

**DESIGN REVIEW COMMISSION  
MINUTES OF MEETING  
November 24, 2015**

A meeting of the Design Review Commission was held on Tuesday, November 24, 2015, at the Franklin Municipal Building, Franklin, Massachusetts. Members present were Mark Fitzgerald, Chairman, Anna Moses, Doug Newton and Kate Harrington. John Allen, Program Coordinator was also present.

Chairman Fitzgerald opened the meeting at 7:00 PM and authorized Doug Newton and Kate Harrington to vote.

**1. Silver Tree Jewelry – 58 East Central Street – Wall sign**

Cam Alfonso, the owner of Signs by Cam represented the business owner and appeared before the DRC. The proposed carved PVC wall sign will not be illuminated. It will have white letters with a green background. No request was made for window signage.

**Motion:** Moses. Harrington Seconded: voted (4-0-0) to **Approve** the wall as submitted.

**2. Cube Smart – 14 Grove Street – two wall signs, pylon and awning**

Scott Soleski from Divine Signs, Inc. represented the business owner and appeared before the DRC. The awning, wall and pylon signs are being replaced to reflect the change in ownership. All of the new signs are either the same size or smaller than the old signs. The wall signs will be illuminated with LED lights. The pylon sign will be illuminated.

Discussion focused on the proposed pylon because as proposed, the two color background gave the impression that there were three businesses and not two as is actually the case. The DRC felt that the entire background needed to be either white or red, but not both.

**Motion:** Fitzgerald. Newton Seconded: voted (4-0-0) to **Approve** the awning and wall signs as proposed and the pylon with a background of a single color to unify the business' signage and more clearly convey the telephone number relates to the storage business and not the other business listed on the pylon.

**3. Fiori – 16 Main Street – wall sign**

Michelle Greenwood, the owner of Fioro appeared before the DRC. The applicant explained that she was going to reuse the existing PVC sign. The applicant said that she and her sister were knowledgeable about preparing and resurfacing PVC. Ms. Greenwood went on to explain that her sister has a Master's Degree in Fine Arts and that although it will be hand painted because of their artistic abilities it will look professionally done. The sign will have a

mint green background with gold letters. During the meeting Ms. Greenwood also showed the Commission some of her window signs. None of the window signs consisted of paper.

**Motion:** Newton. Fitzgerald Seconded: voted (4-0-0) to **Approve** the wall and window signs as submitted.

#### 4. **Champagne Logistics** – 15 Liberty Way – Wall sign

David Quinn of Signs by Tomorrow appeared before the DRC. The applicant proposed a five foot by twelve foot aluminum wall sign without illumination. The sign will have a white background with yellow, black and gray letters. The sign will be positioned to cover the prior FedEx sign.

**Motion:** Harrington. Moses Seconded: voted (4-0-0) to **Approve** the wall sign as submitted.

#### 5. **Famous Footwear** – 95 Franklin Village Drive – Wall sign

Brad Frazier from Anchor Signs represented the applicant by phone. The decision to allow the representative to appear by phone was made after consultation with the Director of Planning and Community Development, the Chairman of the Design Review Commission and the Town Clerk.

This decision was justified because the request was for a sign replacement with no controversial aspects. The representative would have had to travel from Charleston, South Carolina for the sole purpose of attending the meeting on the Tuesday before Thanksgiving.

The representative provided assurance to the Commission that the landlord had approved the sign and all traces of the prior sign would be removed. The proposed sign is smaller than the prior sign. The color combination will remain the same.

**Motion:** Fitzgerald. Harrington Seconded: voted (4-0-0) to **Approve** the wall sign as submitted.

#### 6. **PieZoni's** – 150 Emmons St. - Two pylons and a wall sign

Cam Alfonso of Signs by Cam appeared before the Commission earlier that night on another matter. Mr. Alfonso provided a general description of the signs. The maroon urethane wall sign will be externally illuminated with goose neck lighting. The pylon signs made of PVC will have a white background and black letters. They will be externally illuminated with LED lights. Mr. Alfonso was unable to be present for the part of the meeting that discussed the PieZoni's sign.

The applicant Roger Calarese and Donald Nielsen of Guerriere and Halnon, Inc. appeared before the Commission.

The discussion focused on two items: the request for two pylons on a single lot and protection of the base of the pylons. After much discussion it was acknowledged that the

building should be considered a corner lot because of the limited visibility from the two different streets. Based on this the two pylons were allowed. The applicant assured the Commission that the base of the pylons will be protected.

**Motion:** Fitzgerald. Moses Seconded: voted (3-1-0) to **Approve** the pylon and wall sign as submitted.

**7. Central Square Development - 340 East Central Street – Irving gas station pylon**

Due to scheduling and timing conflicts, neither the applicant nor his representatives appeared before the Commission for this meeting. In part, this is because they felt that they could not add any additional information that wasn't previously provided during the prior meetings.

The Commission re-visited the Irving gas station pylon request. The Commission observed that the bylaws limit signage to 60 square feet per lot and that the Zoning Board of Appeals approved 187.2 square feet of signage. The additional request for the Irving gas station pylon would add 60 square feet of signage for a total of 247.2 feet of signage.

The Commission approved the appearance of the 60 square foot sign with a white background with the standard Irving logo. The letters will be blue with the red accent. The sign will have one LED reader board in red lights. The word diesel will be spelled out. The Commission did not approve the additional signage.

**Other Business:**

The minutes from November 10, 2015 were approved.

Motion to adjourn. All in favor 4-0-0. Meeting adjourned at 8:30 PM.

Adjourned.

Respectfully submitted,

  
John Allen