

# DESIGN REVIEW COMMISSION

## AGENDA

March 14, 2023

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/89142563334> or call on your phone at 1-929-205-6099, meeting ID is 89142563334

**7:00 PM**      **Massey's – 254 East Central Street**  
Replace Building Non-lit Sign Face

**7:01 PM**      **Applause – Gelato & Unique Finds – 34 Main Street**  
New cover sign replacement Panel, Blade Sign, Glass Door Logo

**7:02 PM**      **Dunkin Donuts – 547 East Central Street**  
Replace Signage

### General Matters:

**Approval of Minutes:**      February 28, 2023

**Discussion:**      Sign Bylaw Review

**Old Business:**

**New Business:**

**Adjourn:**

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: 3/9/2023  
Next meeting is 3/28/2023

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: Massey's

Property Address 254 East Central St.

Assessors' Map # \_\_\_\_\_ Parcel # 285-012-000-000

Zoning District (select applicable zone): \_\_\_\_\_

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

B) Applicant Information:

Applicant Name: \_\_\_\_\_ Signs By Cam, Inc.  
837 Upper Union Street

Address: \_\_\_\_\_ 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: \_\_\_\_\_ Property Owner: J&J Realty LLC  
Address: \_\_\_\_\_ 5 MacArthur Rd.  
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

[Signature]  
Signature of Owner

Cam Afonso  
Print name of Applicant

Joe Verducci  
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: \_\_\_\_\_ 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: \_\_\_\_\_ replace building Sign Face  
\_\_\_\_\_ - NON LIT -  
\_\_\_\_\_

**F) Information & Materials to be Submitted with Application**

**a) FOR SIGN SUBMISSIONS ONLY:**

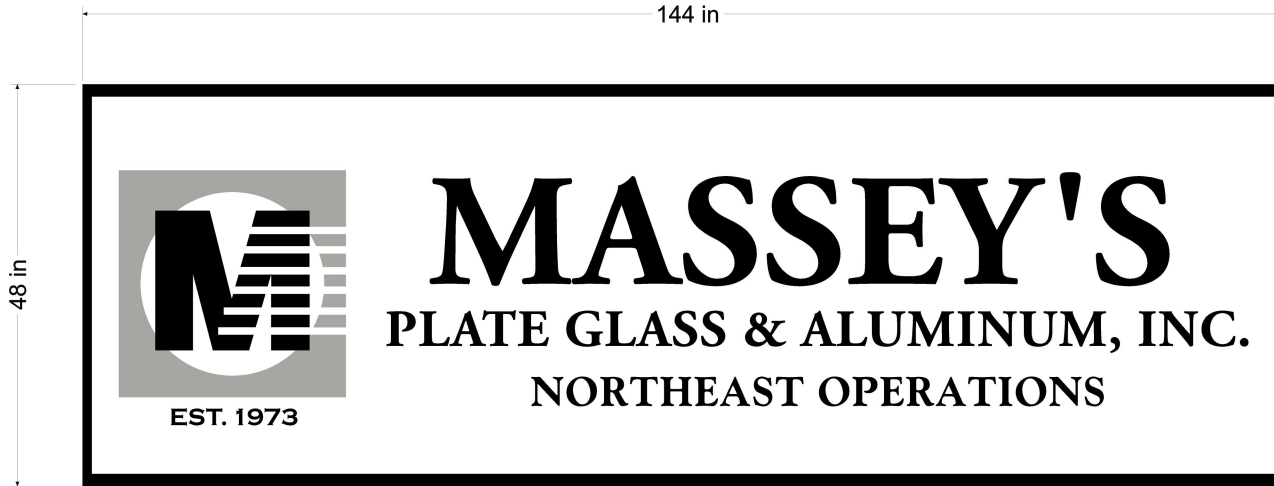
**THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO  
Mkinhart@franklinma.gov**

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



*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](mailto:cam@signsbycam.com)  
 Website: [www.signsbycam.com](http://www.signsbycam.com)

**APPROVED FOR PRODUCTION:**  
 X \_\_\_\_\_

**© 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.

**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: \_\_\_\_\_

**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: Applause Celato & Unique Finds

Property Address 34 Main Street Franklin, MA

Assessors' Map # 279 Parcel # 026

Zoning District (select applicable zone): \_\_\_\_\_

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

B) Applicant Information:

Applicant Name: CAVALLARO SIGNS INC.

Address: 305 Union Street

Telephone Number: 508-528-6545

Contact Person: Rocco Cavallaro

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

✓ Business Owner: Faye Lynn Mercer Property Owner: D.G. Ranieri R. E.  
Address: \_\_\_\_\_ Franklin MA  
508-528-0930

All of the information is submitted according to the best of my knowledge  
Executed as a sealed instrument this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

✓ Rocco Cavallaro  
Signature of Applicant

Margaret Cav Ranieri Hayden  
Signature of Owner

Rocco Cavallaro  
Print name of Applicant

Margaret Cav Ranieri Hayden  
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: CAVALLARO SIGNS INC.  
Contact Person: Rocco Cavallaro  
Address: 305 Union Street  
Telephone Number: 508-528-6545

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

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

**E) Work Summary**

Summary of work to be done: (1) New Coversign replacement Panel 1/8" Alupa  
(1) Blade Sign  
(1) Glass Door 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.



34 Main Street with 3 Sign locations shown here...

Cover sign Alupanel .125" / Blade sign MDO Plywood / Glass door logo vinyl color printed  
1/2" thick



Glass door,  
Logo print with overlay  
23" x 21" wide



46" by 36" wide

18.6" x 150.5"



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 547 EAST CENTRAL ST.

Assessors' Map # 284 Parcel # 13

Zoning District (select applicable zone): Comm. II

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

B) Applicant Information:

Applicant Name: VIEWPOINT SIGN & AWNING

Address: 35 LYMAN ST. NORTHBORO, MA 01532

Telephone Number: 617 872 3064 / 508 393 8200 x21

Contact Person: LAUREN DELARDA OR SEAN DONOVAN

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

Business Owner: TONY PLACIDO Property Owner: BRUCE HUNCIARO  
Address: 547 E. CENTRAL ST. 469 SUMMER ST.  
FRANKLIN, MA FRANKLIN, MA

All of the information is submitted according to the best of my knowledge  
Executed as a sealed instrument this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_

Lauren Delarda  
Signature of Applicant

SEE ATTACHED  
Signature of Owner

LAUREN DELARDA -  
Print name of Applicant

VIEWPOINT SIGN & AWNING BRUCE HUNCIARO  
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 DELAROA & SEAN DONOVAN  
Address: 35 LYMAN ST. NORTHBORO, MA  
Telephone Number: 617 872 3064 | 508 393 8200 x 21

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

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

**E) Work Summary**

Summary of work to be done: **(A) INSTALL (1) SET OF FACE-LIT CHANNEL LETTERS TO SOUTH ELEVATION, "DUNKIN GO", 30 5/8" H x 67 7/8" W (14.4 SF); (B) INSTALL (1) SET OF EXT. ILLUMINATED LETTERS TO WEST ELEV. "FRANKLIN (RUNS LOGO) DUNKIN" 30 5/8" H x 86" W (18.2 SF); (C) INSTALL (1) SET OF EXT. ILLUM. LETTERS TO EAST ELEV. "SOMETHING FRESH IS ALWAYS BREWING" 21 1/16" H x 95 1/4" W (14.1 SF); (D) RE-WRAP EXISTING AWNING ON WEST ELEV.; (E) INSTALL (1)**

**F) Information & Materials to be Submitted with Application**

**a) FOR SIGN SUBMISSIONS ONLY: EXISTING DIRECTIONALS, NO CHANGE IN SIZE OR LOCATION; (G) INSTALL (1) REPLACEMENT DRIVE THRU CLEARANCE SIGN, OVERALL 10' H, CABINET IS 86" H x 25" W (14.9 SF); (F) RE-FACE (3) ALUMINUM LETTERS; (H) INSTALL (1) NEW DRIVE THRU SPEAKER/MENU BOARD CANOPY, OVERALL HEIGHT IS 10' W/ 7' CANOPY. MENU BOARDS ARE 49.5" H x 29.3" W EACH.**

THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO [Mkinhart@franklinma.gov](mailto:Mkinhart@franklinma.gov)

1. Drawing of Proposed Sign which must also include:
  - type of sign (wall, pylon etc.)
  - size/dimensions
  - style of lettering
  - colors
  - materials
  - 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](mailto: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



35 Lyman Street  
Northboro, MA 01532

508 393-8200  
508 393-4244 Fax  
signs@ViewPointSign.com  
www.ViewPointSign.com

**INTERIOR/EXTERIOR  
SIGNAGE**

- Electric
- Architectural
- Dimensional
- Wayfinding
- Channel Letters
- LED/Neon
- Electronic Message Centers
- Digital Graphics

**AWNINGS**

- Commercial
- Backlit
- Canvas
- Retractable

**SIGN SERVICE**

**ARCHITECTURAL  
METAL FABRICATION**

**VEHICLE GRAPHICS**

**MEMBERS**

- Massachusetts Sign Association
- Rhode Island Sign Association
- International Sign Association
- Northeast States Sign Association
- North East Canvas Products Association
- Industrial Fabrics Association International

**UL LISTED FABRICATORS**

**Landlord Authorization**

Date: February 21, 2023

To whom it may concern:

Bruce J Hunchard

Owner of the property located at 547 East Central St. (DUNKIN')  
Franklin, MA 02038

Do hereby consent to allow **Sean Donovan or Lauren Delarda** of ViewPoint Sign and Awning to act on my behalf pertaining to permitting and installation of signs and/or awnings for the property named above.

Sincerely,

  
\_\_\_\_\_

Address 496 Summer Street, Franklin, MA 02038

Telephone 508-528-6095

Email: bruce.hunchard@verizon.net  
(Please print carefully)

Deeded name of property:

Bruce J Hunchard  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

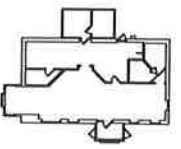


AHARONIAN & ASSOCIATES INC. ARCHITECTS

310 George Washington Highway  
Suite 100  
Smithfield, Rhode Island  
0 2 9 1 7  
T 401-232-5810  
F 401-232-5880  
WWW.ARCH-ENG.COM

DISCLAIMER

OWNERSHIP AND USE OF DOCUMENTS, DRAWINGS AND SPECIFICATIONS ARE INSTRUMENTS OF PROFESSIONAL SERVICE AND SHALL REMAIN THE PROPERTY OF THE ARCHITECT. THESE DOCUMENTS ARE NOT TO BE USED, IN WHOLE OR IN PART, FOR ANY OTHER PROJECTS OR PURPOSES OR BY ANY OTHER PARTIES THAN THOSE PROPERLY AUTHORIZED BY CONTRACT WITHOUT THE EXPRESS WRITTEN AUTHORIZATION OF THE ARCHITECT.



KEYPLAN

REVISIONS	NUMBER	REMARKS	DATE

PRELIMINARY  
NOT FOR CONSTRUCTION

FOR REVIEW

PROJECT TITLE  
**DUNKIN'**  
PC# 336712  
IMAGE: NEXTGEN WARM PALETTE

547 EAST CENTRAL ST  
FRANKLIN, MA 02038  
NORFOLK COUNTY

DRAWING TITLE  
SCHEMATIC SITE  
PLAN & DETAILS

DATE JAN 3, 2023	PROJ NO 22061
DRAWN BY ECM	CHECKED BY -

DRAWING NUMBER

A0.2

SITE NOTES

- CLEAN & PREP ALL SURFACES AS REQ'D PER PAINT MANUF. SPECIFICATIONS PRIOR TO PAINTING. VERIFY CONDITION OF EXISTING MATERIALS - REPAIR / REPLACE MATERIALS TO MATCH EXISTING AS REQ'D. APPLY PAINT IN STRICT ACCORDANCE W/ PAINT MANUF. SPECIFICATIONS.
- SITE & SIGN DETAILS SHOWN ARE SCHEMATIC ONLY. COORDINATE LOCATIONS IN FIELD W/ FRANCHISEE.
- CUT/PATCH/REPAIR EXISTING PAVEMENT AS REQ'D. COORDINATE W/ FRANCHISEE FOR EXTENT OF WORK.
- SEALCOAT & RESTRIPE EXISTING PARKING LOT. SEE X/A0.2 FOR STRIPING DETAILS.
- POWERWASH EXISTING SIDEWALKS, CURBS & CONC PADS. CLEAN, MEND & RE MULCH ANY EXISTING LANDSCAPING.
- PROVIDE NEXTGEN BOLLARD COVERS ON ALL ETR BOLLARDS ON SITE. COORD W/ NATIONAL ACCOUNTS FOR ORDERING. GC TO ENSURE ALL ETR BOLLARDS ARE PROPERLY SET & CONSULT WITH FRANCHISEE IF ADDITIONAL WORK IS REQ'D.
- SEE A1.0 - A1.2 FOR MASTER FINISH SCHEDULES.

