

**DESIGN REVIEW COMMISSION  
AGENDA**

**December 7, 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/83138566068> or call on your phone at 1-929-205-6099, meeting ID is 83138566068**

**7:00 PM      Dean College – 137 School Street**  
Replace existing sign

**7:05 PM      Vogue Nails & Spa – 385 West Central Street**  
install a set of internally lit channel letters

**General Matters:**

Approval of Minutes:            November 2, 2021  
   November 16, 2021

Approval of 2022 Meeting Dates

DRC Discussion: Sign Tech Attachment 10 Addendum (Revised November 2, 2021)

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: 12-1-2021**  
The next meeting of the Design Review Commission is scheduled for

**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: Dean College

Property Address 137 School Street

Assessors' Map # \_\_\_\_\_ Parcel # 278-209-000-000

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: 508-364-2902

Contact Person: Cam Afonso

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

Business Owner: Dean College Property Owner: Dean College  
Address: 95 Main St.  
Franklin MA 95 Main 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]  
Signature of Applicant

[Signature] (REP)  
Signature of Owner

Cam Afonso  
Print name of Applicant

Bridget Kelly  
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  
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 existing sign  
\_\_\_\_\_  
\_\_\_\_\_

**F) Information & Materials to be Submitted with Application**

**a) FOR SIGN SUBMISSIONS ONLY:**

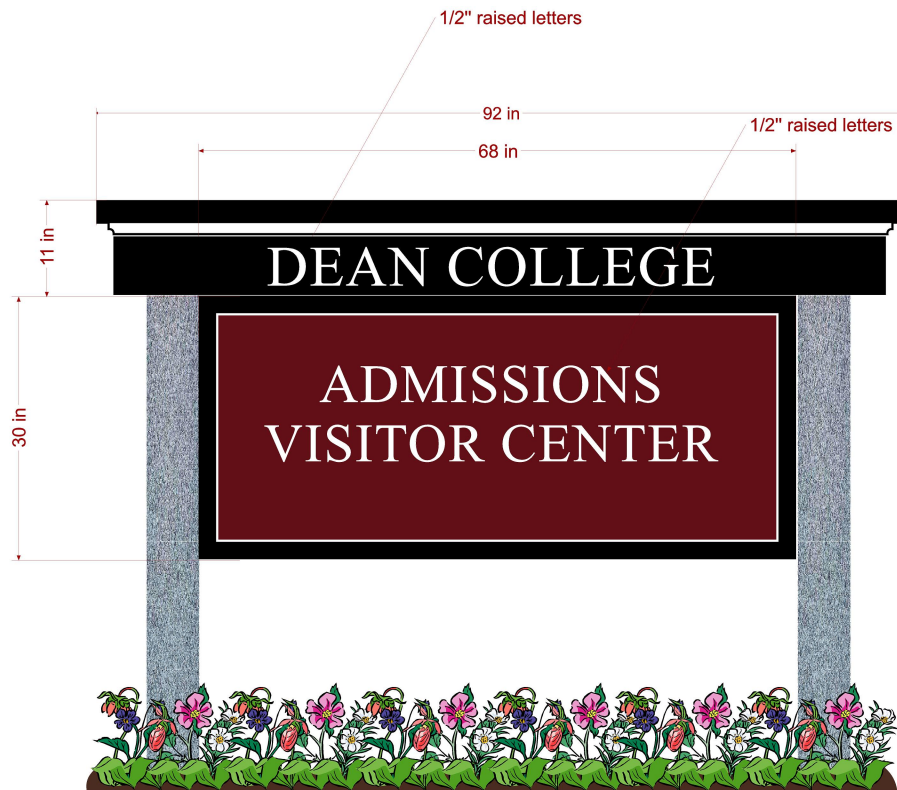
**THE FOLLOWING MUST BE SUBMITTED ELECTRONICALLY TO  
Mkinhart@franklinma.gov**

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



side view



old



new



*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](mailto:cam@signsbycam.com)

Website: [www.signsbycam.com](http://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: Vogue Nails & Spa

