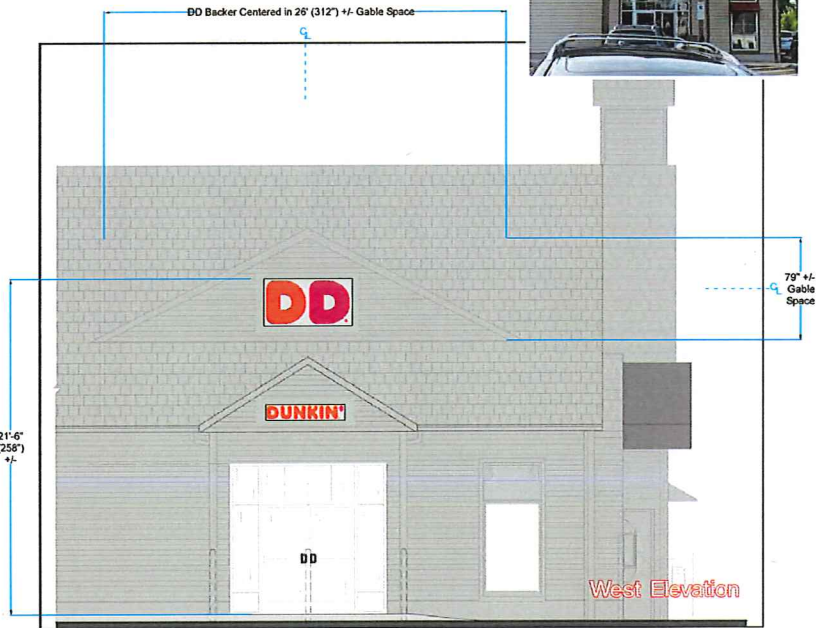
**LEDs**

- White

**Installation:**

- By ViewPoint
- Note: Power by Others
- This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LECL). This includes proper grounding and bonding of the sign.

Existing Cloud Sign: 17.3 Sq. Ft.  
Existing Panel Sign: 5.1 Sq. Ft.



**RE** Rendering & Photo Elevations: Proposed Rendering & Existing Photo

Job: Dunkin'  
Location: 490 King St. Franklin, MA

Account Manager: Sean Donovan  
File: DD Franklin 490King dd chris backer 8/21

Date: 07.11.22 D1.0  
Designers: Pete Rivera

Revisions: 08.10.22 D.75 MH



**ViewPoint** 1.508.393.8200  
SIGN AND AWNING FAX 1.508.393.4244

Customer Approval: \_\_\_\_\_  
Acct. Manager Approval: \_\_\_\_\_  
Production Approval: \_\_\_\_\_

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Town of Franklin



Design Review Commission

**Tuesday, August 9, 2022  
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. 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.

Chair Bartro announced that there are two potential Commission members attending the meeting via Zoom to audit the meeting and learn about the processes.

**1. NETA, Franklin – 162 Grove Street - Update existing sign 8, adding additional one**

Ms. Lauren Burm of NETA stated that they would like to update a current sign and add an additional sign. She stated that they want to get approvals from the Town before they start sourcing and getting costs to be more efficient. She stated that they are a cannabis dispensary and have been operating in Franklin for a long time. She stated that they have received feedback on the current sign which only indicates NETA; people do not know what NETA is. She stated that regulations allow signs for dispensaries to have the words cannabis on them. She stated that they would like to update the current NETA sign to put dispensary on it. She stated they would also like to put a NETA sign on the house as they would like to be a bit more explicit as to what they do.

Chair Bartro confirmed that the applicant is in the Commercial district. He stated that they are limited to 48 sq. ft. He stated the proposed sign is much larger. He requested the sign be brought down to the allowable size. He reviewed that the limitation on the free-standing sign is no more than 50 sq. ft. and no more than 20 ft. high. He stated that this information on sign guidelines is available on the Design Review Commission page on the website. He stated that the Commission will ask for the sign attachment methods. He recommended that the applicant contract with a sign maker. He explained that the Commission will ask for any white to be opaque.

Ms. Kinhart confirmed that no vote was needed on this item.

**2. H2T Skin and Laser Center – 435 King Street – Replace existing panels on pylon sign and replace existing letters on front and back of building with same size**



Mr. Jim Quinn of Signs by Tomorrow stated that the applicant is replacing what was there before. He stated that the pylon structure is already there and the letters that they want to put on the building are the same size as before. He stated that the letters do not light, they will be PVC and painted, and the free-standing sign is lit. He reviewed the colors.

