

DESIGN REVIEW COMMISSION

AGENDA

April 25, 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/89625374008> or call on your phone at 1-929-205-6099, meeting ID is 89625374008

7:00 PM Alpha Dental – 260 East Central Street
Replace sign faces

7:01 PM Horace Mann Plaza – 255-319 East Central Street
Replace 50 year old Pylon sign

General Matters:

Approval of Minutes: March 28, 2023
April 11, 2023

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. Next meeting is 5/9/2023

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: Alpha Dental

Property Address 260 East Central St

Assessors' Map # _____ Parcel # 285-012-000-000

Zoning District (select applicable zone): Commercial

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 Afonso

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

Business Owner: Munal Salem Property Owner: J&J Realty LLC
Address: 260 E. Central St. 260 E Central
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 Afonso
Signature of Applicant

Cam Afonso
Print name of Applicant

[Signature]
Signature of Owner

Joe Venturosa (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: _____ Signs By Cam, Inc. _____
Contact Person: _____ 837 Upper Union Street _____
Address _____ Suite C-18 _____
Telephone Number: _____ Franklin, MA 02038 _____

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: _____ replace sign faces _____

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

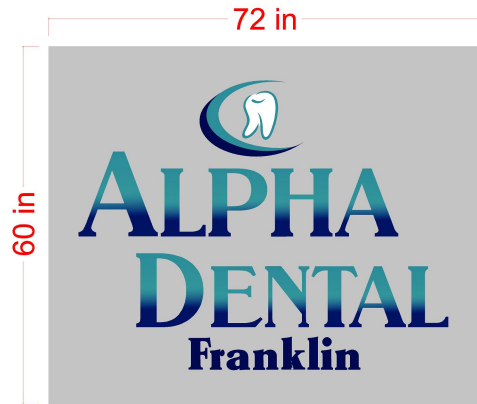
**THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO
Mkinhart@franklinma.gov**

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



x2



x2



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

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JOB INFORMATION

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

SQUARE FOOTAGE:=

SIGN MATERIAL SPECS

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

SINGLE SIDED: DOUBLE SIDED:

OTHER: _____

COLOR SPECS:
BACKGROUND:
COPY:

OUTLINE:
SHADOW:
BORDER:
LOGO:

FORM Q

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

A) General Information

Name of Business or Project: Horace Mann Plaza

Property Address 255-319 East Central St.

Assessors' Map # _____ Parcel # 285-107-000-000

Zoning District (select applicable zone): Commercial

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: 508-364-2985

Contact Person: Cam Alfonso

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

Business Owner: Franklin Shoppers Fair Property Owner: Marcia Alevisos
Address: 255 E. Central St. 255 E. Central St.
Franklin MA Franklin MA

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

Cam Alfonso
Signature of Applicant

Marcia Alevisos
Signature of Owner

Cam Alfonso
Print name of Applicant

MARCIA ALEVISOS
Print name of Owner

***FOR SIGNS COMPLETE PAGES 1 & 2 ONLY.
FOR SITE PLANS, BUILDING PLANS, PROJECTS, COMPLETE PAGES 1-4**

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

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: replace 50 year old Pylon Sign

