

**DESIGN REVIEW COMMISSION  
MINUTES OF MEETING  
OCTOBER 26, 2010**

TOWN OF FRANKLIN  
TOWN CLERK  
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A meeting of the Design Review Commission was held on Tuesday, October 26, 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, Mark Fitzgerald, James Esterbrook and Chris Baryluk, Associate, representing a quorum. Absent were Lenley Rafuse, Richard Tobin, Jr. and Donald Grover, Associate. Also present was Beth Dahlstrom, Town Planner. The Chair authorized Chris Baryluk to vote at tonight's meeting in the absence of two regular members.

1. **Robin's Nest – 623 Old West Central Street – Signage.** Present was Cam Alfonso of Signs by Cam, who presented a design for a non-illuminated, free-standing sign measuring 3' x 3' and attached to posts for a total height of 6 feet. Mr. Alfonso indicated it was across the street from the large Physical Therapy Building. Since it was located in a Residential Zone, members suggested lowering the sign about 6 inches, so that it was 2 ½ feet from ground to bottom of the sign instead of 3 feet, thus lowering the total sign to 5 ½ feet. Since the owner had not as yet been issued a license for the business by the Town, it was requested that tonight's decision be conditioned upon receipt of that license. A motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

**Motion:** To approve the free-standing, non-illuminated sign for Robin's Nest, conditioned on the sign being lowered by 6 inches for a total overall height of 5 ½ feet (2 ½ feet from ground to bottom of the sign), otherwise as submitted, and also conditioned upon the owner's receipt of the necessary License from the Town of Franklin to conduct the requested business at this location.

**Vote:** Approved 4 – 0 (Yes 4 No 0 Abstained 0)

2. **Printsmart – 16 East Central Street – Signage.** Present was applicant, Joel Carrara, who presented a design for a sign to be affixed to the façade of the building, which is located in the 16-36 East Central Street block. The Chair advised that she would abstain from voting, since she was a friend of the applicant. Mr. Carrara explained that the sign would not be illuminated and that it was slightly smaller than the adjoining signs for cost effective reasons, since the building may be demolished in the future, but that he kept the same shape as adjoining signs. Members suggested he add a thin border of black around the perimeter of the sign, approximately the width of the white inner line, to make it more in keeping with the surrounding signage. Mr. Fitzgerald requested that method of attachment to the building not be visible. The applicant was also advised that at this time window graphics are not subject to Design Review approval, but that may change in the future. A motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

**Motion:** To approve the non-illuminated Building Sign for Printsmart Office Products, with a narrow black outline border added and the attachment method not to be visible, otherwise as submitted.

**Vote:** Approved 3 – 0 (Yes 3 No 0 Abstained 1 - Peters)

**3. British Beer Company – 480 Franklin Village Drive – Signage & Building Façade Improvements.** Present were Damon Irby of Sterling Signs, Mark Palazio and Wayne Jacques of the Jefferson Group Architects, and Gary Simon of British Beer Company. The Chair explained that they would address the signage separately from the building façade.

**A. Signage** – Damon Irby discussed the sign drawings submitted with the application, explaining that the sign would be a non-illuminated black panel attached to the wall with individual gold raised letters, a sample of which was shown; a BBC sign and address number over the entry; and maroon shed awnings above the windows and exterior canopy lights over the sign. The Chair asked if they had considered a sign on the pylon and/or any signage on the rear of the building facing Route 495. They did not think there was room on the pylon at this time, but since Applebee's had a space, they would check with the mall owner to see if it was available. The Chair explained that if in the future they did add additional signage to either the pylon or rear of the building, they should return to Design Review for approval. A motion was made by James Esterbrook and seconded by Chris Baryluk, as follows:

**Motion:** To approve the Building Signage for British Beer Company, as submitted, without conditions. It is agreed that if the applicant decides to add signage to the pylon tower or to the rear of the building at a later date, they will return before the Commission for approval.

**Vote:** Approved 4 – 0 (Yes 4 No 0 Abstained 0)

**B. Building Façade Improvements** – Mark Palazio, one of the architects gave an overview of the project with a plan of the building and renderings of how the façade would look after renovations were made to the prior Applebee's location, making it distinctive to British Beer Company's design; proposed colors; improvements to windows, doorways, roof line etc., fencing around the proposed patio area, and the various types of lighting. Mr. Simon provided picture samples of the "British-look" lighting for the wall brackets and canopy lights over the signs. Beth Dahlstrom confirmed that elevation changes were in compliance and that entrance to the patio was only from inside the restaurant. After discussion, a motion was made by Chris Baryluk and seconded by Mark Fitzgerald, as follows:

**Motion:** To recommend Approval of the Building Façade improvements for the British Beer Company, as to elevation, design, colors, materials and lighting, a submitted.

**Vote:** Approved 4 – 0 (Yes 4 No 0 Abstained 0)

**4. Liberty Tax Service – 11A-1 Main Street – Signage.** Present was Rocco Cavallaro of Cavallaro Signs, Inc., who reviewed the submitted designs for a hanging blade sign and the building sign and explained that the owner wished to change the wording. Members expressed concern about the bright orange/red color of the blade sign on a downtown building with so many existing signs. Several color choices were discussed. It was also determined that the blade sign should read the name of the business and not "Income Tax". After discussion the Chair suggested the matter be tabled until the next meeting and colors for the blade sign were suggested as black background with red letters and blue logo, which

could be outlined in white. The building sign is preferred to be as originally submitted, with red lettering on white background and blue logo. The matter was tabled to November 9, 2010.

**General Matters:**

1. **Acceptance of Minutes.** There being no changes or additions to the Minutes of Meeting of October 12, 2010, a motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

**Motion:** To accept the Minutes of Meeting of October 12, 2010 as submitted.

**Vote:** Approved 4 – 0 (Yes 4 No 0 Abstained 0)

2. **Proposed Meeting Calendar for Calendar Year 2011** – A proposed Schedule of Design Review Commission meetings dates for 2011 was reviewed. A motion was made by James Esterbrook and seconded by Chris Baryluk, as follows:

**Motion:** To accept the Meeting Schedule for Calendar Year 2011 as presented.

**Vote:** Approved 4 – 0 (Yes 4 No 0 Abstained 0)

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 7:50 p.m.

**Vote:** Approved 4 - 0 (Yes 4 No 0 Abstained 0)

Adjourned.

Respectfully submitted,



Brenda Hutchinson  
Secretary