

# **DESIGN REVIEW COMMISSION**

## **AGENDA**

**March 28, 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/82698180901> or call on your phone at 1-929-205-6099, meeting ID is 82698180901**

**7:00 PM      Applause – Gelato & Unique Finds – 34 Main Street**  
New cover sign replacement Panel, Blade Sign, Glass Door Logo

### **General Matters:**

**Approval of Minutes:**      March 14, 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: 3/22/2023  
Next meeting is 4/11/2023

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: 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 Cove Ranieri Hayden  
Signature of Owner

Rocco Cavallaro  
Print name of Applicant

Margaret Cove 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.





**Cavallaro Signs**

INCORPORATED 305 Union St., Franklin, Ma phone/fax 508-528-6545

**Drawing Date.....3/22/23.....**

**Blade sign 38" x 36" with steel bracket**  
**Overlay Sign to match the others in place now**  
**Door Logo**







**Cavallaro Signs**

INCORPORATED 305 Union St., Franklin, Ma phone/fax 508-528-6545

**Drawing Date.....3/22/23**

## **“Applause” signs @ 34 Main Street**

### **(3) Sign signs total to be installed**

#### **#1 Door Logo print on glass 25” x 24”**

Glass door logo for entry 25” x 24”  
Glass area 36” x 76”



#### **#2 Blade sign 38” x 36” with steel bracket**

Steel scroll bracket projecting 42”  
Stainless clips and hardware

36” x 36” .5”  
MDO plywood sign, DBL sided with  
overlayed color prints



#### **#3 Overlay Sign to match the others in place now 18.6” x 150.5”**



**Alupanel (alum composite) 1/8” thick overlay sign like the all the existing signs  
Same black back ground and colored stripes with color print graphic and white cut vinyl letters**



**Cavallaro Signs**

INCORPORATED 305 Union St., Franklin, Ma phone/fax 508-528-6545

Drawing Date.....3/22/23.....

## Front View (3) sign positions





Town of Franklin



Design Review Commission

**Tuesday, March 14, 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, Cassandra Bethoney. Members absent: Gerald Wood, 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. Massey's – 254 East Central Street – Replace building non-lit sign face.**

Mr. Cam Afonso of Signs by Cam, Inc. stated that this is a 4 ft. x 12 ft. sign base with external lighting replacing the existing sign in a thin cabinet.

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

*Note: Items taken out of order from agenda.*

**2. Dunkin Donuts – 547 East Central Street – Replace signage.**

Mr. Sean Donovan of ViewPoint Sign and Awning reviewed and discussed each of the sign items A through H as listed on the Design Review Application provided in the meeting packet. He stated that Item A is a Dunkin Go which is drive thru and mobile pick up only; these letters come in at 14.4 sq. ft. which is less. Item B is a Franklin Runs On and is a little bigger. Item C regards Something Fresh which is something the brand likes, but the franchisee does not need this. He stated that he is presenting what the brand wants him to present; however, it could be taken off if the Commission wants. Item D is the awning which will have no graphics except the clearance height warning.

Chair Bartro asked Mr. Donovan if his argument is that between sign A, Franklin, and the DD's coming off, that he is like neutral to the existing. Mr. Donovan stated yes and stated that he can adjust the size of the Franklin Runs On if it would help. Chair Bartro stated that he did not think the Dunkin Go is an issue. Mr. Donovan stated that the Franklin Runs On is 18.2 sq. ft.; he stated that they could shrink that down. He stated that there are three sizes on that, small, medium, and large, and that one is large. Chair Bartro stated that this is in Commercial II district. He reviewed the allowed dimensions.

Commission members made comments. Ms. Bethoney suggested they leave off the brewing one because it does not meet the regulation. Chair Bartro stated that the applicant would be over with that one. Chair Bartro and Mr. Lopez confirmed that this is the commercial business corridor. Chair Bartro stated this could be considered a corner which would be 64 sq. ft. divided by two signs so they meet this as long as they scrap the Something Fresh sign. Mr. Donovan stated that is not a problem; they can drop that.

Chair Bartro asked if there is a pylon on the property. Mr. Donovan stated that there is an existing pylon, but they are proposing a new pylon in a new location. He explained Item E which is the pylon drawing. He stated that currently the sign is not visible. He explained that the new sign type is a vertical monument type. He reviewed the proposed new sign location. He stated that he needs to confirm the setback requirements. Chair Bartro stated that what the Commission calls lollipop signs are a no-no in town. Mr. Donovan explained the structure of the new sign as shown on the drawing. He confirmed the background is opaque. Chair Bartro stated that the applicant is under the square footage for a pylon sign, so it is not an issue. Mr. Donovan stated that any plantings around the sign would be taken care of by the franchisee. Ms. Bethoney stated that it should be kept simple. Chair Bartro stated that he prefers it to be as basic as possible as it is an extra burden for the businesses to try to maintain landscaping. He stated that he sees that the ordering boards are directional in nature. He stated that he would like the Welcome Back to have a direction on it like an arrow as it fits the need of being a directional sign. Mr. Lopez stated that he would be fine with it just saying Welcome Back. Mr. Donovan stated that these new signs meet the new branding. He explained that these signs would be illuminated and these type of signs usually fall under way-finding. Ms. Bethoney stated that she is not a fan of white boxes that would be lit. She asked is there a way to do the same opaque treatment that you are doing for the other sign. Mr. Donovan explained some changes he could make that would not impair the message. Ms. Bethoney stated that she would second the idea for adding an arrow to the Welcome Back sign.