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

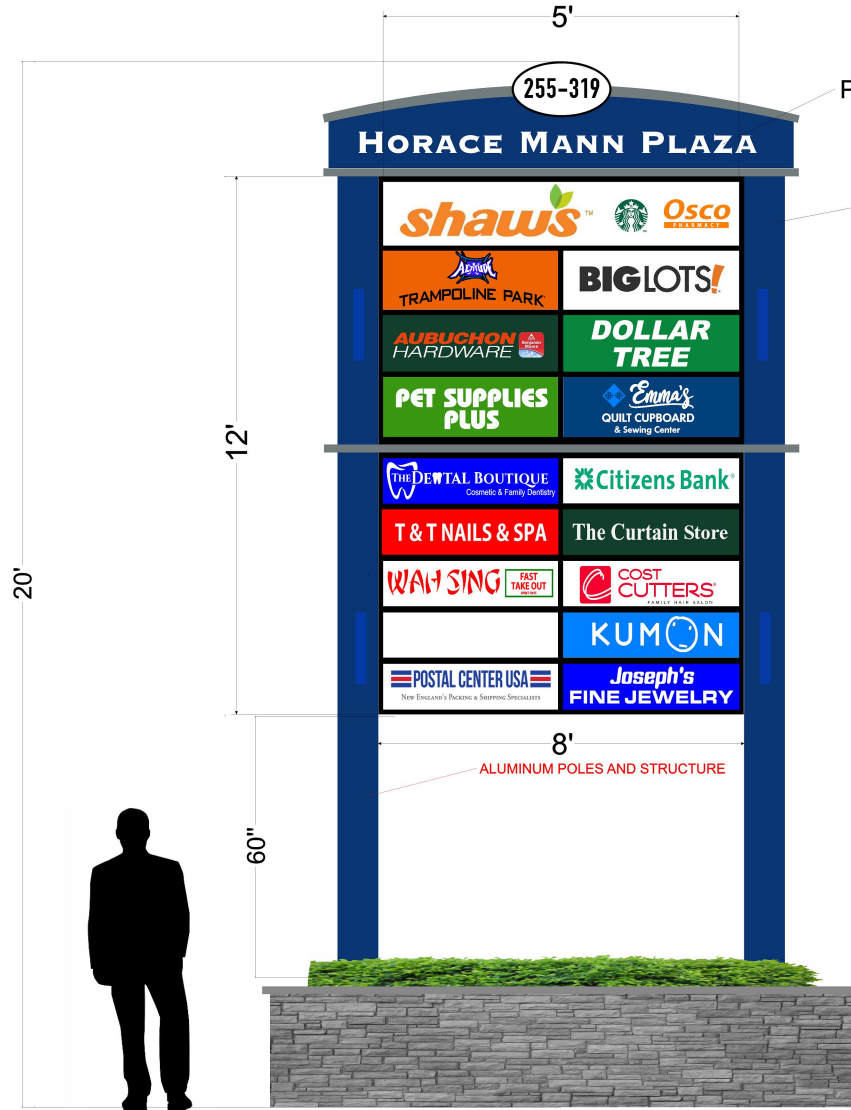
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type of sign (wall, pylon etc.) colors
size/dimensions materials
style of lettering lighting-illuminated, non-illuminated and style
2. Drawing and/or pictures indicating location of new sign.
3. Picture of existing location and signs (if previously existing location)

b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

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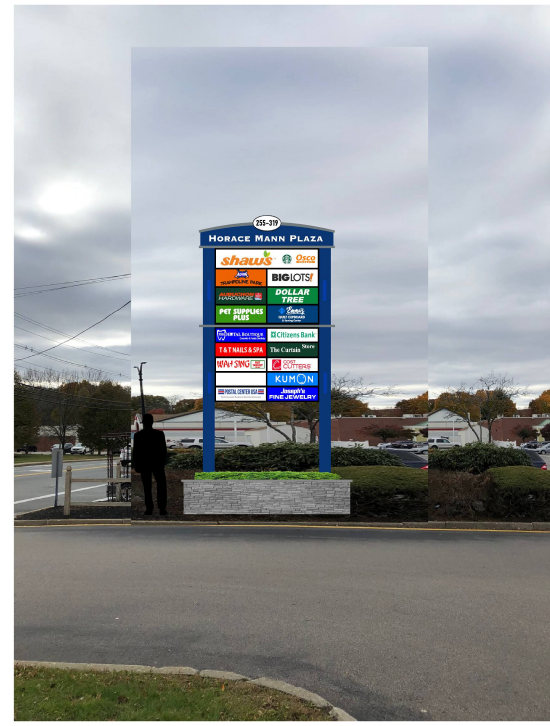
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2. Lighting Plan indicating lighting levels & specifications of proposed lights
3. Building drawings, indicating size and height of building(s); front, rear and side elevations (when there are no adjoining buildings) and floor plans
4. Drawings or pictures of existing conditions
5. If any signage on the building or site, provide information from above Signage Checklist



