

DESIGN REVIEW COMMISSION

AGENDA

**January 10, 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/81772623014> or call on your phone at 1-929-205-6099, meeting ID is 81772623014

7:00 PM **Dell Technologies – 50 Constitution Blvd**
Replace existing Building Signs (2 sets) and 1 monument sign

7:05 PM **Motion Ai – 38 Forge Pkwy**
Installing 2 non-illuminated wall signs, one in front of building and one on side

General Matters:

New Business:

Old Business:

Approval of Minutes: **December 13, 2022**
 December 20, 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: 1/5//2023
Next meeting is 1/24/2023

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: Dell Technologies

Property Address 50 Constitution Blvd

Assessors' Map # 319 Parcel # 015

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: Dell Technologies

Address: 50 Constitution Blvd

Telephone Number: 508-524-2857

Contact Person: Joseph H Buchholz Jr

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

Business Owner: Dell Technologies Property Owner: Dell Technologies

Address: 50 Constitution Blvd Franklin MA

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

Executed as a sealed instrument this _____ day of _____ 20____

Joseph H Buchholz Jr
Signature of Applicant

See attached
Signature of Owner

Joseph H Buchholz Jr
Print name of Applicant

Tab Kadlic Dell Facilities Rep
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: Buchholz Signs Since 1899

Contact Person: Joseph H Buchholz Jr

Address 102 Depot Rd Oxford, MA 01540

Telephone Number: 508-524-2857

b. Architect/Engineer (when applicable)

Business Name: _____

Contact Person: _____

Address _____

Telephone Number: _____

E) Work Summary

Summary of work to be done: Replace existing Building Signs (2 sets) and 1 monument sign

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

DESIGN STANDARDS

Explain how each of the design standards outlined below has been incorporated into the design of the proposed development. Fill in the information in the spaces provided or use a separate sheet.

1. **Height**—The height of any proposed alteration shall be compatible with the style and character of the surrounding buildings, within zoning requirements. eplacing existing signs with new logo

2. **Proportions of Windows and Doors** – The proportions and relationships between doors and windows shall be compatible with the architectural style and character of the surrounding area. Not changing

3. **Relations of Building Masses and Spaces** – The relationship of a structure to the open space between it and adjoining structures shall be compatible. Not Changing

4. **Roof Shape** – The design and pitch of the roof shall be compatible with the architectural style and character of the surrounding buildings. NA

5. **Scale** – The scale of the structure shall be compatible with its architectural style and the character of the surrounding buildings. Similar to existing straight line of letters on building with no circle

6. **Façade, Line, Shape & Profile** – Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context: Yes

7. **Architectural Details** – Architectural details, including signs, materials, colors and textures shall be treated so as to be compatible with the existing and adjacent architectural character, thereby preserving and enhancing the surround area. Yes

8. **Advertising Features** – The size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures shall not detract from the use and enjoyment of the proposed buildings and structures and the surrounding properties. Yes

9. **Heritage** – Removal or disruption of historic, traditional or significant uses, structures or architectural elements shall be minimized insofar as practicable. NA

10. **Energy Efficiency** – To the maximum extent reasonably practicable, proposals shall utilize energy-efficient technology and renewable energy resources and shall adhere to the principles of energy-conscious design with regard to orientation, building materials, shading, landscaping and other elements. High efficiency LED lighting to replace older lighting systems

11. **Landscape** - The landscape should improve the character and appearance of the surrounding area and parking areas should be located to the side or rear of buildings when reasonably possible.

Yes

SEE ADDENDA ATTACHED FOR INSTRUCTIONS TO ASSIST IN COMPLETING APPLICATION.

ADDENDA

INSTRUCTIONS FOR COMPLETION OF FORM Q-DESIGN REVIEW APPLICATION

A. General Information

- Please list name of Business as it will appear on sign or name of project or development, as the case may be, as well as the property address
- Assessors' Map & Parcel numbers may be obtained from tax bill, Town website @ www.franklin.ma.us/Town/Assessors/PropertyTax or from the computer located outside the Assessor's Office, first floor, Municipal Building, 355 East Central Street.
- Zoning District and Zoning History information may be obtained at the Building Department, 1st floor, Municipal Building

B. Applicant Information – complete and include name of contact person w/ phone number

C. Owner Information – if business owner and property owner are not the same, please include information for both. If signage is within a shopping plaza—obtain letter of approval of sign changes from plaza owner.

Page 2 –

D. Architect/Engineer or Sign Company Information:

- Signs only – Name of Sign Company and Contact Person
- Developments & Projects – Engineer and Architect Information as well

E. Work Summary: Include brief summation of work to be done

Pages 3 & 4

F. Information & Materials to be Submitted via email (Mkinhart@franklinma.gov) w/Application

a) SIGNS ONLY –

- sign drawings and photos, which include information listed on Page 2 of the application

b) SITE PLAN APPLICATIONS FOR BUILDINGS/DEVELOPMENTS/PROJECTS.