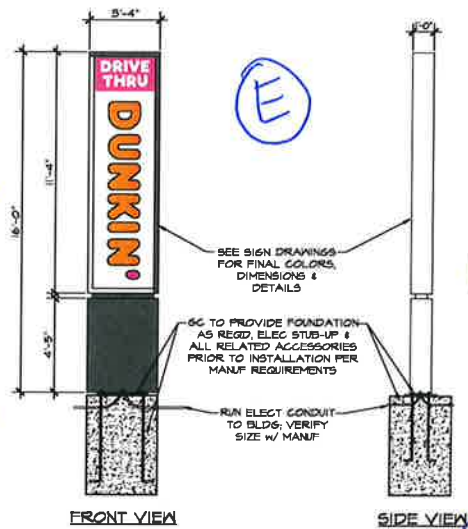
SITE SIGN SCHEDULE

QTY	LOCATION	OVERALL DIMENSIONS	LETTERS	AREA
1	PYLON	9'-4" L x 11'-4" H x 12" D	18" H	58.5'
3	SITE (DIRECTIONAL)	VERIFY IN FIELD	VIF	VIF

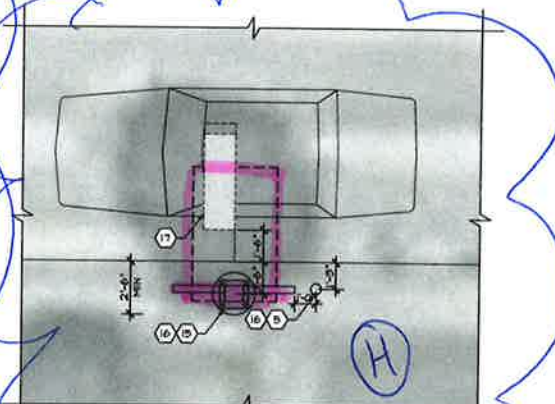
SEE VIEWPOINT SIGN & AWNING DRAWINGS FOR FULL & FINAL DETAILS

KEYED PLAN NOTES

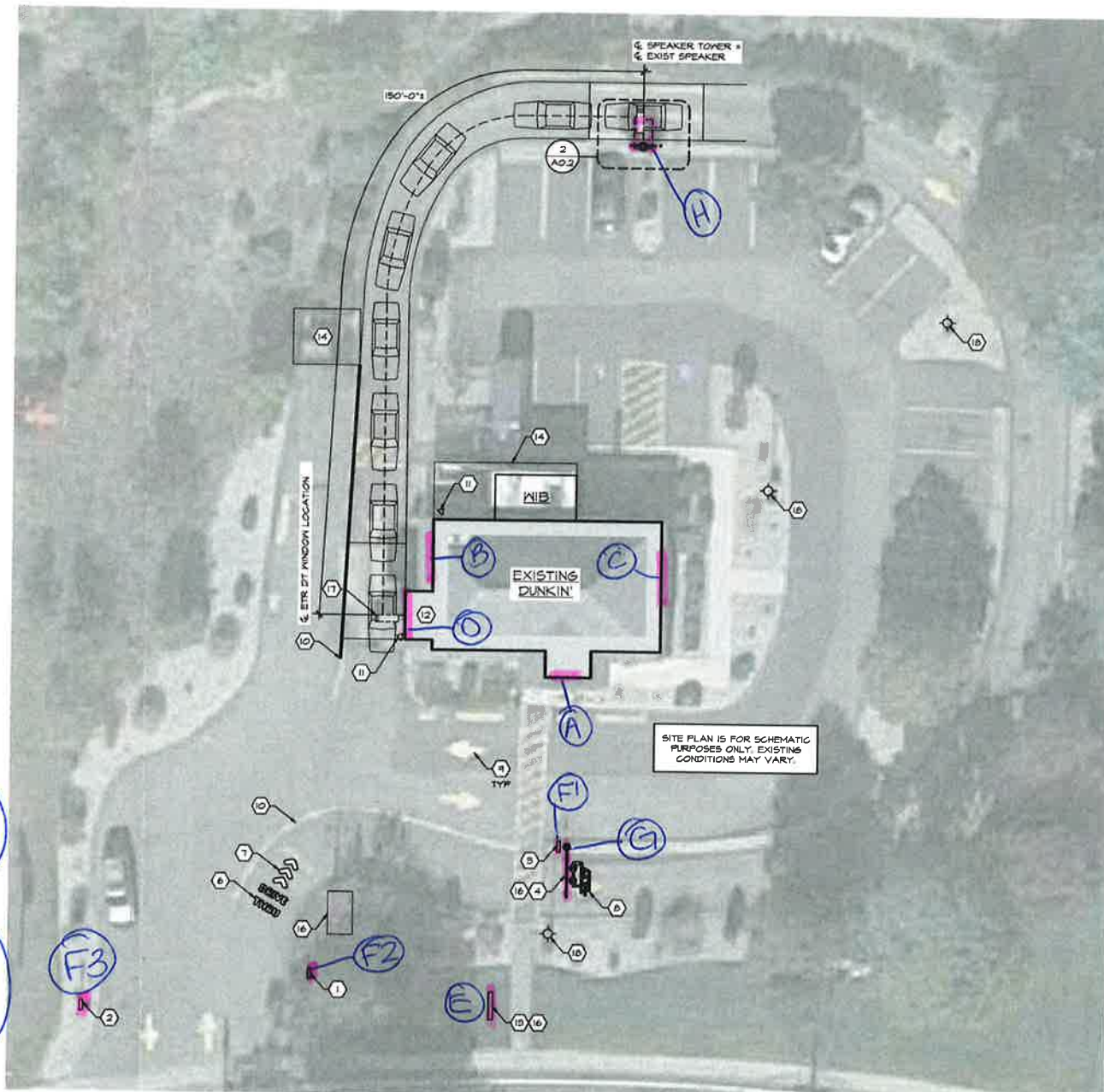
- SIGN VENDOR TO PROVIDE 'WELCOME BACK' FACE ON ETR DIRECTIONAL SIGN. SEE X/A0.2.
- SIGN VENDOR TO PROVIDE 'SEE YOU SOON' FACE ON ETR DIRECTIONAL SIGN. SEE X/A0.2.
- SIGN VENDOR TO PROVIDE 'DRIVE THRU' FACE ON ETR DIRECTIONAL SIGN. SEE X/A0.2.
- DRIVE THRU HEIGHT LIMIT BAR. SEE X/A0.2.
- CONCRETE FILLED STEEL BOLLARD. SEE X/A0.2.
- 'DRIVE THRU LANE GRAPHIC'. SEE X/A0.2.
- 'TRAFFIC ARROW BEFORE D/T LANE' [ TP-01 ] SEE X/A0.2.
- 'DRIVE THRU START LANE GRAPHIC'. SEE X/A0.2.
- 'TYPICAL TRAFFIC ARROW' [ TP-01 ] COORD FINAL LOCATIONS W/ OWNER. SEE X/A0.2.
- LINE STRIPING - [ TP-01 ]
- D/T STACK & MENU BOARD CAMERA MTD TO BUILDING. COORD FINAL LOCATION W/ OWNER.
- ETR DRIVE THRU WINDOW LOCATION.
- NEW PYLON SIGN IN NEW LOCATION. SEE X/A0.2.
- PROVIDE WHITE VINYL FENCE AROUND ETR DUMPSTER, WALK-IN BOX & HVAC UNITS. COORD W/ OWNER FOR FINAL FENCE SPECIFICATION.
- ORDER CANOPY W/ DIGITAL MENU BOARDS & BUILT-IN CONFIRMATION DISPLAY & SPEAKER. SEE X/A0.2. CONNECT BACK TO EXISTING CONDUITS OR PROVIDE NEW AS REQ'D.
- PATCH / REPAIR ALL SITE AS REQ'D TO MATCH EXIST IN ALL AREAS OF DEMOLITION. COORD W/ D/I.
- ETR CONCRETE PAD & GROUND LOOP.
- SIGN VENDOR TO REPLACE ALL SITE LIGHT FIXTURES TO BE LED. PAINT ETR LIGHT POLES [ PTE-02 ]. VERIFY QUANTITY IN FIELD.



3 PYLON SIGN DETAILS  
A0.2 SCALE: 1/4" = 1'-0"

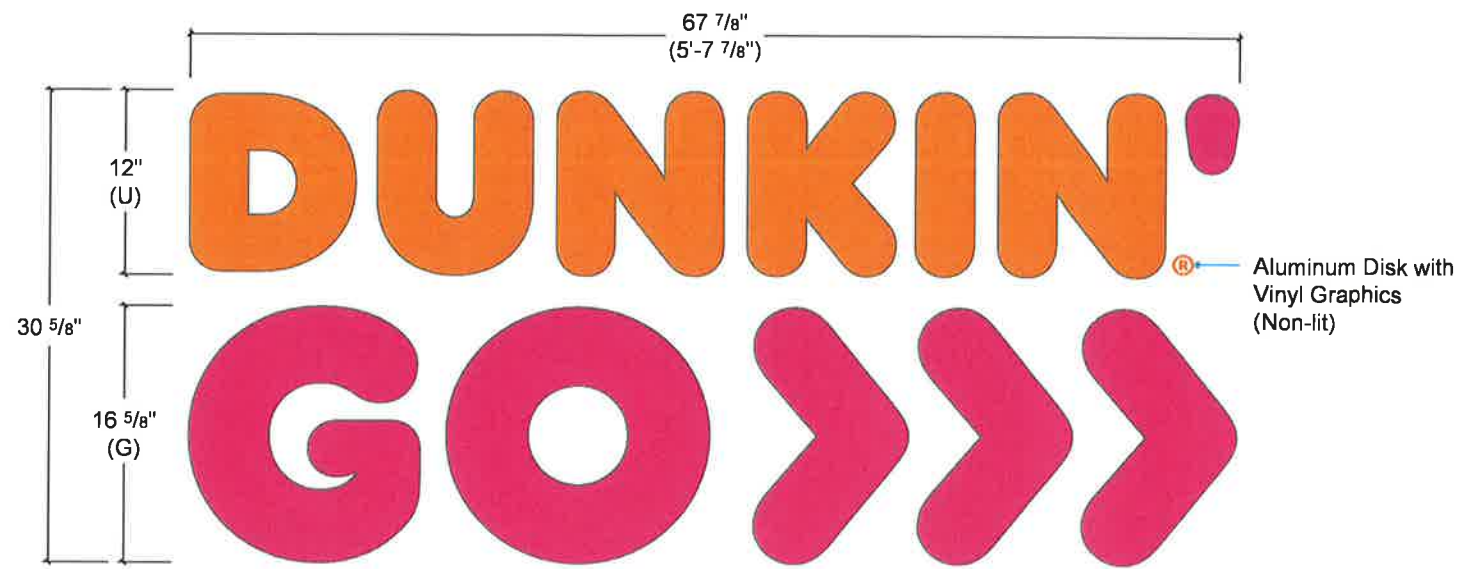


2 MENU BOARD LOCATION  
A0.2 SCALE: 1/4" = 1'-0"

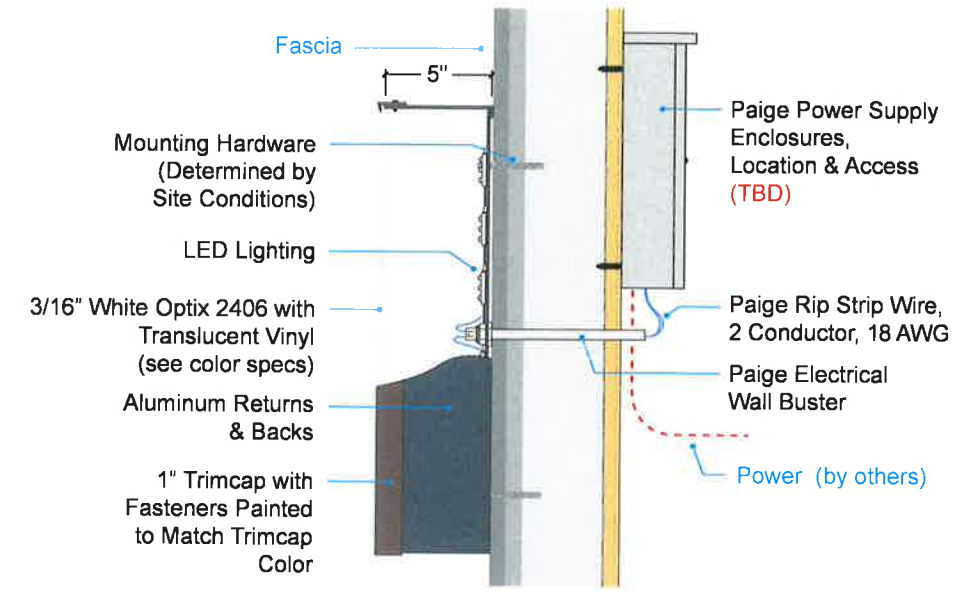


1 SCHEMATIC SITE PLAN  
SCALE: 1/16" = 1'-0"





**E1** Elevation: (Qty-1) #13447.5 Face Illuminating Channel Letters (NextGen)  
 Scale: 1"=1' Square Footage: 30 5/8" x 67 7/8" = 14.4 Sq. Ft.



**SE** Side Elevation: Typical  
 Scale: NTS

**Description:**

- (Qty-1) Face-lit LED channel letters (NextGen)
- Stock aluminum returns and trimcap.
- Acrylic faces with translucent vinyl flooded on faces.
- .063 aluminum disk with vinyl ® graphics.
- Remote LED power supplies - Location/ Access (TBD)

**Logo/Typeface:**

Dunkin' Sans Display

**Colors:**

- Returns: - Stock Alumet Alum. Charcoal Gray (close match to PMS 7540c)
- Faces: - White Optix 2406 Acrylic
- Trimcap: - Stock Bronze Jewelite 313
- Channel Vinyl: - DD Orange 3M 3630-3123 translucent vinyl (flooded)
- DD Magenta 3M 3630-1379 translucent vinyl (flooded)
- ® Disc: - White .063 Aluminum
- DD Orange 3M 220-14 high performance vinyl
- 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 banding of the sign.

