

**DESIGN REVIEW COMMISSION  
MINUTES OF MEETING  
May 3, 2016**

A meeting of the Design Review Commission was held on Tuesday, May 3, 2016, at the Franklin Municipal Building, Franklin, Massachusetts. Members present were Mark Fitzgerald, Chairman, Chris Baryluk, Vice-Chairman, Claudine Silverman, Nancy Coleman (Pendleton) and Kate Harrington. John Allen, Program Coordinator was also present.

Chairman Fitzgerald opened the meeting at 7:00 PM.

For the record Nancy Coleman is transitioning to using her married name of Nancy Pendleton.

**1. Kang Tai Massage** – 18 Cottage Street – Pylon and window sign.

Kang Tai Massage is a sole-proprietorship owned by Vivian Luo, who is a licensed masseuse with the Commonwealth of Massachusetts. Cam Alfonso of Signs By Cam represented the owner before the DRC with a request to display a window sign and add a cabinet to the existing pylon. The five square foot window sign consists of Kang Tai in purple italic letters and massage in white, bold block letters with an outline of a hand holding a purple flower.

The pylon sign will consist of the same font as the window sign, but all of the letters will be in white with a green background that matches the other signs on the same pylon. This sign will also include the phone number of the business.

**Motion:** Silverman. Baryluk second: voted **(5-0-0)** to **Approve** the window and pylon signs as submitted.

**2. Music & Rhythm** – 244 East Central Street – Free standing sign

Music & Rhythm provides music lessons for students studying the piano, bass, drum, guitar and the like. The owner Kris Russell will be conducting the lessons in the home. Cam Alfonso of Signs By Cam represented the owner before the DRC with a request to allow a free standing three square foot sign. The green background will match the color of the house to the extent possible. The letters will be white. There will be no illumination.

**Motion:** Coleman. Harrington Second: voted **(5-0-0)** to **Approve** the window sign as submitted.

### 3. **Seven-Eleven** – 533 West Central St.– Building, pylon and pump signs

Tedeschi food shops was purchased by Seven-Eleven Inc., a Dallas, Texas based company with its parent company, Seven-Eleven Japan based in Tokyo. British Petroleum (also referred to as BP) is one of the seven “supermajor” oil and gas companies with its US headquarters in Dallas, Texas and its corporate headquarters in London, England. Seven-Eleven Inc. and BP formed a partnership for BP to provide gas to the Seven-Eleven convenience stores that sell gas.

Heather Hazel, a sign permit consultant, from Hazel Wood Hopkins appeared before the DRC on behalf of Seven-Eleven Inc. with a request to remove and replace the Tedeschi wall, pylon, and canopy signs.

The 24 square foot wall sign will use standard 7-Eleven signage. The canopy signage will replace the Tedeschi signage with the BP sun logo. There will be an additional BP sun logo facing the street.

The pylon signs will be placed within the existing pylon structure with the BP sun logo on top, the 7-Eleven below and the price of regular gas at the bottom. The pylon signage will grow from 52 square feet to 60 square feet. The DRC expressed concern about the amount of clearance between the bottom of the sign and the ground because it would affect the visibility with even a modest amount of snow. In addition, given the proximity to the roadways the plows are likely to splash snow on the sign. The DRC suggested that the ground clearance of the sign be revisited.

The second concern was that the space between the pylon post and the sign cabinets would be sandwiched by some fillers that would affect the aesthetics and reduce traffic visibility. The DRC suggested that the fillers be removed if they are not needed for support or for cosmetics to block the electrical components and wiring.

The DRC requested and the representative agreed to use an opaque background for the proposed large white space. The representative also agreed that all holes will be patched and painted.

All of the signs will be internally illuminated with LEDs.

**Motion:** Fitzgerald. Silverman Second: voted **(5-0-0)** to **Approve** the signs as submitted with the recommendation that the ground clearance of the pylon sign be revisited and the fillers be removed if possible.

### **Seven-Eleven** – 664 Union Street Modification of a previously approved sign

The Seven-Eleven located 664 Union Street was previously approved for the Seven-Eleven signage to replace the Tedeschi signage. As a result of the agreement with Seven-Eleven and BP, this location would also like to add the BP sun logo. Given that this is the company’s standard signage and that the signage has been previously approved, the DRC agreed to approve the modification.

**Other Business:**

The DRC previewed the proposed signs for Franklin Village Plaza for size only. Overall, the amount of signage is reduced by approximately 84 square feet. Some of the individual signs increase while other signs will be reduced. Overall, adjusting the size of the signs results in an improved appearance with the signs being proportional. The individual signs were not reviewed or approved.

The minutes from March 1<sup>st</sup>, and April 5<sup>th</sup> were approved. A meeting was not held on April 19<sup>th</sup> as, there were no requests.

Motion to adjourn. All in favor 5-0-0. Meeting adjourned at 8:05 PM.

Adjourned.

Respectfully submitted,

---

John Allen