PUSH THRU WHITE ACRYLIC LETTERS/LIT

ALL 5 YEAR LED BULBS

option 1



***96 SQUARE FEET**

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

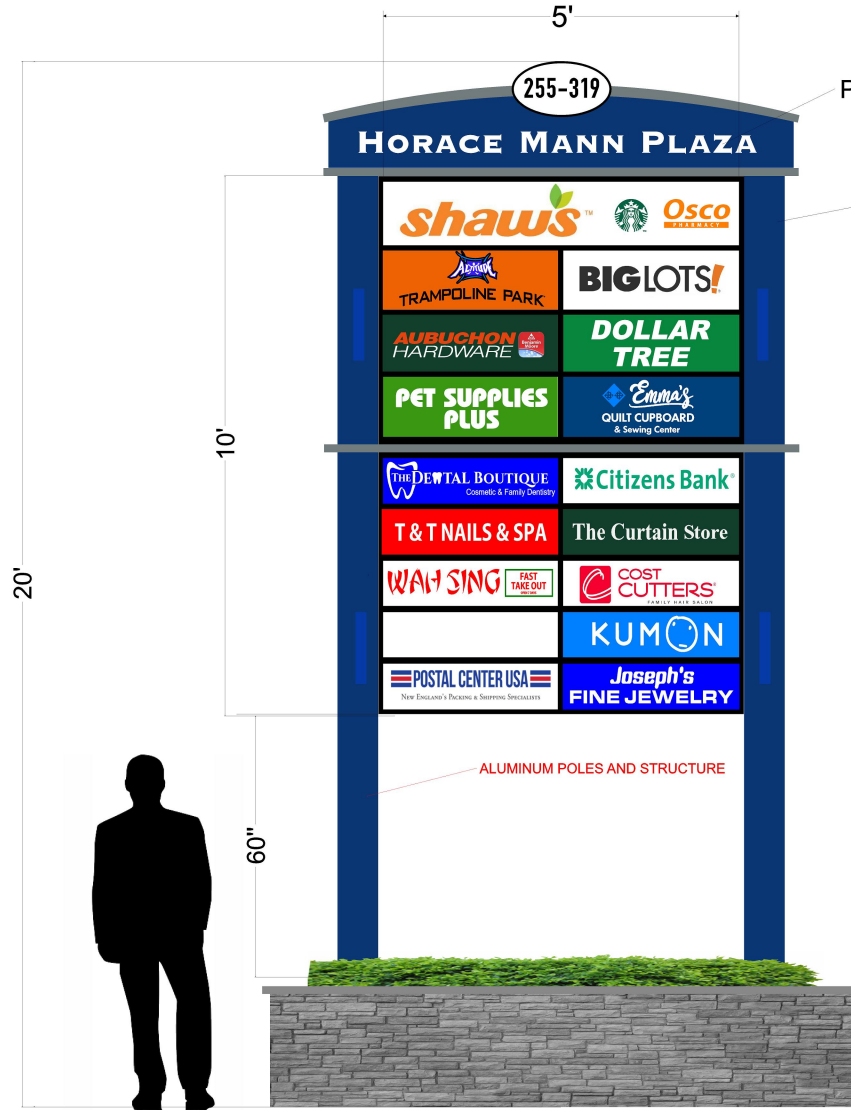
APPROVED FOR PRODUCTION:
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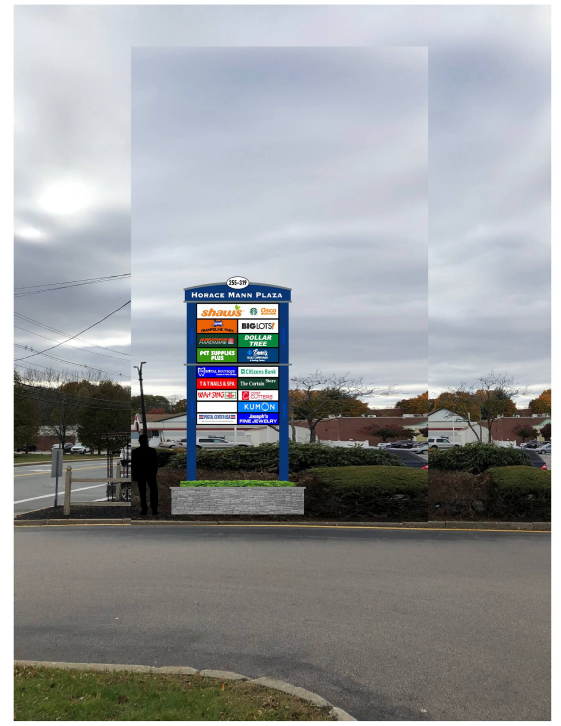
JOB INFORMATION
 JOB TITLE:
 CONTACT:
 PHONE:
 FAX:
 JOB DESCRIPTION:
 SQUARE FOOTAGE:=

SIGN MATERIAL SPECS
 BANNER: COROPLAST: WOOD:
 ACRYLIC: MAGNETIC: URETHANE:
 PVC: ALUMINUM: NUEDGE:
 SINGLE SIDED: DOUBLE SIDED:
 OTHER: _____

COLOR SPECS:
 BACKGROUND:
 COPY:
 OUTLINE:
 SHADOW:
 BORDER:
 LOGO:



option 2



***50 SQUARE FEET**

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

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 X _____

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 PHONE: _____
 FAX: _____
 JOB DESCRIPTION: _____

SQUARE FOOTAGE:= _____

SIGN MATERIAL SPECS

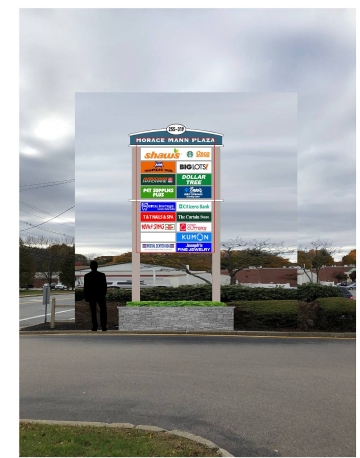
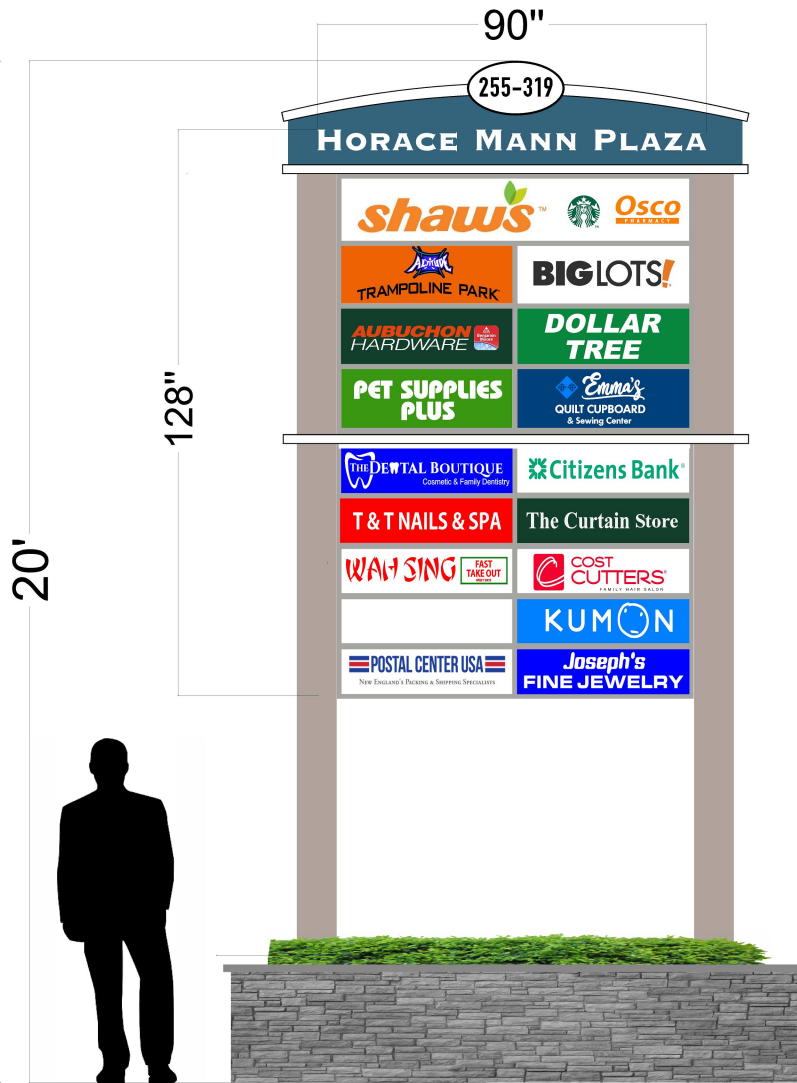
BANNER: COROPLAST: WOOD:
 ACRYLIC: MAGNETIC: URETHANE:
 PVC: ALUMINUM: NUEDGE:

SINGLE SIDED: DOUBLE SIDED:

OTHER: _____

COLOR SPECS:
 BACKGROUND: _____
 COPY: _____

OUTLINE:
 SHADOW: _____
 BORDER: _____
 LOGO: _____



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 _____

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JOB TITLE:
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COLOR SPECS:
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Town of Franklin



Design Review Commission

Tuesday, March 28, 2023
Meeting Minutes

Chair James Bartro called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair James Bartro, Vice Chair Sam Williams, Paul Lopez, 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. Applause – Gelato & Unique Finds – 34 Main Street – New cover sign replacement panel, blade sign, glass door logo.

Mr. Rocco Cavallaro of Cavallaro Signs Inc. discussed the current signage. He stated that they are changing the little store they had to a gelato shop and they want a blade sign and change the cover sign. He stated that they want to put a blade sign in addition to the long sign that they have; the blade sign is above the door. Chair Bartro confirmed that there is currently not a blade sign for this particular unit.

Mr. Cavallaro stated that the idea is that the sidewalk traffic will see the blade sign. He stated that this is a 36" x 40" sign. Mr. Lopez stated that he thinks they are allowed only one sign and this would be two signs and the blade sign is not a replacement. Chair Bartro stated that he could not remember when they last put a new blade up as it seems like we are always replacing them. Mr. Williams stated that he could only remember replacement blades. Chair Bartro stated that he could not see the blade called out in the schedule. He stated that if it was on an existing bracket, the Commission would consider it a grandfathered thing. He stated that right now, the way it is written, it seems that we would consider it a wall sign as it is affixed to the wall. Mr. Williams said that he did not see anything in the schedule about blade signs, but asked could it be considered and awning or canopy sign.