Finished Area Measurements & Access (VIF)



**LE** Location Elevation: South Elevation  
 Scale: 1/8"=1'

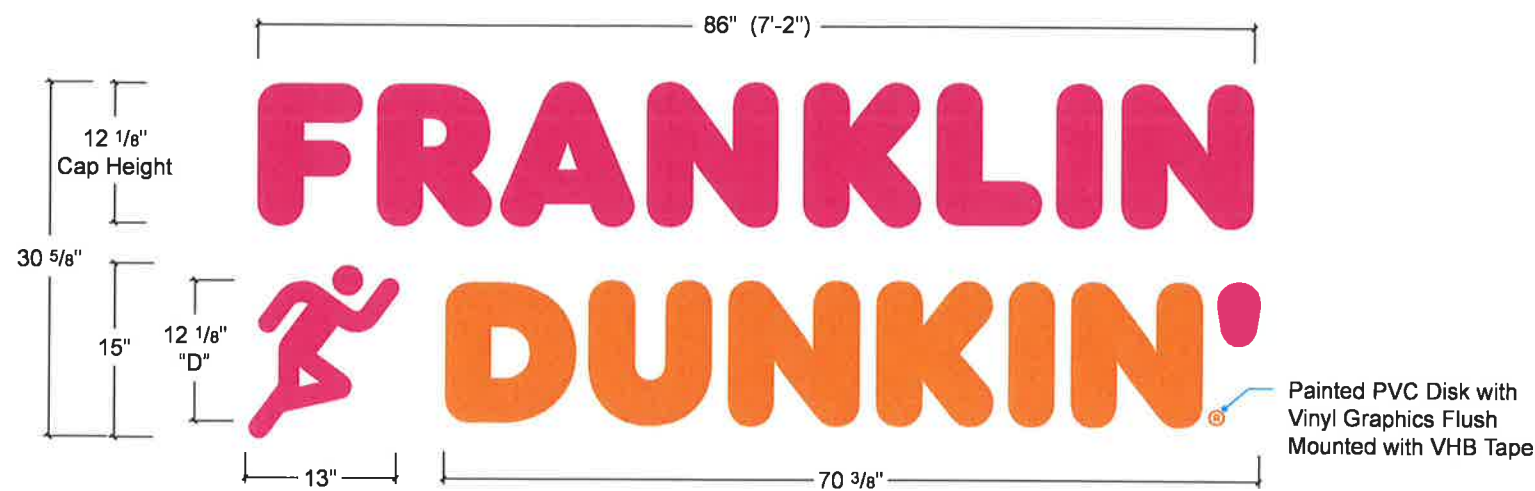
Job: Dunkin'  
 Location: 547 East Central Street - Franklin, MA  
 Account Manager: Sean Donovan  
 File: DD\_FranklinMA-547ECenSt\_DunkinGo-Chnls\_1a.ai

Date: 02.21.23 1.0  
 Designer: Mathew Hoard  
 Revisions: \_\_\_\_\_  
 Revisions: \_\_\_\_\_

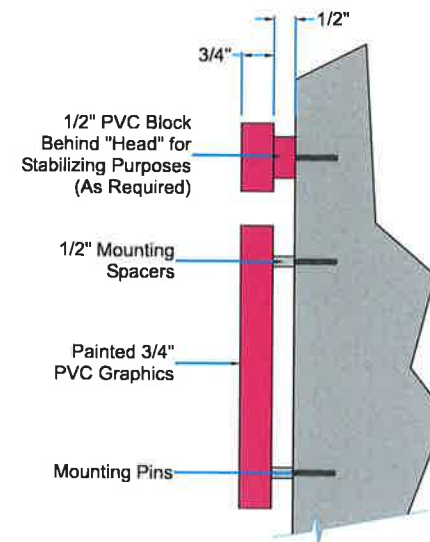
THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS  
 CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED.  
 UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.

**ViewPoint** SIGN AND AWNING  
 1.508.393.8200  
 FAX 1.508.393.4244

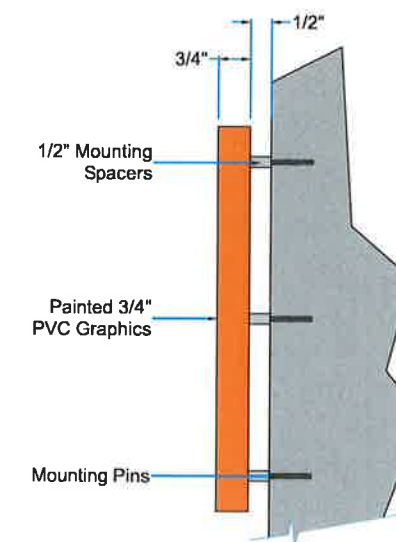
Customer Approval \_\_\_\_\_  
 Acct. Manager Approval \_\_\_\_\_  
 Production Approval \_\_\_\_\_  
 VIF/TBD



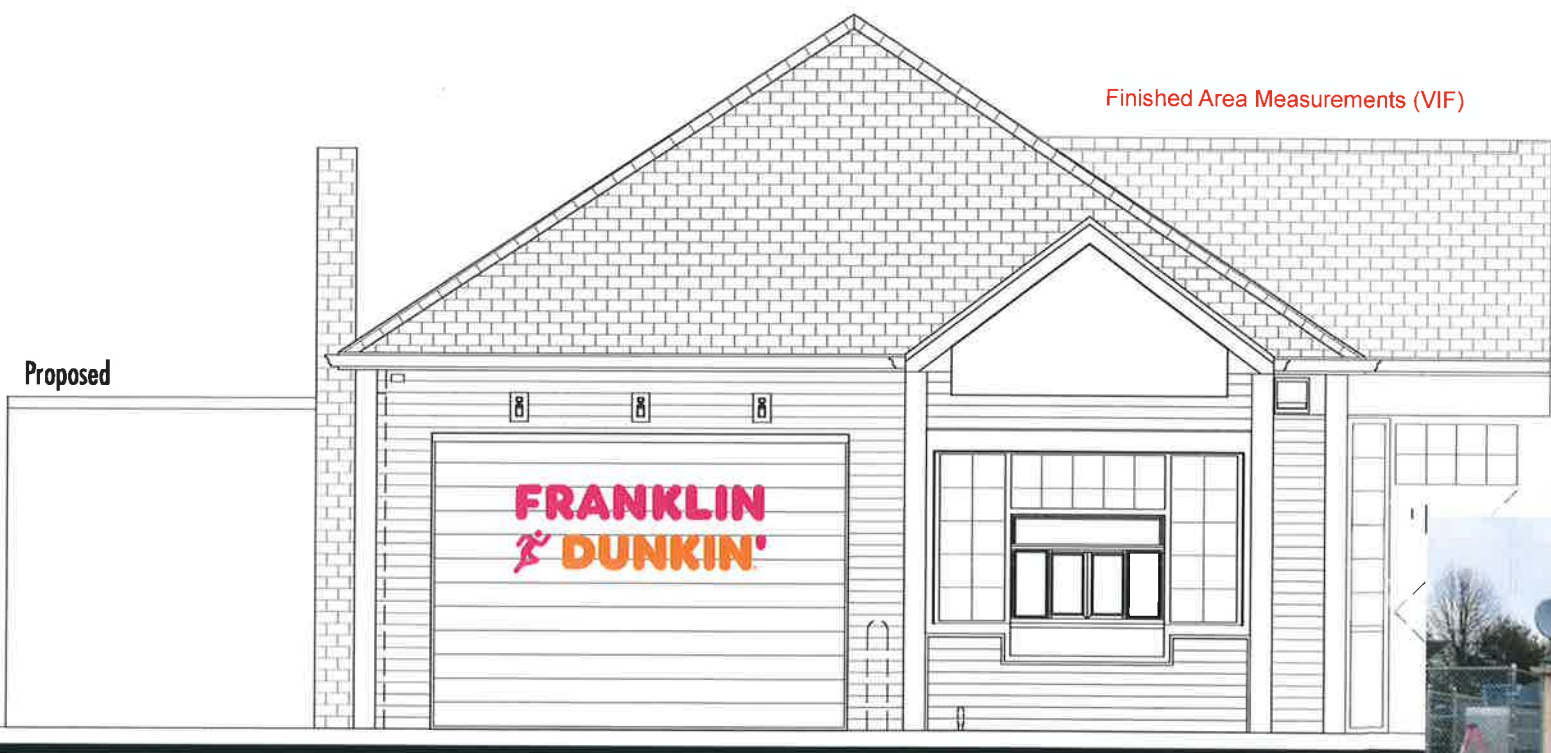
**E1** Elevation: (Qty-1) #13447.6 Dimensional Graphics (NextGen)  
Scale: 3/4"=1' Square Footage: 30.625' x 86" = 18.2



**M1** Mounting Detail  
Scale: NTS



**M2** Mounting Detail  
Scale: NTS



**LE** Location Elevation: West Elevation  
Scale: 3/16"=1'



Existing

**Description:**

- (Qty-1) Dimensional PVC graphics.
- Painted 3/4" PVC graphics
- Painted 3/4" PVC disk with vinyl "R" graphics (VHB flush mount)
- Mounting pins with 1/2" spacers for wall mounting.
- Note: "Head" of running icon 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: - Oracal 010 White HP vinyl

**Installation:**

By ViewPoint

Job: Dunkin'  
Location: 547 East Central Street - Franklin, MA  
Account Manager: Sean Donovan  
File: DD\_FranklinMA-547ECenSt\_FR0D-Stacked-Lg\_1.a.ai  
Date: 02.21.23 .75  
Designer: Mathew Hoard

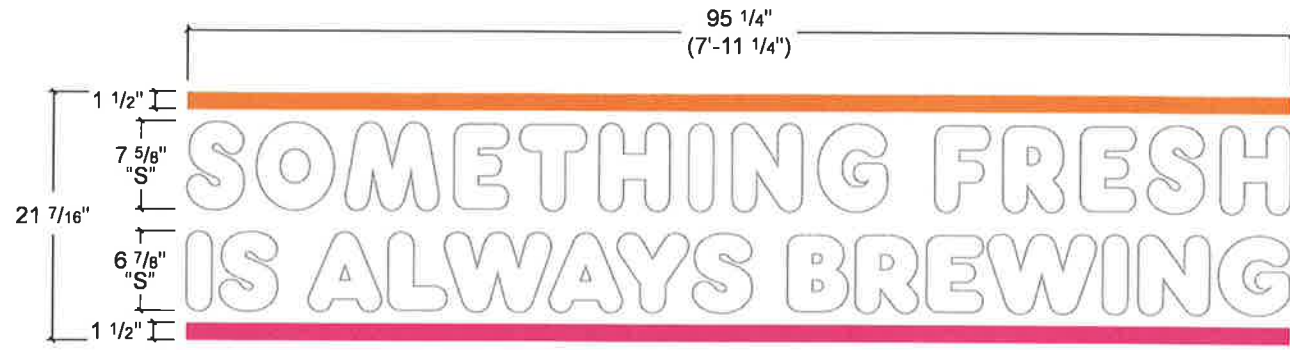
Revisions: Revisions:

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

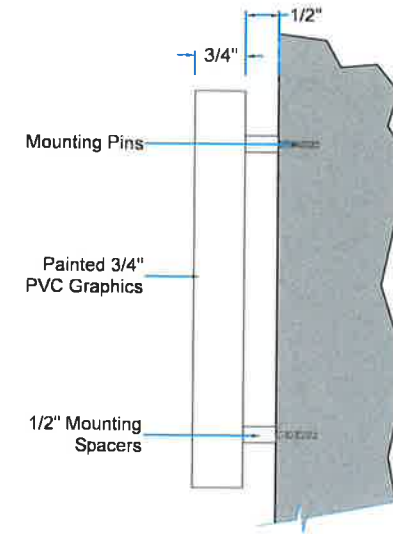
**ViewPoint** SIGN AND AWNING 1.508.393.8200  
FAX 1.508.393.4244

Customer Approval Acct. Manager Approval Production Approval

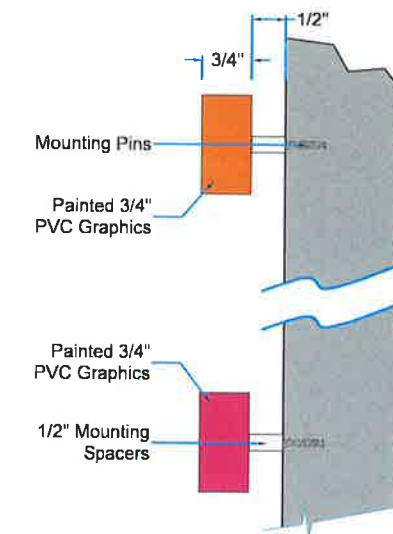
VIF



**E1** Elevation: (Qty-1) #13447.6 Dimensional Graphics (NextGen)  
 Scale: 3/4"=1' Square Footage: 21.4375"x95.25"= 14.1



**M1** Mounting Detail: Letters  
 Scale: NTS



**M2** Mounting Detail: Accent Bars  
 Scale: NTS

**Description:**

- (Qty-1) Dimensional PVC graphics.
- Painted 3/4" PVC graphics
- Mounting pins with 1/2" spacers for wall mounting.

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

**Colors:**

- PVC Graphics: - Painted DD Orange PMS 165C (faces & returns)
- Painted DD Magenta PMS 219C (faces & returns)
- Painted White (faces & returns)

**Installation:**  
 By ViewPoint



Existing:



**East Elevation:**  
 Scale: 3/16" = 1'

Job: Dunkin'  
 Location: 547 East Central Street - Franklin, MA

Account Manager: Sean Donovan  
 File: DD\_FranklinMA-547ECenSt\_SF1AB-Sm\_1a.ai

Date: 02.21.23 .5  
 Designer: Mathew Hoard

Revisions: Revisions:

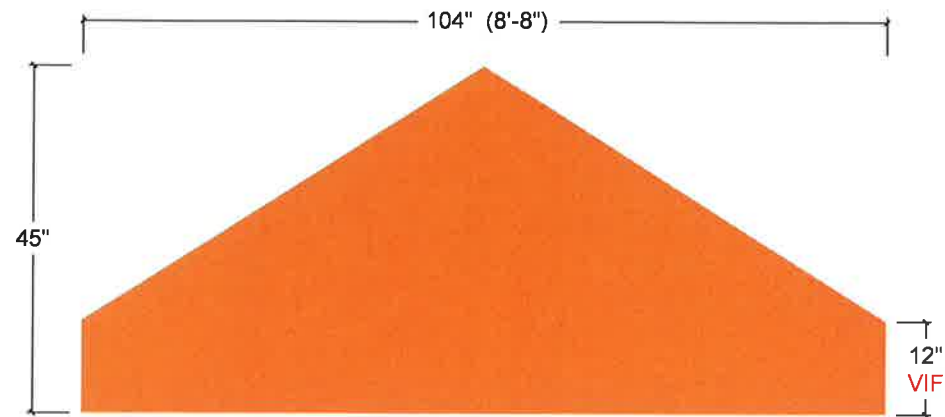
THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS  
 CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED.  
 UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.

