

**DESIGN REVIEW COMMISSION
AGENDA**

**November 2, 2021
7:00 PM.**

Virtual Meeting

Due to the growing concerns regarding the COVID-19 virus, we will be conducting a remote/virtual Design Review Commission Meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number (Cell phone or Landline Required) OR citizens can participate by copying the link (Phone, Computer, or Tablet required). Please click on <https://us02web.zoom.us/j/83423618961> or call on your phone at 1-929-205-6099, meeting ID is 83423618961

7:00 PM **food beat** – 340 East Central Street
Install front and back signs – LED Channel letters

7:05 PM **AcuPUNKture** – 205 East Central Street, #7 (Second Fl)
2 business signs to be installed at place holders

General Matters:

Design Review Applicants

Approval of Minutes: 10-05-2021
10-19-2021

DRC Discussion: Sign Tech Attachment 10 Addendum

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: 10-28-2021

The next meeting of the Design Review Commission is scheduled for November 16, 2021

FORM Q

TOWN OF FRANKLIN
DESIGN REVIEW APPLICATION
FOR §185-31(2) OF THE ZONING BY-LAW

A) General Information

Name of Business or Project: Food Beet

Property Address 340 East Central St.

Assessors' Map # _____ Parcel # 285-009-000-000

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: _____

Address: Signs By Cam, Inc.
837 Upper Union Street
Suite C-18
Franklin, MA 02038

Telephone Number: 508-364-2905

Contact Person: Cam

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

Business Owner: Mario Azwan Property Owner: EPK Properties
Address: 340 E. Central St. unit 2 511 E. Central St.
Franklin, MA 02038 Franklin, MA 02038

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

Cam Alfonso
Signature of Applicant

[Signature]
Signature of Owner

Cam Alfonso
Print name of Applicant

Joe Halligan
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.
837 Upper Union Street
Contact Person: _____ Suite C-18
Address _____ Franklin, MA 02038
Telephone Number: _____

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: _____
Install Front and Rear
Signs - LED Channel Letters

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

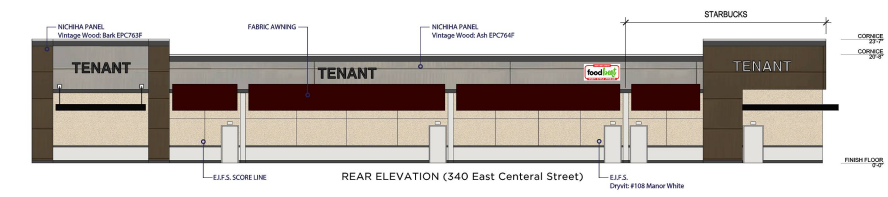
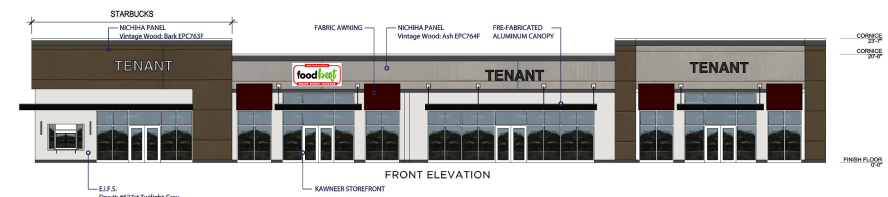
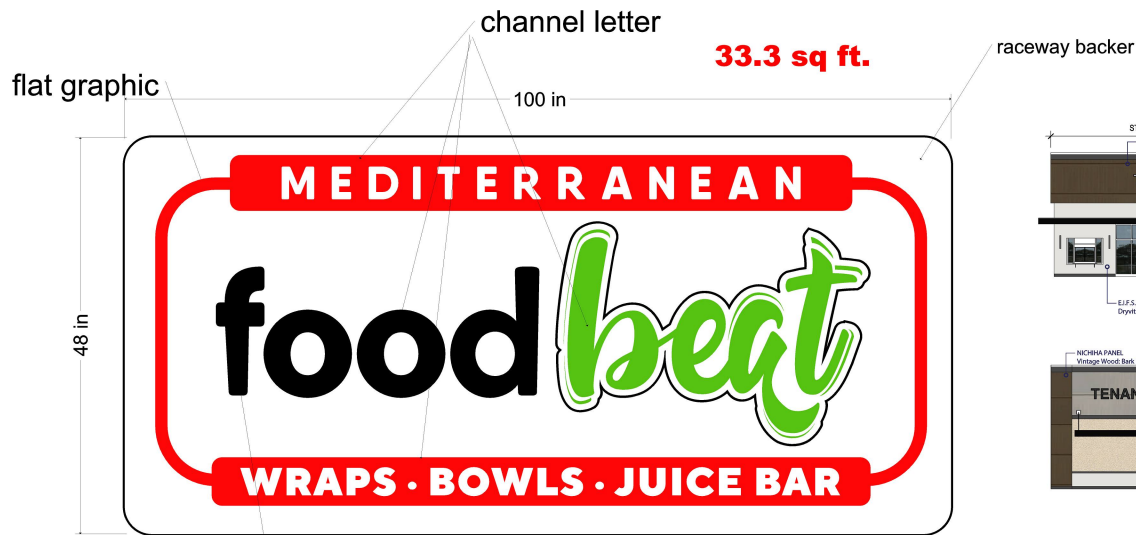
**THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO
Mkinhart@franklinma.gov**

