

**DESIGN REVIEW COMMISSION
AGENDA**

**September 21, 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/83294184758> or call on your phone at 1-929-205-6099, meeting ID is 83294184758

- 7:00 PM** **Penske** – 25 Discovery Way
Replace existing Monument sign at same location, 38 Sq. Ft., 5’ 7” OAH, externally illuminated
- 7:05 PM** **New England Chapel** – 300 East Central Street
Install wall sign & monument sign
- 7:10 PM** **C3 Industries** – 105 Constitution Industries
Post & Panel Sign showing delivery route to building & dimensional letters over entrance door
- 7:15 PM** **NETA** – 162 Grove Street
“Coming Soon” and “Now Open” signs

General Matters:

Approval of Minutes: 09-07-2021

Design Review Annual Report

Sign Tech Attachment 10 Addendum – M. Fitzgerald

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: 09-16-2021

The next meeting of the Design Review Commission is scheduled for October 5, 2021

FORM Q

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

A) General Information

Name of Business or Project: PENSKE

Property Address 25 DISCOVERY WAY

Assessors' Map # 319 Parcel # 019

Zoning District (select applicable zone): INDUSTRIAL

Zoning History: Use Variance
Non-Conforming Use

B) Applicant Information:

Applicant Name: HEATHER HOPKINS DUDKO, NATIONAL SIGN

Address: 27 OLD MEETINGHOUSE ROAD
AUBURN, MA 01501

Telephone Number: 508.612.6954

Contact Person: HEATHER DUDKO

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

Business Owner: PENSKE Property Owner: RIBAKOFF CHARLES II TR.
Address: 25 DISCOVERY WAY 401 ELM STREET
FRANKLIN, MA 02038 MARLBORO, MA 01752

All of the information is submitted according to the best of my knowledge
Heather Hopkins Dudko 9/7/2021
Signature Date Submitted
Print Name: HEATHER DUDKO

***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: NATIONAL SIGN CORPORATION
Contact Person: CHRIS JOYAL
Address: 21 LARSEN WAY. N. ATTLEBORO, MA
Telephone Number: 508.809.4638 chrisj@NATIONALSIGN.COM.

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 MONUMENT SIGN.
38 SQ FT; 5' 7" OAH; EXTERNALLY ILLUMINATED
REPLACE AT SAME LOCATION AS EXISTING. ALUMINUM/PAINTED
W/TA VINYL

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

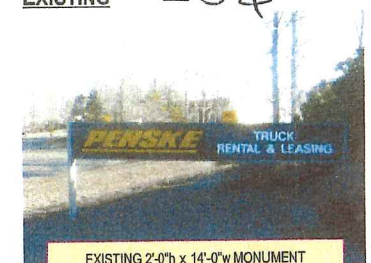
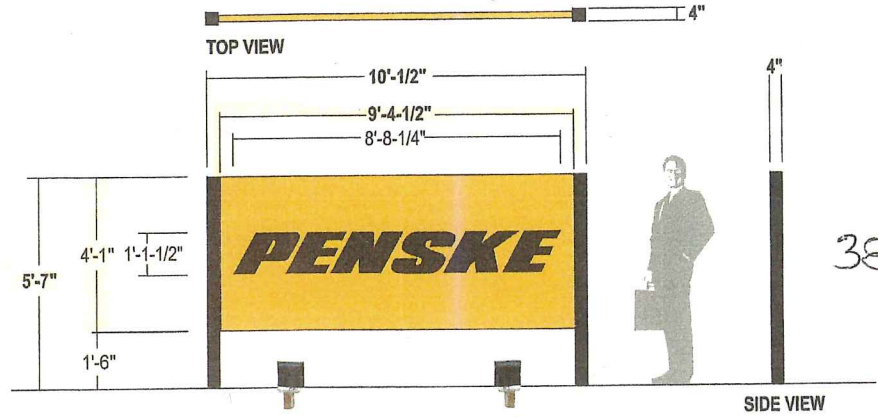
1. Site Plan including Landscape Plan showing plantings. Plantings must be from Best Development Practices Guide
2. Lighting Plan indicating lighting levels & specifications of proposed lights
3. Building drawings, indicating size and height of building(s); front, rear and side elevations (when there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

- Replace at same location as existing -

② **D.F. MONUMENT SIGN (NON-ILLUMINATED)** **CUSTOM**
 Scale: 3/8"=1'-0" 38.3 Sq. Ft.

EXISTING 28 ♂



EXISTING 2'-0" h x 14'-0" w MONUMENT TO BE REMOVED AND REPLACED.

38 ♂

PROPOSED



Scale: 3/8"=1'-0"

- NOTE:** SIGN TO BE ILLUMINATED WITH EXTERNAL SOLAR POWERED LIGHTS.
- FRAME:** 2" square tube frame
 - FACES:** .080 Alum. - painted yellow.
 - GRAPHICS:**
 - POLES:** 4" x 4" square alum. posts - painted black
Surface applied vinyls to match colors shown
 - ILLUMINATION:** FL08 solar 5w/10w/20w/30w sign light system
Led solar light system
<https://www.solarilluminations.com/solar-sign-lights/fl08-solar-sign-light>
 - INSTALL:** Direct burial installation to meet city code & engineering requirements
 - QUANTITY:** (1) ONE monument sign

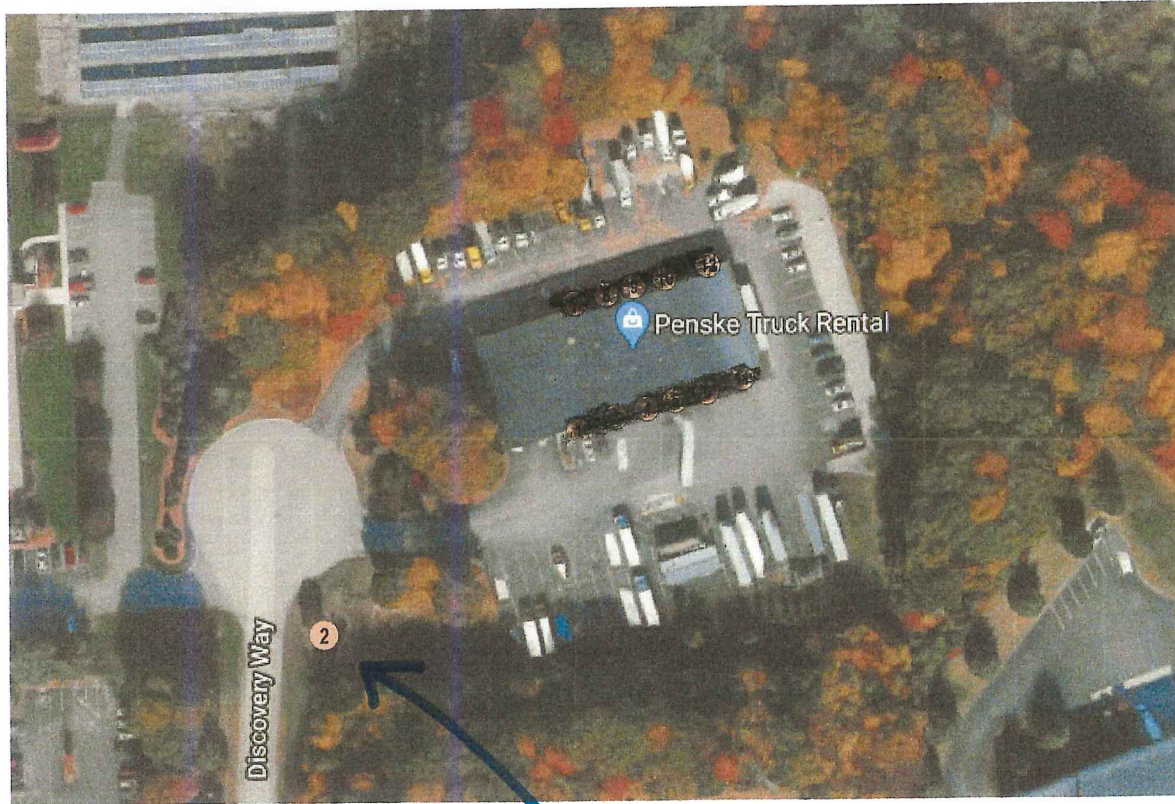
COLOR PALETTE

- FACE**
TO MATCH PMS 116 YELLOW
- LOGO / COPY**
3M 3630-22 MATTE BLACK
- POLES**
SHERWIN WILLIAMS PAINT, BLACK, SATIN FINISH

<p>stratusunlimited.com 253 Discovery Way Franklin, MA 02038 888.503.1569</p>	CLIENT:	PENSKE					
	ORDER NUMBER:	1152243	PROJECT NUMBER:	3548			
	SITE NUMBER:	3037	PROJECT MANAGER:	Allyson Neel			
	ADDRESS:	25 Discovery Way Franklin, MA 02038	PAGE NO.:	4			
ELECTRONIC FILE NAME: K:\ACCOUNTS\PI\Penske\LOCATIONS\1152243\1152243_FRANKLIN_3037_Franklin_R3.cdr							
Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	337953	04/01/21 ANS					
Rev 1	342800	08/28/21 KP	Add monument sign option.				
Rev 2	344043	07/13/21 LV	Removed option a - sign 2				
Rev 3	348027	07/28/21 Sb	Added Solar lighting				


SITE PLAN

Scale: NOT TO SCALE



SIGN LEGEND	
1	CUSTOM - DOOR VINYL
2	MONUMENT SIGN
3-10	EG 10 S/F SERVICE BAY NUMBERS
11	EG 11.1 WASH BAY ENTRY SIGN
12	EG 11.2 WASH BAY EXIT SIGN





StratusTM
stratusunlimited.com
6959 Tyler Boulevard
Merrimack, MA 01840
888.503.1569

CLIENT: **PENSKE**

ORDER NUMBER: 152243

PROJECT NUMBER: 3548

SITE NUMBER: 3037

PROJECT MANAGER: Allyson Neal

ADDRESS: 25 Discovery Way
Franklin, MA 02038

PAGE NO.: 2

ELECTRIFIC FILE NAME: K:\ACCOUNTS\PI\Penske\LOCATIONS\2021\MA\3037_FRANKLIN\3037_Franklin_13.cdr

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	337953	04/01/21 ANS					
Rev 1	342800	09/28/21 KP	Remove sign#1				
Rev 2	344043	07/13/21 Lv					
Rev 3	348027	07/28/21 Sb					

EXISTING GROUND SIGN LOCATION-



Image capture: Nov 2017 © 2021 Google

- EXISTING GROUND SIGN -

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: New England Chapel

Property Address 300 East Central St.

Assessors' Map # _____ Parcel # 285-016-000-000

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: 508-361-2905

Contact Person: Cam

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

Business Owner: New England Chapel (Property Owner: Same as Business)
Address: 300 E. Central St.
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 Aforsu
Signature of Applicant

X Mike Laird
Signature of Owner

Cam Aforsu
Print name of Applicant

Mike Laird
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: _____ Install Wall Sign &
_____ Monument Sign

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

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

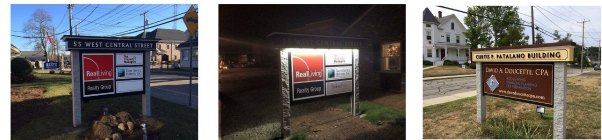
1. Drawing of Proposed Sign which must also include
type of sign (wall, pylon etc.) colors
size/dimensions materials
style of lettering lighting-illuminated, non-illuminated and style
2. Drawing and/or pictures indicating location of new sign.
3. Picture of existing location and signs (if previously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



Signs By Cam Inc.

Sign & Graphic Solutions • Uncompromising Integrity

Cam Afonso
 837 Upper Union St., Suite C-18
 Franklin, MA 02038
 Phone: 508-364-2905
 Fax/Office: 508-528-0766
 E-Mail: cam@signsbycam.com
 Website: www.signsbycam.com

APPROVED FOR PRODUCTION:

X _____

JOB INFORMATION

JOB TITLE:
 CONTACT:
 PHONE:
 FAX:
 JOB DESCRIPTION:
 SQUARE FOOTAGE: =

SIGN MATERIAL SPECS

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

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 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: C3 Industries

Property Address 105 Constitution Blvd, Franklin, MA 02638

Assessors' Map # 329 Parcel # 002

Zoning District (select applicable zone): IND

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: Susan King - Sign Design Inc

Address: 170 Liberty Street
Dorchester, MA 02301

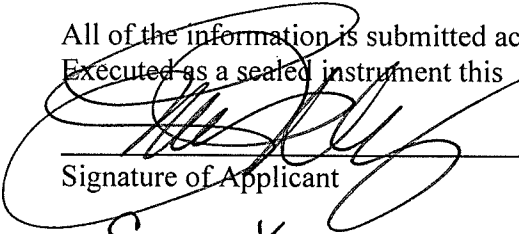
Telephone Number: 508-580-0094

Contact Person: Susan King

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

Business Owner: Jeff Stumbaugh Property Owner: _____
Address: 105 Constitution Blvd _____
Franklin MA _____

All of the information is submitted according to the best of my knowledge
Executed as a sealed instrument this 13th day of September 2021



Signature of Applicant
Susan King

Print name of Applicant

Signature of Owner

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: Sign Design Inc
Contact Person: Susan King
Address: 170 Liberty Street, Brockton, MA 02301
Telephone Number: 508-580-0094

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: 1 - Post & Panel Sign & Dimensioned Letters over Entrance Doors. Post & Panel Sign Shows Delivery Route to building

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

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

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. 84" height - 36" below grade

burial/Install - P&P
Signage over Door Entrance: 38" white Acrylic 12" height

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. N/A

4. **Roof Shape** – The design and pitch of the roof shall be compatible with the architectural style and character of the surrounding buildings. N/A

5. **Scale** – The scale of the structure shall be compatible with its architectural style and the character of the surrounding buildings. Shown on Layout.

6. **Facade, Line, Shape & Profile** – Facades shall blend with other structures in the surrounding area with regard to the dominant vertical or horizontal context: Shown on Layout

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. Material P&P 2"x4" C-channel frame

Aluminum, Applied Vinyl, Post 4" Sq Tube Aluminum painted Black, Black PVC caps.

Letters - FCO's White Acrylic FCO's - stud mounted to facade

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. Simple Name Sign on front of Building. Letter Style Match to Post and Panel. Post and Panel Sign Indicates Building.

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

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. NA

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.

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 w/Application

a) SIGNS ONLY –

- Nine (9) Copies of sign drawings and photos, which include information listed on Page 2 of the application

b) SITE PLAN APPLICATIONS FOR BUILDINGS/DEVELOPMENTS/PROJECTS.

- Nine (9) Copies of 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 NINE (9) COPIES OF SUPPLEMENTARY INFORMATION MUST BE FILED BY CLOSE OF BUSINESS ON 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.

141430

Version 01
08-02-21

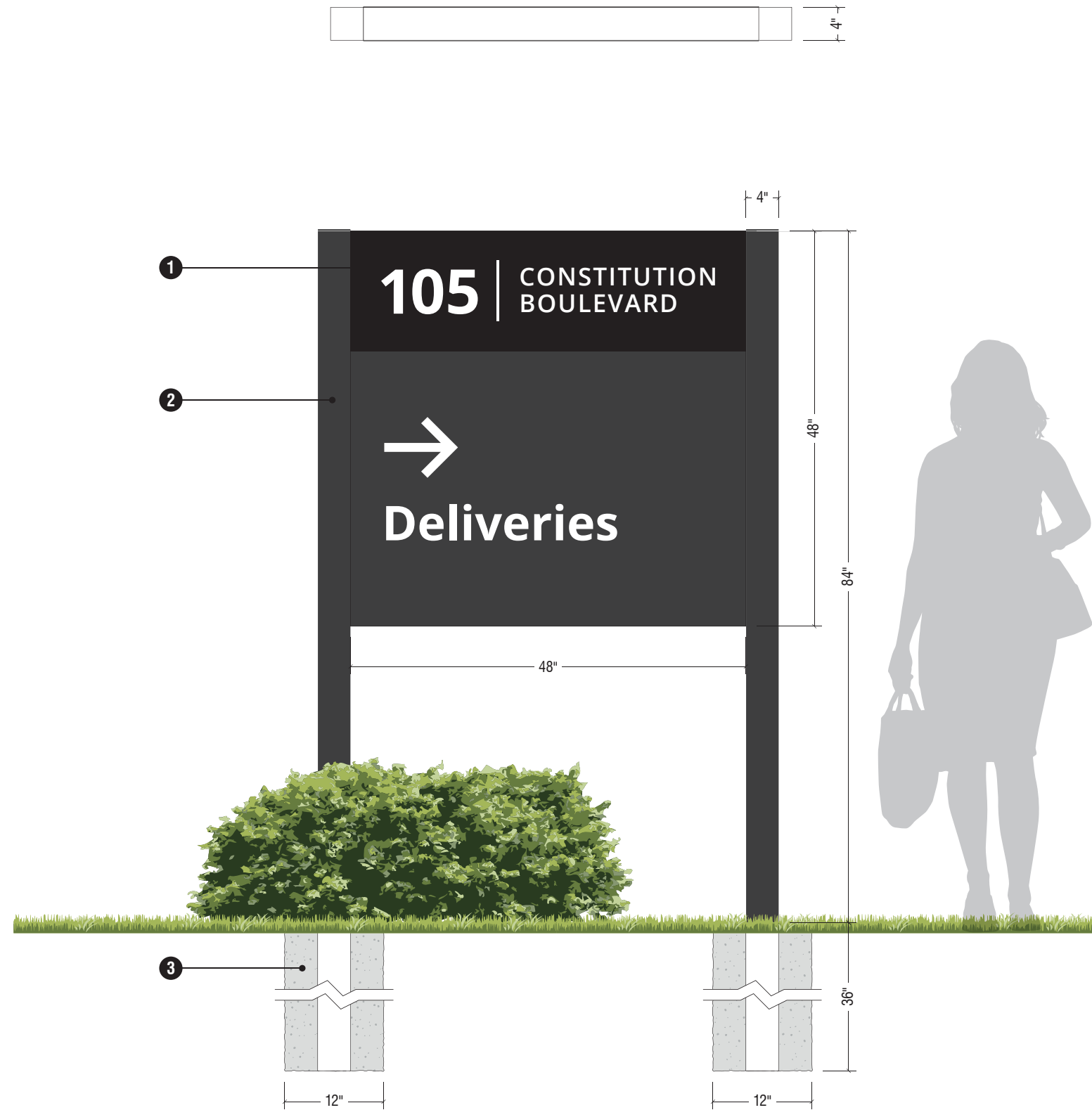
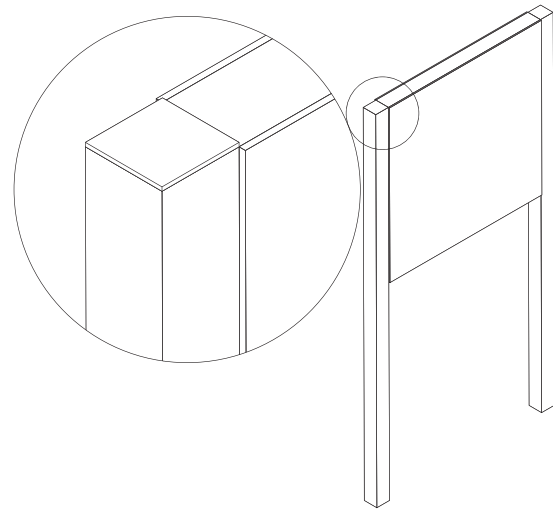
C3 Industries

Franklin Exterior
Signage

Post & Panel

Quantity: 1 Single-sided

- 1 Sign Panel with Frame
 - 2" x 4" c-channel frame (Painted: SW Tricorn Black)
 - .080 Aluminum faces with PVC support block in back, adhered to frame with VHB tape & construction adhesive
 - Surface Applied Vinyl; Avery A7 White / Avery A7 Black
- 2 Posts
 - 4" square-tube aluminum posts (painted : SW Tricorn Black) with Painted PVC caps
- 3 Installation
 - posts direct burial into concrete footing @ 36" below grade



170 Liberty Street
Brockton, MA 02301
508-580-0094

SALES REPRESENTATIVE
Scott Clement

INT. PROJECT MANAGER
Susan King

EXT. PROJECT MANAGER
Tom Jachimczyk

ACCOUNT COORDINATOR
Jane Mooney

DESIGNER
SS

SCALE 25%

SHEET
G01.00

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141430

Version 01
08-02-21

C3 Industries

Franklin Exterior
Signage



170 Liberty Street
Brockton, MA 02301
508-580-0094

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Tom Jachimczyk

ACCOUNT COORDINATOR

Jane Mooney

DESIGNER

SS

SCALE 25%

SHEET
G01.01

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Version 01
08-02-21

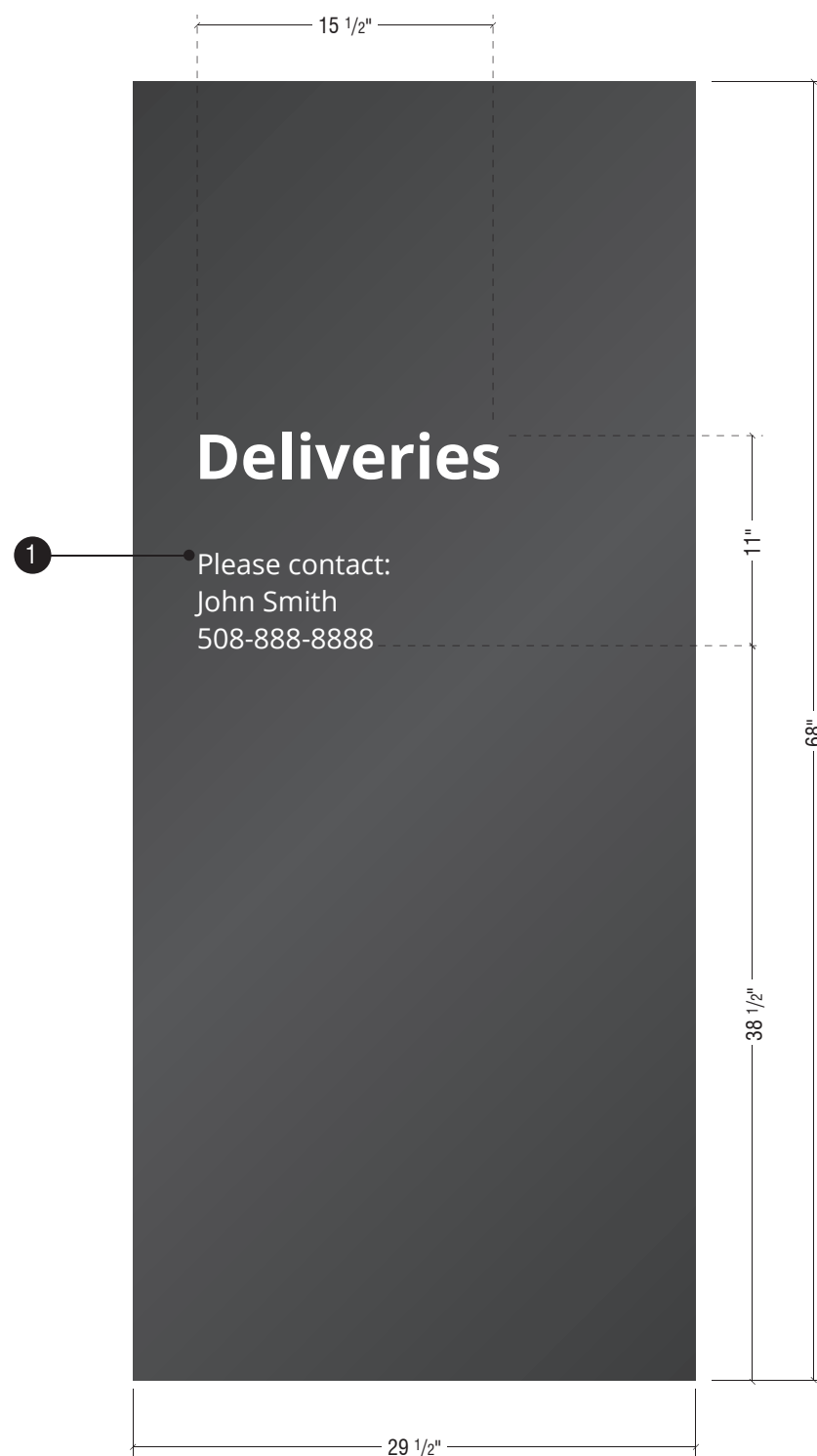
C3 Industries

Franklin Exterior
Signage

Vinyl Graphics

Quantity: 1

- 1 Surface Applied Vinyl; Avery A7 White (Contour Cut)
- 2 Forward Applied to Glass



1	Elevation	Fabrication
	Scale: 1:4	



170 Liberty Street
Brockton, MA 02301
508-580-0094

SALES REPRESENTATIVE
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DESIGNER
SS

SCALE 25%

SHEET
G02.00

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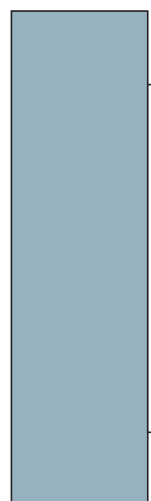
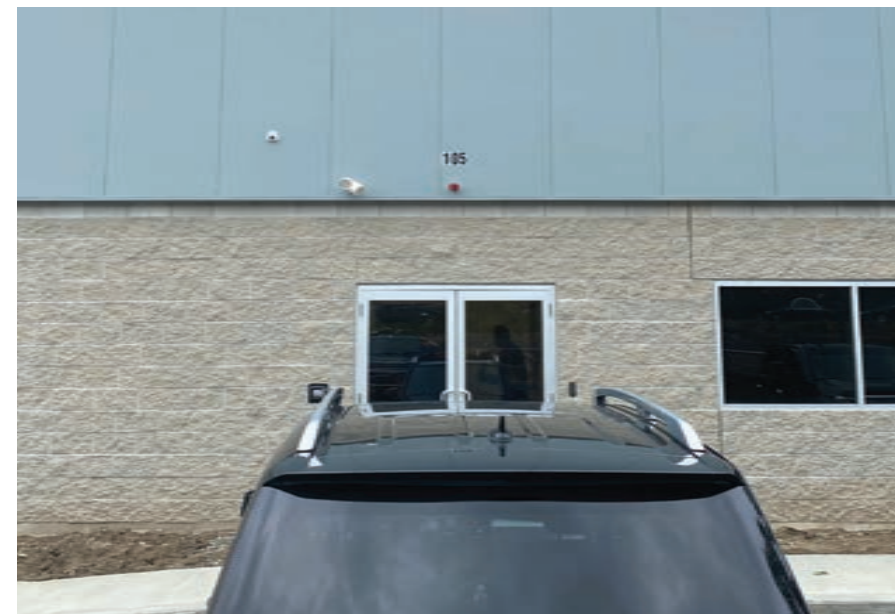
C3 Industries

Franklin Exterior
Signage

Dimensional Address

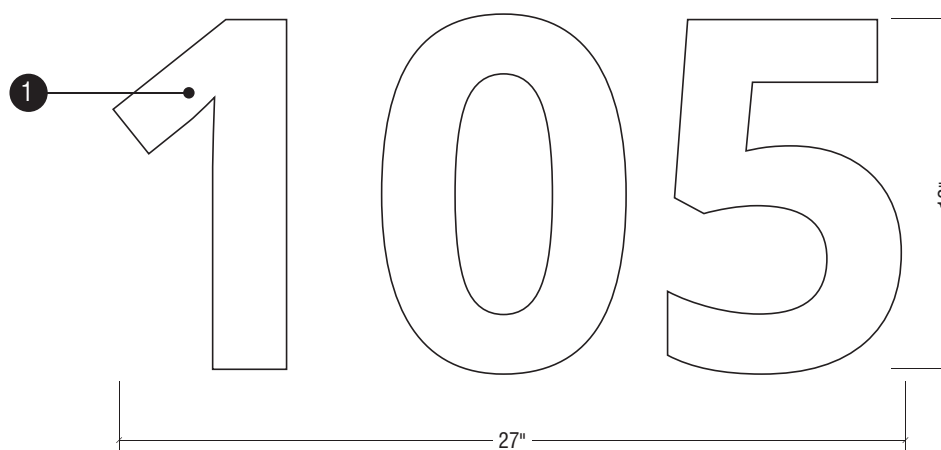
Quantity: 1

- 1 3/8" White Acrylic FCOs (Routed to Shape)
- 2 Stud Mounted Flush w/ 10-24 Studs



1 Elevation
Scale: 1:4

Fabrication



1 Elevation
Scale: 1:4

Fabrication



170 Liberty Street
Brockton, MA 02301
508-580-0094

SALES REPRESENTATIVE
Scott Clement

INT. PROJECT MANAGER
Susan King

EXT. PROJECT MANAGER
Tom Jachimczyk

ACCOUNT COORDINATOR
Jane Mooney

DESIGNER
SS

SCALE 25%

SHEET
G03.00

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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: New England Treatment Access

Property Address 162 Grove St Franklin MA 02038

Assessors' Map # 306 Parcel # 003

Zoning District (select applicable zone): _____

Zoning History: Use Variance _____
Non-Conforming Use _____

B) Applicant Information:

Applicant Name: Kelly Allen-Masiello

Address: 162 Grove St
Franklin MA 02038

Telephone Number: 508-918-4461

Contact Person: Kelly Allen-Masiello

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

Business Owner: _____ Property Owner: _____

Address: _____

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

Executed as a sealed instrument this _____ day of _____ 20____

Kelly Allen Masiello
Signature of Applicant

Signature of Owner

Kelly Allen Masiello
Print name of Applicant

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: Allegra Marketing
Contact Person: Jim
Address 317 Union St Franklin Ma 02038
Telephone Number: 508-507-6081

b. Architect/Engineer (when applicable)

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

E) Work Summary

Summary of work to be done: "Coming Soon" Signage
Temporary Sign

F) Information & Materials to be Submitted with Application

a) FOR SIGN SUBMISSIONS ONLY:

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

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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.

Now

Open



NETA

Now
Open

↑ NETA

Coming

Soon



NETA

Coming
Soon

↑ NETA



DEPT
0619-1222



NETA

B



DEPT
0619-1222



Town of Franklin



Design Review Commission

Tuesday, September 7, 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, Mark Fitzgerald, Gerald Wood, and Venkata KP Sompally. Members absent: Chris Baryluk, Associate. 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.

1. Man Cave Barber Shop – 249 East Central Street – Install building sign and faces

Cam Afonso for Signs by Cam present to represent Man Cave Barber Shop. Applicant is submitting application for a sign on the pylon and the building. Sign is led lit channel letters only on the large letters. The applicant is taking over the first floor and is the largest tenant so that is why they will have the only sign on the building. Mark Fitzgerald commented that they should put the street number on the peak above the sign. Also should remove the illegal window signs. Cam stated he will pass that along.

Motion by S. Williams to **Approve** the sign package as submitted. **Second** by G. Wood. **Roll Call Vote:** Williams-YES, Sompally – YES, Wood-YES, Fitzgerald-YES, Bartro –YES. **Vote 5-0-0.** Unanimous to Approve.

2. Betsy Ann’s – 15 Main Street (Depot Plaza 4B) – Hang sign on pre-existing hardware.

Betsy Hanley present for Betsy Ann’s. She is Betsy. The landlord had a pre-existing sign that she had wrapped with a new vinyl sign with her business name and logo. The sign will hang on existing arm off of the building. Sign extends over the sidewalk. Mark Fitzgerald advised that the Town requires insurance and a waiver for all signs that hang over the side walk. She stated that she would contact her insurance agent.

Motion by G. Wood to **Approve** the sign package as submitted. **Second** by KP Sompally. **Roll Call Vote:** Williams-YES, Sompally – YES, Wood-YES, Fitzgerald-YES, Bartro –YES. **Vote 5-0-0.** Unanimous to Approve.

3. Arco Construction – 176 – 210 Grove Street – Install building and ground signs.

Wendy Regan present representing Mandeville Sign for the applicant. Also present was Chelsea Salvatore, Construction Manager for Marcus Partners. Sheet 1 shows the three sites included in this application: 176 Grove Street, 206 Grove Street, and 210 Grove Street. Sheet 2, location 1 is for 210 Grove Street. It’s a new sign on existing concrete pad. Sign with panels for Waters and EMS Warehousing. Sheet 3, location 2 is 206 and 210 Grove Street. Sign is showing Truck Entrance on new monument. Sheet 4, Location 3 is a new monument sign for 206 Grove Street with two “to be determined” tenants and also showing “Employee Entrance – No Trucks. Sheet 5, Location 4 is 176 Grove Street with a new monument replacing existing sign for XPO Logistics. Sheet 9, Location 8 is the address numbers 210 on the building. Chairman Bartro stated that the Commission is only considering Locations 1, 2, 3, 4, and 8 with this submission. Applicant will come back for other locations. Chairman Bartro asked for a **Motion** to approve.

Motion by S. Williams to **Approve** sign locations 1 through 4 and 8 as submitted. **Second** by G. Wood. **Roll Call Vote:** Williams – YES, Sompally – YES, Wood - YES, Fitzgerald-YES, Bartro – YES. **Vote 5-0-0.** Unanimous to Approve.

Approval of Meeting Minutes: August 3, 2021

Motion by S. Williams to **Approve** the August 3, 2021 Meeting Minutes as presented. **Second** by G. Wood. **Roll Call Vote:** Williams – YES, Wood - YES, Fitzgerald-YES, Bartro –YES, and Sompally – Abstain. **Vote 4-0-1.** Approved.

Approval of Meeting Minutes: August 17, 2021

Motion by S. Williams to **Approve** the August 17, 2021 Meeting Minutes as presented. **Second** by G. Wood. **Roll Call Vote:** Williams – YES, Wood - YES, Fitzgerald-YES, Bartro –YES and Kompally – Abstain. **Vote 4-0-1.** Approved

Motion by G. Wood to **Adjourn.** **Second** by KP Sompally. **Roll Call Vote:** Williams – YES, Sompally – YES, Wood - YES, Fitzgerald-YES, Bartro –YES. **Vote 5-0-0.** Unanimous to Approve.

Meeting adjourned at 7:34 PM.

Respectfully submitted,

Maxine Kinhart

ANNUAL REPORT OF DESIGN REVIEW COMMISSION

The Design Review Commission (DRC) was established in 1998 when the Town Council adopted a new Zoning Bylaw that established a sitting Design Review Commission. The 1997 Master Plan recommended that Franklin should adopt design standards to re-establish a sense of traditional New England villages. The design standards would assist in shaping the community as a whole, as well as establish a commercial appeal of individual establishments and businesses. The Commission is responsible to interpret the design guidelines to establish a sense of character in commercial and industrial areas and in sign installations so as to enhance the appearance of the Town while ensuring compliance with Town codes and bylaws.

The DRC is comprised of 5 regular members and 2 alternate members. All members are residents and volunteers who are appointed by the Town Administrator and ratified by the Town Council. The Commission is currently comprised of James Bartro, Chairman; Samuel Williams, Vice Chair; Mark Fitzgerald, Venkata KP Sompally, Gerald Wood, and Chris Baryluk, Associate.

The DRC has approval authority on signage and recommendation input to the Planning Board and Zoning Board of Appeals on Site Plans for landscaping and lighting, and Building Plans for exterior design, colors and materials.

During FY 2021, the commission processed a total of 45 DRC Applications. There were 39 Sign approval applications and 6 Site Plan approval applications. Reviews included projects such as the condominiums in the greater downtown area and the new commercial re-development of sites formerly used for manufacturing.

Due to concerns regarding the COVID-19 virus over the past year, Design Review meetings are being conducted remotely via the Zoom platform. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens are able to dial into the meeting using the provided phone number (Cell phone or landline required) or participate by a link embedded in the Agenda for Meetings. Meetings are held at 7:00 p.m. on the second and fourth Tuesdays each month, with the exception of December when it normally holds one meeting. Meeting times dates and agendas are posted on the DRC page: <https://www.franklinma.gov/design-review-commission>.

**Respectfully submitted,
James Bartro, Chairman**

Sign Tech	Positives	Concerns	Possible Adjudication of Concerns	Recommended Wording
LED Displays				
	Easily updated with relevant info	Animation	Prohibit	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.
	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	Prohibit	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.
	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		
	Clear/sharp	Façade penetrations	Channel Mounted only	
	Readable			
Analog Reader Boards				
	transferrable	Letter maintenance (different sets)	Require letter set maintenance	
	Easily updated with relevant info	white light emissions		
		weather dependant for update		
		Easy to deface	Lexan covers	
		Subject to road wear	Lexan covers	

Sign Tech	Positives	Concerns	Possible Adjudication of Concerns	Recommended Wording
Blade signs				
	Cheap	Fascade penetration	Standardize bracketry	
	Quaint	Laborous to maintain		
	Artsy	weather poorly		
		Hang over sidewalk		
Pylons/Monuments				
	Ubiquitous	expensive (land, occupation, build, power)		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	Hardscape or easy landscape	
		Often blocked by power/phone lines		
Billboards				
		Obtrusive		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	Prohibit on properties with only a sidewalk in front	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.
	Depth of material presented	Windows become dirty quickly	Must be placed at 90% percentile female height or higher	
		Attracts children to "explore"		
		Hacking	emergency off key	

Sign Tech	Positives	Concerns	Possible Adjudication of Concerns	Recommended Wording
LED "Whole window" or "digital window" displays				
	Very sharp displays	Very distracting	Prohibit on properties with only a sidewalk in front	These displays are limited to frontage that does not interfere with public right of way. Displays are not to occupy more than 10% of total window surface. Photometric limits on site lighting apply.
	Depth of material presented	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	

1 If LED or LCD display, equipment must have day/night settings and operator must use
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 Lightining 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 technnologies.

6 Light boards are to be of the LED type only; no flourescents, 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" dsplays are prohibited if they obstruct the public walkway.
12