**ViewPoint** SIGN AND AWNING 1.508.393.8200  
 FAX 1.508.393.4244

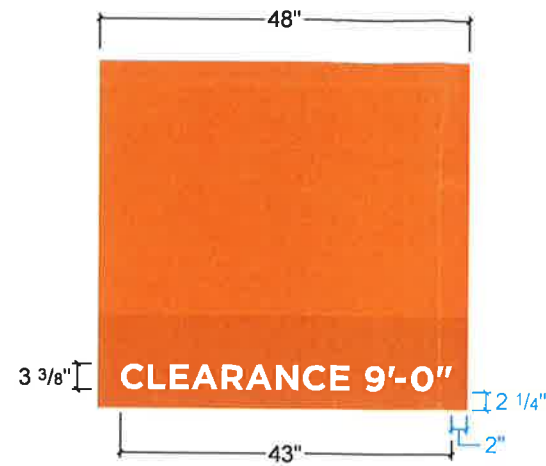
Customer Approval Acct. Manager Approval Production Approval

VIF

**Awning Rewrap**



**E1** Elevation: #13447.2 (Qty 1) Awning Rewrap  
Scale: 1/2" = 1'



**S** Side View:  
Scale: 1/2" = 1'



Existing:



Proposed:

**Description:**

- (Qty 1) Awning Rewrap
- Rewrap with Ferrari awning fabric.
- Clearance lettering is surface applied vinyl. (only on one side of awning)
- Repair existing awning frame and replace eggcrating.
- All awnings must be flashed and chalked.

**Typeface:**

Gotham Bold (same as clearance bar)

**Colors:**

- Fabric - Ferrari Carrot
- Clearance Lettering - Oracal 751-010 White opaque vinyl
- Eggcrating - White

**Installation:**

By Viewpoint.



Existing:



Proposed:

Job:  
Dunkin'  
Location:  
547 East Central Street - Franklin, MA

Account Manager:  
Sean Donovan  
File:  
DD\_FranklinMA-547ECenSt\_AwnRewrap\_1a.ai

Date:  
02.21.23 1.25  
Designer:  
Mathew Haard

Revisions:

Revisions:

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

**ViewPoint** SIGN AND AWNING 1.508.393.8200  
FAX 1.508.393.4244

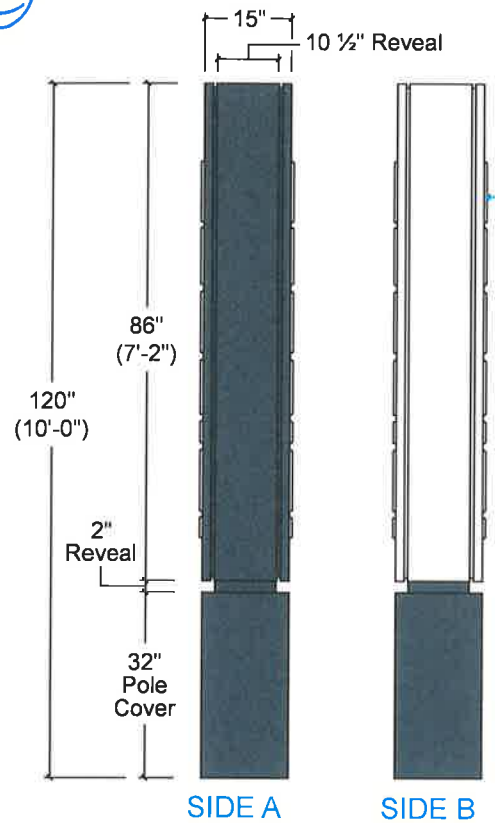
Customer Approval

Acct. Manager Approval

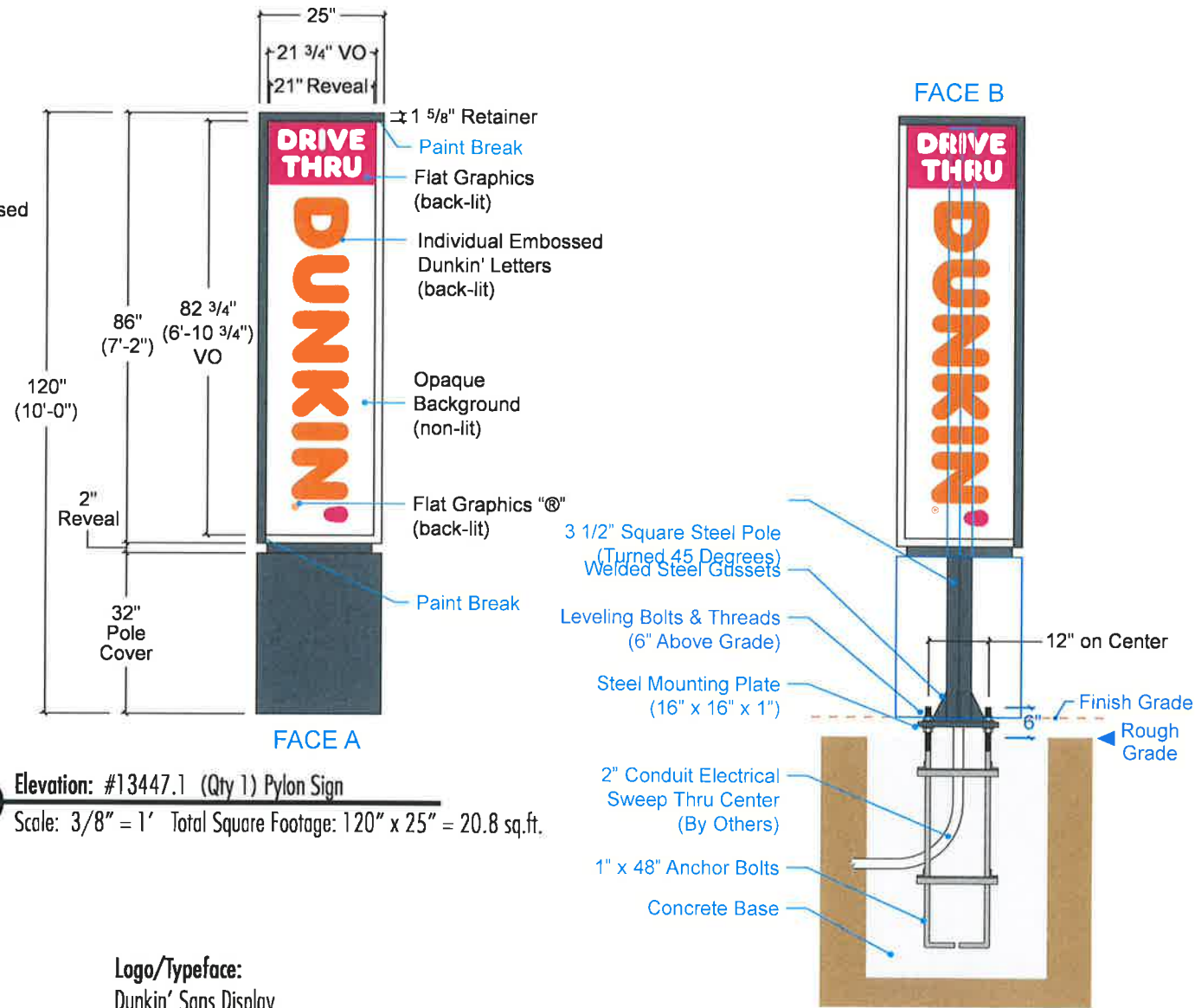
Production Approval

VIF

E



**S** Side View:  
Scale: 3/8" = 1'



**E1** Elevation: #13447.1 (Qty 1) Pylon Sign  
Scale: 3/8" = 1' Total Square Footage: 120" x 25" = 20.8 sq.ft.

**Description:**

- (Qty 1) NextGen Vertical Pylon Sign
- Internally illumination with LEDs.
- Extruded aluminum sign cabinet. (only one side to have removable retainers) (SignComp #2005 & SignComp #2053)
- Faces are Clear polycarbonate with embossed "Dunkin'" letters, flat "Drive Thru" letters and "®".
- All graphics are second surface translucent vinyl (back-lit)
- Opaque background (non-lit) is second surface opaque white backspray.
- Reveal and pole cover is fabricated aluminum.
- 3 1/2" Square steel pole with welded mounting plate. Pole is concealed inside pylon sign.
- J-Bolt/cage installation

**Logo/Typeface:**

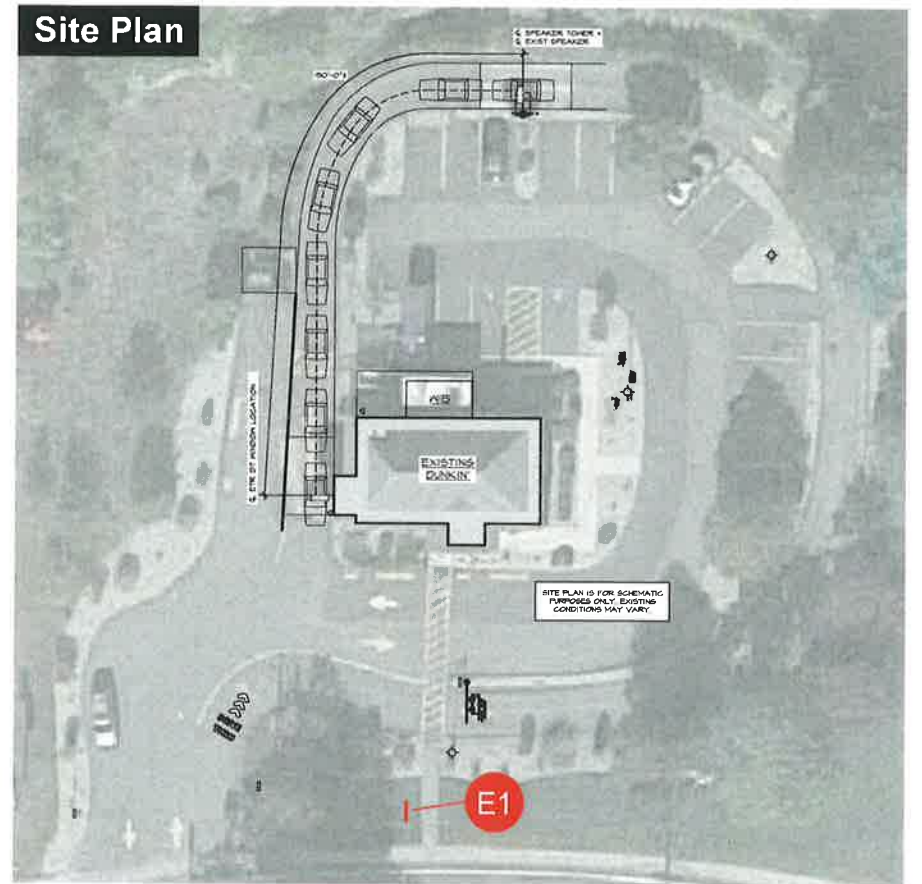
Dunkin' Sans Display

**Colors:**

- Illumination - White LEDs
- Cabinet:
  - Dark Grey - painted to match Dark Grey PMS 7540c (BM Raccoon Fur #2126-20)
  - White - painted White
- Reveal & Pole Cover - painted to match Dark Grey PMS 7540c (BM Raccoon Fur #2126-20)
- Faces - Clear Polycarbonate
- Back-lit Graphics:
  - DD Orange trans 3M #3630-3123 (2nd Surface)
  - DD Magenta trans 3M #3630-1379 (2nd Surface)
- Non-lit Background - Backspray Opaque White (2nd Surface)

**Installation:**

- By Viewpoint.
  - 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.



~~X~~ Existing pylon sign to be removed.  
Size of Existing Pylon: 41" x 78" = 22.2 sq.ft.