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

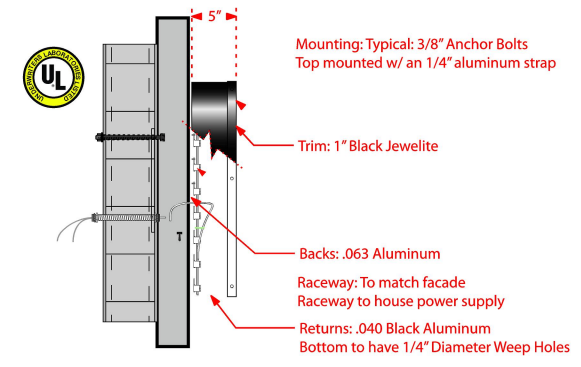
1. Site Plan including Landscape Plan showing plantings. Plantings must be from Best Development Practices Guide
2. Lighting Plan indicating lighting levels & specifications of proposed lights
3. Building drawings, indicating size and height of building(s); front, rear and side elevations (when there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



black during day/white at night



side view



*Note: All fasteners to be non-ferrous and all penetrations shall be sealed water tight

Front-Lit L.E.D Channel Letter - Raceway Mount
TYPICAL - Section Detail

Signs By Cam Inc

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso

837 Upper Union St., Suite C-18
Franklin, MA 02038

Phone: 508-364-2905

Fax/Office: 508-528-0766

E-Mail: cam@signsbycam.com

Website: www.signsbycam.com

APPROVED FOR PRODUCTION:

X

JOB INFORMATION

JOB TITLE:
CONTACT:
PHONE:
FAX:
JOB DESCRIPTION:

SQUARE FOOTAGE:=

SIGN MATERIAL SPECS

BANNER: COROPLAST: WOOD:
ACRYLIC: MAGNETIC: URETHANE:
PVC: ALUMINUM: NUEDGE:

SINGLE SIDED: DOUBLE SIDED:

OTHER: _____

© COPYRIGHT

ALL DRAWINGS ARE PROPERTY OF SIGNS BY CAM, Inc. ANY DUPLICATION OF ANY KIND IS PROHIBITED. PERSON(S) WILL BE PROSECUTED TO THE FULL EXTENT OF THE LAW.

COLOR SPECS:

BACKGROUND:
COPY:

OUTLINE:
SHADOW:
BORDER:
LOGO:

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: AcuPUNKture
Address: 205 E. Central St. #7 Franklin, MA (second floor)

Assessors' Map # _____ Parcel # _____

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: Crystal Meyers DBA AcuPUNKture
Address: 194 Wachusett St. Franklin, MA 02038

Telephone Number: 7742596751

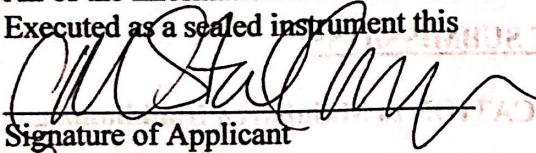
Contact Person: Crystal Meyers

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

Business Owner: Crystal Meyers Property Owner: Brad Chaffee
Address: 194 wachusett St Franklin. Camford Property group 37 East Central St. Franklin, MA