Mr. Cavallaro said that he could put an arrow on it, and it could be a directory sign, like an enter here. Chair Bartro stated that if it did not have a logo, it could be a directory. Mr. Williams said that he would prefer the blade sign. Chair Bartro discussed that it seemed rather arbitrary to stop this applicant from having a blade sign when every other unit down there has one. Mr. Williams noted that there is nothing in the schedule for blade signs. Chair Bartro stated that the glass and wall sign are no problem; however, he really cannot say yes to the blade sign. Commission members discussed

the allowed size of the door sign. Mr. Cavallaro discussed the lighting on the building and noted these signs are not lit.

Motion: To **Approve** the sign package as submitted with the stipulations that the glass door sign is resubmitted at appropriate square footage under two (2) square feet and it omits the blade sign. Motioned by S. Williams. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 4-0-0.

GENERAL MATTERS

Discussion: Sign Bylaw Review

Chair Bartro stated that Director of Planning and Community Development Bryan Taberner and Building Commissioner Bus Brown were attending the meeting to talk about the ongoing discussion about the sign bylaw. He noted that the previous sign application highlighted one of the current sign bylaw issues that need to be addressed.

Mr. Taberner stated that it is always good to work on regulations that are worked with regularly and the need to do some cleaning up. He noted some of the things from the York, Maine, sign standards that may be helpful. Chair Bartro reviewed the process the Commission undertook in brainstorming potential clarifications to the Franklin sign bylaw in open meetings. He discussed that the Commission did not feel the current Franklin bylaw did a good job on setting out how the sign definitions and signage measurements worked. Mr. Taberner reviewed the current bylaw section indicating the dimensional requirements of signs and how to measure the rectangle of proposed signage. He asked if the Commission had thoughts on how to make that section clearer. Chair Bartro suggested giving examples of how various signs are measured. Mr. Taberner stated that the last time they did a change was not that long ago. He stated that he drew a few diagrams about the maximum square footage of the signage that was allowed.

Chair Bartro suggested clarifying language in places where they have gotten into the negative space/positive space conversations with applicants. He stated that if we get into that, in some districts, the sign sizes may be overly constricting. He discussed the Bob's Discount Furniture wall sign. He stated that for the wall sign, the applicant had to go for a variance, and it does not look out of place; all of the signs in that plaza are either grandfathered or went through some kind of variance. He stated that they all look well scaled to the building mass. He stated that he thinks they need to come up with a way to better scale the signage for the building. He stated that Dell is another great example of that; the building is massive, and the restriction of the sign size in that case was that it could not even be seen from the ground, so they went for a variance for their sign.

Mr. Williams discussed his ideas for signage on large buildings and in the plazas. He stated that maybe it is appropriate to have them get a variance from the ZBA. Chair Bartro stated that using the negative space is something that has been done by the Commission for many years. Mr. Taberner reviewed the wall sign regulations. He stated that in reading through what the Commission presented, he wants to work with them on how they want to treat these new sections and add in the language. Chair Bartro asked if Mr. Taberner wanted the Commission to take the existing Franklin sign bylaw and apply some of the bullet points they have come up with in their review of the York, Maine, regulations. Mr. Taberner stated that is what he would want.

Mr. Brown stated that he thinks one of the challenges is that we do not have a definition for multiple tenants in one building. He stated that he treats them as a separate business. He stated that he knows that they are not getting the signage that fits in with the building. He noted the Dell sign and the size of the building. He asked is it the Design Review Commission's job to have them decide the square footage on a sign. He stated that as the zoning enforcement officer, it puts an undue burden on the Commission. It

should be vetted out before it even gets to the Commission so the Commission is not playing referee in the size.

Chair Bartro reviewed the Commission's process where they have put these bylaws into action. He stated that he does not see in the bylaw where it says it has to be the case that they carry the weight, but that is how they have operated to date. He would be open to the idea that the Commission is looking at the aesthetics and not the size issues. Mr. Lopez asked who would take that authority away, who would look at it. He stated that he thinks the Commission is capable of looking at the size of a sign and assessing it. Mr. Brown stated that having more staff would be advantageous in the form of a specific zoning enforcement officer to make sure that every sign that comes before the Commission is vetted out with size, but that is a wish list. He stated that he trusts the judgement of the Commission when the sign does not get before him first.

Ms. Bethoney stated that she wanted to add a thought about size. She stated that in looking at the application, if they continue to deal with sign size, it could be an element on the application. She stated that they do not ask for façade square footage, just the square footage of the sign, so there is really no basis of understanding on how that feels relative to the building. She suggested looking at the application to make sure we are asking for the right information.