Job: Dunkin'	Account Manager: Sean Donovan	Date: 02.20.23 1.25	Revisions: 02.21.23 .25 02.22.23 1.25	Revisions:
Location: 547 East Central Street - Franklin, MA	File: DD_FranklinMA-547ECenSt_Pylon_1b.ai	Designer: Mathew Hoard		

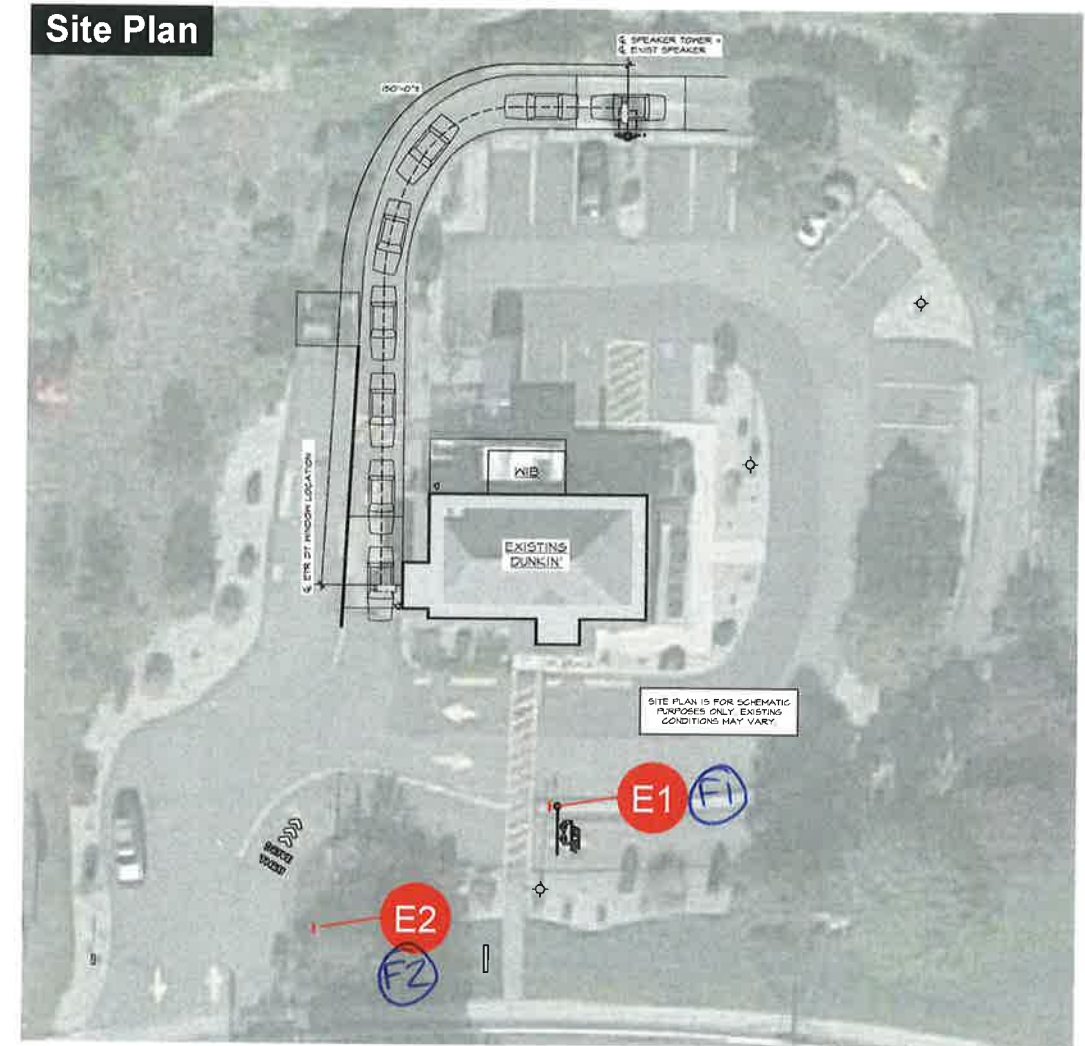
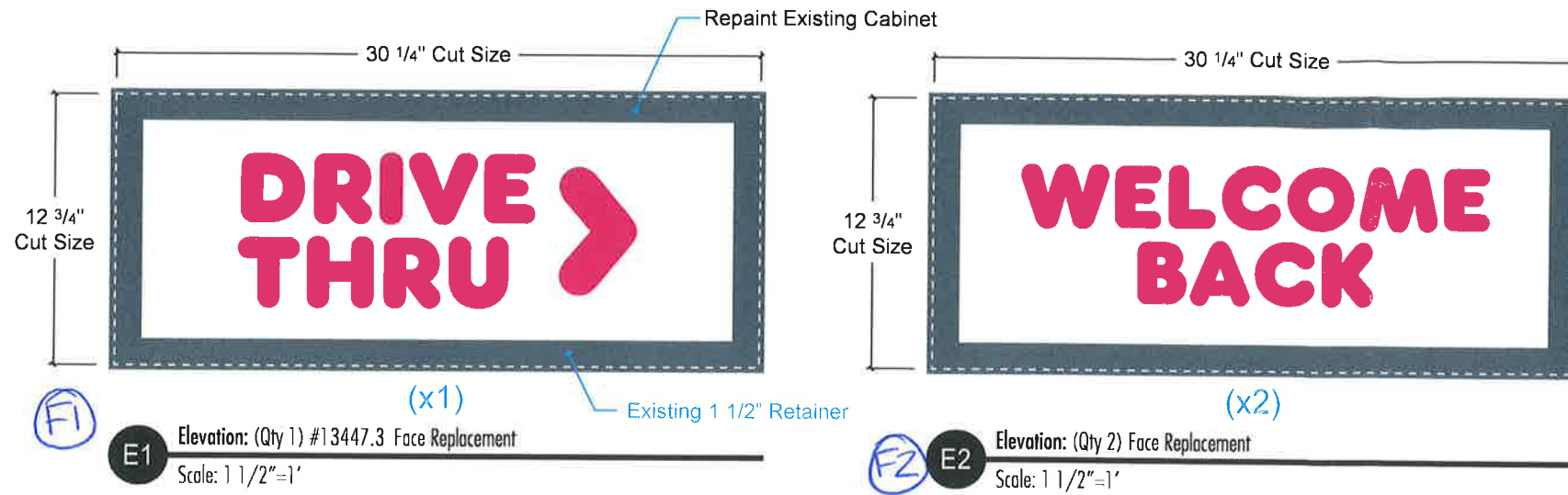
THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.

**ViewPoint** SIGN AND AWNING 1.508.393.8200  
FAX 1.508.393.4244

Customer Approval | Acct. Manager Approval | Production Approval



**F** Directional Sign Face Replacements



**Description:**

- (Qty 3) Directional sign face replacements (back-lit).
- Flat clear polycarbonate faces.
- 2nd surface applied vinyl graphics with white translucent backspray.
- Replace retainer on right side. (see photo)
- Re-paint existing sign and posts as needed.

**Logo/Typeface:**

NextGen Art on File/ Dunkin' Sans Display

**Colors:**

- Faces - Clear Polycarbonate
- Graphics - DD Orange trans 3M 3630-3123 (2nd surface)
- DD Magenta trans 3M 3630-1379 (2nd surface)
- Backspray - White Translucent
- Cabinet & Post: - Painted BM Raccoon Fur 2126-20 (Dark Gray PMS 7540c)

**Installation:**

By ViewPoint



Job: Dunkin'  
Location: 547 East Central Street - Franklin, MA

Account Manager: Sean Donovan  
File: DD\_FranklinMA-547ECenSt\_DirFace\_1b.ai

Date: 02.21.23 1.0  
Designer: Mathew Hoard

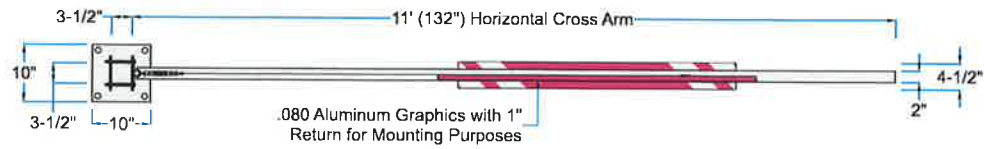
Revisions: 02.22.23 .25  
Revisions:

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

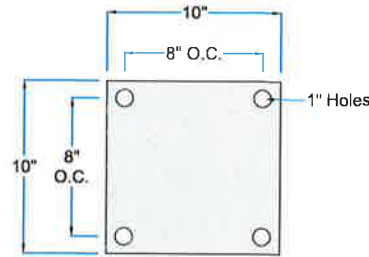
**ViewPoint** SIGN AND AWNING  
1.508.393.8200  
FAX 1.508.393.4244

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

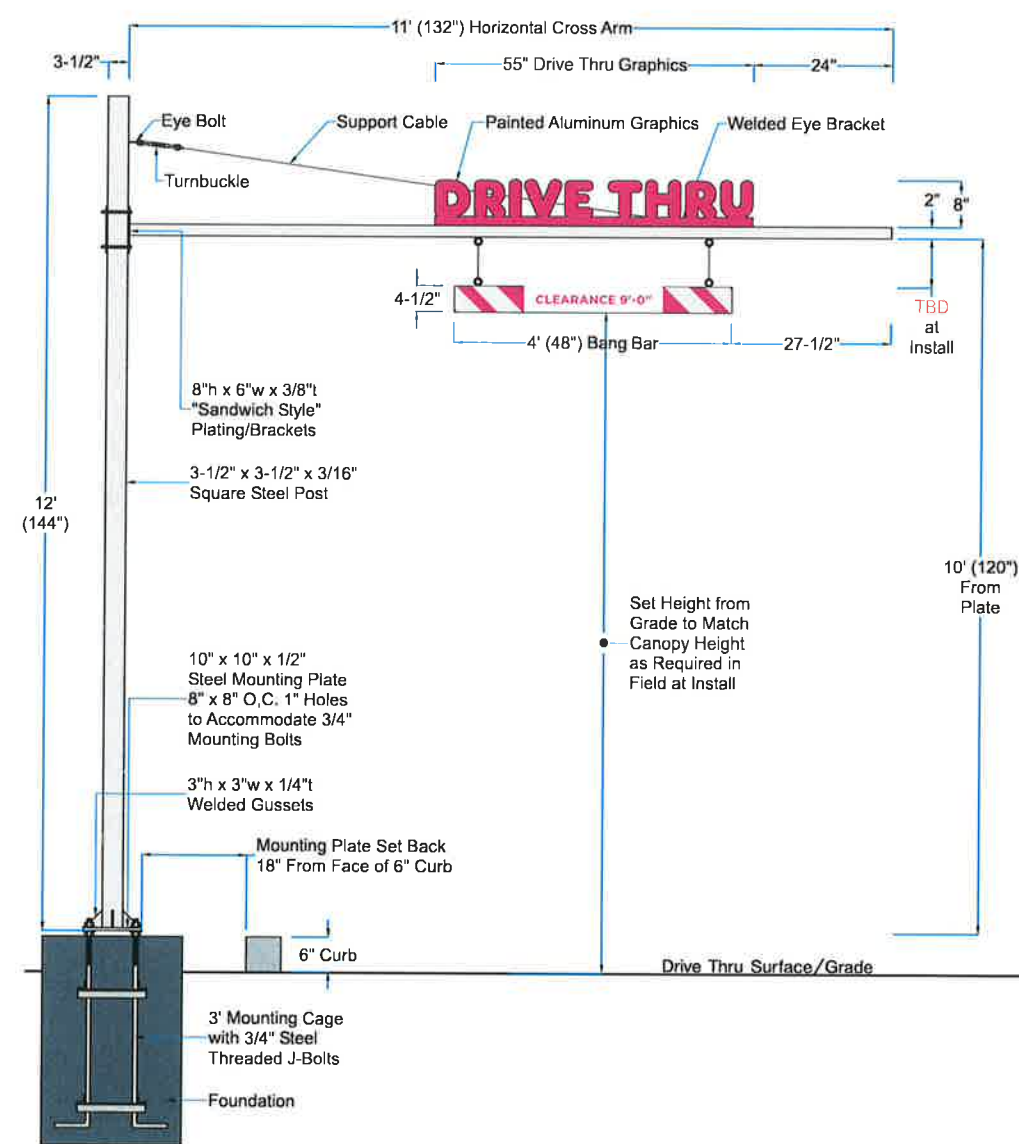
**DD-SS-DT-07 - Clearance Bar (NextGen)**



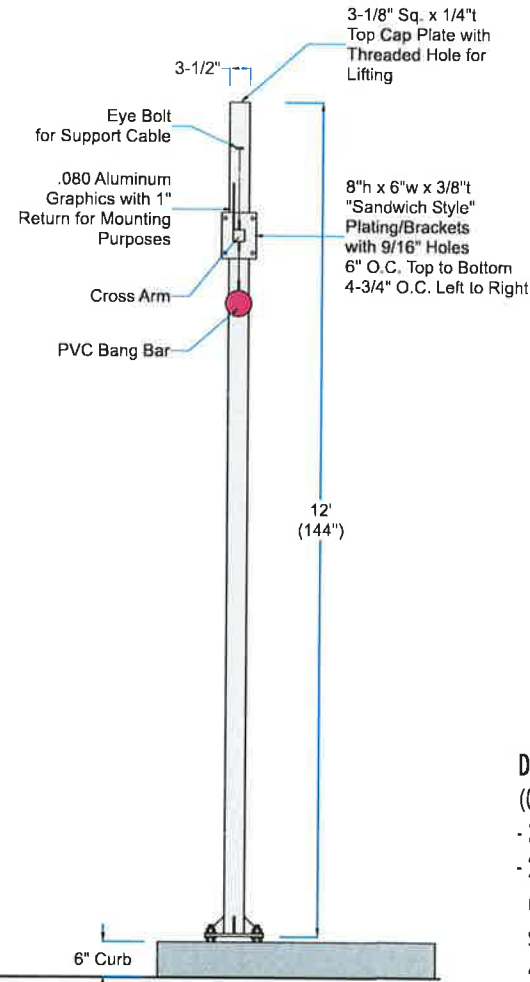
**T1** Top View  
Scale: 3/8"=1'