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

Crystal Meyers
Print name of Applicant

Brad Chaffee
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

Contact Person: Cam Afonso

Address

Telephone Number: Signs By Cam, Inc

www.signsbycam.com

508-364-2905

b. Architect/Engineer (when applicable)

Business Name:

Contact Person:

Address

Telephone Number:

E) Work Summary

Summary of work to be done: 2 Business signs to be made and installed at place holders at existing sign at 205 E. Central St. Will replace to Bissanti sign and the Acupuncture 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)

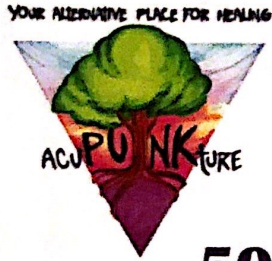
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1. Site Plan including Landscape Plan showing plantings. Plantings must be from Best Development Practices Guide
2. Lighting Plan indicating lighting levels & specifications of proposed lights
3. Building drawings, indicating size and height of building(s);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

57 in

18 in



ACUPUNKTURE

Acupuncture Clinic

Community Event Space

508-507-8015 Insurance Accepted

WHIMSICAL WELLNESS BOUTIQUE

-A DIVISION OF ACUPUNKTURE-

Metaphysical Shop • Crystals • CBD Products

Medical Grade Supplements • Local Products • & More!

Located on the 2nd floor

Two signs:

Type of Sign: Pylon

Size: 18" x 57" each

Material: Aluminum overlay

Non-illuminated style



FORM Q

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DESIGN REVIEW APPLICATION
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Address: 194 Wachusett St. Franklin, MA 02038

Telephone Number: 7742596751

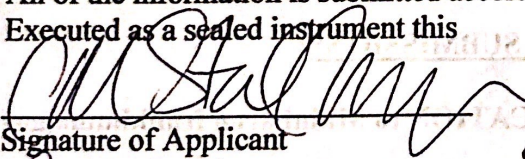
Contact Person: Crystal Meyers

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

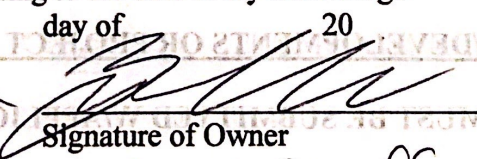
Business Owner: Crystal Meyers Property Owner: Brad Chaffee
Address: 194 wachusett St Franklin. Camford Property group 37 East Central St. Franklin, MA

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

Crystal Meyers

Print name of Applicant

Brad Chaffee

Print name of Owner

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

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Town of Franklin MA

355 East Central Street

Franklin, MA 02038

Phone: 508-520-4949

Volunteer Form

Good Government Starts with You!

Date Submitted: June 1, 2021

Name: John J Riordan

Home Address: 38 Crescent Street
Franklin, Ma 02038

Mailing Address: 38 Crescent Street
Franklin, Ma 02038

Phone Number(s):

Email Address:

Current Occupation/Employer: Retired Self Employed. Past IBM Facilities Mgr., Part Owner/ General Manager Total Peripherals Computer:

Narrative: Four hours a week.

Past Franklin, Youth sports coach, Basketball, Baseball and Soccer.

Assisted with the start up and running of the St Johns Food Pantry for over 15 years delivering food to Franklin residents. Organized and coordinated the Pantry to become the Ecumenical pantry, which became the current Franklin Pantry. Delivered food for the Friends Of Franklin to needy families at Thanksgiving and Christmas.

Board(s) / Committee(s): COMMUNITY PRESERVATION COMMITTEE
 Design Review Commission



Town of Franklin MA

355 East Central Street

Franklin, MA 02038

Phone: 508-520-4949

Volunteer Form

Good Government Starts with You!

Date Submitted: June 14, 2021

Name: Sony Korah

Home Address: 131 GLEN MEADOW RD
FRANKLIN

Mailing Address: 131 GLEN MEADOW RD
FRANKLIN

Phone Number(s): (

Email Address:

Current Occupation/Employer: NA

Narrative: I am available to volunteer as needed.

I have worked as a Retail Store Associate and have also the necessary IT skills and background which I would like to make use of in any opportunities that come my way

Board(s) / Committee(s): Conservation Commission
 Design Review Commission

Sony Korah

PERSONAL SUMMARY

I am a reliable person able to foster a positive environment. I can build up rapport easily with work colleagues. Ability to maintain cordial & professional relationships with team members. Currently looking for a suitable position that values integrity and hard work.

KEY SKILLS AND COMPETENCIES

PERSONAL DETAILS

Sony Korah
131 Glen Meadow Rd
Franklin, MA
MA 02038
M:

AREAS OF EXPERTISE

Customer Service
Front Desk Register
Customer Assistance
Educational Research

PERSONAL SKILLS

Team orientated
Relationship building

ACADEMIC
QUALIFICATIONS
Bharathiar University
(Masters of Computer
Applications) 1996
-1999

REFERENCES –
Available on request

Retail Skills

- Greets all customers and associates, assists in a friendly, courteous manner and adheres to efficiently resolving customer's questions and requests
- Delivers the highest level of customer service through effective problem solving
- Solicits, opens and activates Enterprise applications and loyalty programs
- Ensures that all cash handling procedures are done in accordance to policy and procedure
- Complete transactions accurately and efficiently while engaging customers

QA Skills

- Software QA engineer with 2+ years of industry experience in software projects from industry domains such as Healthcare
- Underwent QA training covering the latest tools in 2019
- Experience in writing test cases, preparing test data, requirement traceability matrix (RTM), test case execution, software build installation, defect logging and defect verification
- In depth knowledge of locating and correcting data entry errors
- Proficient in performing related administrative tasks
- MS Word, MS Excel, MS Outlook

Teaching attributes

- Lecturer with 6 yrs experience
- Able to assess the academic and development needs of pupils.
- Strong interpersonal and communication skills.
- Using appropriate judgment to act in the best interest of students at all times.
- Ability to clearly understand and follow directions from senior teachers.
- Knowledge of procedures for things like disciplining pupils & classroom evacuation.
- Always respecting the confidentiality of student and school personnel information.

Technical Skills

Testing Tools:	HP Quality Center (QC), Load Runner, UFT
Languages:	HTML, JavaScript, CSS, Java, SQL
Database:	Oracle
OS:	Windows
Browsers:	IE, Firefox, Chrome
Testing methodologies	Functional Testing, Acceptance Testing, Ad-hoc Testing, Sanity Testing, Build Acceptance Testing,
Process:	Waterfall

CAREER HISTORY

Kohls Corporation **Oct 2019 – Oct 2020**

Working as a Retail Sales Associate at Kohl's corporation. Creating a welcoming environment by greeting and assisting customers.

Responsibilities:

- Greets all customers and associates, assists in a friendly, courteous manner and adheres to efficiently resolving customer's questions and requests
- Learn and adapt to current technology to assist customer needs
- Delivers the highest level of customer service through effective problem solving
- Solicits, opens and activates Kohl's Charge applications and loyalty programs
- Ensures that all cash handling procedures are done in accordance to policy and procedure
- Complete transactions accurately and efficiently while engaging customers

Client : Cable TV Company **Jan 2019 – Aug 2019** **Role: QA Tester**

Responsibilities:

- Worked collaboratively with QA, IT & Business teams
- Performed manual testing, system testing
- Defect logged in QC and performed defect verification
- Reviewed Software requirement specification and creation of Requirements Traceability Matrix

Environment: HP QC, Load Runner, UFT

Client : Grocery Company **Apr 2018 – Dec 2018** **Role: QA Tester**

Responsibilities:

- Worked collaboratively with QA, IT & Business teams
- Performed manual testing, regression testing
- Logged defects in defect tracking tool and performed defect verification
- Handled System testing for the desired Test specifications.
- Reviewed Software requirement specification and creation of Requirements Traceability Matrix

Environment: HP QC, Load Runner, UFT

Union Christian College Aluva India **Role: Lecturer** **1999 – 2005**

Responsible for assisting the teacher with all aspects of the daily classroom routine, including distributing and collecting study material, keeping attendance records, and carrying out lunchroom and recess duties.

Responsibilities:

- Performed daily tasks as a Lecturer

- Managed a class of 25 - 30 students
- Set and corrected homework assignments
- Develop lesson plans and adjust as needed to present materials in class
- Worked with parents and support staff to promote positive student behavior
- Encouraged student participation and provided individual instruction as necessary

Town of Franklin



Design Review Commission

**Tuesday, October 5, 2021
Meeting Minutes,**

Chair James Bartro called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair James Bartro, Vice Chair Sam Williams, Gerald Wood, Venkata Sompally, Mark Fitzgerald. Members absent: Associate Chris Baryluk. Also present: Maxine KINHART, Administrative Staff.

As stated on the agenda, due to the continued concerns regarding the COVID-19 virus, this meeting will be conducted as a remote/virtual Design Review Commission meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda. This meeting was recorded.

1. Raillery Public House – 280 Franklin Village Drive – Replace existing signage.

Mr. Glenn Stowers, business owner, reviewed the submitted sign package including the main sign in front of the building, the logo over the archway, and a tower sign.

Chair Bartro stated that it looks like they are replacing the exact footprint that was already there. Mr. Stowers confirmed they are utilizing the same areas used in the past. Mr. Fitzgerald stated that although not required, they recommend the applicant receive a letter of approval from the landlord. Mr. Stowers stated they have permission, and the landlord signed the application. Chair Bartro stated that he liked the use of black background in the tower sign. Mr. Wood questioned if these are the finalized colors. Mr. Stowers confirmed they were. Chair Bartro stated for the record that the rendering is intended to approximate the final colors in lieu of the actual color codes.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0. After the vote, Mr. Fitzgerald added that it is with the stipulation that the colors represented are the actual colors.

2. Joe's Kwik Mart – 251 East Central Street – Replace current faces of signage with new logo.

Mr. Raj Chabria of FastSigns, representative of the applicant, stated this used to be a gas station; this new business is taking it over. He stated that this submission is to replace an existing sign; it is the same layout, length, and width. He noted that Joes' Kwik Mark recently bought out a number of locations from Speedway and signage at every location will be replaced. He confirmed this new signage is only for the replacement sign on the building; he stated that what he submitted is for the front and nothing for the pylon. He confirmed that if he is told that the owners would like the pylon sign done as well, he would have to return to the Design Review Commission. Chair Bartro

confirmed that the applicant would have to return to the Design Review Commission for additional signage as this submission is for the front of the building only. He stated that there have been many discussions in the past with this site.

Motion: To **Approve** the sign package as submitted, with the stipulation that the pylon sign has not been addressed in this submission. Motioned by M. Fitzgerald. Seconded by V. Sompally. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

3. **Sierra's Pizza – 370 King Street** – Install new pylon sign and building sign.

Mr. Cam Afonso of Signs by Cam on behalf of the applicant stated that Sierra's Pizza is taking over the former Spruce Pond. He stated that they will be removing the existing pylon and installing a new one per the submitted drawing. He stated that he sent Ms. Kinhart an updated drawing today with the mounting for the building sign. He stated that the pylon is LED and internally lit. He stated that the building sign mimics the pylon; he noted only the letters and hotdog shape will light up. Mr. Fitzgerald noted that an open banner is not allowed as had been there for 25 years. Mr. Afonso confirmed. He stated the maximum height is 20 ft.; however, they are only going to 16 ft. Chair Bartro confirmed the attachment method has been submitted.

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

General Matters

Approval of Meeting Minutes: September 21, 2021

Motion: To **Approve** the September 21, 2021 Meeting Minutes as presented. Motioned by G. Wood. Seconded by V. Sompally. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

Old Business

Chair Bartro noted that he had a few action items and provided an update. He stated that they need to start moving forward on better compliance with the sign bylaw. He stated that people are asked to come to the meetings and required in good faith to produce information that the Commission votes on. It is not fair in the community for these people to do that and for others to flout the rules and not do that. He stated that he spoke to Building Commissioner Gus Brown about this last week. He stated that he and Mr. Brown agreed it is time now to start some enforcement. He stated that Mr. Brown asked for a little time to determine a methodological way to approach this. Chair Bartro stated that he discussed with Mr. Brown going to the local Chamber of Commerce to discuss this with business owners. He stated that there does not seem to be a correlation between many signs on a building and success of the business. He stated that as a business community, we need to encourage enforcement. He stated that temporary signage such as at Franklin Village Plaza must be enforced.