Chair Bartro reviewed that the Commission recommends that if an applicant wants to have white, it should be opaqued. Mr. Quinn stated that he is sure the applicant will be fine with that. Chair Bartro reviewed the signage regulations for the Commercial Business Corridor. He stated that for the free-standing sign they are allowed 50 sq. ft. for the first establishment and 10 sq. ft. for each additional establishment. Mr. Quinn noted that it was all one owner. Chair Bartro stated that they need to provide an attachment method for the channel letters.

**Motion:** To **Approve** the signage package as submitted with the stipulation that the backing is opaque on the pylon sign and the creation of a note for the attachment method. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Bartro-YES. Voted 3-0-0.

### 3. Dunkin Donuts – 490 King Street - Install new signs

Mr. Sean Donovan, account manager of ViewPoint Sign & Awning on behalf of Dunkin Donuts, addressed the Commission. He reviewed and provided details of the work summary of signage items A-G as listed on his Design Review application provided in the meeting packet. He noted that Dunkin Donuts is phasing out the word Donuts and going with DD. Sign A is an illuminated wall sign with DD channel letters. Sign B is a non-illuminated panel sign with Dunkin. Sign C is an illuminated wall sign with Dunkin. Sign D is a set of externally illuminated wall sign with Franklin Runs on Dunkin. Sign E is two replacement panels to existing double-sided free-standing sign. Sign F is to install drive thru clearance bar. Sign G is to install drive thru speaker canopy.

Chair Bartro stated that the way the bylaw is written for the applicant's location is that they are allowed 64 sq. ft. divided into two signs for first floor, and upper floors facing street are no more than 6 sq. ft. Mr. Quinn reviewed how they counted the square footage. He stated that there are alternates that they can do. He noted that the awning letters will be coming off. Chair Bartro noted that the applicant is requesting seven signs on the building. He stated that the bylaw really talks about three or four signs depending on how you read it. He requested that they rework this to get it down. Mr. Quinn stated that he can adjust the signs to bring it down. Mr. Williams noted that it seems like most everything is a one-to-one replacement and similar sizes except the Franklin Runs on Dunkin. He stated that he thinks if the new signs are the same square footage as the old signs, he does not have a problem if they do a one-to-one replacement. Chair Bartro requested that Mr. Quinn see if he can cut it a little; the Commission wants to work with him. He questioned the Commission members about the gable counting as a second floor. Mr. Williams said that it is not a second floor. Chair Bartro stated that he thinks Mr. Williams's has the right direction; if you can get to a one-to-one in square footage then we are talking business. Mr. Quinn said that they will be revised, and he will resubmit to Ms. Kinhart. Chair Bartro confirmed that Mr. Quinn would need to return to present the updates to the Commission. Mr. Quinn reviewed the remainder of the sign requests: the clearance bar and the speaker canopy. Chair Bartro reviewed the menu boards. He stated that if it is strictly the menu then it is not an issue; however, if they start using it for seasonal advertising or an ad placement component, it is an issue. Mr. Quinn stated they are Samsung displays that strictly just show the product; it is not advertising. He stated they are adjustable if the Town has an issue with it.

**Motion:** To **Continue** the sign package. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Wood-YES; Bartro-YES. Voted 3-0-0.

**Approval of Minutes: July 12, 2022**

**Motion:** To **Approve** the July 12, 2022 Meeting Minutes as presented. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Bartro-YES. Voted 3-0-0.

**General Matters - Old Business**

Chair Bartro stated it was observed for the new construction of the apartments going in across from Town Hall that the siding as it was being put up three weeks ago was not in accordance with the design that was submitted to the Design Review Commission during the façade review. He stated that Mr. Williams alerted the Building Commissioner; the Building Commission contacted the developer, and the developer stated it was a mistake which will be corrected. Chair Bartro stated that it has not yet been corrected. He said that he is going to remind the Building Commissioner tomorrow to make sure it remains on his list.

**General Matters - New Business**

Chair Bartro stated that the Commission has for a long time been in need of additional Commission members. He stated that there are two people at the meeting tonight via Zoom who have expressed an interest in joining and have been vetted by the Town Administration. They are waiting to be appointed at the next Town Council meeting.

Mr. Paul Lopez introduced himself. He stated that he moved to Franklin two months ago. He provided his background and experience. Ms. Cassie Bethoney introduced herself. She reviewed her background and experience. She stated that she is excited to contribute from a stormwater, architecture, landscape, design perspective. She stated that she has been living in Franklin since 2017. Chair Bartro thanked both candidates.

Mr. Williams stated that Pilates by Gwen on Rt. 140 has a sign that he does not think was permitted and did not come before the Commission. Chair Bartro stated that he would add that to his email tomorrow to the Building Commissioner.

**Motion to Adjourn** by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Wood-YES; Bartro-YES. Voted 3-0-0.

Meeting adjourned at 7:45 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary