

**DESIGN REVIEW COMMISSION  
MINUTES OF MEETING  
DECEMBER 9, 2008**

TOWN OF FRANKLIN  
TOWN CLERK  
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RECEIVED

A meeting of the Design Review Commission was held on Tuesday, December 9, 2008 at the Franklin Municipal Building, Franklin, Massachusetts. Members present were Chair, Jennifer Peters, Richard Tobin, Jr., and James Esterbrook and associate members, Mark Fitzgerald and Robin Stamp, as well as Beth Dahlstrom, Town Planner. The Chair called the meeting to order at 7:00 p.m. and authorized Mark Fitzgerald and Robin Stamp to vote at tonight's meeting in the absence of two members.

1. **Suburban Martial Arts – 1000 Chestnut Street – Sign Approval.** Present was Cam Alfonso of Signs by Cam, who explained that the signs are replacement faces for the signs installed at the former Villari's; that the top portion has internal illumination and the bottom reader board external, with the building sign lighted by an exterior floodlight. A motion was made by Mark Fitzgerald and seconded by James Esterbrook as follows:

**Motion:** To approve the building, pylon and message board sign faces for Suburban Martial Arts, as submitted, without conditions.

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

2. **Soco Rose – 338 Union Street – Approval of Additional Sign** (tabled from September 23, 2008). Present was applicant Christina Bridges, who presented a new design for a free standing sign with message board. The Chair advised that at the earlier meeting the members had established a height limit of five feet and the submitted design shows 80" in height. Ms. Bridges asked if a compromise would be considered, as she felt cars parked on the street in front of the establishment would block a shorter sign. Members felt that with the changes being made to the downtown and Union Street area, that a lower sign would be more fitting and would still be visible at 60". It was also requested that the message board be reversed to a black background with white letters, which they felt would work better with the sign colors and also have visibility. A motion was made by Mark Fitzgerald and seconded by Richard Tobin, as follows:

**Motion:** To approve the Soco Rose Free-Standing Sign with Message Board as re-submitted; however, conditioned upon the sign height reduced to 60" and the message board colors reversed to black background with white lettering.

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

3. **Anne's Country Market – 451 West Central Street – Sign Approvals.** Present was applicant and owner, Mark Brunelli, who presented a design for a sign face replacement to the existing pylon sign and the addition of a new reader board to the existing pole. No new building sign is proposed at this time. Discussion was held about the colors and the Chair requested that due to the vivid colors of the new sign face, that the reader board colors be reversed to a black background with white lettering. A motion was made by Robin Stamp and seconded by Richard Tobin, as follows:

**Motion:** To approve the new sign face for Anne's Country Market pylon sign as submitted and approve the addition of the illuminated reader board, conditioned upon its colors reversed to black background with white lettering.

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

**4. JW Tumbles (A Learning Playground) – 524 West Central Street – Sign Approvals.**

Present were Jim Daddario, applicant, and Jack Daddario. Jim explained that this is a new franchise of a national chain, which he plans to open in mid-January and the sign is the company logo. He presented designs for the building sign and the tenant panel for the pylon sign. Since the building sign had so many colors in it, the applicant was requested to look into changing the background to a darker or navy blue, or checking to see if the corporation had any alternate sign designs. A discussion was then held as to the condition of the pylon sign and Mr. Daddario advised that the landlord planned to redo the pylon in the spring as it was in bad repair. The Chair explained that the pylon was originally designed to be uniform for all tenants; however, that is not how it has ended up. It was suggested that he discuss with the landlord moving the time-line to an earlier date so that his tenant panel could be done at the same time and that the tenant panel not have a white background. Mr. Daddario agreed to return with a revised design and the matter was tabled to January 13, 2009.

**5. Guerriere & Halnon, Inc. – 55 West Central Street – Sign Approvals.** Present was Donald Nielsen, applicant, who explained that Guerriere & Halnon had moved its location from Pond Street to West Central Street in the building owned by ERA Key Realty. Application was made for two building signs, one for the side of the building and one for the rear, second level, neither of which is internally illuminated. A motion was made by Richard Tobin and seconded by Mark Fitzgerald, as follows:

**Motion:** To approve the two (2) building signs for Guerriere & Halnon, Inc., as submitted, without conditions.

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

**6. New England Dental Associates – 233 West Central Street – Site Plan, Building Plans & Signage.**

Present were Dr. Jamila Khalil and Farid Kahn, applicants, Lou Allevato and Christy Carmichael, architects, and Donald Nielsen of Guerriere & Halnon, engineers.

**A. Building Elevation Plans & Materials** – Mr. Allevato and Ms. Carmichael presented building plans for renovating and adding to the former Baptist Church property for a new dental office, which will be done in two phases: Phase I- renovating the existing 1,634 sq. ft. structure with a 1,025 sq. ft. addition; and Phase II- a 3,141 sq.ft. two-story addition for offices. Mr. Allevato provided a revised materials plan, showing a color change from tan and beige to "granite gray" vinyl siding, "sterling gray" vinyl paneling with white vinyl trim, "driftwood" asphalt roof shingles and brick veneer on the foundation where the grade slopes to show the foundation. Wall sconces will be on the building. A motion was made by James Esterbrook and seconded by Robin Stamp as follows:

**Motion:** To recommend approval of the Building Elevation Plans for Phase I and Phase II of New England Dental Associates as to exterior and materials, as submitted, without conditions.

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

**B. Site Plan** – Mr. Nielsen reviewed the site plan, pointing out landscaping selections, arborvitae buffers to adjoining property, parking lot lighting, three (3) curb cuts to the lot, concrete sidewalks and handicap access. All the day care playground equipment will be removed from the site and the dumpster will be fenced in a below grade and not seen from the adjoining property. He also pointed out that the side abutter's property is 8 feet higher than the subject property and will also have a fence installed on top. The Chair requested that the two poles with shoe-box style lights at the far corners of the property be changed to arch type decorative lights, but still contain spillage onto adjoining lots. Mr. Nielsen also confirmed that the entire site would be developed with Phase I and the area to be constructed in Phase II would remain as lawn until the remaining construction commenced. A motion was made by Mark Fitzgerald and seconded by Richard Tobin, as follows:

**Motion:** To recommend approval of the Site Plan for New England Dental Associates as to landscaping and lighting, as submitted, with the condition that the pole lights be changed from a shoe-box style to a decorative arch style.

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

**Signage** – Mr. Allevato provided a design for an internally illuminated, free-standing pylon sign, which incorporated the colors selected for the building. Members requested that the sign be illuminated externally because of abutting residential properties. The signs on the building were also planned to be internally illuminated and those signs were also requested to be changed to die-cut letters illuminated externally. A motion was made by Mark Fitzgerald and seconded by Richard Tobin, as follows:

**Motion:** To approve the pylon sign for New England Dental Associates, as submitted, conditioned upon a change to external illumination and the die-cut building letters with external illumination.

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

### **General Matters:**

**Acceptance of Minutes.** A motion was made by Richard Tobin and seconded by James Esterbrook as follows:

**Motion:** To accept the Minutes of Meeting of November 18, 2008 as submitted.

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

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

**Motion:** That the meeting be adjourned at 8:40 p.m.

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

Adjourned.

Respectfully submitted,



Brenda Hutchinson  
Secretary

Minutes 12-9-08  
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