

**DESIGN REVIEW COMMISSION
AGENDA**

July 11, 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/82558461824> or call on your phone at 1-929-205-6099, meeting ID is 82558461824

7:00 PM Marshalls – 200 Franklin Village Drive
Replace existing Marshalls wall sign

General Matters: Election of Officers
Approval of Minutes: June 27, 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 7/25/2023

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: MARSHALL'S

Property Address 200 FRANKLIN VILLAGE DRIVE

Assessors' Map # 270-014-000-000 Parcel # _____

Zoning District (select applicable zone): _____

Zoning History: Use Variance UNKNOWN

Non-Conforming Use _____

B) Applicant Information:

Applicant Name: TONY LAFO - AMERICAN SIGN, INC

Address: 614 FERRY ST
NEW HAVEN CT 06513

Telephone Number: 203-624-2991

Contact Person: TONY LAFO

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

Business Owner: MARSHALL'S Property Owner: CEDAR FRANKLIN VILLAGE LLC

Address: 200 FRANKLIN VILLAGE DR FRANKLIN MA C/O KPR COSTA/S 254 W 31ST ST NY NY

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

[Signature]
Signature of Applicant

[Signature]
Signature of Owner

TONY LAFO
Print name of Applicant

MICHAEL BAKER
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: N/A
Contact Person: _____
Address _____
Telephone Number: _____

b. Architect/Engineer (when applicable)

Business Name: N/A
Contact Person: _____
Address _____
Telephone Number: _____

E) Work Summary

Summary of work to be done: replace EXISTING MARSHALLS
WALL SIGN with identical new sign.

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

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

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

b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:

THE FOLLOWING MUST BE SUBMITTED W/APPLICATION to Mkinhart@franklinma.gov

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

DESIGN STANDARDS

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

1. **Height**—The height of any proposed alteration shall be compatible with the style and character of the surrounding buildings, within zoning requirements. This is replacing an identical Existing sign which fits proportionally within the facade

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

3. **Relations of Building Masses and Spaces** – The relationship of a structure to the open space between it and adjoining structures shall be compatible. No change

4. **Roof Shape** – The design and pitch of the roof shall be compatible with the architectural style and character of the surrounding buildings. No change

5. **Scale** – The scale of the structure shall be compatible with its architectural style and the character of the surrounding buildings. No change

6. **Façade, Line, Shape & Profile** – Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context: No change

7. **Architectural Details** – Architectural details, including signs, materials, colors and textures shall be treated so as to be compatible with the existing and adjacent architectural character, thereby preserving and enhancing the surround area. No change

8. **Advertising Features** – The size, location, design, color, texture, lighting and materials of all permanent signs and outdoor advertising structures shall not detract from the use and enjoyment of the proposed buildings and structures and the surrounding properties. NO CHANGE

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

10. **Energy Efficiency** – To the maximum extent reasonably practicable, proposals shall utilize energy-efficient technology and renewable energy resources and shall adhere to the principles of energy-conscious design with regard to orientation, building materials, shading, landscaping and other elements. NEW SIGN IS LED, INSTEAD OF NEON

11. **Landscape** - The landscape should improve the character and appearance of the surrounding area and parking areas should be located to the side or rear of buildings when reasonably possible. NO CHANGE

SEE ADDENDA ATTACHED FOR INSTRUCTIONS TO ASSIST IN COMPLETING APPLICATION.

ADDENDA

INSTRUCTIONS FOR COMPLETION OF FORM Q-DESIGN REVIEW APPLICATION

A. General Information

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

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

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

Page 2 –

D. Architect/Engineer or Sign Company Information:

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

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

Pages 3 & 4

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

- a) SIGNS ONLY –
 - sign drawings and photos, which include information listed on Page 2 of the application
- b) SITE PLAN APPLICATIONS FOR BUILDINGS/DEVELOPMENTS/PROJECTS.
 - all plans including information listed on Page 2 of application.
 - Please bring samples of siding and roofing materials and paint color samples to the meeting when scheduled.