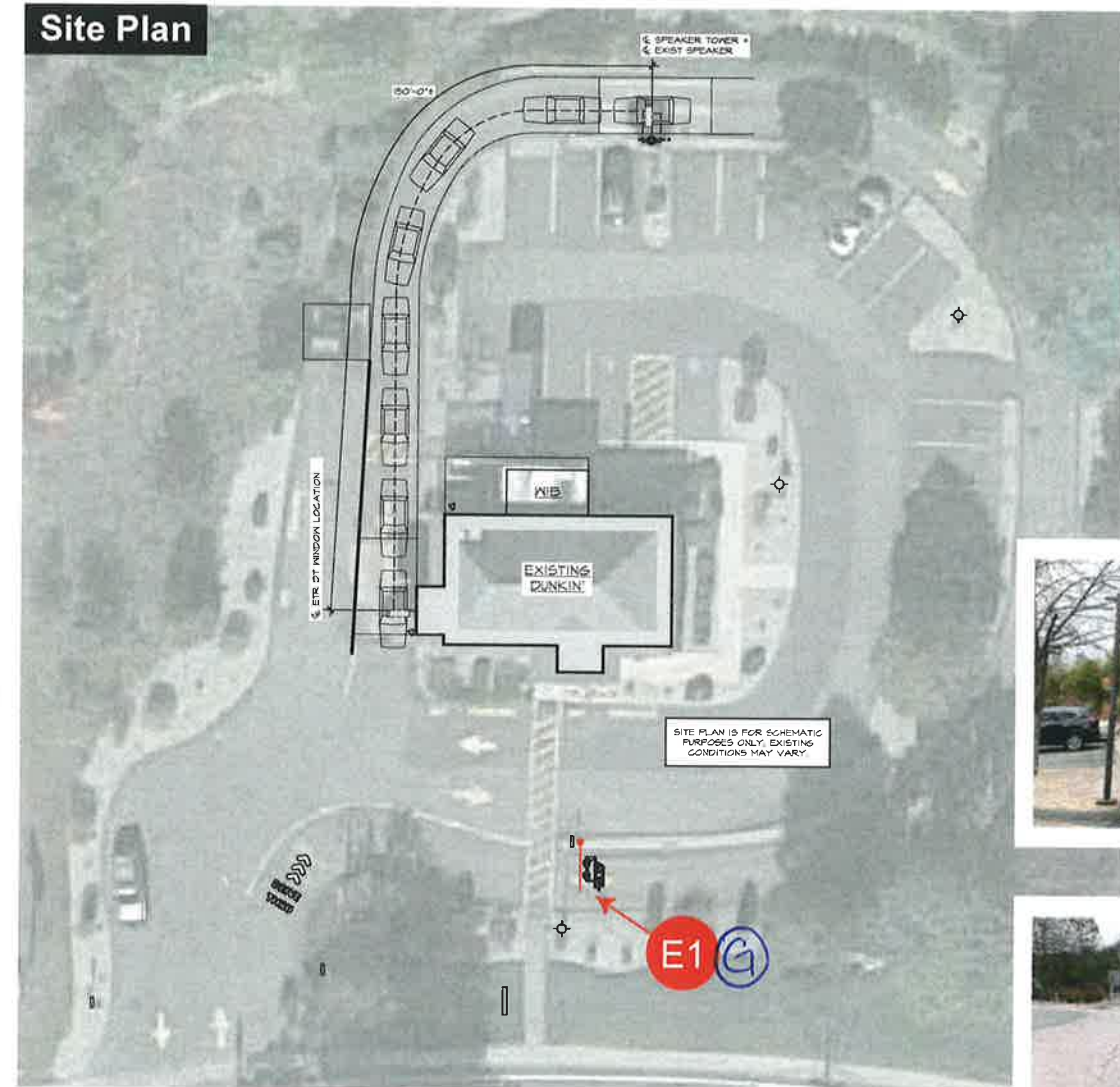
**SP** Standard Plate Detail  
Scale: 3/8"=1'



**E1** Elevation: (Qty 1) 13447.4 Clearance Bar (NextGen)  
Scale: 3/8"=1'



**S1** Side Elevation  
Scale: 3/8"=1'



Existing Location:



New Location:

**Description:**

- (Qty-1) NextGen style clearance bar.
  - 3-1/2" square with 3/16" wall Steel main post
  - 2" square Steel cross arm with eye-bolt & turnbuckle hardware to accommodate support cable and 8" h x 6" w x 3/8" t sandwich style plating brackets with 9/16" holes 6" on center top to bottom & 4-3/4" on center left to right
  - 10" x 10" x 1/2" Steel mounting plate with 1" holes 8" on center & 3" h x 3" w x 1/4" welded gussets
  - Painted .080 Aluminum header graphics with 1" bent-back return for mounting to cross-arm.
  - Painted 4-1/2" PVC crash-tube with vinyl "clearance" copy & White Reflective vinyl striping
  - Crash tube affixed to cross arm with aircraft cable and required hardware.
- Note: cross-arm eye bolts to be removable for maintenance purposes

**Logo/Typeface:**

- Header Gfx - Dunkin' Sans Display
- Clearance Gfx - Gotham Bold

**Colors:**

- Post & Plate - Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)
- Cross Arm - Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)
- Crash Tube - Painted DD Magenta PMS #219c
- Header Gfx - Painted DD Magenta PMS #219c (face, returns & back)
- Vinyl Graphics - White Reflective 3M #280-10
- DD Magenta H.P. Arlon #58
- Hardware - Painted to match Nebulous White PTE-04 (PMS Cool Gray 1c) (gloss)

**Installation:**

By ViewPoint

Job: Dunkin'  
Location: 547 East Central Street - Franklin, MA  
Account Manager: Sean Donovan  
File: DD\_FranklinMA-547ECenSt\_ClearBar\_1.a.ci  
Date: 02.21.23 .75  
Designer: Mathew Hoard

Revisions: Revisions:

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

**ViewPoint** SIGN AND AWNING  
1.508.393.8200  
FAX 1.508.393.4244

Customer Approval | Acct. Manager Approval | Production Approval

# KEY FEATURES:

1. **SAMSUNG APPROVED** ENCLOSURE  
(FOR OH55F AIRFLOW)
2. PIVOTING CANOPY TOP
3. LOCKABLE/HINGED REAR ACCESS DOOR
4. OPTIMIZED FOR FLAT PACK SHIPPING
5. ENGINEERED FOR HIGH SNOW/WIND LOADS
6. UNI-STRUCTURES PATENTED ALL-IN-ONE DESIGN  
(US-PATENT No. 10,796,611)

(H) DRIVE THRU SPEAKER/MENU CANOPY  
(PAGE 1 OF 2)

# COLOR NOTES:

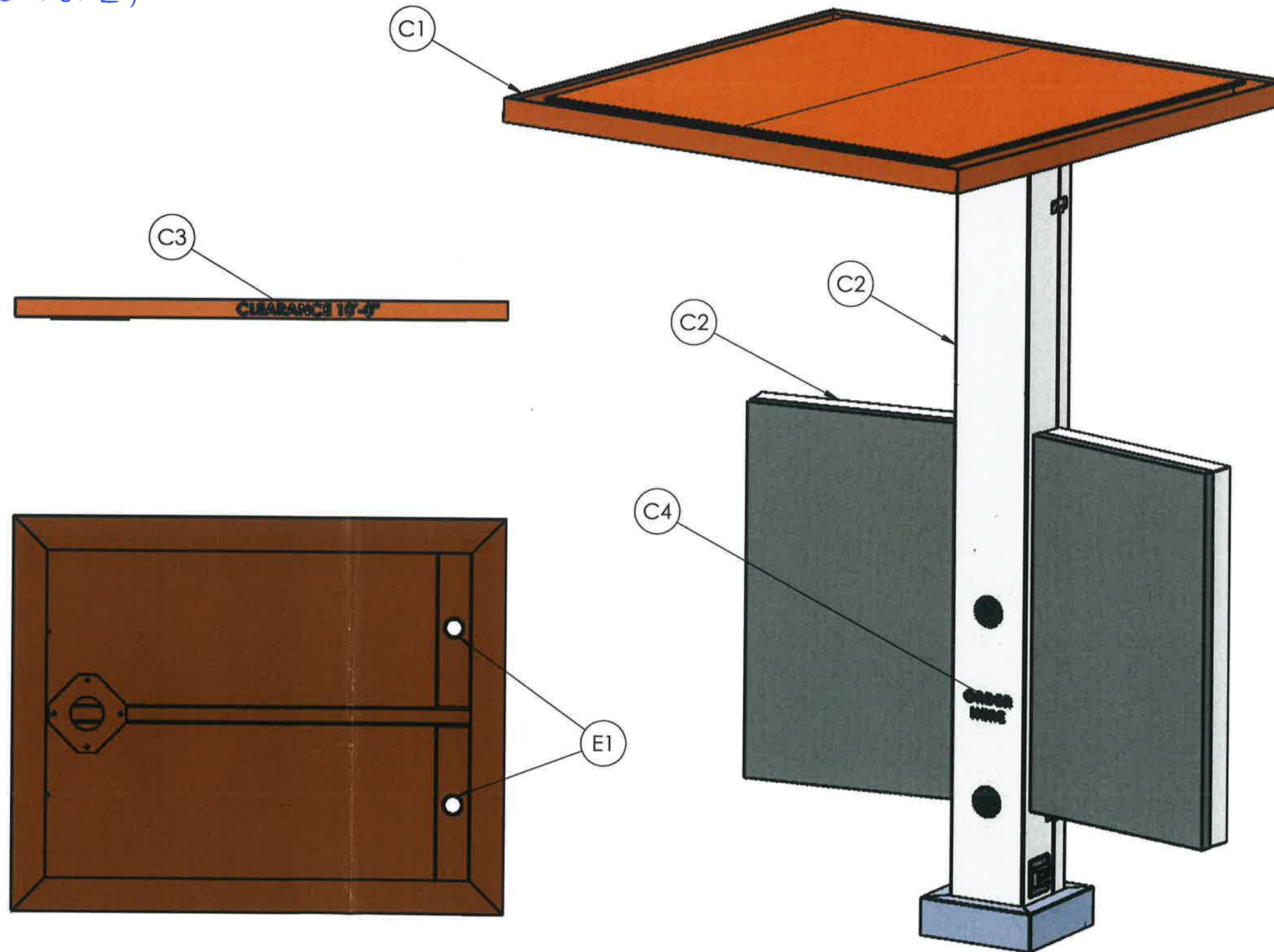
- C1. PMS 165C "DUNKIN ORANGE"
- C2. PMS 7063 "NEBULOUS WHITE"
- C3. 3M HP WHITE VINYL
- C4. 3M HP BLACK VINYL

# ELECTRICAL NOTES:

- E1. 3' LED LIGHT FIXTURE
- E2. QUAD 120V/AC OUTLET WITH WEATHER COVER LOCATED INSIDE PYLON COVER

# MISC. NOTES:

1. CANOPY TOP SIZED TO PROPERLY PIVOT
2. ALL ELECTRICAL AND DATA WIRING TO BE RUN THRU DISPLAY SUPPORT ARMS  
(NO EXPOSED WIRING **UL APPROVED**)