Mr. Brown stated that he does not think the town is littered with ugly signs, and the Commission is doing a great job. He stated that if it makes sense to make some changes in the bylaws, then he is all for it. Chair Bartro stated that they do not need to get all six pages of revisions into the bylaw, it is more like there is a prioritization to be done. He discussed the need for more definitions. Mr. Taberner reviewed the sign type definitions that are in the current bylaw. He stated that wall sign and blade sign were not in the current bylaw list of definitions, and they are needed for sure.

Chair Bartro stated that the current bylaw list is not about the structure of the sign itself such as blade sign. He stated that the attached Sign Types list provided in the meeting packet could be a starting point. Mr. Taberner stated that there are certain things that are not in the current bylaw at all and certain things that need to be spelled out more, but he asked do we need to change the whole structure of the document or not. Chair Bartro stated that what they are trying to do is that the sections in the Commission's proposed document are areas that we need to look at, and if they are totally alien to the current, then they may need to be added, but he thinks most of them relate to an existing section of the law, and this would be adding more clarity to it. He asked Mr. Taberner to send to Ms. Kinhart the portion of the list of definitions that he extrapolated from the document so Ms. Kinhart could distribute it to the Commission so they could review and compare it to the list they created. He stated that his propriety items would be a more thorough definition list, more options to the size of the sign types, and a little more clarity on the measurement criteria.

Ms. Bethoney stated that they have run into a few cases where the applicant would like a second-floor sign rather than a first-floor sign such as in the case of industrial or hotel where it makes more sense to have it on the upper level for visibility. She stated that it would be best to have the regulations reflect this. Mr. Taberner confirmed that the wording in this case would need to be revised to straighten out this issue.

Chair Bartro asked if he could email Mr. Taberner a set of notes on this at a latter time, or does it all have to be in the meeting minutes. Mr. Taberner explained that essentially you cannot have a majority of your committee communicating outside of a meeting. He stated that if you have one or two people working on a specific issue and you want to communicate with me directly, as long as it is not a majority of your members, that is fine. He stated that if you are doing something as a committee, you have to do it in a committee setting.

Mr. Taberner discussed that this would be a zoning bylaw amendment, and it has to go through a specific process. He stated that he will work with Chair Bartro on this and put it in the form of an amendment and then the Commission can decide if they want to go forward with it. He stated that if so, the Commission would send the Town Administrator a memo on the proposed changes. He reviewed that it first goes to the Economic Development subcommittee and if they liked it, it would then go before the full Town Council for public hearings, then the Planning Board, then back to the Town Council. He gave his thoughts on the grandfathering concept regarding any zoning issue.

Commission members reviewed some examples of past signage applications that the Commission would have preferred more clarity in the bylaws, such as with grandfathering. Mr. Brown stated that ZBA is a mechanism to appeal any decision, and it has worked in the past. Chair Bartro stated that he appreciates all the input and everyone's attendance at the meeting. He stated that he would collaborate with Mr. Taberner on using the existing bylaw as a basis and add additional words, etc., that hit at the major points of the memo the Commission has started. He stated that then he would bring that back to a Commission meeting for the members to review and provide feedback and then they can talk about next steps.

Approval of Minutes: March 14, 2023

Motion: To **Approve** the March 14, 2023 Meeting Minutes as presented. Motioned by P. Lopez. Seconded by C. Bethoney. Roll Call Vote: Williams-YES; Lopez-YES; Bethoney-YES; Bartro-YES. Voted 4-0-0.

Old Business

None.

New Business

None.

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

Meeting adjourned at 8:07 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary

Town of Franklin



Design Review Commission

**Tuesday, April 11, 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, 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. Auto Plus – 40 Kenwood Circle** – Remove and dispose of existing frame, install new wall signs with angle brackets and tek screws.

Mr. John Peterson of Metro Sign & Awning stated that this is not an illuminated sign. He stated there are two signs to have one at each entrance. Chair Bartro reviewed that one building mounted sign at no more than 60 sq. ft. is allowed in this district. Mr. Peterson asked if the location is at the corner of the street, is the sign allowance more. Chair Bartro stated that does get invoked sometimes. Discussion commenced as to the location and position of the building. Chair Bartro stated that it would be tough to justify it as street corner facing. He stated that if the applicant keeps one sign, the size can be increased to 60 sq. ft., but he does not think two signs can be done. Mr. Williams suggested window graphics on the door. Chair Bartro suggested the applicant make revisions and come back before the Commission.

Motion: To **Table** the submission. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Lopez-YES; Wood-YES; Bartro-YES. Voted 4-0-0.

- 2. Moonlight Smokeshop – 447 East Central Street** – Replace existing panels on pylon sign. Add 3' x 8' internally illuminated sign on end of building facing road.