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

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

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

A photograph of a Marshalls retail store. The building is a single-story structure with a light-colored facade and a green metal roof. The word "Marshalls" is prominently displayed in large, blue, sans-serif letters across the front of the building. The store has several large windows and dark-colored doors. In the foreground, there is a paved parking lot with a yellow curb and a yellow line. To the left, there is a landscaped area with brown mulch, a black utility pole, and a few bare trees. A red fire hydrant is visible near the entrance. The sky is bright blue with scattered white clouds. A portion of a silver car is visible on the far left, and a red stop sign is partially visible on the far right.

Marshalls



The image shows the exterior of a Marshalls retail store. The building has a white facade with a green roof. The word "Marshalls" is written in large, blue, sans-serif letters across the front. In the foreground, a parking lot contains several vehicles: a dark Chevrolet pickup truck on the left, a red Toyota Camry in the center, and a silver sedan on the right. Blue-painted parking lines are visible around the cars. There are also blue handicapped parking signs with the international symbol of access. The sky is overcast with grey clouds, and bare trees are visible in the background.

Marshalls

Marshalls





Marshalls

Marshalls

Marshalls

FIRE

Replace existing 6'6" Marshalls sign with new 6'6" Marshalls sign



Project:

Marshalls # 1100321
200 Franklin Village Dr
Franklin MA 02038

6/7/2023

Date:

Drawn By:

Salesman:

Customer Approval/Signature:



Sign Size Breakdown Matrix

A	B	C	LED STROKES	DEDICATED 20 AMP CIRCUITS	SIGN WEIGHT	MARSHALLS BOXED SQ. FOOTAGE	MARSHALLS ACTUAL SQ. FOOTAGE
1'-0"	7.6"	5'-3"	1	1	21 LBS	5.25	3.95
1'-6"	1'-0"	7'-10 1/2"	2	1	35 LBS	11.8	8.9
2'-0"	1'-4"	10'-3 1/2"	2	1	63 LBS	20.6	15.1
2'-6"	1'-8"	12'-11"	2	1	98 LBS	32.3	21.9
3'-0"	2'-0"	15'-6"	2	1	133 LBS	46.5	34.4
3'-6"	2'-4"	18'-1"	2	1	182 LBS	63.0	47.5
4'-0"	2'-8"	20'-8"	3	1	238 LBS	82.8	61.8
4'-6"	3'-0"	23'-3 1/2"	3	1	301 LBS	107.2	78.7
5'-0"	3'-4"	25'-11"	4	1	371 LBS	129.5	96.7
5'-6"	3'-8"	28'-5"	4	1	448 LBS	156.2	101.9
6'-0"	4'-0"	31'-4"	4	1	532 LBS	180.7	144.4
6'-6"	4'-4"	33'-7"	4	1	623 LBS	221.8	163.4
7'-0"	4'-8"	36'-3"	4	1	721 LBS	257.0	190.2
7'-6"	5'-0"	38'-9"	5	1	833 LBS	290.3	217.3
8'-0"	5'-4"	41'-5"	6	2	945 LBS	331.2	249.0

SPECIFICATIONS FOR FABRICATION AND INSTALLATION:

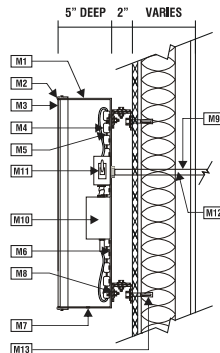
Internally illuminated front-lit channel letters built to UL specifications

- Aluminum construction: backs .063 / returns .040 / depth 5"
- Mounting method: Individual (remote power supply/wiring)
- Power Supply(s) mounting placement: above or below roof line
- Illumination: LED Modules
- Primary electrical requirement: 120 volt

*(Installed within six feet of sign by others, with no obstructions)

COLOR & LED SPECIFICATIONS

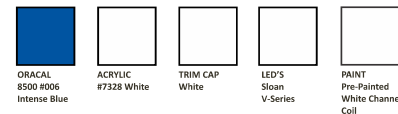
- Trim Cap: Jewelite Standard White 1"
- Plex Face Color: #7328 White 3/16"
- Vinyl: Oracal 8500 #006 Intensive Blue
- LED Type: Sloan Prism White L.E.D. Modules
- Power Supply(s) (60 Watt) (120 Volt)
- Returns: Pre-painted White Channel Coil / White (Secondary)
- Interior painted for increased illumination: Gloss White