Chair Bartro summarized the discussion. He stated that they are going to nix the Something Fresh is Always Brewing, clarify opaque on white sign faces in reference to the pylon, and swap directionals from as presented to knock-out on pink background with the arrow on it.

Ms. Bethoney suggested to consider a pole cover around the directional signs. Mr. Donovan stated that they could, but it is not a brand standard; it is an old-style sign that they are repurposing. Chair Bartro stated that would come into play if they were to be replaced. Mr. Donovan stated that he could suggest it and inquire. He stated that they would be painted dark gray to match to image.

Mr. Donovan noted Item G which is the clearance bar that has the drive through graphic at the top. Chair Bartro stated that is way-finding. Mr. Donovan discussed Item H which is the order point canopy and stated that it is a little different from the last one that they did. He stated that this is an all in one. Chair Bartro stated that his feelings on these things is that they are not emitting live TV and music when in use. Mr. Donovan stated that they are strictly displays.

**Motion:** To **Approve** the sign package as submitted with the stipulations as previously discussed. Motioned by S. Williams. Seconded by P. Lopez. **Discussion:** Chair Bartro stated that he would **Amend** the **Motion** to include the following language: the Something Fresh sign is not included in this acceptance and should not be installed, any white sign faces will be opaqued as indicated on the drawings, and the directional signs saying Welcome Back and Drive Thru will instead of as shown here will be pink with knock-outs and an arrow to indicate directionality. Amended Motion Seconded by S. Williams. Roll Call Vote: Williams-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 4-0-0.



**3. Applause – Gelato & Unique Finds – 34 Main Street** – New cover sign replacement panel, blade sign, glass door logo.

Chair Bartro confirmed Mr. Rocco Cavallaro was not present at tonight's meeting.

**GENERAL MATTERS**

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

**Motion:** To **Approve** the February 28, 2023 Meeting Minutes as presented. Motioned by S. Williams. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Lopez-YES; Bethoney-ABSTAIN; Bartro-YES. Voted 3-0-1.

**Discussion: Sign Bylaw Review**

Chair Bartro stated that the latest version of the document that the Commission has been working on is in the meeting packet. He stated that at the last discussion on this item they agreed to have some time for public input on this before bringing it to Town Council. He stated that Director of Planning and Community Development Bryan Taberner would like to talk about this with the Commission at their next meeting. Chair Bartro stated that he wants to make sure he captures all the feedback from Commission members. Mr. Williams stated that he was wondering if they could make a stipulation that building signage contain only the name of the business as it is legally formed and like a description of what they do such that the Commission does not run into issues where we have a grammar problem on a sign or we have all these other signs that are not the name of the business. Chair Bartro summarized that Mr. Williams is proposing that an applicant would not put a motto/slogan on a sign. Mr. Williams stated it should be that way for all businesses.

Chair Bartro shared his screen and stated that he would take notes. He gave an example of the language Franklin Runs on Dunkin which falls into this category. Mr. Lopez stated that his initial reaction is that there needs to be some discretion for the Commission to say no: he is worried that this goes beyond that and he needs to think it through. Mr. Williams stated that he does not want to create something that is unenforceable. Chair Bartro stated that his position is that the Commission is not a grammar policing organization. Mr. Williams stated that he looks at it as eliminating potential issues. He stated that your business name is your business name, but if you cannot have a motto on there, it eliminates the possibility of bad grammar or something inappropriate. Chair Bartro suggested that this is an item to talk to Mr. Taberner about. Mr. Lopez stated that he agreed that some discretion on this would be useful. Chair Bartro stated that his goal is to uphold the design standard in town and try to be as business friendly as possible in doing so.