Chair Bartro stated that a second action item was to talk to Mr. Brown about reviewing the sign bylaw and schedule, and discussing ideas for an eventual revision. He stated that Mr. Brown was very supportive of that. Chair Bartro stated that once the Commission has a revised version of that, Mr. Brown is someone the Commission would want to get feedback from. Ms. Kinhart stated that she spoke to Director of Planning and Community Development Bryan Taberner about the bylaw revision; he was very supportive of it. She stated that Mr. Taberner said that it must go before the Planning Board and he volunteered to attend a meeting if the Commission would like him to discuss the matter. Ms. Kinhart noted that this must be discussed during open session. Chair Bartro stated that this would be a great first step. Commission members discussed if/when Mr. Taberner should attend a Commission meeting. Mr.

Fitzgerald discussed his previous submission regarding sign bylaws. Chair Bartro stated that he reviewed Mr. Fitzgerald's draft submission; he discussed calling out impacts, such as strobing, that should be in the revised bylaws. He suggested reviewing the submission line by line. Mr. Williams stated another item that should be addressed is that not all the situations have been covered such as multiple tenants on a property. Chair Bartro stated that all Commission members should think deeply about this proposed bylaw review and what are the outcomes that are trying to be avoided. He stated that the Commission should set a milestone for a future agenda to discuss a revision as it must be done in open meeting. Commission members agreed to put this item on the agenda in four weeks.

Mr. Williams stated that regarding stepping up of enforcement actions, driving through downtown, iFixPhones and H&R Block both have a bunch of junk in their windows; there may be others. Chair Bartro stated that he would bring both of those to Mr. Brown's attention. He suggested that Commission members should continue to report to him other incorrect signage.

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

Meeting adjourned at 7:33 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary

Town of Franklin



Design Review Commission

**Tuesday, October 19, 2021
Meeting Minutes,**

Chair James Bartro called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair James Bartro, Vice Chair Sam Williams, Gerald Wood, Mark Fitzgerald. Members absent: Venkata Sompally, 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. Starbucks – 345 East Central Street – Exterior signage.

Chair Bartro reviewed that the site came before the Design Review Commission this summer and the overall design of the monument was approved. At that time, the Commission stated that they wanted to see the actual signage for the tenants. As such, tonight, the Starbucks signage for that site is going to be reviewed. He stated that in addition, the awnings on the building will be discussed regarding a slight variation to the original signage.

Mr. Joe Nolasco of Hilton Displays addressed the Commission and provided a review of the submitted sign package. He stated that there would be two logo medallions: one over the drive thru and one over the back of the building. The lettering for Starbucks would be on the front of the building. He confirmed that there will be two drive thru signs. Chair Bartro asked about the monument sign. He stated that the design of the overall monument was approved, but that specific sign in the monument was not approved. He asked Mr. Nolasco to tell the landlord that they need to make sure that happens soon. Mr. Fitzgerald asked about the drive thru signs with the Starbucks logo. Chair Bartro stated that it looks like there are two sets of these signs marked as position F. Discussion commenced about the locations and information on the directional signage.

Motion: To **Approve** the sign package as submitted with the stipulation that the pylon/monument sign panel has not been submitted yet. Motioned by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

Ms. Kinhart stated that some additional documents were submitted today to be added to the Starbucks submission. Approved plans for the whole building showed burgundy canopies. However, they cannot get the burgundy canopies and want approval to swap to black.

Mr. John Bradshaw of Camburas & Theodore, Ltd., stated that they did the architecture for the Shell building. Prior to their involvement, there was approval of the fabric awnings to be a maroon/burgundy color. However, they would like to change the color to black for all the canvas awnings. Chair Bartro stated that this would be an amendment to what the Commission originally saw.

Motion: To **Amend** the Commission's original recommendation to reflect the new color for the awnings, which is black. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

2. Escape Into Fiction - 70 East Central Street – Add posters to inside windows, one in front facing street and one on right side facing parking lot.

Chair Bartro noted that there are two submissions for the same address. He noted that there is a large insurance company on the first floor. This agenda item and the next agenda item are pop-up shops going into this location. He noted that the Commission's previous recommendation to the Building Department was that the unique signage for each pop-up shop should be reviewed by the Commission. He reiterated that there will be two businesses operating in the same location: Escape Into Fiction and Doglio Coffee.

