

**TOWN OF FRANKLIN
DESIGN REVIEW COMMISSION
MINUTES OF MEETING
MAY 11, 2010**

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TOWN OF FRANKLIN
TOWN CLERK

A meeting of the Design Review Commission was held on Tuesday, May 11, 2010 at the Franklin Municipal Building, Franklin, Massachusetts. The Chair called the meeting to order at 7:00 p.m. Members present were Chair, Jennifer Peters, James Esterbrook and Mark Fitzgerald, representing a quorum. Absent were Lenley Rafuse, Richard Tobin, Jr. and Associate, Robin Stamp. Also present was Nick Alfieri representing the Planning Department in the absence of Beth Dahlstrom.

1. Sally Beauty Supply – 200 Franklin Village Drive – Signage (Tabled from April 27, 2010). Present on behalf of the applicant was Hazel Wood Hopkins, Sign Consultant, who explained that Stop and Shop was re-submitting the same designs as originally submitted two weeks ago, explaining that this was the company's standard sign and to reduce it would mean having it custom made at considerable expense. The Chair advised that she had requested a reduction to meet the size of the adjoining business which will be using the other half of the former mattress store. Ms. Hopkins had checked all the other signage on that side of the mall and confirmed that the Sally sign was no larger than any of the others and in some cases smaller; that the letter set was 2' 4" and would be on the existing wall panel of 3' 7". Mr. Fitzgerald referred to the under-canopy sign which was shown on the drawings in the same location as the prior mattress store sign and which Five Guys had shown on their design. Ms. Hopkins agreed to be sure the company was advised to move the cabinet to the proper area. Mr. Alfieri confirmed that there were many large signs in the mall. A motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

Motion: To approve the Building Sign and Under-Canopy Sign for Sally Beauty Supply, as submitted, without conditions.

Vote: Approved 2 – 1 (Yes 2 No 1 (Peters) Abstained 0)

2. Stop & Shop – West Central Street & Franklin Village Drive – Signage. Present on behalf of Stop & Shop were Christina Moreau and Zack Ryan of Agnoli Sign Co., Inc., who presented a signage package for replacing all signage with updated signage, including 2 pylon panels, and all building signs with a new logo and purple lettering, plus painting the strip along the fascia purple with only the attached lettering illuminated in white. The Chair advised that with illuminated white background signs, the Commission requests that shields are used so that only the logo and lettering are illuminated at night and Ms. Moreau agreed to request an opaque background for this purpose. Members also referred to some other signs which wear away very quickly and wanted some assurances on the shields remaining in tact. Ms. Moreau advised that they use a 3M vinyl product which has a use of ten years or better. Otherwise members felt the new signage was an

improvement to the site. It was also determined that there is an overall reduction in size of signage on the building fascia. Mr. Fitzgerald asked about cabinet sizes and Ms. Moreau provided a sheet for the file showing dimensions of the sign cabinets to be attached to the fascia band. A motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

Motion: To approve the signage package for Stop & Shop (2 pylon signs and all building signage) as submitted, but with the condition that the pylon sign faces have shielded opaque backgrounds guaranteed for ten (10) years.

Vote: Approved 3 – 0 (Yes 3 No 0 Abstained 0)

3. Alumni Restaurant & Bar – 391 East Central Street – Additional Signage.

Present were Mark Richard, Applicant and Cam Alfonso of Signs by Cam. Mr. Richard explained that many people are interested in playing Keno and he felt that advertising Keno on the mall pylon sign would attract passersby to stop for lunch or dinner at his restaurant. A design for a double-sided black background sign panel with gold letters and illuminated “Keno” was presented, as well as a second option adding other wording. Mr. Richard explained that this would replace the current panel which advertises the roast beef sandwich. Members felt that the black and gold sign did not fit in with the rest of his signage and did not seem to connect them as being the same location. It was suggested using the same blue as his current sign on the Keno panel, in order to tie them together. Different approaches were discussed and the applicant felt these were good suggestions and agreed to submit some alternative designs for the next meeting. The matter was tabled until the meeting of May 25, 2010.

General Matters

1. Acceptance of Minutes. There being no changes or additions to the minutes of meeting of April 27, 2010, a motion was made by James Esterbrook and seconded by Mark Fitzgerald, as follows:

Motion: To accept the Minutes of Meeting of April 27, 2010 as submitted.

Vote: Approved 3 – 0 (Yes 3 No 0 Abstained 0)

2. Membership on Commission. The Chair reported receiving an e-mail this evening from Robin Stamp in which she gave her resignation as an Associate Member of the Design Review Commission due to scheduling conflicts.

It was also reported that Donald Grover, who had submitted a resume and attended a prior meeting, had submitted his name for consideration as an associate member on the Design Review Commission. A motion was made by Jennifer Peters and seconded by James Esterbrook, as follow:

Motion: To recommend Donald G. Grover of 14 Mechanic Place for consideration by the Town Council for appointment as an Associate Member of the Design Review Commission.

The secretary agreed to notify the Town Administrator so that this matter can be placed on an upcoming Town Council agenda.

3. Sign By-Law Update. Mr. Aferi reported that the final draft of the Sign By-Law was going to the Town Administrator for approval and then on to the Town Council within the next month and that he would inform the members when a date was selected for the hearing.

There being no further business at this time, a motion was made by Mark Fitzgerald and seconded by James Esterbrook:

Motion: That the meeting be adjourned at 8:00 p.m.

Vote: Approved 3 – 0 (Yes 3 No 0 Abstained 0)

Adjourned.

Respectfully submitted,



Brenda Hutchinson
Secretary