- M1** .040 ALUMINUM RETURNS, EXTERIOR FINISH TO BE WHITE. .063 ALUMINUM BACKS HELIARC-WELDED TO RETURNS WITH CONTINUOUS CAULK @ INSIDE SEAM, LETTER INTERIORS TO BE SPRAY-PAINTED GLOSS WHITE
- M2** 1" WIDE WHITE TRIMCAP MATERIAL
- M3** 3/16" THICK #7328 WHITE TRANSPARENT ACRYLIC PLASTIC LETTER FACES WITH APPLIED TRANSPARENT ORACAL 8500 SERIES #006 INTENSIVE BLUE VINYL MATERIAL (APPLIED TO 1st SURFACE OF ACRYLIC LETTER FACES)
- M4** WHITE L.E.D. STRIPS (5 L.E.D.'S PER FOOT) @ 4 1/2" ON CENTER (NO LESS THAN 2 1/2" FROM RETURN EDGES)
- M5** INTER-CONNECT CABLES BETWEEN L.E.D. MODULES
- M6** SLOAN V-SERIES LED'S TO BE MOUNTED TO INSIDE-BACKS OF CHANNEL LETTER WITH 3/16" DIA. TAPS AND TO BE MECHANICALLY FASTENED WITH NUTS AT THE BEGINNING AND END OF EACH STRIP EVERY 18" ON CENTER
- M7** 1/4" WEEP HOLES AS REQUIRED IN LOWEST SPOT OF LETTERS (NO WEEP HOLES FOR INTERIOR MALL/STORE SIGNS)
- M8** 2" (ø) 2" (ø) 3/16" GALVANNEED STEEL CLIPS WITH MOUNTING HARDWARE (TYPE, DEPENDING UPON WALL CONSTRUCTION MATERIALS)
- M9** 1/2" DIAMETER SEALTITE FLEXIBLE CONDUIT AND CONNECTORS WITH WATER-TIGHT CAULK
- M10** (120 VOLT) L.E.D. (60 WATT) POWER SUPPLIES (REMOVELY LOCATED ON LETTERS 5'-0" TALL AND SMALLER) SELF-CONTAINED OVER 5'-0" TALL (QUANTITY TO BE DETERMINED BY SIZE)
- M11** (20 AMP) (120 VOLT) POWER DISCONNECT SWITCH ON OUTSIDE OF LETTERS
- M12** PRIMARY ELECTRICAL LEADS, POWER TO LETTERS TO BE SUPPLIED BY OTHER
- M13** 1/4" DIAMETER TOGGLE BOLT ATTACHMENTS (MINIMUM FOUR (4) PER LETTER)

"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and other applicable local codes. This includes proper grounding and bonding of the sign."

"The location of the disconnect switch after installation shall comply with Article 600.6A1 of the National Electric Code"



SCALE: NTS

SIGNAGE DRAWING



© COPYRIGHT 2023

This sign is intended to be installed in accordance with the requirements of Article 600 of the NEC and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the NEC.

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Replace existing Under Canopy sign with New



Project:

Marshalls # 1100321
200 Franklin Village Dr
Franklin MA 02038

6/7/2023

Date:

Drawn By:

Salesman:

Customer Approval/Signature:

SCALE: NTS



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This sign is intended to be installed in accordance with the requirements of Article 600 of the NEC and/or other applicable local codes. This includes proper grounding and bonding of the sign.

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the NEC.

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5.0 Under Canopy Signs

- 5.1 Fabrication Specifications
- Interior-Illuminated
 - Hanging Under-Canopy Signs
 - Projecting Under-Canopy Signs

SPECIFICATIONS FOR FABRICATION AND INSTALLATION:

- Aluminum Blade Sign with Acrylic Plastic Faces & Vinyl Overlay
- Acrylic Plastic Faces: 3/16" Thick Plexiglas
 - Logo Lettering: Computer-Cut Sign Vinyl
 - Installation: Under Building Canopy near Storefront Entrance Doors
 - Sign Illumination: Bright White LED Internal Illumination
 - LED Type: Sloan V-Series Bright White L.E.D. Modules
 - Power Supply (60 Watt) (120 Volt)