- all plans including information listed on Page 2 of application.
- Please bring samples of siding and roofing materials and paint color samples to the meeting when scheduled.

DESIGN STANDARDS – For Buildings/Projects and Developments, please complete Pages 3 and 4 as they apply to your project.

ALL APPLICATIONS WITH SUPPLEMENTARY INFORMATION MUST BE FILED BY 4:00 PM ON THE WEDNESDAY PRIOR TO THE FOLLOWING TUESDAY MEETING. MEETINGS ARE GENERALLY TWICE A MONTH THE 2ND & 4TH TUESDAY OF THE MONTH.

FOR SIGN APPLICATIONS ONLY, YOU NEED ONLY COMPLETE PAGES 1 & 2 OF APPLICATION.



DELL-MA004-R07

50 Constitution Boulevard
Franklin, Massachusetts 02038
United States of America

WALL REPAIR GUIDELINES

Exterior

Corrugated

To be discussed with client. End result should ensure holes are filled or patched prior to installing new sign.

Brick

Holes to be filled with *QUICKRETE* mortar repair sealant or paintable caulk. Clean wall as required and quoted.

Concrete

Holes to be filled with *QUICKRETE* concrete repair sealant. Pressure wash wall.

Sidings

Patch holes with pre-approved painted aluminum.

Stucco and EIFS

Patch holes or re-mediate wall with *DAP ALEX PLUS* all-purpose acrylic latex caulk. Prep and paint wall with approved paint color (*SHERWIN WILLIAMS* or *BENJAMIN MOORE*).

Interior

Drywall

Patch holes or re-mediate wall with *DAP ALEX PLUS* all-purpose acrylic latex caulk. Prep and paint wall to a Level 4 finish with approved paint color (*SHERWIN WILLIAMS* or *BENJAMIN MOORE*).

Wood, Marble, Glass, and Granite

To be discussed with client prior to budget presentation.

Wallpaper

Wallpaper to be removed and reapplied. PM to consult with client as they may have access to matching wallpaper.

* Paint must cure for a minimum of 48 hours prior to graphics installation. Gassing and/or peeling of graphic can occur otherwise.

* Electrical is to be brought to signage area prior to sign installation by GC or owner.

PRE-PERMIT SIGN INFO		Property ID:	Dell
A.) Project Name:	Dell	Date Completed:	4/29/2022
B.) Street Address:	50 Constitution Blvd		
C.) City, State Zip:	Franklin, MA 02038		
D.) Municipal Contact:	Maxine Kinhart		
E.) Contact Phone:	508-520-4907	Email:	mkinhart@franklinma.gov
F.) Address, City, ST Zip:	355 East Central Street, Franklin, MA 02038		
G.) Jurisdiction:	City/Town of: Franklin	Fax:	508-520-4906
ATTACHED SIGNS			
1.) Sq Ft / Formula (Max: Main ID & Secondary):	First floor storefront facing street: No more than 60sf; First floor storefront facing street corner: No more than 90sf divided into 2 signs		
2.) SqFt: sides/rear:	Follow formula		
3.) Transferrable?	Yes follow formula		
4.) # allowed:	Not Stipulated	Illumination:	Internal & External
5.) Max. Overall Height:	May not exceed roofline		
6.) Calculation Method:	Box Entire letter set/Cabinet, including Backer Panel		
7.) Cabinet signs allowed?	Not stipulated either way		
8.) Special Wall sign codes:	None		
9.) Special storefront bldg colors:	None		
FREESTANDING SIGNS			
1.) Sq Ft / Formula (Max: Main ID & Secondary):	Single establishment: 1 sign no more than 50sf and no more than 25ft high; Multiple establishments on same property: 1 shared sign no more than 60sf and no more than 25ft high		
2.) # allowed:	1	Illumination:	Internal & External
3.) Height Max:	25ft	Grade-to-sign Clearance:	Not Stipulated
4.) Set-back:	10ft from ROW	Calculation Method:	Count only largest sign face
DIRECTIONAL SIGNS			
1.) # Allowed:	Not stipulated – submit for review	Illumination:	Not stipulated – submit for review
2.) Max. SqFt:	1sf	Max. Height:	Not stipulated – submit for review
3.) Permit:	Not required if under 1sf	Custom Logo:	Yes
VARIANCE			
1. Variance Meeting:	Every 2 weeks on Thurs at 7:30	App. Deadline:	30 days prior
2. Processing Time:	30-90 days	Est. Fees:	\$350
3. Attorney or expeditor required?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Sign Details	<input type="checkbox"/> Engineering Seal <input type="checkbox"/> UL Number
4. App Docs: # of Sets	8	<input checked="" type="checkbox"/> Building Elevations	<input checked="" type="checkbox"/> Owner Authorization Ltr. <input checked="" type="checkbox"/> Property ID#
5. Probability of approval?	Contact would not Speculate	<input checked="" type="checkbox"/> Site Plan	<input checked="" type="checkbox"/> Legal Description <input type="checkbox"/> Addl Prof Seals
Other:			
Note:			
Sign criteria is reported as presented to us as of the "Date Completed". This provider is not responsible for changes in local sign code after the completion date, nor for the review process, interpretations, calculations or fees of local authorities. Where required by local authority, it is understood a permit will be obtained prior to manufacture.			