Property Address 385 West Central St

Assessors' Map # 277 Parcel # 015

Zoning District (select applicable zone): \_\_\_\_\_

Zoning History: Use Variance \_\_\_\_\_  
Non-Conforming Use \_\_\_\_\_

**B) Applicant Information:**

Applicant Name: Henry Nguyen

Address: 589 Park Ave, Worcester, MA 01603  
\_\_\_\_\_

Telephone Number: 617-504-7216

Contact Person: Vy (pronounced "Vee")

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

Business Owner: <u>Allen Pham</u>	Property Owner: <u>C &amp; K Realty Investors LLC</u>
Address: <u>403 Wood ave</u>	<u>89 Access Rd, Unit 1</u>
<u>Woonsocket, RI 02895</u>	<u>Norwood, MA 02062</u>

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

Executed as a sealed instrument this 20 day of Nov 20 21

Henry Nguyen  
Signature of Applicant

Allen Pham  
Signature of Owner

Henry Nguyen  
Print name of Applicant

Allen Pham  
Print name of Owner

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

**FOR SITE PLANS, BUILDING PLANS, PROJECTS, COMPLETE PAGES 1 - 4**

**SEE ADDENDA ATTACHED FOR ASSISTANCE IN COMPLETION OF FORM Q**

**D) Architect/Engineer/Sign Company Information (if not the applicant)**

**a. Sign Company**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**b. Architect/Engineer (when applicable)**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**E) Work Summary**

Summary of work to be done: A set of internally lit channel letters as shown on plans

\_\_\_\_\_

**F) Information & Materials to be Submitted with Application**

**a) FOR SIGN SUBMISSIONS ONLY:**

**~~NINE (9) COPIES OF THE FOLLOWING MUST BE SUBMITTED WITH APPLICATION~~**

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

**b) FOR BUILDINGS/DEVELOPMENTS OR PROJECT SUBMISSIONS:**

**~~NINE (9) COPIES OF THE FOLLOWING MUST BE SUBMITTED W/APPLICATION~~**

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

Note: Please bring a sample of the following to the meeting: materials samples (brick, siding, roofing etc.) as well as samples of paint colors.

Name: Vogue Nails & Spa  
 385 W Cental St Franklin Ma 02038

ONE SET CHANNEL LETTERS ON RACEWAY  
 Remove Existing Sign Install New Sign



[ electric connected by other ]

<b>LED LETTERS</b>	<b>Interior</b>	<b>Exterior</b>	<b>Face-Lit</b>	<b>Back-Lit</b>	<b>Drain Holes:</b> <b>Y</b>	
	<b>Face Mat:</b> acrylic <b>Th:</b> 1/8		<b>Returns Mat:</b> Aluminum <b>Th:</b> 0.040" <b>Depth:</b> 4"			
	<b>Back Mat:</b> aluminum		<b>Th:</b> .0.40			
	<b>Mounting:</b> Nutsert		<b>hru Bac</b>	<b>&lt; Clip</b>	<b>Other:</b>	
	<b>UL Sticker Location:</b> <b>Stnd</b> <b>Top Only</b>			<b>Rows of LED:</b>	<b>Color:</b>	<b>Footage:</b>
	<b>LED Manufacturer</b>		Sloan 701269-Ws-Mb White Short			
	<b>Power Supply:</b> 701507 60W POWER SUPPLY <b>Manufacturer:</b> SLOAN					
<b>Voltage:</b> 120.vac Out Put 12vdc						

**CT Signs & Graphics**  
 589 Park Ave, Worcester Ma 01603  
 Ma, Lic# G-15 B20402  
 Rl. Lic#33835  
 UL. Lic# Hf168403  
 Tel: 781-783-7583  
 Email : hoasidzom@ yahoo.com

**COLORS**  
**LETTERS**  
**Returns:** 4" DEEP  
**Face:** Acrylic In Red Color W/ 1" WHITE TRIM  
**LED:** Red

Name: \_\_\_\_\_

# Vogue Nails & Spa

385 W Cental St Franklin Ma 02038

Remove Existing Sign Install Face New Sign



before



after

## CT Signs & Graphics

589 Park Ave, Worcester Ma 01603

Ma, Lic# G-15 B20402

Ri. Lic#33835

Tel: 781-783-7583

UL. Lic# Hf168403

Email : hoasidzom@ yahoo.com

## COLORS

### LETTERS

Vinyl letters



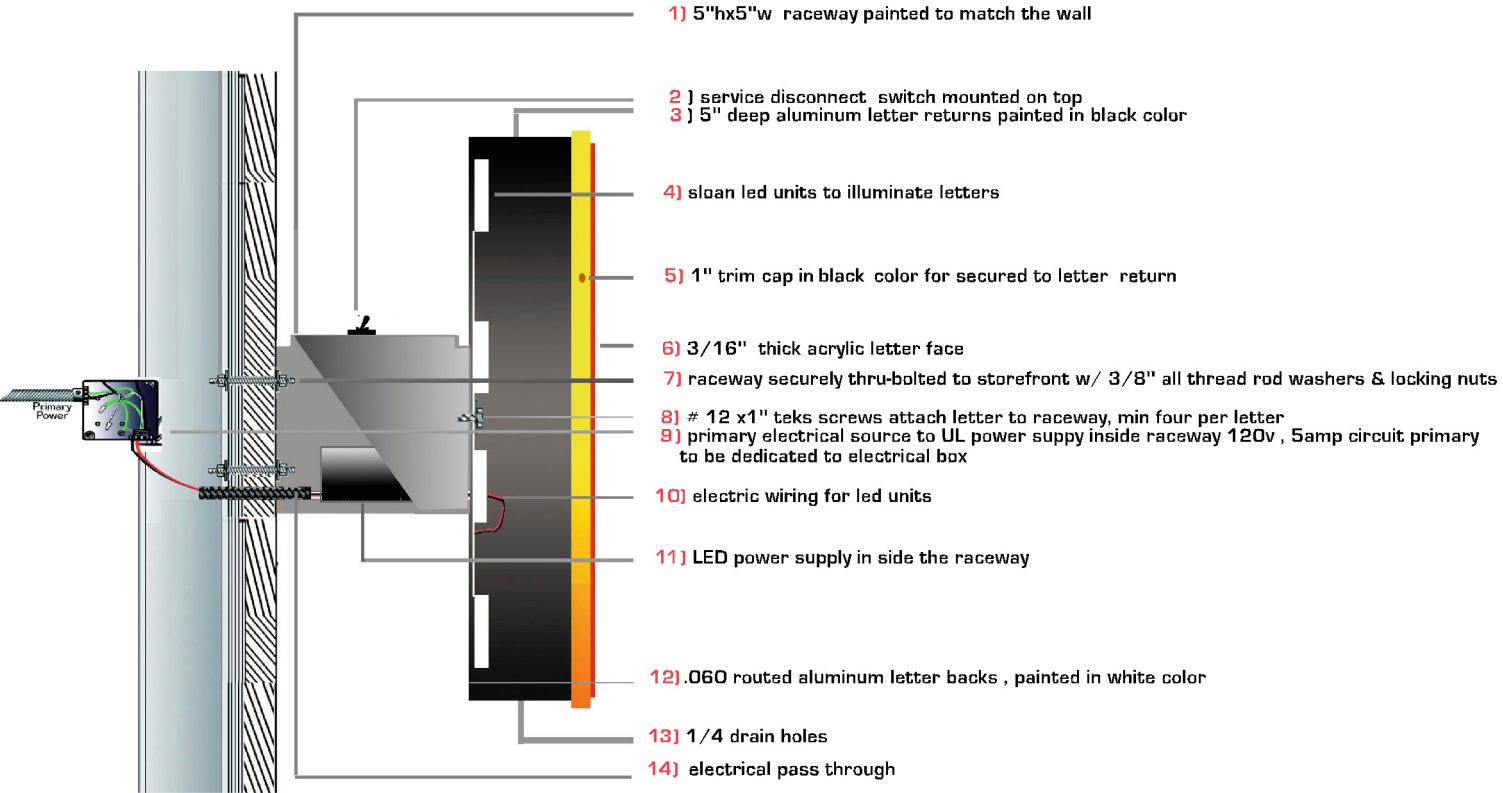
Name: \_\_\_\_\_

# Vogue Nails & Spa

385 W Cental St Franklin Ma 02038

## ONE SET CHANNEL LETTERS ON RACEWAY

Remove Existing Sign Install New Sign



( electric connected by other )

<b>LED LETTERS</b>	<b>Interior</b>	<b>Exterior</b>	<b>Face-Lit</b>	<b>Back-Lit</b>	<b>Drain Holes:</b> <b>Y</b>	
	<b>Face Mat:</b> acrylic	<b>Th:</b> 1/8	<b>Returns Mat:</b> Aluminum <b>Th:</b> 0.040 <b>Depth:</b> 4"			
	<b>Back Mat:</b>	aluminum	<b>Th:</b> .040			
	<b>Mounting:</b> Nutsert	hru Bac	< Clip	<b>Other:</b>		
	<b>UL Sticker Location:</b> <b>Stnd</b> <b>Top Only</b>		<b>Rows of LED:</b>	<b>Color:</b>	<b>Footage:</b>	
	<b>LED Manufacturer</b>		Sloan 701269-Ws-Mb White Short			
	<b>Power Supply:</b> 701507 60W POWER SUPPLY		<b>Manufacturer:</b> SLOAN			
	<b>Voltage:</b> 120.vac Out Put 12vdc					

## CT Signs & Graphics

589 Park Ave, Worcester Ma 01603

Ma, Lic# G-15 B20402

Rl. Lic#33835

Tel: 781-783-7583

UL Lic# Hf168403

Email : hoasidzom@yahoo.com

## COLORS

### LETTERS

**Returns:** 4" DEEP  
**Face:** Acrylic In Red Color W/ 1" WHITE TRIM  
**LED:** Red

Town of Franklin



Design Review Commission

**Tuesday, November 2, 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, Venkata Sompally. 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. food beat – 340 East Central Street - Install front and back signs – LED channel letters.**

Mr. Cam Afonso of Signs by Cam on behalf of the applicant addressed the Commission. He stated that he talked to Building Commissioner Gus Brown on this item. Mr. Afonso stated that the back of the building faces the street; the front of the building faces the parking lot. He stated that two signs are allowed: one for the front and one for the back with a maximum of 64 sq. ft. He noted the applicant is under the allowed square footage. He reviewed the proposed signs and stated that they will be LED channel letters mounted to a raceway; it is the same for the backside only a smaller version. He stated that the signs match with what Starbucks has. He confirmed this is a commercial business. Commission members discussed the signage and the lighting. Mr. Afonso confirmed the words food beat light up. He noted that this type of sign was used at Expressions at the Franklin Village Plaza.

**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; Fitzgerald-YES. Voted 4-0-0.

*Mr. Sompally entered the meeting.*

Mr. Afonso noted that a therapy business and a salon business will also be at this location. He will have to return to the Commission regarding the pylon.

**2. AcuPUNKture – 205 East Central Street, #7 (Second Fl) – Two (2) business signs to be installed at placeholders.**

Ms. Crystal Meyers, applicant, addressed the Commission. She explained where the signs would be located and the correct spelling of the name of her business. She stated that there was an acupuncture clinic and a whimsical wellness boutique; she explained the associated signage. She stated that each

sign was 57" x 18" and each would go into the existing placeholders. Chair Bartro confirmed there was no internal illumination. Ms. Meyers stated that the Bissanti signage currently on the door would be removed. Mr. Fitzgerald explained that there was a guideline for door signage; only 10 percent of the door can be covered. Chair Bartro stated that the guidelines are available on the website.

**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; Fitzgerald-YES; Sompally-YES. Voted 5-0-0.

### **General Matters: Design Review Applicants**

Mr. Fitzgerald confirmed that this would be one of his final meetings as he is moving out of town; he confirmed that he would submit a letter of resignation. Chair Bartro stated that he would confirm if there are any other openings on the Design Review Commission; he does not think so. Mr. Fitzgerald stated that the Commission can have five full members and two associate members. Chair Bartro stated that if that is the case, there will be room for one full member when Mr. Fitzgerald resigns, and one additional associate member. He stated that there are two applications in the meeting packet. Mr. Fitzgerald stated that in the past, the protocol for accepting a new Commission member was that the Town would first vet the applicant. Then, the applicant would be invited to a Commission meeting regarding their application and audit a meeting to discuss what the Commission does. The Commission would then make a recommendation to the Town Council; the administration takes it from there. Chair Bartro asked Ms. Kinhart about the process. Ms. Kinhart noted that the two applications in the meeting packet came from the administration. Commission members discussed the process for accepting new members. Chair Bartro stated that he would reach out to the two applicants, Mr. John Riordan and Mr. Sony Korah, and ask them to come to a meeting so the Commission members can meet them.

### **Approval of Meeting Minutes: October 5, 2021, and October 19, 2021**

Chair Bartro stated that he would speak to Building Commissioner Gus Brown about the Starbucks pylon.

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

**Motion:** To **Approve** the October 19, 2021 Meeting Minutes as presented. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-ABSTAIN; Fitzgerald-YES. Voted 4-0-1.

### **DRC Discussion: Sign Tech Attachment 10 Addendum**

Chair Bartro stated that this item is to discuss the Commission's continued path on updated sign guidelines for the bylaws. He stated that he has added information into the document that Mr. Fitzgerald started. He stated that he thinks the Commission should be talking about the outcomes they would like to encourage or avoid. As such, he thinks everything Mr. Fitzgerald entered was good; he stated that he just wants to make sure the bylaw addresses intent before they meet with Director of Planning and Community Development Bryan Taberner. Chair Bartro reviewed the document which was provided in the Commission's meeting packet. He noted that he added the words in blue that are on the document. Commission members reviewed and discussed the document. Commission members agreed that adding the intent is valuable. As listed on the document, Commission members reviewed LED displays, LCD/plasma display screens, individual letters, analog reader boards, blade signs, pylons/monuments, billboards, interactive windows touch displays, and LED whole window or digital window displays. They discussed bright lights, light spillage, individual letters, electrical installation, attachment method, sign size, white light emissions, overhanging signs, blade signs, brackets, sign weathering, landscaping at the base of monument signs, placement of pylons and monuments, amount of glazed surface that can have signage, signage for businesses in the same building, wall signs, and building size.

Chair Bartro read aloud the words he added to the document based on the discussion by Commission members. He stated that the language and outcome of this document is to have a discussion with Mr. Taberner. He stated that Commission members should review the Franklin Village Plaza structure regarding signage. He questioned what percentage of that structure is covered in signage. He requested Mr. Williams look at Franklin Village Plaza regarding these questions. He suggested the Commission could probably have a preliminary conversation with Mr. Taberner. He stated that through their discussions, they made tweaks to the existing bylaws. However, possibly, the only addition made is that they are looking at multi-use properties, single buildings with many tenants, and they are trying to come up with a golden ratio that is aesthetically pleasing and allows someone to have the appropriate directional and advertising signage, while not overcrowding a building.

He stated that he would send the updated version of the document to Ms. Kinhart to publish in the minutes. He asked if Mr. Taberner could be invited to the next meeting to review this with the Commission. Ms. Kinhart stated yes.

**Motion to Adjourn** by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-ABSTAIN; Fitzgerald-YES. Voted 4-0-1.

Meeting adjourned at 8:16 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary

Town of Franklin



Design Review Commission

**Tuesday, November 16, 2021  
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, Mark Fitzgerald, Venkata Sompally. Members absent: Chair James Bartro, Associate Chris Baryluk. Also present: Maxine Kinhart, Administrative Staff.

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

**1. Birchwood Bakery & Kitchen – Replace blade sign**

Mr. Cam Afonso of Signs by Cam, on behalf of the applicant, addressed the Commission. He stated that this is a new tenant for the former Cake Bar. He stated that the existing bracket will be used. It will be a solid PVC sign with raised PVC letters and a matte black background. There will be a small logo on the door. He noted that there is already existing lighting, and all the previous window lettering has been removed. He stated that the sign is the same size as the existing sign.

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

**2. Marcus Partners Industrial Warehouse – King Street - Construction of a new 293,000 sq. ft. tilt up concrete wall industrial warehouse**

Vice Chair Williams stated that this item is a site plan review for a new development proposed on King Street near Rt. 495 exit.

Mr. Josh Berman of Marcus Partners and Mr. John Kucich of Bohler Engineering addressed the Commission. Mr. Kucich stated that they were before the Planning Board last night for the proposed new industrial building off the King Street exit ramp off Rt. 495. He stated that they are proposing construction of a new, approximately 293,000 sq. ft., tilt up concrete wall industrial warehouse. He stated that it will be just shy of the 40 ft. zoning requirement. He stated that they own three of these types of standard warehouse buildings on Grove Street. He stated that a landscaping plan has been provided. He noted that the building is set far back from King Street and that there is a wetland along the frontage. He discussed the location of the building, the power lines, and the wooded area. He stated that the trees between Taft Drive and the site will not go away.

Vice Chair Williams questioned if the parking lot could be relocated to the side and not be located near the residential area. Mr. Berman stated that his team talked about this. He noted that the power lines are very restricting. He stated that they are working through an easement with National Grid. He stated that the building would be shrunken down if the parking lot were put on the other side. He stated that a traffic engineer is onboard, and they plan to update the traffic lights to improve the area. He stated they have also created a trailer storage area for trucks to pull into. Mr. Fitzgerald stated that he is concerned about the trucks on the residential side of the project. Vice Chair Williams asked about rooftop units. Mr. Berman stated that a heating unit would be on the roof and the electrical transformer would be on the ground; there will be minimal noise from the roof. Vice Chair Williams confirmed that there would be nothing shining off the site according to the photometric plan. Mr. Berman confirmed the light will not go into any residential properties.

Vice Chair Williams said the Commission can recommend on the lighting plan, aesthetics of the building, and the landscaping plan.

Mr. Fitzgerald stated he is concerned how the building is sited and that the neighborhoods on Washington Street and Taft Drive are both going to be blown away by the trucks going in and out. However, he noted that it is not the Design Review Commission's purview. He stated that the truck bays pointing to the neighbors are not a good situation. He stated that he is going to put forth a motion to not recommend the plan as submitted due to the siting of the truck bays and their orientation to the adjoining neighborhoods.

**Motion:** To **Not Recommend** the Site Plan as submitted due to the siting of the truck bays and their orientation to the adjoining neighborhoods. Motioned by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Fitzgerald-YES; Sompally-YES; Wood-YES; Williams-YES. Voted 4-0-0.

**Motion:** To **Recommend** the Lighting Plan as submitted. Motioned by S. Williams. Seconded by M. Fitzgerald. Roll Call Vote: Fitzgerald-YES; Sompally-YES; Wood-YES; Williams-YES. Voted 4-0-0.

Mr. Fitzgerald discussed that the minimum tree caliper should be 3 in. to 4 in., not 2.5 in.

**Motion:** To **Not Recommend** the Landscaping Plan as submitted based on the calipers of the trees. Motioned by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Fitzgerald-YES; Sompally-YES; Wood-YES; Williams-YES. Voted 4-0-0.

Vice Chair Williams reiterated that the Design Review Commission is a recommending board. The Planning Board will take the Commission's recommendations under consideration. Commission members noted that they would like to see the business end of the proposed building not pointed at the residential neighbors.

### **General Matters:**

Mr. Fitzgerald stated that this is his last meeting. He will attend the next meeting on December 7, 2021, to vote on meeting minutes only. He stated that he will submit an email resignation to Chair Bartro.

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

Meeting adjourned at 7:27 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary

# Proposed

## 2022 Meeting Dates of Design Review Commission

### Meeting Date

Tuesday, January 11, 2022  
Tuesday, January 25, 2022  
Tuesday, February 8, 2022  
Tuesday, February 22, 2022  
Tuesday, March 8, 2022  
Tuesday, March 22, 2022  
Tuesday, April 12, 2022  
Tuesday, April 26, 2022  
Tuesday, May 10, 2022  
Tuesday, May 24, 2022  
Tuesday, June 14, 2022  
Tuesday, June 28, 2022  
Tuesday, July 12, 2022  
Tuesday, July 26, 2022  
Tuesday, August 9, 2022  
Tuesday, August 23, 2022  
Tuesday, September 13, 2022  
Tuesday, September 27, 2022  
Tuesday, October 11, 2022  
Tuesday, October 25, 2022  
Tuesday, November 8, 2022  
Tuesday, November 22, 2022  
Tuesday, December 13, 2022

### Application Due Date

Wednesday, January 5, 2022  
Wednesday, January 19, 2022  
Wednesday, February 2, 2022  
Wednesday, February 16, 2022  
Wednesday, March 2, 2022  
Wednesday, March 16, 2022  
Wednesday, April 6, 2022  
Wednesday, April 20, 2022  
Wednesday, May 4, 2022  
Wednesday, May 18, 2022  
Wednesday, June 8, 2022  
Wednesday, June 22, 2022  
Wednesday, July 6, 2022  
Wednesday, July 20, 2022  
Wednesday, August 3, 2022  
Wednesday, August 17, 2022  
Wednesday, September 7, 2022  
Wednesday, September 21, 2022  
Wednesday, October 5, 2022  
Wednesday, October 19, 2022  
Wednesday, November 2, 2022  
Wednesday, November 16, 2022  
Wednesday, December 7, 2022

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. We also want to make sure that signs consisting of individual letters are properly spaced and in accordance with visual standards within the purview of inspection by the DRC (example, consistent colors, shapes, fonts)</p> <p>Penetrations left by previous signs should be closed upon the installation of a new sign</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)		Require letter set maintenance	



Sign Tech	Positives	Concerns	Desired Outcome	Possible Adjudication of Concerns	Recommended Wording
	Easily updated with relevant info	white light emissions	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, subject to vandalism, and easily removed by adverse weather.	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. We also want to see consistent bracketry used when a building has more than one tenant/entity with a blade sign.	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. multiple Pylons or monuments should be permissable when there is a need to better direct traffic at the entrances to plazas and businesses. Pylons and monuments should not be placed in such a way that their presence isnt for the express purpose of directing traffic locally to the establishment (eg billboard on highway example would be NOT locally)	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	Prohibit on properties with only a sidewalk in front Must be placed at 90% percentile female height or higher	
	Depth of material presented	Windows become dirty quickly			
		Attracts children to "explore"			

Sign Tech	Positives	Concerns	Desired Outcome	Possible Adjudication of Concerns	Recommended Wording
		Hacking	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 . we want to make sure crowds are not attracted to signage which could block rights of way or public ways.	emergency off key	These dispalys 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.

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>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 standards remain in force. we want to make sure crowds are not attracted to signage which could block rights of way or public ways.</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	
subdivided spaces with individual sign needs					
	a development type that is gaining importance (example- mill redevelopment)	many signs occupying space on the façade, exceeding space allocated to the individual business that previously used property	<p>Ensure that businesses on the site are clearly noted on the sign without confusion to the public. Ensuring building façade architectural appearance is not unduly impacted by the signage ( implied in this use case is the building being used for a purpose(s) different from what it was originally permitted to do).</p>		<p>DRC still working on proposed language, conducting informal survey of existing structures in town that fit this description (single building, multi occupant) to determine appropriate guidance</p>

- 1 them.
- 2 Presentation must be relevant to the establishment, no renting/leasing the time on the  
media.
- 3 Presentation materials must be relevant to the establishment, no "filler" content. No  
content or "humor" unrelated to the establishment.
- 4 Lightening photometric requirements apply, no spillage off property.
- 5 All Signage size rules and limits continue to apply. This also applies to emerging "whole  
window" transparent LED technologies.
- 6 Light boards are to be of the LED type only; no fluorescents, incandescent, neon or display  
media not designed for the purpose of advertising (eg:older tube TVs)
- 7 Window signage will be unified. One media presented at a time.
- 8 Traffic sign colors or shapes are prohibited.
- 9 Window displays will be turned off when establishment is closed.
- 10 Animation, flashing or strobing effects are prohibited.
- 11 Interactive window "touch" displays are prohibited if they obstruct the public walkway.
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