Ms. Bethoney stated that she had two thoughts: one content related and one process related. She stated that regarding content, she is in support of this generally, regarding Item 7 under prohibited signs, but she wants the Commission to consider how they are defining some of these things and add clarity around these definitions and give clear parameters as to what is not included. She stated that she wants to know what is actually the thing driving that being prohibited. Chair Bartro stated that he thinks the billboard effect is essentially trying to eliminate a person being able to put up their own billboard on their own roof. He stated that he thinks that is the logic behind the rooftop signs; there are a couple in town that are grandfathered in. Ms. Bethoney indicated the need for clarification on what is a banner. Chair Bartro stated that some temporary banners become permanent because people do not take them down and then it becomes an enforcement issue. He stated that if we adopt that type of language in section 7, we are going to have to be pretty explicit about those sign types, what they mean, and the intent in prohibiting them. Ms. Bethoney stated that they should try to be consistent across the board. Chair Bartro stated that there is a time period for temporary signs in the schedule.

Ms. Bethoney stated that her process question is that this document reads like a history of this process and we are looking at this other example in York. She stated that she is wondering at what point do we take this and write out the policy or take the regulation and do track changes. She asked is the next step to take feedback, write it up, and take public feedback. Chair Bartro stated that as Ms. Bethoney just described, it is how he pictures it going and he reviewed the process as he sees it. He stated that he thinks the Commission aligns now, and next they have to align with Planning, and after that with the Legal Department and the Building Department. He stated that when they go through all of those and they align with the bullet points, then the real hard work is to sit down with the current bylaw and with the legal team and start to write something in enforceable language and get some public feedback, and then it would go to Town Council for a bylaw amendment. He stated that it is a long road. Ms. Kinhart stated that eventually when it gets in bylaw format, it has to be underlined for whatever is added and struck through for whatever changes are made. Chair Bartro stated that the biggest bit of work, pending all the reviews, is getting to a point where we could put together the schedule that accompanies this. He stated that there are a lot of checks and balances. Ms. Bethoney noted that she has the ability to create graphics. Chair Bartro stated that he would send Ms. Kinhart his notes from tonight.

**Old Business**

None.

**New Business**

None.

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

Meeting adjourned at 7:48 PM.

Respectfully submitted,

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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:

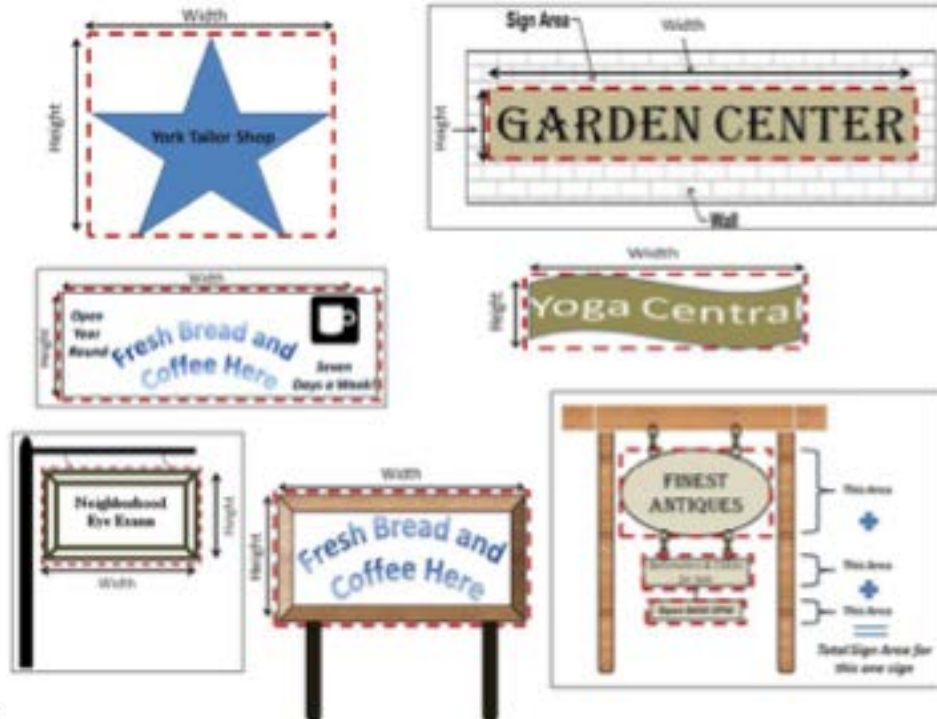
(a) General.

- [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.
9. Additional items discussed on 3/14/23
  - a. Is it possible to limit future signs to include the legal name of the business ONLY and no special 'mottos' or other language (example- Franklin Runs on Dunkin)
    - i. Could this also apply to oversight/authority over grammar used on signage?
    - ii. There may need to be a follow up conversation on this topic to determine the best language for this suggestion, also need to determine legality (and what oversight is appropriate)
  - b. Regarding item 7, specifically definitions of prohibited signs. If we adopt language like this we would need a greater level of specificity about the sign types mentioned (example explaining what specifically is a banner, what is a billboard),
    - i. Should there be an anti-example graphic such as we propose for allowed sign types? At a minimum strong narrative
  - c.

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