COLOR SPECIFICATIONS:

- Sign Faces: #7328 Translucent White Acrylic Plastic Faces
- Vinyl Overlay: #3630-20 White Letters on Blue Panel
- Paint Sign Cabinet: To Match Orcal #006 Intense Blue Matthews (Satin Finish)
- Paint Vertical Supports: Matthews White (Satin Finish)

(OR)

- Vinyl Logo Overlay: Orcal 8500 #006 Intense Blue Letters on White Panel
- Paint Sign Cabinet: Matthews White (Satin Finish)
- Paint Vertical Supports: Matthews White (Satin Finish)



MATTHEWS
Blue Enamel
Cabinet Paint
Match Orcal Blue
(Satin Finish)



MATTHEWS
White Enamel
Supports Paint
(Satin Finish)

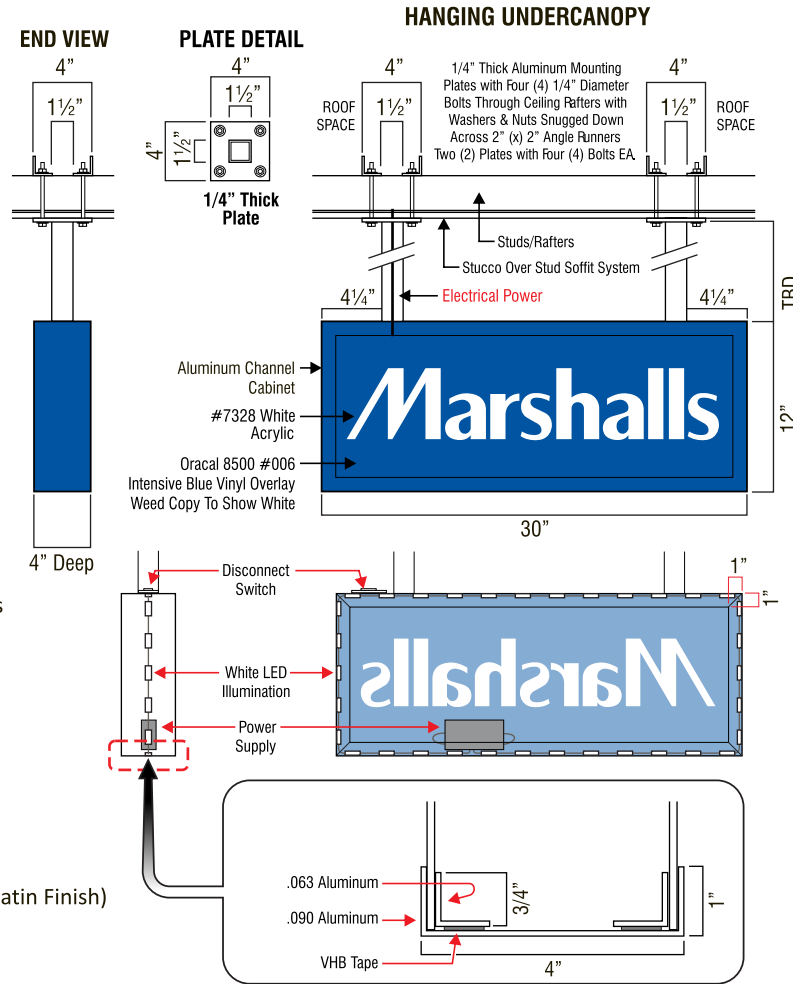


CABINET FACES
#7328
Translucent White
Acrylic Plastic Face



ORCAL
8500 #006
Intense Blue
Vinyl Overlay

White on Blue FRONT ELEVATION



Town of Franklin



Design Review Commission

**Tuesday, June 27, 2023
Meeting Minutes**

Vice Chair Sam Williams called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Vice Chair Sam Williams, Gerald Wood, Paul Lopez, Cassandra Bethoney. Members absent: Chair James Bartro. 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. Taco Bell – 420 West Central Street – Replace existing menu board with electronic menu board.

Mr. Adam Abelha of Signature Signs stated that they were going to replace the existing menu board with an electronic/digital menu board. The proposed menu board is smaller than what is currently there. The proposed sign is 24.9 sq. ft. The new display will sit on the existing foundation with no excavation needed. The new light source is LED. He noted the materials that were provided in the application packet.

Vice Chair Williams stated that previously menu boards have been out of the Commission's purview which would still be his take on it. He stated that it is fine with him. He stated that he does not think there is anything for the Commission to vote on. Mr. Lopez noted/questioned is it truly a menu or some sort of advertising. He stated that he is comfortable with voting on it.

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

2. Cat's Healing Corner, LLC – 247 East Central Street – Three signs: window, door, parking.

Ms. Cathy Brown, applicant, stated that she rented a space at 247 East Central Street. She wanted to put signs on the front door on the same door as the Padula Insurance sign, and a sign on one of the large windows, and two parking signs. She reviewed the location of her business space and where her parking spots would be.

Vice Chair Williams stated that the Commission rules describe a percentage of the door that can be covered, so we need to make sure that between the applicant's sign and the Padula Insurance sign it is

less than that percentage. Ms. Bethoney confirmed this was in the Commercial Business district. Discussion commenced on the sign allowances for an upper floor.

Ms. Brown discussed potential changes to the sign sizes for the door and window based on the regulations. Vice Chair Williams stated 20" x 24" would be allowed provided that there was no other signage on the upper window and nothing from the applicant put on the door. He stated that regarding parking signs, we do not really get into those. He stated that if they are not super branded, it will fall as a directional sign. He stated that the Commission can give the applicant conditional approval for the upper window for a sign that is 20" x 24" or some other dimension that comes to 488.8 sq. in. and eliminating the door sign.

Mr. Lopez explained that he would like to see a resubmission of the application packet for the following reasons: he would like to see a picture of the second-floor window, he would like to see what the actual sticker looks like, he would like to see a proof of the sticker, and he would like to see the parking sign submission. Ms. Bethoney stated that she did not have a problem with a conditional approval. Mr. Wood stated that he agreed with Ms. Bethoney as it was a rather simple decal and it is on the second floor. Vice Chair Williams stated that he would be okay with a conditional approval as well.

Motion: To **Approve** the sign package conditionally with the sign on the second floor with the dimensions of 20" x 24", and the parking sign to not have any advertising information but more to denote that it is a parking spot for the business itself, and that there is no door sign. Motioned by C. Bethoney. Seconded by G. Wood. Discussion: Ms. Brown asked if she could have a 3" sign on the door so people would know it is her door to go into. Vice Chair Williams stated that could happen as a directional sign. Discussion commenced on the current size of the Padula Insurance sign. It was determined that the Padula sign is already over the allowance. Vice Chair Williams discussed a potential wall sign next to the door. He read aloud the regulations and stated that Ms. Brown is allowed to have 48 sq. ft. of wall signage; a wall sign could be done if the other signage was small enough. He stated that the Commission could approved what we have seen so far, and Ms. Brown could return to the Commission with the wall sign and mounting method. He reiterated the allowance if there were no other wall signs and asked that the applicant come back to the Commission for the wall sign. Roll Call Vote: Williams-YES; Wood-YES; Bethoney-YES; Lopez-NO. Voted 3-1-0.

GENERAL MATTERS

Approval of Minutes: June 13, 2023

Motion: To **Approve** the June 13, 2023 Meeting Minutes as presented. Motioned by G. Wood. Seconded by C. Bethoney. Roll Call Vote: Williams-YES; Wood-YES; Bethoney-YES; Lopez-ABSTAIN. Voted 3-0-1.

Old Business

Vice Chair Williams stated that Chair Bartro would be stepping down as chair of the Commission. In Chair Bartro's absence, he is acting as chair and have offered to take on the role of chair going forward if that is the will of the Commission. He discussed that the Commission can vote on that at an upcoming meeting. He noted that tonight is Mr. Wood's last meeting. He stated that the Commission appreciates Mr. Wood's time on the Commission. He stated that they are looking for new volunteers for the Commission. Mr. Wood wished the Commission a good future. Vice Chair Williams noted that Mr. Bartro would stay on the Commission an associate member.

New Business

None.

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

Meeting adjourned at 7:32 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary