

**TOWN OF FRANKLIN
DESIGN REVIEW COMMISSION
MINUTES OF MEETING
APRIL 27, 2010**

TOWN OF FRANKLIN
TOWN CLERK
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RECEIVED

A meeting of the Design Review Commission was held on Tuesday, April 27, 2010 at the Franklin Municipal Building, Franklin, Massachusetts. The Chair called the meeting to order at 7:05 p.m. Members present were Chair, Jennifer Peters, Lenley Rafuse, James Esterbrook and Mark Fitzgerald. Absent were Richard Tobin, Jr. and Robin Stamp, Associate. Also present was Beth Dahlstrom, Town Planner.

1. **Glen Meadow Apartments – 43 Glen Meadow Road – Signage.** Present was Paul Bayrou of Equity Residential Properties, who reviewed the design for replacement panels for the existing brick ground signs at the entrance to the Glen Meadow Apartment complex. He explained that the sign faces had weathered over the years and they were just replacing the sign faces and that the ground lights would remain. A motion was made by Lenley Rafuse and seconded by James Esterbrook, as follows:

Motion: To approve the externally-illuminated replacement panels for the ground signs at Glen Meadow Apartments, as submitted, without conditions.

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

2. **Dacey's Market – 345 Lincoln Street – Signage.** Present was Cam Alfonso of Signs by Cam, who presented a design for a free-standing sign and a belt sign for the building for Dacey's Market (Liquors and Wine). Mr. Alfonso explained that the store was commercially zoned; that he had met with the Building Commissioner at the site to check sight distance and placement for the free-standing sign so as not to interfere with parking; accent ground lights and bollards to protect the sign from cars using the lot; and an 8 ft. height to allow for visibility over the property line fence. He also explained that the belt sign over the entrance to the building is one (1) foot longer than the existing sign. Members requested that with approval of the two new signs, the exterior banners on the railing or other building signs must be removed. A motion was made by Lenley Rafuse and seconded by Mark Fitzgerald, as follows:

Motion: To approve the double-sided free-standing sign and the building belt sign for Dacey's Market, as submitted, but with the condition that all other exterior signs and banners are removed from the premises.

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

3. **Sally Beauty Supply – 200 Franklin Village Drive – Signage.** Present was Gary Beaudreau of Dion Signs, who presented designs for a LED channel-lettered sign and logo to be attached to a raceway on the building fascia, as well as an under-canopy sign face replacement for Sally Beauty Supply, which will go into the other half of the former Mattress

Discounters. Discussion was held as to the size of the lettering and the Chair asked if the lettering on the blade sign could be reduced by 20%. The size of the lettering on the fascia sign was discussed and the Chair felt the height was somewhat large for the space, asking if the font could be reduced more in keeping with the adjacent sign approved for Five Guys. Mr. Beaudreau explained that this was a national chain and the signs were manufactured in certain sizes and that they had no signage on the rear of the building. Mr. Fitzgerald did not feel the submitted size would be a problem, considering other signage in the shopping plaza. A motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

Motion: To approve the building sign and under-canopy blade sign for Sally Beauty Supply, as submitted.

Vote: 2 – 2 No Decision (Yes 2 (Fitzgerald, Esterbrook) No 2 (Peters, Rafuse)

It was determined that the matter could be tabled until the next meeting and Mr. Dion would check with the owner regarding size revisions or re-submit for another vote.

A motion was made by Lenley Rafuse and seconded by James Esterbrook, as follows:

Motion: To table a decision on the signage for Sally Beauty Supply until the meeting of May 11, 2010.

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

4. Dean College Performing Arts & Dining Center – 135 Emmons Street – Signage and Lighting. Present were Brian Kelley, Director of Operations at Dean College and Elizabeth Randall, Owner's Representative, who, in accordance with approvals made on the site plan and building plans in October, 2008, have returned to request final lighting and signage approvals.

Lighting – Mr. Kelly explained that they plan to install pedestrian scale bollards on the pathways and poles with gooseneck down lights at the intersections, both of which match those currently on the campus quad. A lighting site plan with placement of all lighting was provided and reviewed, as well as lighting specification sheets.

A motion was made by Lenley Rafuse and seconded by James Esterbrook, as follows:

Motion: To recommend approval of the site lighting for the Dean College Performing Arts & Dining Center, based on matching the existing Dean campus quad fixtures, as submitted.

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

Signage - Sign drawings were presented for an aluminum raised letter "Dean College" sign and seal on the canopy over the main entrance to the Performing Arts and Dining Center, as well as a double-sided monument sign to be placed atop a red brick base to be located on a

narrow island to be located in the center of the new main entrance off West Central Street. Mr. Kelley explained the monument sign met setback requirements and that neither sign will be internally illuminated, with the monument sign to have two exterior ground lights and the building signage to be illuminated by the two down lights on the building. Ms. Randall explained that the college had some discussion about whether to keep the seal included on the building sign or not, with the final decision to be made by the college President. It was agreed to include the option in the Commission's decision.

A motion was made by James Esterbrook and seconded by Mark Fitzgerald, as follows:

Motion: To approve the signage for the Dean College Performing Arts & Dining Center, as follows: 1) the double-sided monument sign, with ground lights, as submitted; and 2) the building sign with the option by Dean to have it read either a) "Dean College" with the seal; or b) "Dean College" without the seal.

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

5. Pegasus Solutions, Inc. – 184 West Central Street – Signage. Present was Rocco Cavallaro of Cavallaro Signs, who presented drawings for a non-illuminated free-standing, PVC sign, which will use the existing posts with a new double-sided sign face. The white background color was discussed and Mr. Cavallaro offered to see if they could use an off-white or cream. However, since the building was white, members agreed that would not look as well and since the sign was not illuminated, the Chair suggested adding a border around the sign face which would limit some of the white background. It was agreed that a one-inch black border would improve the look of the sign. Sight line exiting Fisher Street was also discussed and determined not to be an issue. The Chair advised Mr. Cavallaro that if future lighting was added, the owner would need to come back for approval. A motion was made by Lenley Rafuse and seconded by James Esterbrook, as follows:

Motion: To approve the non-illuminated, double-sided free-standing sign for Pegasus Solutions, Inc., with the addition of a 1-inch black border, otherwise as submitted. If illumination is added in the future, the applicant must come back to Design Review for approval.

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

General Matters:

1. Acceptance of Minutes. There being no changes or additions to the Minutes of Meeting of April 13, 2010, a motion was made by Mark Fitzgerald and seconded by Lenley Rafuse:

Motion: To accept the Minutes of Meeting of April 13, 2010 as submitted.

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

2. **Sign By-Law** – The Chair asked Ms. Dahlstrom for an update on the status and was advised that they are working to define a separate zoning area within the downtown, which will be discussed at Tech Review tomorrow. After Nick Alfieri completes any changes or additions, the by-law will have to be presented to the Town Council and it was suggested that representatives from Design Review attend that Council meeting when scheduled.

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

Motion: That the meeting be adjourned at 8:05 p.m.

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

Adjourned.

Respectfully submitted,



Brenda Hutchinson
Secretary

Minutes 4-27-10
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