

**DESIGN REVIEW COMMISSION
MINUTES OF MEETING**

JUNE 22, 2010

TOWN OF FRANKLIN
TOWN CLERK
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RECEIVED

A meeting of the Design Review Commission was held on Tuesday, June 22, 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, Richard Tobin, Jr., James Esterbrook, Mark Fitzgerald and Associate Member, Donald Grover, representing a quorum. Lenley Rafuse was absent. Also present was Town Planner, Beth Dahlstrom.

The Chair authorized Donald Grover to vote at this evening's meeting in the absence of Lenley Rafuse.

1. **Dress Barn – 155 Franklin Village Drive – Pylon Sign Panel Replacement.** Present was Michael Privitera of Privitera Sign, who presented sign drawings for a replacement sign for Dress Barn for the pylon tower at Franklin Village Mall, which matches the new signage approved for the building at last week's meeting. Mr. Privitera also provided for the file a drawing of the under-canopy sign which was conditionally approved at the last meeting. A motion was made by James Esterbrook and seconded by Mark Fitzgerald, as follows:

Motion: To approve the Dress Barn tenant panel for the Franklin Village pylon sign, as submitted, without conditions. This decision also confirms the under-canopy blade sign replacement, conditionally approved on June 8, 2010.

Vote: Approved 5 – 0 (Yes 5 No 0 Abstained 0)

2. **GardnerConnell – 125 Constitution Boulevard (Franklin Industrial Park)-Signage.** Present was Gary Bronnes of Maximum Visibility Sign Company, who presented designs for the change of name on the building sign and monument sign from W.J. Connell to GardnerConnell. The Chair asked about illumination and the background color of monument sign. Mr. Bronnes advised that the signs were not internally illuminated and did not think there was any external lighting as well. He brought a color sample of the background showing an off-white called "Monterey White", not a bright white. A motion was made by Mark Fitzgerald and seconded by Richard Tobin, as follows:

Motion: To approve the sign face replacements for the non-illuminated (interior or exterior) building and monument signs for GardnerConnell, as submitted, with the background color on the monument sign "Monterey White".

Vote: Approved 5 – 0 (Yes 5 No 0 Abstained 0)

The Chair advised Mr. Bronnes that if exterior lighting already existed at the site, then they would allow exterior lights only.

3. **Polished Penny/Kids Resale – 391 East Central Street-Signage.** Present was applicant, Kathleen Williams, who had submitted sign drawings for a tenant panel to be added to the pylon sign at 391 East Central Street. She explained that her business will be going on the second floor of the building and she did not plan to have any exterior building signage, but was putting a sign in the second level center window, which she thought did not require approval. The Building Commissioner had advised earlier in the day that the window sign appeared to be a more permanent sign rather than temporary and, therefore, should be included in the decision. Ms. Williams provided a copy of the window sign drawing prepared by Signs by Cam, which will be added to tonight's decision. The Chair asked if the applicant had something showing the sign as it will appear in the window and Ms. Williams showed a photo on her cell phone which depicted the same. The applicant was requested to send a copy of that depiction to the Town Planner to be placed in the record. A motion was made by James Esterbrook and seconded by Richard Tobin, as follows:

Motion: To approve the Kids Resale Tenant Panel and the Window Sign for the Polished Penny Kids Resale, as submitted. The applicant agrees to forward a photo showing the sign as it appears in the window to the Town Planner for the record.

Vote: Approved 5 – 0 (Yes 5 No 0 Abstained 0)

4. **Price Chopper (Franklin Market) – 485 East Central Street – Site Plan, Building Plan & Signage.** Present were Patrick Doherty of MidPoint Engineering and Lou Allevato of Allevato Architects, who gave an overview of the site as to location, landscaping, lighting, building elevations, materials, colors and signage.

Site: Mr. Doherty presented copies of graphic overlays of the site and surrounding area, which is in the Commercial II Zoning District. One showed the existing layout and the second included the proposed Big Y and Price Chopper sites. He reviewed the site plan, pointing out placement of the 61,405 square foot building, proposed retaining walls, landscaping, lighting fixtures and parking areas (containing 307 parking areas which may be reduced), and the ingress/egress from East Central Street onto Chestnut Ridge Access Road with two (2) entrances off the Chestnut Ridge Access Road. Mr. Doherty pointed out the slopes and plantings and advised that they are still working on the screening of the loading area. He referred to the retaining wall and fence which will abut the Chestnut Ridge Condominium property and retaining walls to separate wetland areas. Mr. Esterbrook requested additional landscaping to screen the detention basins from the road.

Lighting: Mr. Doherty advised that the lighting fixtures will be mounted with shielded fixtures and 24 ½ feet in height, with tallest lights nearest the building.

Building: Mr. Allevato gave the presentation regarding the rendering and building elevation plans, explaining that the building will be constructed from pre-cast concrete panels which are brought in, consisting of a smooth stucco style (not brick), with a canopy along the front and copper color metal roof. He also went over all the exterior paint colors according to the

plan and explained that condensers would be installed inside to suppress roof-top noise and that retaining walls are proposed to be stone walls constructed from stone on site, except the east side, which will be rock anchor and concrete. The Chair requested that changes be made to the right (south) side elevation to make it more presentable since it was so visible from the roadway. Suggestions were made to have the corner doorway/canopy wrap around to the south side or put fake windows with possible awnings on the blank south wall.

Signage: Mr. Allevato reviewed the sign drawings for the pylon sign to be placed at the corner of East Central & Chestnut Ridge Access Road, proposed to be 18 ft. high. The Chair explained that they were not approving internally illuminated white background signs and suggested either a change in colors or having the white shielded at night. The building signage was reviewed, which is internally illuminated, with the exception of the wall plaques. Mr. Fitzgerald felt that there should be a continuity of color with the wall plaques and it was suggested possibly using the same dark blue used in the main building sign with gold lettering for those plaques. It was also noted on the rendering that colors of the main building sign and the pylon sign were reversed.

The Chair summarized requested changes, as follows: 1) suggested changes to the right side elevation; 2) signage changes mentioned above; 3) provide cut sheets for the lighting with heights; and 4) plantings conforming to the Best Development Practices Handbook and additional screening as suggested.

Mr. Doherty explained that both plans are being re-worked and that they will be going before the Planning Board on August 8th, thus will wait and come back before Design Review later in August.

5. 7-Eleven/Ferrara's Plaza – 20 West Central Street – Pylon Signage. Present was Rocco Cavallaro of Cavallaro Signs who presented a design for the new pylon sign at Ferrara's Plaza with a 7' x 7' sign for the 7-Eleven and a combination of the tenant panels totaling 8' x 8'. Beth Dahlstrom advised that, although the total square footage was slightly higher than would normally be allowed, the Building Commissioner had agreed to approve the submitted size in order to have the pylon replaced and the tenant panels made consistent. Members felt that since the new guidelines which are being followed call for non-internally illuminated signs in the downtown and since a new pylon was being constructed, that they would prefer to see it have external lighting. The Chair felt that if they insist on internal illumination they should consider reducing the size and using a different font on the tenant panels; but if they accept external lighting, the additional size would be acceptable. It was suggested that Mr. Cavallaro provide an alternate design and speak with the owners and return to the next meeting. This matter was tabled until July 13, 2010.

General Matters

1. Acceptance of minutes. There being no changes or additions to the Minutes of Meeting of June 8, 2010, a motion was made by Richard Tobin and seconded by Mark Fitzgerald:

Motion: To accept the Minutes of Meeting of June 8, 2010 as submitted.

Vote: Approved 5 – 0 (Yes 5 No 0 Abstained 0)

2. **Fitness Together.** It was reported that the applicant had called to inform the Commission he had not yet received the revised window graphics from his sign company and, therefore, would not be ready to appear on tonight's agenda and will submit for a future meeting.

3. **Sign By-Law.** The Chair asked the Town Planner for the status of the new Sign By-Law and when it can be expected to be ready for presentation to the Town Council. Members felt that since they have been referring to the new sign guidelines, that the by-law needs to be put into effect in order to enforce those guidelines and that this has been in process for a very long time. Mr. Dahlstrom advised that Mr. Alfieri was out of the country for a couple of weeks and is working on the re-write between his other responsibilities. She suggest that the Chair contact the Bryan Taberner, the Director of Planning & Community Development to express the Commission's concerns about moving this forward.

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 8:35 p.m.

Vote: Approved 5 – 0 (Yes 5 No 0 Abstained 0)

Adjourned.

Respectfully submitted,



Brenda Hutchinson
Secretary

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