Ms. Bethoney entered the meeting.

Mr. Hardik Patel stated that he was the business owner; the job is being done by Signs by Tomorrow. He stated that there was already a light in the pylon.

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

3. **Panera Bread – 270 Franklin Village Drive** – Remove existing Panera Bread logo and Mother Bread and install new channel letters and new Mother Bread externally illuminated wall sign and swap out existing pylon faces.

Mr. Andrew Serrato of Serrato Signs responded to Chair Bartro and stated that there is no blade sign that he is aware of. He stated that they are updating their logo for both signs. Chair Bartro discussed if a box were to be drawn around the sign regarding size allowances. He stated that the way it has been done in the past is that the Commission has not counted the negative space in the channel sets against the sign square footage; he noted that may be changing in the future if they do a bylaw change. He stated that he is sure if the applicant removed the negative space, they would be under the 48 sq. ft. Mr. Lopez discussed the sizes if drawing a box around the logo. Chair Bartro confirmed that there was an attachment method and landlord authorization letter provided. He stated that this was in the business commercial corridor. Mr. Serrato stated that this is called face lit/halo lit. Ms. Bethoney said it meets the side dimensions, but it is really tight with the height of the façade. She noted page 13 of the packet. Mr. Serrato stated that there is 43” of fascia height and the Mother Bread is about 40”. Ms. Bethoney stated that she would like to see it a little smaller. Chair Bartro stated that it was a good point. He stated that when they go to production on it if they did give a little more reveal on top and bottom of the existing façade it would not look bad. Mr. Serrato discussed the location and size of the area where the sign is going. Chair Bartro discussed the provided line drawing and said that it looks a little more favorable. Mr. Serrato said he would pass along this information about the reduction of the sign size.

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

Mr. Serrato asked if the Commission would be happy with 36”; he said he will get them to drop it down some.

4. **Horace Mann Plaza – 255-319 East Central Street** – Replace 50-year-old pylon sign.

Mr. Cam Afonso of Signs by Cam, Inc. discussed the previous applicant’s signage and that it was previously raceway signage so the wall would not be destroyed. Chair Bartro noted that in the sign package the landlord’s approval was provided, so they must not be sticking to that anymore.

Mr. Afonso reviewed the background of the sign and stated that the sign is over 50 years old which is the original when they built the plaza. He stated that it is currently 220 sq. ft.; they have such a big sign as there are so many stores/tenants there. He stated that the current bylaw says 50 sq. ft. which will not work there. He stated that he is trying to come up with a couple of options on sizes that will appease everyone and have practicality to it. He stated that Option 1 and Option 2 look the same; they just have different sizes. Option 1 is 96 sq. ft. and Option 2 is 50 sq. ft. He noted that the colors have slightly changed and are toned down; the pole is grayish beige. Chair Bartro stated that there is a utility pole built into the sign with the street lamp hanging off of it. He reviewed the bylaw for the size requirements for free-standing signs, multiple establishments on same property, commercial business corridor district which is no more than a total of 80 sq. ft. and 20’ high. He discussed the 50 sq. ft. and the 96 sq. ft. options and asked if it could be brought down to 80 sq. ft. Mr. Afonso stated that anything is better than what they have there now. He stated that the owner is aware that they have to do something. Chair Bartro stated that he is motivated to get something to work here. Ms. Bethoney confirmed the 50 sq. ft. option meets regulation, and the 96 sq. ft. option is over.

Chair Bartro stated that as long as the unit itself fits into the 80 sq. ft., the applicant is probably safe. He asked if any Commission members had an issue with this which would be an 80 sq. ft. version of Option 1. Mr. Lopez asked about how it was measured and discussed measurement concerns. Mr. Afonso discussed that the main structure would be 80 sq. ft.; he does not include the measurement of the poles and the header. Chair Bartro stated that this is much smaller than what is there currently. He stated that he is motivated to use every square inch of the Commission's discretion. Mr. Lopez stated that he thinks he is okay with that, but he keeps going back and forth. Ms. Bethoney stated that she would not include the poles, but she would include the Horace Mann Plaza text and the number text in the interpretation. Mr. Williams and Chair Bartro agreed that the number would be considered directional. Chair Bartro stated that it would be 80 sq. ft. to include the Horace Mann Plaza letters, but not the negative space. Mr. Williams asked if they can convince any of the businesses regarding the white backgrounds. Mr. Afonso stated that if the Commission wants the backgrounds altered, that is easy. Chair Bartro stated that any of the light ones would have to be opaque. Mr. Afonso stated that all the white faced would be opaque white. Chair Bartro stated that as long as they are opaque, they would be compliant. He stated that it would be the Commission's ask that any of these can be flipped to a less light background would be preferable. Mr. Afonso stated that he understood.