SITE MAP



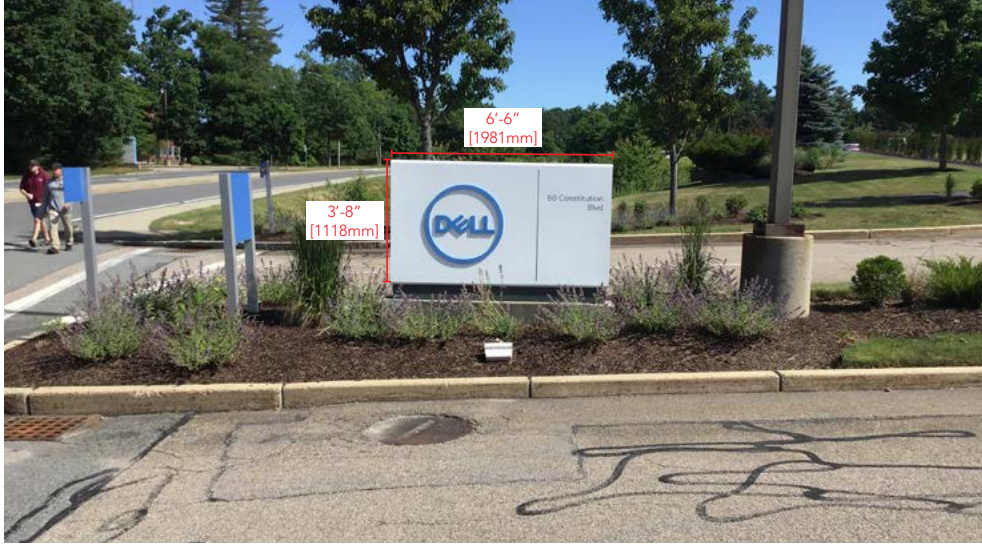
SIGN INVENTORY

L#	EXISTING	RECOMMENDATION	QTY
1	Monument	Monument	1
2	Letterset	Letterset	1
3	Letterset	Letterset	1

Surveyor: -

LOCATION 1

Existing: Monument



EXISTING SIGN DETAILS:

Quantity	Depth	Sign Sq. Ft.	Illumination	Face
1	9" [229mm]	23.83	Unknown	Double
Mounting		Fabrication		
Unknown		Fabricated Monument		

SURVEY NOTES:

Recommendation: Monument



RECOMMENDATION DETAILS:

Quantity	Sign Sq.Ft.	Illumination	Face	Estimated Paint Sq.Ft.
1	20.41	None	Double	-
Mounting		Fabrication		
Existing Base		Fabricated Monument		

INSTALLATION/REPAIR NOTES:

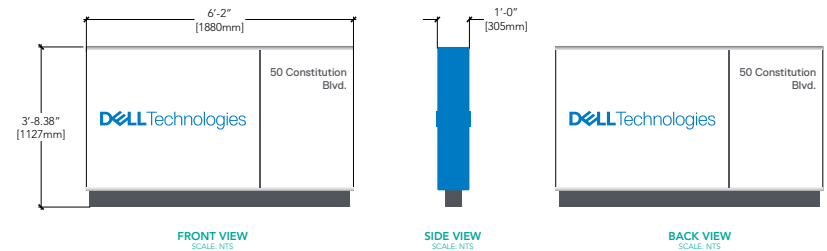
Remove existing monument. Install new monument using existing base.

Foundation Notes: Double pole mount on existing footing/base Plate size 8.5" wide (left to right as facing sign). Bolt holes 6.75" apart on center Plate 6" deep (front to back). Bolt holes 4.75" apart on center 3/4" bolts. Poles are 67" apart center to center Sign is 12' from road. There are existing flood lights that could provide power to sign. Plates are wider Left to right looking from front than deep 9" deep cabinet.