**Uni-Structures, Inc.**

8540 COBB CENTER DR.  
STE 100 KENNESAW, GA 30152  
PHONE: (770)-499-2000  
PHONE: (800)-386-9864

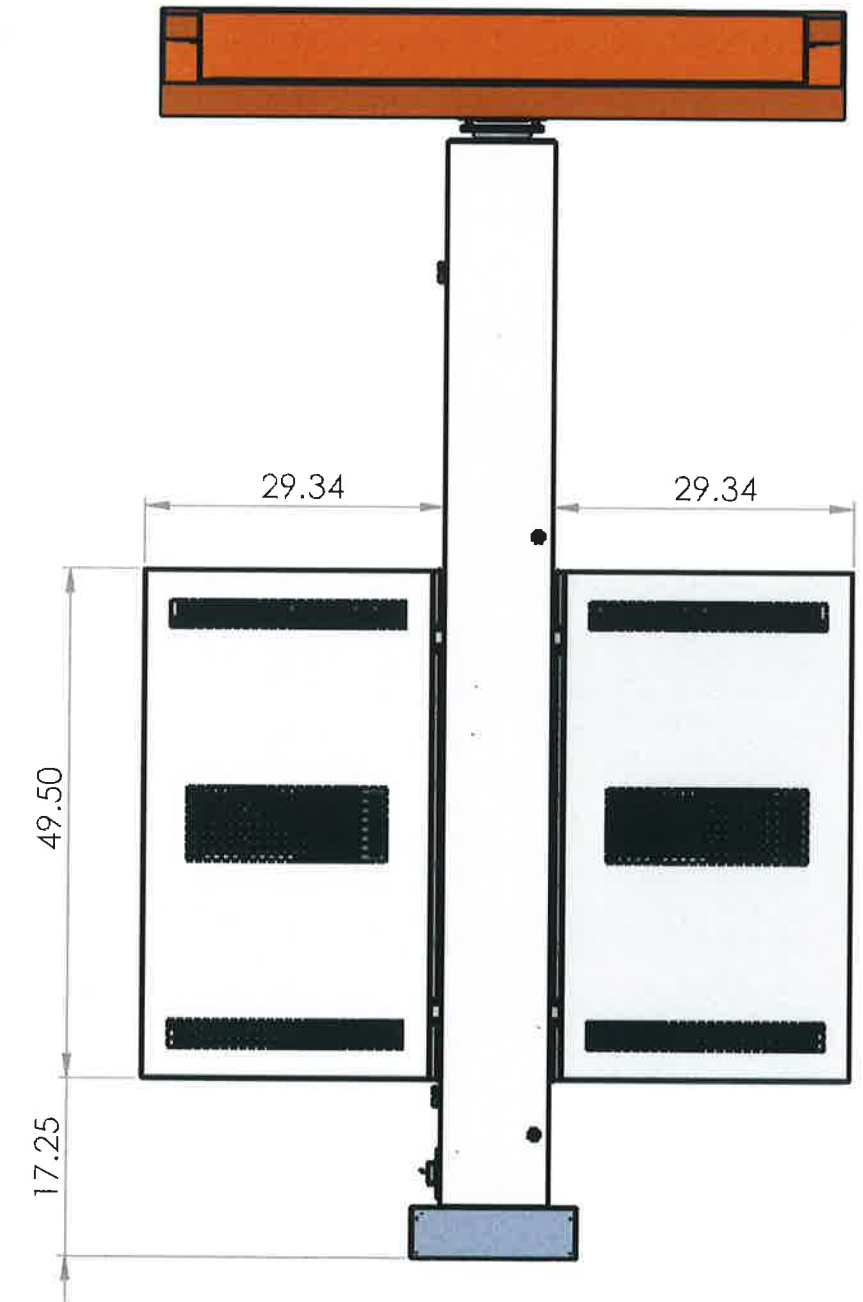
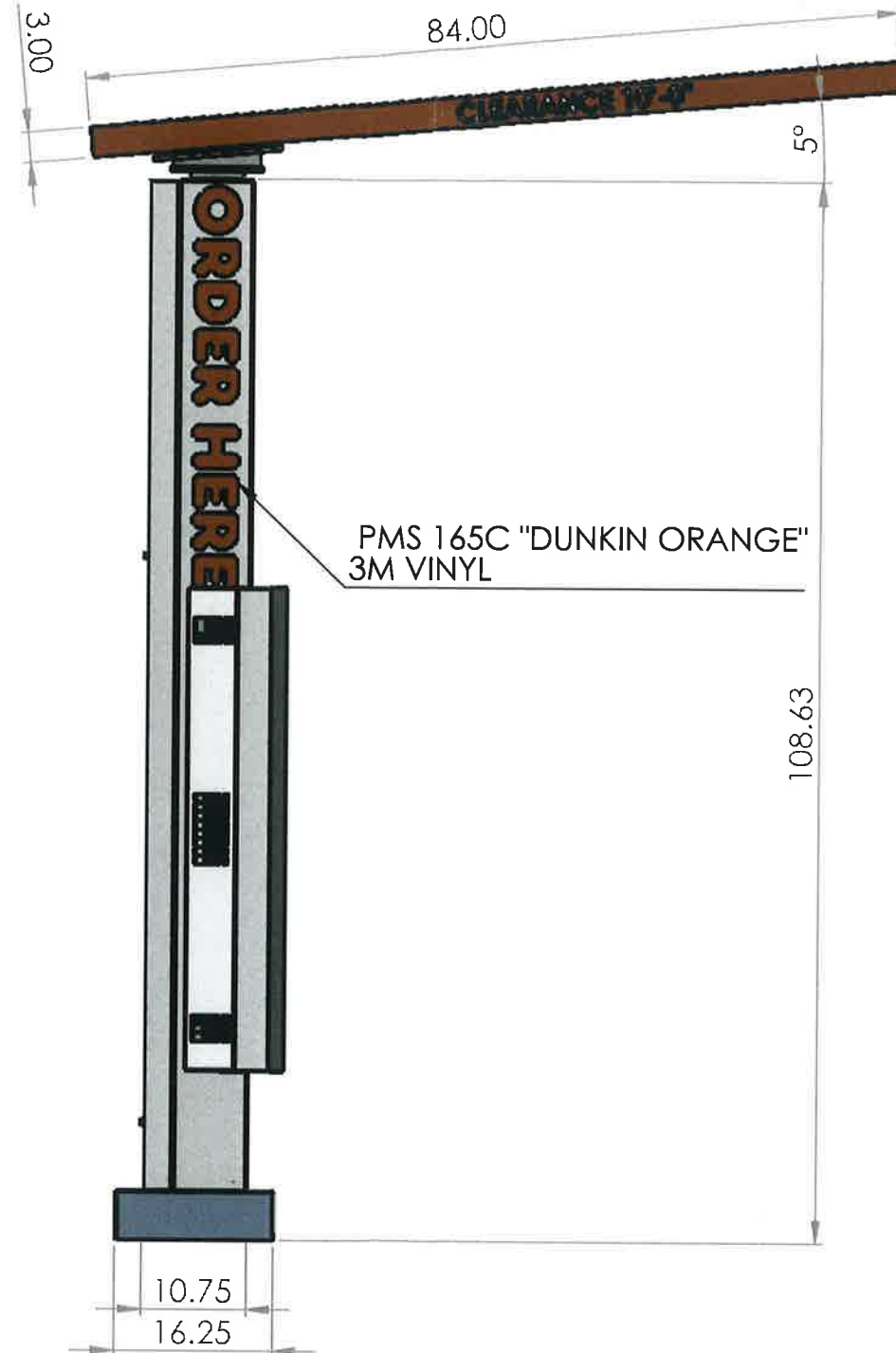
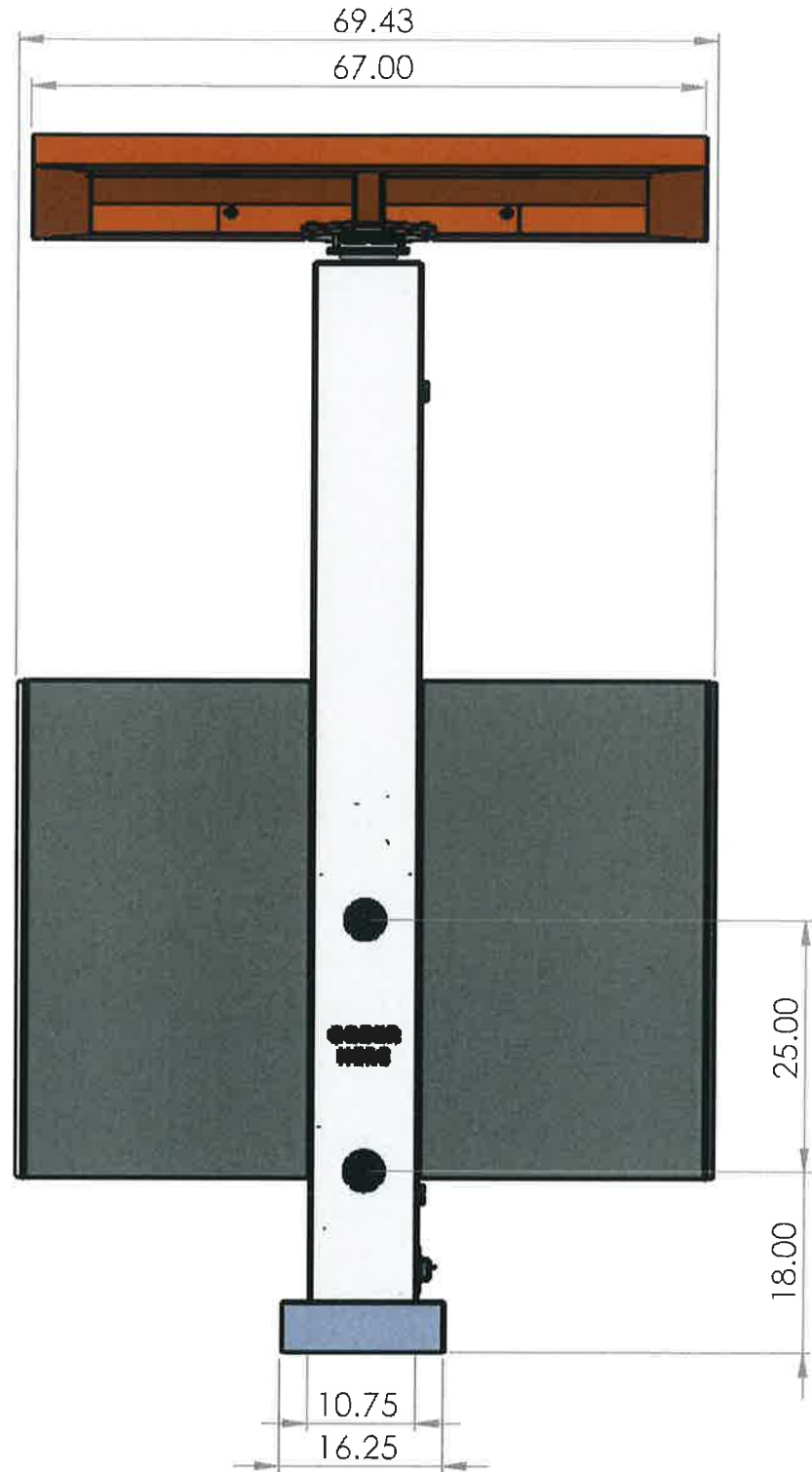
CLIENT: <b>DUNKIN'</b>		MADE IN THE USA	
LOCATION: CITY, ST		DATE: 07.21.2021	
STORE: ####	DWG #: #####	ASSEMBLY #: 210162-01	
FILE LOCATION: Z:\0----SolidWorks Files\			
SALES: D. FREDERICKS	DESIGNER: CJ MAYS	SCALE: NTS	

**NOTE:**  
THIS IS AN ORIGINAL, COPYRIGHTED DRAWING BY UNI-STRUCTURES, INC. (USI) AND SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY UNI-STRUCTURES, INC. AND IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FORM WITHOUT THE EXPRESS WRITTEN CONSENT OF USI PURSUANT TO USI TERMS AND CONDITIONS. COPYRIGHT ©2008-2017, UNI-STRUCTURES, INC. ALL RIGHTS RESERVED WORLDWIDE

ASSEMBLY #:  
**210162-01**

SHEET: 1 OF 4

④ DRIVE THRU SPEAKER/MENU CANOPY  
(PAGE 2 OF 2)



**Uni-Structures, Inc.**

8540 COBB CENTER DR.  
STE 100 KENNESAW, GA 30152  
PHONE: (770)-499-2000  
PHONE: (800)-386-9864

CLIENT: **DUNKIN'**

LOCATION: CITY, ST

STORE: #####

DWG #: #####

ASSEMBLY #: 210162-01

FILE LOCATION: z:\0----SolidWorks Files\

SALES: D. FREDERICKS

DESIGNER: CJ MAYS

MADE IN THE USA

DATE: 07.21.2021

SCALE: NTS

NOTE:

THIS IS AN ORIGINAL, COPYRIGHTED DRAWING BY UNI-STRUCTURES, INC. (USI) AND SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY UNI-STRUCTURES, INC. AND IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, NOR IS IT TO BE USED, COPIED, REPRODUCED, OR EXHIBITED IN ANY FORM WITHOUT THE EXPRESS WRITTEN CONSENT OF USI, PURSUANT TO USI TERMS AND CONDITIONS. COPYRIGHT ©2008-2017, UNI-STRUCTURES, INC. ALL RIGHTS RESERVED WORLDWIDE

ASSEMBLY #:

**210162-01**

SHEET: 2 OF 4

Town of Franklin



Design Review Commission

**Tuesday, February 28, 2023  
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, Paul Lopez. Members absent: Gerald Wood, Cassandra Bethoney, 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.

**GENERAL MATTERS**

**Approval of Minutes: January 24, 2023**

Chair Bartro noted that this meeting was heavy with the bylaw review conversation.

**Motion:** To **Approve** the January 24, 2023 Meeting Minutes as presented. Motioned by S. Williams. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Lopez-YES; Bartro-YES. Voted 3-0-0.

**PUBLIC HEARINGS**

1. **Franklin Driving School – 13 Main Street, Suite 10A** - Install new PVC sign using existing bracket.

Chair Bartro stated that the signs were not internally lit.

Mr. Rocco Cavallaro of Cavallaro Signs Inc. stated that this is a PVC sign hanging on the existing bracket. He stated that it has a white background and is double sided; the sign will hang outside the entrance. He stated that the previous tenant had the sign in the same location. Chair Bartro asked about the attachment of the PVC to the actual loops on the bracket. He asked if there is anything that can be done so the sign will not rust-streak. Mr. Cavallaro stated that he is going to use stainless steel clips and that should eliminate the problem.

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

**Discussion: Sign Bylaw Review**

Chair Bartro stated that this was discussed at the January 24, 2023, meeting regarding the write up. They discussed having one more opportunity in this forum for the commissioners to give feedback. He noted that two Commission members are not present at tonight's meeting. He suggested that the Commission should wait another meeting and put it back on the agenda for next time to make sure that Mr. Wood and Ms. Bethoney have a chance to provide feedback. Mr. Williams and Mr. Lopez agreed that the Commission should wait for Mr. Wood and Ms. Bethoney to make comments. Chair Bartro stated that he thinks it is important that before we get this too far that there is some opportunity for businesses, both those applying for signs and those that make the signs, to provide feedback and get feedback from the public. Mr. Williams stated that he thinks that makes sense. He noted that these are public meetings and people can attend and give feedback at any time. Chair Bartro asked Ms. Kinhart about advertising a public comment period in the next agenda or two and encourage those who we know in the community to attend the meeting. He stated that beyond that, I do not know the mechanism to get that kind of feedback. Ms. Kinhart stated that they can put notices on the website. She stated that people can sign up and get the agendas automatically. Mr. Lopez stated that there is an active Facebook group. Chair Bartro stated that it must be discussed in open meeting. He stated that the right thing to do if we want feedback is to advertise on those forums as a private citizen and note the date that the public comment will be heard and encourage people to attend the meetings. Ms. Kinhart stated that she can contact Mr. Steve Sherlock to publicize this. Discussion commenced on obtaining public comment. Chair Bartro stated that he wants to hear from the business community on this.

**New Business**

None.

**Old Business**

None.

**Motion:** To **Adjourn** by S. Williams. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Lopez-YES; Bartro-YES. Voted 3-0-0.

Meeting adjourned at 7:16 PM.

Respectfully submitted,

---

Judith Lizardi  
Recording Secretary

In Q4 of 2022, the Franklin Massachusetts Design Review Commission continued a multi month review of our sign standards and bylaws. In the past we have brainstormed potential clarifications to the Franklin sign bylaw in open meetings. In Q4, we did conduct a search of sign guidelines in other New England communities that we believe have strongly written, clear, and concise language. We believe building on and improving the language of the Franklin bylaw would which would help the commission better administer this bylaw through our review of proposed signage, and would help business owners better navigate the requirements for permitting by providing less ambiguity for them to have to navigate. The commission examined the York Maine bylaw in detail and found several items we believe would be beneficial to implement in our own bylaw. We have documented those items in the below document and now wish to review them with the various town entities to gauge their alignment and support. If we achieve that support, we will want to work with town council to implement bylaw changes.

