

**DESIGN REVIEW COMMISSION  
MINUTES OF MEETING  
JULY 13, 2010**

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TOWN OF FRANKLIN  
TOWN CLERK

A meeting of the Design Review Commission was held on Tuesday, July 13, 2010, at the Franklin Municipal Building, Franklin, Massachusetts. The Chair called the meeting to order at 7:00 p.m. Members present were Jennifer Peters (Chair), Richard Tobin, Jr., James Esterbrook and Mark Fitzgerald. Absent were Lenley Rafuse and Donald Grover, Associate Member. Also present was Beth Dahlstrom Town Planner.

1. **7-Eleven/Ferrara's Plaza – 20 West Central Street – Pylon Signage (tabled from June 22, 2010)**. Present was Rocco Cavallaro of Cavallaro Signs, who presented a redesign of the pylon sign which showed a new font for the lettering on the tenant panels and internal illumination on the 7-Eleven (upper portion) of the pylon sign and external illumination on the remainder of the sign. He explained that 7-Eleven indicated they wanted the sign consistent with their other stores and have internal illumination, but that he had met with the Ferraras who were willing to have external lighting on the rest of the sign. A letter from David Roche, Building Inspector was added to the record explaining that since the current By-Law allows internally-illuminated signs, it would be difficult to enforce if the Commission did not approve internal illumination. The Chair expressed the opinion that since the new by-law, when enacted, would not allow internal illumination in the downtown and since there are no other internally illuminated pylon signs in the downtown (especially the size of this pylon sign), she did not feel it should be allowed and that approval will make it difficult handling future applications. Ms. Dahlstrom noted that the applicant had compromised with partial external lighting. Since, Mr. Roche's letter indicated the Commission's decision could be over-ruled, a motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

**Motion:** To approve the new Pylon Sign for 7-Eleven & Ferrara's Plaza, as re-submitted with new fonts and internal illumination on the top portion (7-Eleven) and external illumination on the remainder of the sign.

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

2. **Hawthorn Suites by Wyndam – 835 Upper Union Street – New Signage.** Present on behalf of the applicant was sign consultant, Heather Hopkins Dudko, who presented designs for a replacement of the ground sign and two (2) wall signs, which will now read "Hawthorn Suites by Wyndam". She explained that the ground sign will use the same foundation and pole, with a new internally-illuminated sign face, but will have a shield so that only the lettering will be illuminated at night; that the prior building (wall) signs were 127 sq. ft. and 139 sq. ft., respectively, and will be replaced with signs measuring 69 sq. ft. each; the white background will be opaque so that they will look gray at night; and the backing box is aluminum and will not illuminate. Members did not have any issues with the signs as submitted and a motion was made by Richard Tobin and seconded by James Esterbrook, as follows:

**Motion:** To approve the replacement ground sign and two (2) wall signs for Hawthorn Suites by Wyndam, as submitted, without conditions.

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

**3. Dean College Performing Arts & Dining Center – 135 Emmons Street – Modification of Main Entrance Sign.** Present were Brian Kelly, Director of Operations & Facilities at Dean College, and Elizabeth Randall, Consultant, who presented a modification to the monument sign originally approved on April 27, 2010. Mr. Kelly explained that this would be the main entrance sign to the Chapman Parking Lot off West Central Street and felt the redesign would tie into what is in front of Dean College's Ray House. Mr. Fitzgerald felt it also tied in the brick columns used along the college property on Main Street. Mr. Kelly confirmed that the sign will remain illuminated by external ground lights as originally proposed. Members had no issues with the sign changes and a motion was made by Mark Fitzgerald and seconded by James Esterbrook, as follows:

**Motion:** To approve the Modification of the Dean College Main Entrance Sign to the Chapman Parking Lot, as submitted, without conditions.

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

**4. DB Mart – 2 Summer Street – Signage.** Present were store owner, Shaban Asghar, and Mike Szczoczarsz of Neolite Signs, who presented an application for approval of the two DB Mart lexan sign faces, which were installed in the existing frames on the building formerly occupied by Stop N' Save. Mr. Szczoczarsz confirmed that these signs were internally illuminated and he had not realized the original signs had not been approved or permitted. The Chair explained the practice of not having white background, internally illuminated signs in the downtown area. At first they discussed adding shields in order to have only the lettering illuminated at night and then the Chair asked if they would consider using external lighting instead. Mr. Szczoczarsz suggested using goose neck type lights, to which the owner was agreeable. The Chair proposed that the matter be tabled until the next meeting and the applicant agreed to return with a proposal for externally illuminating the signs. The matter was tabled until 7:00 p.m. on July 27, 2010. The applicant asked about the assessed fines by the Building/Zoning Department and Ms. Dahlstrom advised that further fines would not be assessed while the matter is in the process of being resolved. The applicant also confirmed that Ravi Gas is under separate ownership than the convenience store and he understands Gulf plans to replace Ravi and that signage should be addressed by Gulf Oil separately.

### **General Matters**

**1. Acceptance of Minutes.** There being no changes or additions to the Minutes of June 22, 2010, a motion was made by Richard Tobin and seconded by James Esterbrook:

**Motion:** To accept the Minutes of Meeting of June 22, 2010 as submitted.

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

2. **Resignation of Lenley Rafuse as Vice-Chair.** Reference was made to the e-mail letter sent to the Chair and the secretary, in which Mr. Rafuse explained that his job has required him to be out-of-state more frequently and, therefore, he was stepping down as Vice-Chair of the Commission effective this date. He further advised that when another member can be added to the Commission, he plans to resign from the Commission entirely. Members suggested that, due to Mr. Rafuse's experience on the Commission, he might wish to stay on as an Associate Member. A motion was made by James Esterbrook and seconded by Jennifer Peters, as follows:

**Motion:** To appoint Mark Fitzgerald as Vice-Chair of the Design Review Commission effective this date.

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

3. **New Sign By-Law.** The Chair and members requested that it be placed in the minutes that they want an update on the progress of having the proposed new sign by-law placed before the Town Council. Beth Dahlstrom reported that Nick Alfieri has been ill and, therefore, this matter is being turned over to her; that the draft is currently with the Town Administrator for review and that they hope to have it placed on a Town Council agenda in late August or early September. Members expressed concern about the amount of time it is taking to move this matter along, since the process was started well over a year ago.

There being no further business at this time, a motion was made by Richard Tobin and seconded by Mark Fitzgerald, as follows:

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

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

Respectfully submitted,



Brenda Hutchinson  
Secretary