PART #:

DELL-MON-007-NL-DF-044H-X
DELL-MON-007-VNL-MA004-L1

SIGN DETAIL:



CONTEXT PHOTOS:



LOCATION 2

Existing: Letterset



EXISTING SIGN DETAILS:

Quantity	Depth	Sign Sq. Ft.	Illumination
1	Unknown	38.375	Face Lit
Mounting		Fabrication	
Studs		Channel Letterset	

SURVEY NOTES:

CONTEXT PHOTOS:



Recommendation: Letterset



RECOMMENDATION DETAILS:

Quantity	Sign Sq.Ft.	Illumination	Estimated Paint Sq.Ft.
1	57.625	Face Lit	-
Mounting		Fabrication	
Raceway		Channel Letterset on Raceway	

INSTALLATION/REPAIR NOTES:

Remove existing letterset. Install new letterset on raceway as shown. Raceway to match building color. Area to be patched, wiped down by hand, and repair holes will be "touched up" with paint to match as close as possible. Will not be a complete wall restoration. Old holes and shadowing will be visible.

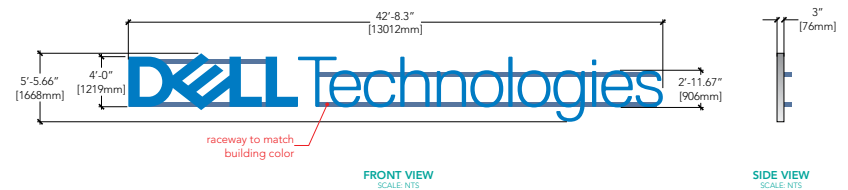
Electrical Note: Dell will make final electrical connections.

Building/Raceway Color: Steel Gray SW 7664

PART #:

DELL-LTR-105-IL-RW-066H-X

SIGN DETAIL:



LOCATION 3

Existing: Letterset



EXISTING SIGN DETAILS:

Quantity	Depth	Sign Sq. Ft.	Illumination
1	Unknown	38.375	Face Lit
Mounting		Fabrication	
Studs		Channel Letterset	

SURVEY NOTES:

CONTEXT PHOTOS:



Recommendation: Letterset



RECOMMENDATION DETAILS:

Quantity	Sign Sq.Ft.	Illumination	Estimated Paint Sq.Ft.
1	57.625	Face Lit	-
Mounting		Fabrication	
Raceway		Channel Letterset on Raceway	

INSTALLATION/REPAIR NOTES:

Remove existing letterset. Install new letterset on raceway as shown. Raceway to match building color. Area to be patched, wiped down by hand, and repair holes will be "touched up" with paint to match as close as possible. Will not be a complete wall restoration. Old holes and shadowing will be visible.

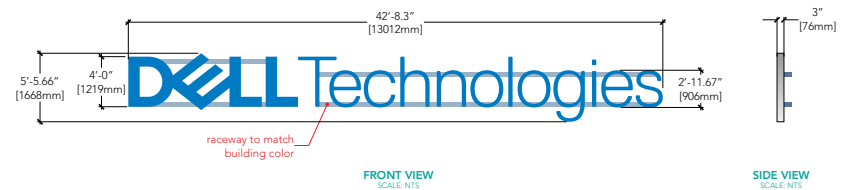
Electrical Note: Dell will make final electrical connections.

Building/Raceway Color: Steel Gray SW 7664

PART #:

DELL-LTR-106-IL-RW-066H-X

SIGN DETAIL:



SURVEY PHOTOS



PHOTO 001



PHOTO 002



PHOTO 003



PHOTO 004



PHOTO 005



PHOTO 006



PHOTO 007



PHOTO 008



PHOTO 009



PHOTO 010



PHOTO 011



PHOTO 012



PHOTO 013



PHOTO 014



PHOTO 015



PHOTO 016

SURVEY PHOTOS

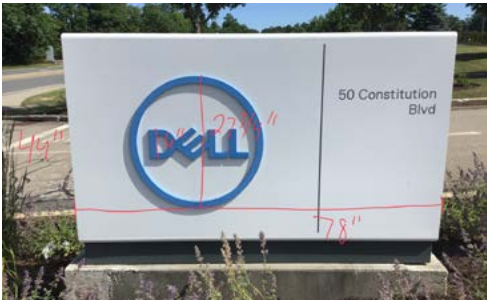


PHOTO 017



PHOTO 018



PHOTO 019



PHOTO 020



PHOTO 021



PHOTO 022



PHOTO 023



PHOTO 024



PHOTO 025



PHOTO 026

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: Motion AI

Property Address 38 Forge Pkwy

Assessors' Map # 2607 Parcel # 275-009-000

Zoning District (select applicable zone): Industrial

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: Batten Bros Sign Inc.