SIGN STANDARDS from the York Maine 'article 16' we believe would be helpful to implement:

1. We would like to explore clearer description of sign types that are permitted in the town:
  - a. Sign Types reviewed in York bylaw that through our years of experience reviewing Franklin sign applications we believe are applicable and helpful:
    - i. A-frame sign: An advertising sign located on the ground, not permanently attached and easily movable, and usually two-sided. Also called a "sandwich board".
    - ii. Banner. A sign composed of light weight cloth, plastic material, or other non-rigid material, affixed to a structure either by ropes, pins, cables, etc. or by framing, in such a way that it moves in the wind.
    - iii. Billboard. See Article Two, Definitions.
    - iv. Blade Sign. Hanging or placard style signs which project from the front façade of the building over the sidewalk, fixed at an angle or perpendicular to the wall on which it is mounted. These signs are typically two sided and either square, rectangular, or oval in form.
    - v. Business Directional Signs. Off premise Business Directional Signs are governed by the Town of York's Directional Sign Ordinance.
    - vi. Changeable Signs. An on-premise sign created, designed, manufactured, or modified in such a way that its message may be electronically, digitally or mechanically altered by the complete substitution or replacement of one display by another. Signs that contain changeable copy that can only be altered by manual means shall not be considered changeable signs.
    - vii. Directory Sign. A directory of the business establishments occupying a building affixed to the exterior wall of a building containing multiple businesses.  
\*Consider expanding this from just exterior wall to also include freestanding

directory signs for properties with multiple business tenants on one property, also consider removing any reference to the 'wall' aspect of this, to broaden it to cover any multi establishment directory signage.

- viii. Freestanding Sign. A directory of the business establishments occupying a building containing multiple businesses. \*Consider replacing 'multiple businesses' with single 'business'
- ix. Information Sign. A sign, without commercial speech or advertising material, designed and intended to convey information about a permitted use, whether it be a business, institution, school, church, public building, fraternal or service clubs, to convey regulations or restrictions, or otherwise to provide needed guidance to the general public; for example, "no trespassing", "exit", hours of operation and other useful information.
- x. Open Flag. A flag placed outside a business, during business hours, indicating a business is open.
- xi. Window Sign. A sign printed on, affixed to, in contact with or etched on a window and intended for viewing from the exterior of the building.
- xii. Wall Sign. A sign attached to, erected against or hanging from the wall of a building, with the face in a parallel plane to the plane of the building wall. Signs on awnings shall be considered wall signs. Wall signs shall include only letters, background, and an optional logo. Information shall consist only of the name and/or logo of the business. Wall signs shall not list products, sales, other promotional messages, or contact information.

- 2. Below is an example of Performance Standards we believe augment our existing language.
  - i. Signs shall not be attached or affixed to any tree or to any public utility pole.
  - ii. Signs are prohibited on roofs, and shall not project above the eave lines or parapet walls of buildings to which they are attached. For flat roofed buildings that employ roof fronts that give the appearance of a pitched roof, signs are prohibited on the roof front.
  - iii. Signs shall not be placed so as to interfere with free ingress to or egress from any door, window or fire escape, or parking lot.
  - iv. Signs shall not be placed so as to adversely impair vehicular or pedestrian safety or circulation.
  - v. All signs, including any supporting posts or structural elements, shall be appropriately maintained. Appropriate maintenance consists of the sign remaining in the same condition as when it was installed. Missing lettering, cracked or broken glass or plastic, insecure or broken signs, or any other sign condition that may cause unsafe or unsightly conditions shall be repaired or removed.
    - 1. **See section 6 "non-conforming signs" section of this document for more on maintenance**
  - vi. Any sign which advertises a business no longer being conducted shall be removed within 6 months of the business closing.



\* discussion with commission on 24 January- discussed the below and though we want to discuss the topic further for feedback from others in town/public, we do not feel strongly that the below copied language in our current bylaw is deficient with the caveat that signs facing residential districts are to be handled in such a way to give the commission discretion as to how they are handled.

3. We spend time in our meetings discussing Illumination of Signs with applicants. Below are examples of language we believe would help us facilitate more productive conversations with applicants about illumination:

a. Current Franklin Bylaw language:

(a) Signs may be externally illuminated provided that there shall be no glare cast onto adjacent residential properties or in a manner to disrupt the movement of pedestrian or vehicular traffic.

(b) Signs may be internally illuminated in all sign districts other than the DCD and RD, provided that the background is dark in color and the letters are light in color, or there is an opaque shield between the light source and the sign panel that only allows the lettering area to be illuminated. Canopies or awnings may also be internally illuminated. There shall be no glare or direct light reaching any adjacent residential properties or in a manner to disrupt the movement of pedestrian or vehicular traffic from an internally illuminated sign, canopy or awning.

b. We may want to state a photometric limit in our bylaw. For example “No more than 0.2 foot candle of light shall be detectable at the boundary of any abutting property.” (used for example only- we should approach setting such a limit in a more scientific manner)

c. Further examples from York bylaw:

i. *“Light levels shall be deemed acceptable if they do not exceed a factor of 3 above the ambient light intensity at any point on the ground when measured with an incident light meter and the following procedure:*

1. *The intensity of the sign illumination, in foot candles, is measured with all normal background and ambient illumination on.*

2. *With the sign turned off, the same measurement is repeated.*

3. *The ratio of the measurement in (1) to that in (2) shall not exceed 3.*

4. *It shall be the responsibility of the applicant to provide documentation that proposed sign lighting meets the above maximums.*

5. *Except in the case of permitted and/or grandfathered neon signs, LED lights shall be the source of sign illumination, unless it can be demonstrated that another bulb type is equal or greater in energy efficiency.*

4. Dimensional Standards- The York standard includes a very detailed description of how the different styles of signs are to be measured and assessed for size. This is maybe the most important part of this review, as the ambiguity around this causes confusion to applicants and headaches for the commission. An example of ambiguity in our current bylaw is in the case of ‘channel letters’, where as a practice, we have only counted the ‘positive space’ of the sign, omitting the negative space from the calculation. This type of calculation requires either

complex math of advanced CAD systems. Since it's not clearly spelled out it also requires the applicants to have their submissions tabled and return to subsequent meetings, slowing down the process for them and creating additional administrative overhead for the town. An example is included below of how the standard we reviewed lays out a graphical measurement guideline which is very easy to follow. We recommend incorporating a graphic like that below with associated guidance in a future version of the bylaw in Franklin.

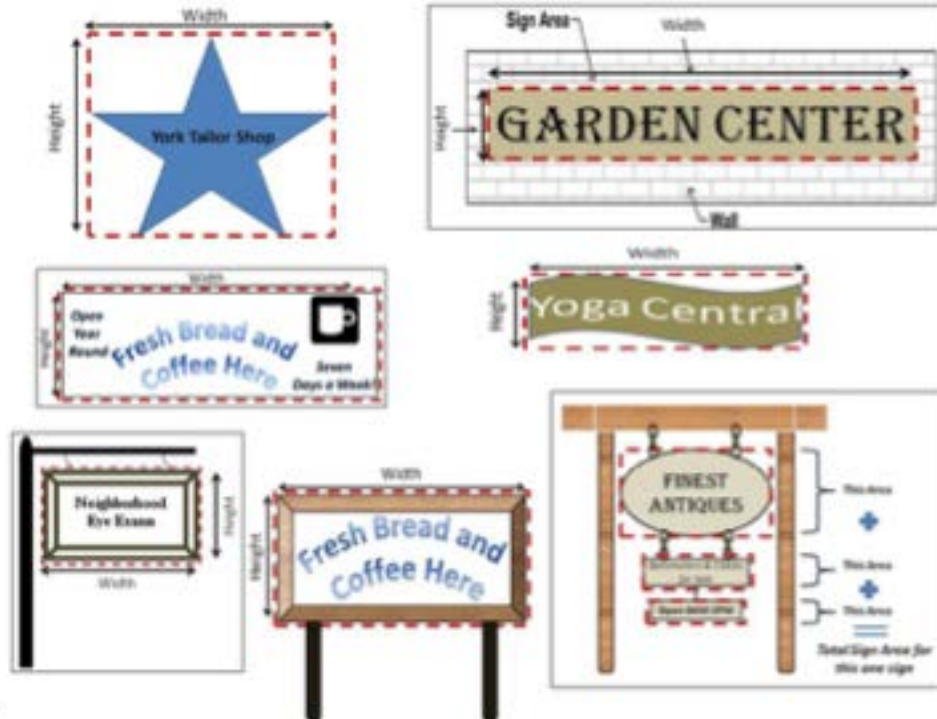
a. Current Franklin Bylaw language:

(a) General.

- [1] The size of a sign consisting of individual letters or symbols attached to or painted on any type of surface, is the rectangular area that encloses all of the individual letters or symbols. This also includes canopies and awnings that have letters or logos as part of them. In addition, any area of material or color forming an integral part of the background of the display or which is used to differentiate the display from the backdrop shall be included in the total sign area calculation.  
[Amended 1-30-2019 by Bylaw Amendment 18-822R]
- [2] Only one side is counted in computing the area of a double-faced sign; however, not having a double-faced sign shall not allow the applicant to add additional square footage to the maximum square footage area allowed within the specific district that the sign is displayed.

b. Measurement of Sign Area

- i. *On 1/24/23 comission met and discussed and added suggestion to discuss 'Wall signs – need to have guidance in the bylaw that better enables large buildings (example: Dell) to have sign square footage commensurate in proportion with building mass. Example "1Sqft sign for linear foot of frontage. Street facing or parking lot facing". A biproduct of this would be submissions needing to demonstrate frontage of the building.*
- ii. Measurement of signs include the area of all boards, panels, frames, or sheets of material but does not include supporting posts or any structural elements outside the limits of such perimeter which do not form an integral part of the display.
- iii. In determining the area of wall signs or window signs, the entire area with a continuous perimeter enclosing the extreme limits of the actual letters, characters background surface, and any associated graphics shall be measured. For a sign consisting of individual letters or symbols without a distinguishable background, the area shall be that of the smallest rectangle which encompasses all of the letters and symbols.
- iv. Sign area shall be determined as the product of the maximum width and maximum height of the sign unit, excluding the supporting structure. However, if the supporting structure is built in the shape of a corporate symbol, its area shall also be counted.
- v. Maximum Dimension shall mean the longer of either height or width.



5. The York guideline includes a dimensional standard for each sign type introduced at the beginning of the document. We believe it would be beneficial, if the sign 'types' described in this document were to be introduced, that we also suggest a relative sign size requirement specific to each type. This would allow the various sign technologies and construction methods to be used to their maximum effectiveness while also protecting the appearance of the town. An example of this could be in difference in the size of a case/box sign vs. a channel letter sign. A case sign in it's rectangular format creates a more imposing 'mass' on a building than a channel letter set does. Would it not therefore make sense for a channel letter set to have allowable square footage that maximizes it's noticeability to passersby?
  - a. If we propose to move forward in adopting a structure of 'types and sizes', this would require extensive research and proposal by the commission as to what is allowable
6. Non-Conforming Signs- today we feel there is little recourse for non conformance, though we frequently hear complaints from citizens of Franklin when non conformance exists. Examples of York's non conformance standards are below. NOTE- the area we most need guidance on as a commission is around 'grandfathering' and whether it exists and how to apply it in the context of these bylaws.

- a. Current Franklin Bylaw Language related to maintenance:

- G. Sign maintenance.

- All signs shall be structurally sound and free from all hazards caused or resulting from decay or the failure of structural members, fixtures, lighting or appurtenances. All signs shall be maintained in readable and clean condition and the site of the sign shall be maintained free of weeds, debris and rubbish.

- Owners of signs that are determined to be a safety hazard by the Building Commissioner in consultation with the Police Chief shall be directed to correct the condition by the Building Commissioner. Failure to comply with the Building Commissioner's request will constitute an enforcement action.

- b. Continuance: A non-conforming sign that does not conform to the provisions of this Section, but which did meet such provisions when the sign was installed, may continue.
      - c. Maintenance: Any lawfully existing sign may be maintained, repaired or repainted, but shall not be enlarged, except in conformance with the provisions of this Section.
      - d. Replacement: Any new sign of different size and shape replacing a non-conforming sign shall conform to the provisions of this Section, and the non-conforming sign shall conform to the provisions of this Section, and the non-conforming sign shall not thereafter be displayed. Any application to replace a non-conforming sign shall demonstrate that the replacement sign is no more non-conforming than the existing sign, or the application will be denied. After –the-fact permitting to replace a non-conforming sign shall not per permitted.

- 7. Prohibited Signs and Displays- we believe it's important to further codify in the bylaw prohibitions to the allowed signs as below (from York example)

- a. Current Franklin Bylaw language:

- E. Prohibited signs.

- (1) Any signs having a part that moves or flashes, or signs of the traveling light or animated type, and all beacons and flashing devices, whether a part of, attached to or separate from a sign, are prohibited.
        - (2) No liquid crystal display or light emitting diode signs are permitted within the Town of Franklin other than gas station signs displaying one price and no more than 16 square feet in size.
        - (3) Roof signs, billboard signs, inflatable signs or banners are prohibited.
        - (4) No flags shall be allowed with the exception of those permitted in Subsection **F(3)**.

- b. Flashing, moving or animated signs, movable electric signs, changeable signs, intermittently lit signs, digital, and signs with variable color lighting or signs that display electronic images or video are not permitted. Signs indicating fuel prices, time and/or temperature are permitted provided they meet the other provisions of this Section.
        - c. A string of lights shall not be used for the purpose of advertising or attracting attention on non-residential properties, except that holiday lighting shall be permitted on non-residential properties from November 1 through January 10 or each year, and low

intensity landscape lighting shall be permitted year-round. Residential lighting is not governed by this lighting standard.

8. Additional items discussed on 1/24/23:
  - a. Commercial/industrial zone- need to discuss upper floor sign location allowance- On many of these buildings the first floor signs do not make sense (on large buildings the sign is intended to draw attention from farther distance).
  - b. We may want to include in this discussion a review/clarification of the Number and location of pylon signs (and how we define how they are allocated to business establishments (vs. properties).
  - c. Guidance on 'establishment' vs. 'business'. Do we want to adopt the language of 'business tenant' vs. 'establishment as it is today.

Note: attach original York ME guideline to this upon next distribution.