Ms. April Rock, business owner of Escape Into Fiction, reviewed that there are two signs: one for the front of the building and one for a side window facing the parking lot. She stated that the front windows are about 30" wide and approximately 6' tall. She stated the front poster is 2' x 2'. The Commission members reviewed the Town bylaw regarding allowed signage; signage cannot be more than 10 percent of window surface. Ms. Rock stated that the 2' x 2' sign leaves plenty of sight through glass. Mr. Williams stated that he did some math and it should be fine. Ms. Rock stated that the signage facing the parking lot will be 30" x 36" size.

Chair Bartro stated that as both businesses are in the same location, both submissions should be heard before a vote is made by the Commission.

Mr. Fitzgerald stated this is the same issue for Doglio Coffee. He questioned if they are covering up more than 10 percent of the glass space. Ms. Alexa Manocchio, business owner of Doglio Coffee, reviewed the proposed signage. It will be the same sign for two windows, similar to Ms. Rock's signage. Ms. Manocchio stated that they are not going forward with the banner. She noted the signs are vinyl. Chair Bartro confirmed that each business owner is requesting two signs. He stated that if this were one establishment, it would be close to the 10 percent. However, this is two establishments, and the bylaw is written as signage per establishment. So, it is probably within the 10 percent.

Motion: To **Accept** the Escape Into Fiction sign package as submitted. Motioned by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

3. Doglio Coffee – 70 East Central Street – Window signs.

See Item #2, Escape Into Fiction, for discussion.

Motion: To **Accept** the Doglio Coffee sign package as submitted. Motioned by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

Ms. Kinhart reviewed that the business owners will receive the Commission's decision. They will bring that to the Building Department for a permit. The fee is \$75 for the building signs.

General Matters

Approval of Meeting Minutes: None.

Old Business

Chair Bartro provided an update on an action to bring to the building commissioner's attention some signage that some folks observed around town as being out of sorts. He stated that he spoke with Building Commissioner Gus Brown about iFixPhones and H&R Block; Mr. Brown stated that he was going to step up enforcement. Chair Bartro stated that he owes a consolidated next draft of the document Mr. Fitzgerald had submitted. Hopefully, at the next meeting the Commission will review the document. Mr. Fitzgerald stated that it looks like he may be moving at the end of November, and he will be resigning his position before the end of the year. Ms. Kinhart stated that there were a few applicants to the Design Review Commission.

Motion to Adjourn by S Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

Meeting adjourned at 7:37 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary

Sign Tech	Positives	Concerns	Desired Outcome	Possible Adjudication of Concerns	Recommended Wording
LED Displays					
	Easily updated with relevant info	Animation	<p>We want to ensure that permanent advertising displays are within the existing size and location constraints (regardless of the technology application in their design).</p> <p>We want to ensure there is no active distraction caused by the display beyond what is created by any static content on a fixed sign. We want to ensure photometric standards remain in force</p>	Prohibit	<p>LED Signs are limited to 10% of window area. No animation/flashing/strobing allowed. All other content prohibitions apply same as printed materials. All photometric limits imposed on sight lighting applied.</p>
	Lower cost to update	Flashing		Prohibit	
	Hard to deface	Expertise needed		Evidence of owner support or training	
	Night/Day dimmable	Distracted driving		Prohibiting flash/animation should help	
	Safe to update	Tech changes often			
		Hacking		emergency off key	
LCD/Plasma Display Screens					
	Limits size (as opposed to LED)	Animation	<p>We want to ensure that permanent advertising displays are within the existing size and location constraints (regardless of the technology application in their design).</p> <p>We want to ensure there is no active distraction caused by the display beyond what is created by any static content on a fixed sign. We want to ensure photometric standards remain in force</p>	Prohibit	<p>LED Signs are limited to 10% of window area. No animation/flashing/strobing allowed. All other content prohibitions apply same as printed materials. All photometric limits imposed on sight lighting applied.</p>
	Clear	Flashing		Prohibit	
	Easily updated with relevant info	Easier to deface		Protective coatings available	
	transferrable	Tech changes often		Evidence of owner support or training	
	Night/Day dimmable	Expertise needed		Evidence of owner support or training	
	Replace Window displays	Distracted driving		Prohibiting flash/animation should help	
	Replace "Open" signs.	Less Weather resistant		Indoor use only	
		Hacking	emergency off key		
Individual Letters					
	Nice when internally/backlit	Expensive	<p>we want to ensure signs are not the cause of water penetration into buildings, and feel obligated to make sure façade penetrations for signs have strict building guidelines as it pertains to waterproofing-</p>		<p>suggest concerns about water penetration are focused more into the building permit and inspection process</p>
	Clear/sharp	Façade penetrations		Channel Mounted only	
	Readable				
Analog Reader Boards					
	transferrable	Letter maintenance (different sets)	<p>We want to ensure signs maintain the light spillage requirements dictated in the photometric codes. We want to make sure signs are not easily defaced or re-ordered to display</p>	Require letter set maintenance	
	Easily updated with relevant info	white light emissions		NOTE- digital provides greater safe guards to the vandalism concern, we may prefer digital reader boards for this use	
		weather dependant for update			
		Easy to deface		Lexan covers	
		Subject to road wear		Lexan covers	

Sign Tech	Positives	Concerns	Desired Outcome	Possible Adjudication of Concerns	Recommended Wording
Blade signs					
	Cheap	Fascade penetration	we want to make sure signs overhanging the public sidewalk are safely secured to the façade and do not pose a risk to the public. We want to ensure these signs do not create added risk of water intrusion/damage.	Standardize bracketry	suggest concerns about water penetration and mechanical attachment are focused more into the building permit and inspection process, with DRC ensuring appropriate details are provided at time of submission for review by building dept.
	Quaint	Laborous to maintain			
	Artsy	weather poorly			
		Hang over sidewalk			
Pylons/Monuments					
	Ubiquitous	expensive (land, occupation, build, power)	we want to ensure the signs affixed in the pylon location for properties clearly articulate the businesses on the property, do not impede sight lines for traffic, and do not create confusion as to which businesses are at the property	Hardscape or easy landscape	1 Pylon per property with frontage less than 220 feet. Individual entity allotments at owners discretion. Total pylon surface not to exceed 60 sq ft. For properties over 250 feet of frontage; 1 pylon for first 220 feet, 1 additional pylon for each additional 100 feet. Additional pylons will be of the same construction dimensions, finishes and materials.
		hard to update			
		Subject to road wear			
		What to do about bases			
		Often blocked by power/phone lines			
Billboards					
		Obtrusive	Already in bylaw- no need to amend bylaw		Continue to be prohibited in any format or technology.
		hard to update			
		weather poorly			
		Original "distracted Driver"			
Interactive Window "touch" displays					
	Person viewing sign can choose content and info	Block the sidewalk	We want to ensure that permanent advertising displays are within the existing size and location constraints (regardless of the technology application in their design). We want to ensure there is no active distraction caused by the display beyond what is created by any static content on a fixed sign. We want to ensure photometric	Prohibit on properties with only a sidewalk in front Must be placed at 90% percentile female height or higher	These displays are limited to frontage that does not interfere with public right of way. Displays are not to occupy more than 10% of total window surface. Photometric limits on site lighting apply.
	Depth of material presented	Windows become dirty quickly			
		Attracts children to "explore"			
		Hacking		emergency off key	

Sign Tech	Positives	Concerns	Desired Outcome	Possible Adjudication of Concerns	Recommended Wording
LED "Whole window" or "digital window" displays					
	Very sharp displays	Very distracting	<p><i>We want to ensure that permanent advertising displays are within the existing size and location constraints (regardless of the technology application in their design).</i></p> <p><i>We want to ensure there is no active distraction caused by the display beyond what is created by any static content on a fixed sign. We want to ensure photometric</i></p>	Prohibit on properties with only a sidewalk in front	<p>These displays are limited to frontage that does not interfere with public right of way. Displays are not to occupy more than 10% of total window surface. Photometric limits on site lighting apply.</p>
	Depth of material presented	Block view into establishment		Must be placed at 90% percentile female height or higher	
	Will attract a crowd	Will attract a crowd		Apply existing window coverage limits	
		Hacking		emergency off key	