Address: 893 Main St., Wakefield, MA, 01880

Telephone Number: (781) 245-4800

Contact Person: Collin Celic

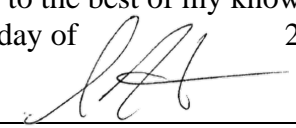
C) Owner Information (Business Owner & Property Owner if different)

Business Owner: _____ Property Owner: NV FORGE OWNER LLC
Address: _____ 265 FRANKLIN ST STE 1001
_____ BOSTON, MA, 02110

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

38 Forge Owner, LLC
c.o. Shawn Hawthorne

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: Installing 2 non illuminated wall signs one in front of building one on side, dimensions H 17.5 " x L 144", stud mounted to wall Adding white vinyl letters to existing monument sign, Dimensions H 6" x L 24"

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
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4. Drawings or pictures of existing conditions
5. If any signage on the building or site, provide information from above Signage Checklist

DESIGN STANDARDS

Explain how each of the design standards outlined below has been incorporated into the design of the proposed development. Fill in the information in the spaces provided or use a separate sheet.

1. **Height**—The height of any proposed alteration shall be compatible with the style and character of the surrounding buildings, within zoning requirements. _____

2. **Proportions of Windows and Doors** – The proportions and relationships between doors and windows shall be compatible with the architectural style and character of the surrounding area.

3. **Relations of Building Masses and Spaces** – The relationship of a structure to the open space between it and adjoining structures shall be compatible. _____

4. **Roof Shape** – The design and pitch of the roof shall be compatible with the architectural style and character of the surrounding buildings. _____

5. **Scale** – The scale of the structure shall be compatible with its architectural style and the character of the surrounding buildings. _____

6. **Facade, Line, Shape & Profile** – Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context: _____

7. **Architectural Details** – Architectural details, including signs, materials, colors and textures shall be treated so as to be compatible with the existing and adjacent architectural character, thereby preserving and enhancing the surround area. _____

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11. **Landscape** - The landscape should improve the character and appearance of the surrounding area and parking areas should be located to the side or rear of buildings when reasonably possible.

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ADDENDA

INSTRUCTIONS FOR COMPLETION OF FORM Q-DESIGN REVIEW APPLICATION

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Page 2 –

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Google Maps 38 Forge Pkwy



Imagery ©2022 MassGIS, Commonwealth of Massachusetts EOE, Maxar Technologies, Map data ©2022 100 ft

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SIDE OF BUILDING



MONUMENT SIGN



FRONT OF BUILDING

MOTION

MA22 Exterior Signage

38 Forge Pkwy.
Franklin, MA 02038

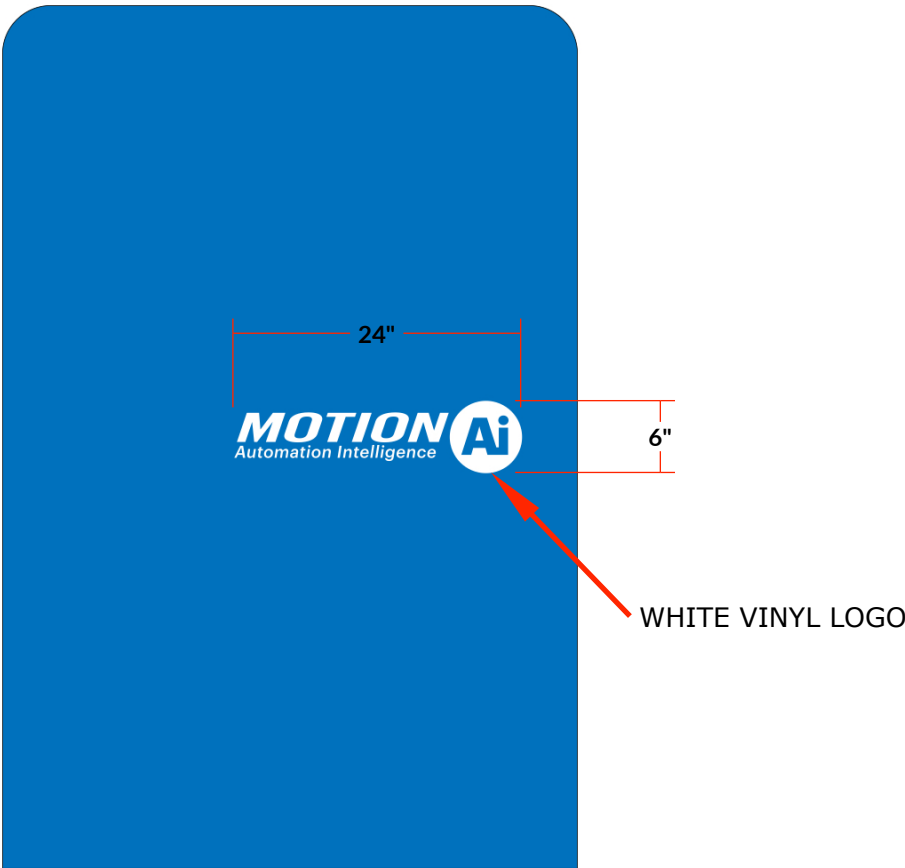
PROJECT #
2022-25559

DRAWN BY:
Wade Hulsey

10-26-2022
Version 3

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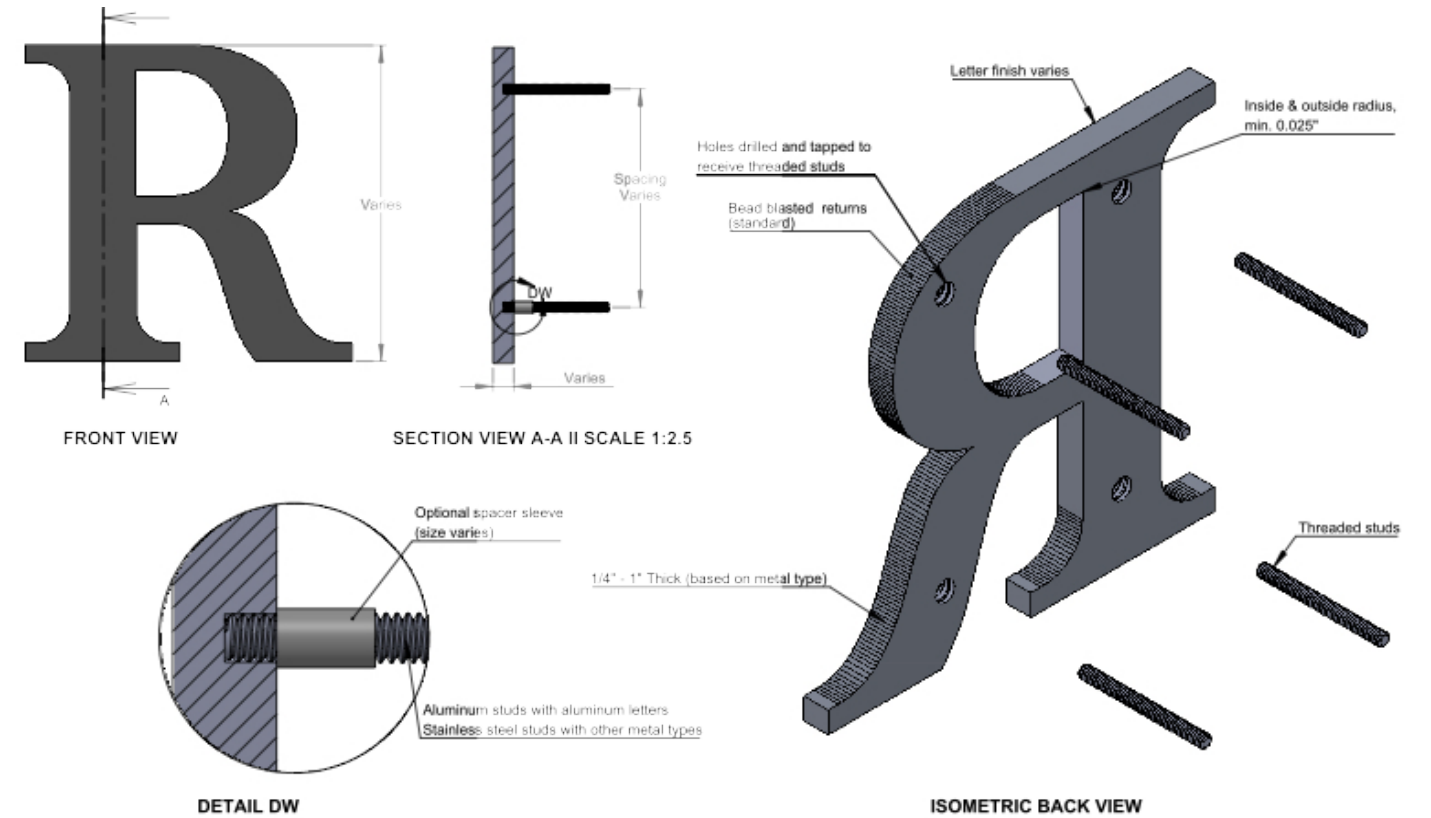


1 ELEVATION
SCALE: 3/4" = 12"

• FINAL SIZE TO BE VERIFIED BEFORE PRODUCTION



1 **LOGO - FRONT VIEW**
SCALE: 1/2" = 12"



3 **INSTALLATION DETAIL**
SCALE: N/A

FLAT CUT METAL - STUD MOUNT

Town of Franklin



Design Review Commission

**Tuesday, December 13, 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, Paul Lopez, Cassandra Bethoney. 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. Dunkin Donuts – 541 West Central Street – Install new Dunkin signs.