Mr. Williams stated that the applicant could go to the ZBA to get a bigger sign. Mr. Afonso stated that would be an added expense to go to the ZBA. Chair Bartro stated that if the owner wants to go to the 96 sq. ft., going to the ZBA is an option; 80 sq. ft. is the best the Commission can do. Mr. Afonso stated that there will be a stonewall around it for landscaping and probably flowers and mulch in that bed. He discussed the finish, color, and lights of the pylon. He stated that the poles are 8' x 8' or 10' x 10' depending upon what is approved; the 8' x 8' would be for the 80 sq. ft. sign approval. Mr. Lopez stated that he would like to see the applicant return with the revisions. Chair Bartro stated that he would like to see the colors in the final package. Mr. Afonso stated that he did not have a problem coming back with the revisions.

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

5. Franklin Children's School – 900 Chestnut Street – Replace old sign.

Mr. Cam Afonso of Signs by Cam, Inc. stated that this is a non-lit all aluminum double-sided sign. He stated that this is zoned industrial, so he thinks they are allowed up to 60 sq. ft. and this is well under. Chair Bartro read the regulations and stated that it is no more than 50 sq. ft. and 25' high. Mr. Afonso stated that it is only 48 sq. ft.

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

6. Hamilton – 101-102 Panther Way – Install address sign.

Mr. Cam Afonso of Signs by Cam, Inc. stated that this is an address sign; when the buses are parked there, the address is blocked. He stated that it is a non-lit all aluminum double-sided sign. Mr. Lopez stated that the size is way under what is allowed.

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

7. La Cantina Winery – 341 Union Street – Install pylon and building signs.

Mr. Cam Afonso of Signs by Cam, Inc. and Mr. Robert Vozzella, owner, addressed the Commission. Chair Bartro stated that the applicant went to the ZBA for the sign itself and it was approved. He stated that the applicant is before the Commission tonight to discuss the façade and the color scheme. Mr. Vozzella stated that the building is currently white concrete façade and they plan to paint it darker gray. He stated that the other building attached to it is a red steel and they will paint that the same color gray. He stated that at the front double door entrance, they will surround the entrance with a pre-fab vinyl-type wood look and above that there will be an additional sign. Chair Bartro asked if this was previously the Franklin Lighting Center. Mr. Vozzella stated that the Franklin Lighting Center is the Union Street side and where he is occupying used to be S.C. Rossi Automotive. He stated that Franklin Lighting will continue to be his tenant. Chair Bartro asked about the colors. Mr. Vozzella stated that the brown band that goes around will be painted gray. Chair Bartro stated that for this application they are a recommending body. Mr. Vozzella stated that part of the site plan approval is the approval of the Design Review Commission. Chair Bartro stated that he thinks it looks great. Mr. Williams stated that there are some windows being modified as well which will make the building look better. Mr. Vozzella reviewed the architectural drawing and stated that the windows will not be used anymore. He noted components of the site plan approved by the Planning Board. Chair Bartro noted the AC units on the roof. He stated that the Commission cares when there is residential looking down on it. He stated that he does not have an issue with it. Mr. Lopez agreed.

Motion: To **Recommend** the façade package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Lopez-YES; Wood-YES; Bethoney-YES; Bartro-YES. Voted 5-0-0.

8. 138 East Central Street, Franklin, MA 02038 – 138 East Central Street – Replace existing windows behind vinyl siding.

Mr. Brad Chaffee reviewed the submitted package. He reviewed that they purchased the building and have come up with a plan to divide the building; the building will be his company's office. He discussed that the goal is to rent out the front half to a business. He stated that this building has a bunch of old factory windows; the building is covered by vinyl siding and is all windows as shown in the provided packet materials. He stated that the building commissioner asked him to come before the Commission to have a discussion and make sure everyone was all set with this. He stated that this is kind of Phase I. He discussed that Phase II will be going back to the Planning Board as he has to talk about parking and other items; it will be a bigger package. Chair Bartro reviewed the applicant's plan. Mr. Chaffee stated that they are bringing the old building back to life. He stated that the building has been vacant for 20-plus years. Chair Bartro stated that the Commission's role is recommendation. In response to a question, Mr. Chaffee stated that he is planning on cleaning up the building and leaving it concrete.

Motion: To **Recommend** the package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Lopez-YES; Wood-YES; Bethoney-YES; Bartro-YES. Voted 5-0-0.

GENERAL MATTERS

Old Business

Chair Bartro stated that he needs to take the notes and merge them with a version of the existing bylaw and start to work with the Planning Office to get a draft working for any potential bylaw changes; it would then come back to the Commission for review and feedback.

New Business

None.

Approval of Minutes

None.

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

Meeting adjourned at 8:06 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary