

# **FRANKLIN PLANNING & COMMUNITY DEVELOPMENT**

355 EAST CENTRAL STREET, ROOM 120  
FRANKLIN, MA 02038-1352  
TELEPHONE: 508-520-4907  
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## **MEMORANDUM**

**TO: JEFFREY D. NUTTING, TOWN ADMINISTRATOR**  
**FROM: BRYAN W. TABERNER, AICP, DIRECTOR**  
**RE: PROPOSED AMENDMENTS TO SIGN BYLAW**  
**CC: JAMIE HELLEN, DEPUTY TOWN ADMINISTRATOR**  
**MARK CEREL, TOWN ATTORNEY; GUS BROWN, BUILDING COMMISSIONER;**  
**AMY LOVE, PLANNER**  
**DATE: NOVEMBER 20, 2018**

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Several months ago the Department of Planning and Community Development (DPCD) and other Town staff began developing proposed amendments to the Town's Sign Bylaw, Chapter 185-20 of Franklin Town Code. The Sign Bylaw was last updated in 2012 and Town staff believed there were several small amendments needed.

The proposed changes have been discussed during four Economic Development Committee meetings, a Design Review Committee meeting, and numerous times by Town staff. In addition, DPCD researched the sign bylaws of eleven other Massachusetts communities, and received input from several Town residents while developing the draft Zoning Bylaw Amendments.

Needed updates to the Sign Bylaw required the following three Zoning Bylaw Amendments:

- Zoning Bylaw Amendment 18-822: Amendment To §185-20. Signs
- Zoning Bylaw Amendment 18-823: Amendment To Sign District Regulations
- Zoning Bylaw Amendment 18-824: Amendment To Sign District Overlay Map

The three Amendments are attached for review and consideration. Also attached is a summary of the more important changes being proposed.

DPCD believes the proposed changes sufficiently address identified problems with the Town's Sign Bylaw without negatively impacting commercial development or building reuse.

If Town Council supports the proposed Sign Bylaw update, DPCD recommends they refer Zoning By-law Amendments 18-822, 18-823 and 18-824 to the Planning Board for a Public Hearing.

Please let me know if you have questions or require additional clarification.

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Sponsor: *Administration*

**TOWN OF FRANKLIN**  
**ZONING BYLAW AMENDMENT 18-823:**  
**CHANGES TO SIGN DISTRICT REGULATIONS**  
**A ZONING BY-LAW TO AMEND THE FRANKLIN TOWN CODE**  
**AT CHAPTER 185, ATTACHMENT 10: SCHEDULE**  
**OF PERMITTED SIGNS PER SIGN DISTRICT**

**BE IT ENACTED BY THE FRANKLIN TOWN COUNCIL THAT:**

Chapter 185 of the Code of the Town of Franklin is hereby amended by the following **deletions** and **additions** to §185, Attachment 10: Schedule of Permitted Signs Per Sign District:

**Attachment 10**  
**Schedule of Permitted Signs per Sign District**

Type Sign	Downtown Commercial District	Commercial Business Corridor District	Industrial - Office Park District	Residential District
Wall Signs				
First Floor Storefront Facing Street	No more than 24 Sq.Ft. or 10% of Front Façade <sup>1</sup>	No more than 48 Sq.Ft. or 2 Sq.Ft. per Linear Ft of Frontage <sup>1</sup>	No more than 60 Sq.Ft.	No more than 15 Sq.Ft. for a business with a Special Permit or Variance
				No more than 10 Sq.Ft. for Home Occupation or Professional Office
				All others no more than 3 Sq.Ft.
First Floor Storefront Facing Street Corner	No more than 36 Sq.Ft. or 15% of 1 Facade Divided into 2 <sup>1</sup> .	No more than 64 Sq.Ft. divided into 2 Signs.	No more than 90 Sq.Ft. Divided into 2 Signs.	No more than 23 Sq.Ft. divided into 2 Signs for a business, with Special Permit or Variance.
				All others not permitted
Upper Floors Facing Street	Not Permitted	No more than 6 Sq.Ft.	Not Permitted	Not Permitted
Freestanding Signs				
<b>Single or Multiple Entity</b>	<b>No more than 40 Sq.Ft. and No More Than 14 Ft. High</b>	<b>No more than 60 Sq.Ft. and No More Than 20 Ft. High</b>	<b>No more than 60 Sq.Ft. and No More Than 25 Ft. High</b>	<b>No more than 20 Sq.Ft. and No more than 6 Ft. high for a business with Special Permit or Variance</b> <b>All Others Not Permitted</b>
<u>Single establishment</u>	<u>One sign no more than 30 Sq.Ft. and no more than 14 Ft. High</u>	<u>One sign no more than 50 Sq.Ft. and no more than 20 Ft. High</u>	<u>One sign no more than 50 Sq.Ft. and no more than 25 Ft. High</u>	<u>One sign no more than 20 Sq.Ft. and no more than 6 Ft. high for an establishment with Special Permit or Variance</u> <u>All Others Not Permitted</u>
<u>Single establishment with access from two roadways</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 15 Sq.Ft. and no more than 7 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>Second freestanding sign not permitted</u>
<u>Multiple establishments on same property</u>	<u>One shared sign no more than 40 Sq.Ft. and no more than 14 Ft. High</u>	<u>One shared sign, 50 Sq.Ft. for first establishment and 10 Sq.Ft. for each additional establishment, not to exceed a total of 80 Sq.Ft., and no more than 20 Ft. High.<sup>3,4</sup></u>	<u>One shared sign no more than 60 Sq.Ft. and no more than 25 Ft. High</u>	<u>One shared sign no more than 20 Sq.Ft. and no more than 6 Ft. high for establishments with Special Permit or Variance</u>
<u>Multiple establishments on same property with access from two roadways</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 15 Sq.Ft. and no more than 7 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>One additional freestanding sign permitted near secondary access drive, no more than 20 Sq.Ft. and no more than 10 Ft. High</u>	<u>Second freestanding sign not permitted</u>

Type Sign	Downtown Commercial District	Commercial Business Corridor District	Industrial - Office Park District	Residential District
Window Signs				
First Floor Facing Street	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 6 Sq.Ft. or 10% of Window Surface <sup>1</sup>	Not Permitted
Upper Floors Facing Street	No more than 4 Sq.Ft. or 10% of Window Surface <sup>1</sup>	No more than 20% of Window Surface	No more than 20% of Window Surface	Not Permitted
Door Sign	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.	No more than 2 Sq.Ft.
Reader Boards				
Attached to Freestanding Sign	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Manual with no more than 3 Lines of Text	Not Permitted
Awning or Canopy Signs				
First Floor	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage	No more than 10 Sq.Ft. of Signage
Upper Floors	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Off-Site Signs				
Freestanding or Wall	Not Permitted	Not Permitted	Not Permitted	Not Permitted
Temporary Signs				
Non-Profits and Charities	Check for Availability of Town Displays	Check for Availability of Town Displays	Check for Availability of Town Displays	Check for Availability of Town Displays
<b>Project Construction Signage</b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 80 Sq.Ft. or 1 Sq.Ft. per Linear Ft of Frontage<sup>1</sup></b>	<b>No more than 16 Sq.Ft. of Signage</b>
All Other Temporary Signs	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)	See §185-20.(D)
Public Use and Safety Signs				
All Sign Types	Permitted	Permitted	Permitted	Permitted
Political Signs				
<b>Freestanding or Wall</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>	<b>No more than 32 Sq.Ft.</b>
<b>Signs Expressing a Political Opinion</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>	<b>No more than 16 Sq.Ft.</b>
<b>Signs Promoting a Candidate or Issue</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days— After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days— After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days— After Vote</b>	<b>No more than 16 Sq.Ft.— Displayed for no more than 7 Days— After Vote</b>

<sup>1</sup> Whichever is Smaller

<sup>2</sup> The Rural Business Zoning District has the same sign regulations as the Downtown Commercial Sign District.

<sup>3</sup> For properties with multiple establishments where one establishment is a gasoline station, 1 additional freestanding sign is allowed for the purpose of displaying the brand and the price of gasoline.

<sup>4</sup> For large commercial developments with more than 25,000 Sq.Ft. of floor space and multiple establishments, a freestanding sign greater than 80 Sq.Ft., but no greater than 120 Sq.Ft. may be allowed by Planning Board special permit.

The foregoing Zoning By-law amendment shall take effect in accordance with the Franklin Home Rule Charter and Massachusetts General Law Chapter 40A, Section 5.

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**DATED:** \_\_\_\_\_, 2019

**VOTED:**

**UNANIMOUS** \_\_\_\_\_

**A True Record Attest:**

**YES** \_\_\_\_\_ **NO** \_\_\_\_\_

**Teresa M. Burr**  
**Town Clerk**

**ABSTAIN** \_\_\_\_\_

**ABSENT** \_\_\_\_\_

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**Glenn Jones, Clerk**

# Town of Franklin



TOWN OF FRANKLIN  
TOWN CLERK

2018 DEC 12 A 9:39

RECEIVED

## Planning Board

**The following notice will be published in the Milford Daily Newspaper on  
Monday, December 24, 2018 and again on Monday, December 31, 2018**

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In accordance with the provisions of M.G.L. Chapter 40A, Section 5, notice is hereby given that the Planning Board will hold a Public Hearing on January 7, 2019 at 7:10 PM and the Town Council will hold a Public Hearing on January 9, 2019 at 7:10 PM in the Town Council Chambers of the Municipal Building, 355 East Central Street, to consider amending the Code of the Town of Franklin as follows:

### TOWN OF FRANKLIN ZONING BY-LAW AMENDMENTS

**BE IT ENACTED BY THE FRANKLIN TOWN COUNCIL THAT:** The Code of the Town of Franklin is hereby amended by making the following amendments:

- Zoning Bylaw Amendment 18-822: Changes to 185-20. Signs
- Zoning Bylaw Amendment 18-823: Changes to Sign District Regulations
- Zoning Bylaw Amendment 18-824: Changes to Sign District Overlay Map

The foregoing Zoning By-law amendment shall take effect in accordance with the Franklin Home Rule Charter and Massachusetts General Law Chapter 40A, Section 5.

The zoning changes, regulations and overlay map of said amendments may be reviewed in the Department of Planning and Community Development during normal business hours (Monday, Tuesday and Thursday - 8:00 AM to 4:00 PM, Wednesday - 8:00 AM to 6:00 PM, and Friday - 8:00 AM to 1:00 P.M).

Please contact the Department of Planning & Community Development at 508-520-4907 if you require further information or if you need to make arrangements to provide translation services for the hearing impaired or for persons with language barriers.

Anthony Padula, Chairman  
Franklin Planning Board

Thomas Mercer, Chairman  
Franklin Town Council

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