Mr. Sean Donovan of Viewpoint Sign and Awning addressed the Commission. He reviewed the sign package as submitted and discussed items as listed on the submitted work summary on the application. He stated that item A is a wall sign replacement which is a reduction in size, item B is a contour cloud-style sign replacement which is a reduction in size, and item C is the Franklin Runs on Dunkin new sign added to the side elevation.

Chair Bartro discussed the location regarding allowed signage. He stated the allowance is 48 sq. ft. and one sign. He stated that Mr. Donovan is already out of that with the two signs. He asked how the Franklin Runs on Dunkin sign was treated in the last Dunkin submission. Mr. Lopez stated that he thinks it was counted as a sign. Ms. Bethoney stated that it was not treated as artwork. Mr. Donovan stated that they could do the icons and call it artwork. Chair Bartro stated that he would like to get the entire package down to 48 sq. ft. which is the allowance in this district. He stated that he understands this is corporate branding. Mr. Donovan discussed possible signage options. Chair Bartro stated that he thinks if the applicant can get the wall signage package down to 48 sq. ft. it would be close enough; the Commission would have to vote on that. Mr. Wood agreed that the applicant should get it to 48 sq. ft. Mr. Lopez stated that it should be one sign, but it is an odd building; he agreed that it should be at or under the allowed 48 sq. ft. Mr. Donovan stated that he thinks that is a goal they can achieve.

Chair Bartro discussed the pylons. Mr. Donovan stated that currently it is brown; it will be painted to the new branding colors, the existing face will be replaced with the current branding face, and they are following the town code with the opaque white. Chair Bartro stated that the structure has been grandfathered; if the applicant wanted to replace the structure, the Commission would ask that they have a dual stance structure. He noted that the other signs look like directional signage. Mr. Donovan confirmed they are wayfinding signs. Chair Bartro confirmed that wayfinding signs are not counted against the total signage. Mr. Donovan stated that the menu board is being replaced as they are upgrading the units. He explained the new menu board configuration. Chair Bartro stated that if a motion is passed,

the stipulation will be that the overall signage package shrinks in size; the locations can be kept. Ms. Kinhart confirmed the next Commission meeting is next week.

Motion: To **Table** this item. Motioned by C. Bethoney. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 5-0-0.

- 2. MKS – 8 Forge Parkway** - Install 60” x 48” monolith non-illuminated signs, install door vinyl & shipping and receiving signs.

Mr. Richard Pretorius of Pretorius Electric & Sign Co. addressed the Commission. He stated that they would like to put up two 60” tall x 48” single-face non-illuminated monolith signs as well as install door vinyl and a shipping and receiving sign. He stated that one of the two signs is a replacement and the other is for a visitor entrance. He stated that the signs are on the property. Chair Bartro stated that these are wayfinding signs. He reviewed that when the signs do not have any branding on them such as logos and names, they are treated as wayfinding and not counted against the square footage total. However, when they do, it is counted. He reviewed the signage square footage allowances for this district which he stated is industrial office. He stated the discussion is if they are wayfinding signs. Discussion commenced on the sign locations and proposed sizes.

Motion: To **Accept** the sign package as submitted. Motioned by P. Lopez. Seconded by G. Wood.

Discussion: Chair Bartro noted the vinyl on the doors is not too big based on the allowance. He stated that the shipping and receiving sign is a one-to-one replacement of what is there; he confirmed the applicant is under the square footage allowance. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 5-0-0.

Approval of Minutes: November 8, 2022 & November 22, 2022

Motion: To **Approve** the November 8, 2022 Meeting Minutes as presented. Motioned by P Lopez. Seconded by C. Bethoney. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES; Bartro-ABSTAIN. Voted 4-0-1.

Motion: To **Approve** the November 22, 2022 Meeting Minutes as presented. Motioned by P Lopez. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-ABSTAIN; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 4-0-1.

General Matters - Old Business

Chair Bartro noted that there is a Commission meeting next week and materials would need to be to Ms. Kinhart by tomorrow. He noted that he needs to get a draft to Ms. Kinhart regarding the zoning bylaw markup from York, ME. He stated that he hopes to get that to Ms. Kinhart tomorrow. Ms. Kinhart stated that Mr. Cam Afonso’s missing emails were in her Spam folder.

General Matters – New Business

None.

Motion: To **Adjourn** by G. Wood. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 5-0-0.

Meeting adjourned at 7:28 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary

Town of Franklin



Design Review Commission

**Tuesday, December 20, 2022
Meeting Minutes**

Vice Chair Sam Williams called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Vice Chair Sam Williams, Gerald Wood, Paul Lopez, Cassandra Bethoney. Members absent: Chair James Bartro, 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. Apricot Lane Boutique – 342 East Central Street – Install sign faces.

Mr. Cam Afonso of Signs by Cam, Inc. stated that they were before the Commission with the new sign; the colors are the corporate colors of pink and black. He stated that it is a lit panel; it is a replacement of what they had before.

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

2. Skin Savvy Aesthetics – 9 Summer Street – Install new signs.

Mr. Cam Afonso of Signs by Cam, Inc. reviewed that this is for an existing tenant sign and existing pylon sign replacement with the exact type of signage that was there. He confirmed the sign is 2' x 8'. Vice Chair Williams stated that the smaller sign is meant more as a directional sign and is indicating parking for those establishments. Mr. Afonso stated that there is no lighting in the free-standing sign.

Motion: To **Approve** the sign package as submitted with a note that the dimensions for the building face sign are 2' x 8'. Motioned by C. Bethoney. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

3. Dell Technologies – 50 Constitution Boulevard – Replace existing building signs (2 sets) and 1 monument sign.

Mr. Joseph Buchholz of Buchholz Signs Since 1899 and Mr. Paul Fitzgerald, Project Manager Dell, addressed the Commission. Mr. Fitzgerald stated that Tab Kadlic, Dell Facilities Rep., was also attending the meeting. Mr. Buchholz stated that they are replacing an existing ground sign; the new

one is not quite as wide but basically the same size. On the building, they are proposing to update with channel letters with the new logo. He stated that the monument sign is not illuminated and the building letters are face illuminated. He confirmed that there is only one monument sign on the site. Vice Chair Williams stated that the monument sign seemed okay. He confirmed that they are allowed 60 sq. ft. Ms. Bethoney stated that the second-floor signage is technically not permitted; however, it is an existing sign that is a replacement so they can be lenient that it is an existing condition. Mr. Lopez stated that it is 42' x 5' and they are permitted 60 sq. ft.; the current signage is 48 sq. ft. Vice Chair Williams stated that the issue of a corner can be debated based on Constitution Boulevard; it is a giant building in an industrial park. He stated that he is okay with the sign on both sides; however, he thinks it is larger than it should be. Mr. Fitzgerald stated that the previous sign was Dell, and the new sign is Dell Technologies; they tripled their letters. He stated that they want the sign to be viewable and stand out. Mr. Lopez stated that there are bylaws approved by the Town Council that set sign standards that the Commission is here to enforce. He stated that at some point it becomes an advertisement rather than an identifier as to what is in the building. He stated that he thinks that at 400 sq. ft. they are in the advertising territory. Mr. Fitzgerald stated there is 700,000 sq. ft. of manufacturing space; he is considering the size of the building. Vice Chair Williams suggested putting the word Technologies under the word Dell. Mr. Fitzgerald stated he does not think that would be a Dell preference to understate the technologies. He asked if a waiver is needed. Vice Chair Williams stated that the applicant can shrink the signs so they are both 45 sq. ft. which would equal 90 sq. ft. total. He noted that 60 sq. ft. is allowed; however, this building is considered a corner, so they have two front faces which is allowed 90 sq. ft. in total. Or, the applicant can seek a variance from the Zoning Board of Appeals. He suggested that the Commission can table this item and the applicant can return with smaller proposed signage, or the Commission can deny it, and the applicant can go to the ZBA for a variance. Mr. Buchholz discussed that smaller signage on such a large building would not look correct. Mr. Fitzgerald asked the Commission to look at the rendering and the scale of the sign on such a large building. Ms. Bethoney stated that she does not think it is an equal exchange on the signage. Mr. Fitzgerald stated that they will have to look at it; he stated that this should be tabled, and they will return to the Commission with a rendering.

Motion: To **Table** this item. Motioned by C. Bethoney. Seconded by G. Wood. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

4. Dunkin Donuts - 541 West Central Street – Multiple signage.

Mr. Sean Donovan of Viewpoint Sign and Awning addressed the Commission. He reviewed the sign package as revised. He stated that the total is now 44.2 sq. ft.; the goal was to get under 48 sq. ft.

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

Approval of Minutes

None.

General Matters – New Business

None.

General Matters – Old Business

None.

Motion: To **Adjourn** by G. Wood. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

Tel: (508) 520-4907

Fax: (508) 520-4906

Meeting adjourned at 7:28 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary