

**DESIGN REVIEW COMMISSION
MINUTES OF MEETING
February 10, 2015**

A meeting of the Design Review Commission was held on Tuesday, February 10, 2015, at the Franklin Municipal Building, Franklin, Massachusetts. Members present were Mark Fitzgerald, Chairman; Anna Moses; Claudine Silverman; Nancy Coleman, Associate Kate Harrington. Beth A. Wierling, Town Planner was also present for the meeting.

Chairman Fitzgerald opened the meeting at 7:00 p.m.

Chairman Fitzgerald authorized Associates Kate Harrington to vote.

Items were taken out of order from the agenda due to applicant attendance.

1. Seasons Nails: 1000 Franklin Village Drive – One (1) storefront street-facing sign.

A representative from Season Nails reviewed the sign proposal for a storefront sign, indicating it met the requirements of the Commercial Business Corridor District and he had received the required landlord consent for the proposed signage.

Commission members asked if the applicant intended to have an under-canopy blade sign, indicating if so, it should be consistent with the proposed storefront sign color scheme. The applicant indicated there would be a blade sign and agreed to the Commission's request for consistency.

Motion: Design Review Commission voted upon motion duly made and seconded (5-0-0) to **Approve** the application as submitted for one (1) storefront street-facing sign conditional upon the following: The under canopy bade sign shall be consistent with approved sign colors. Silverman. Seconded: Coleman.

2. DHL: 10 Kenwood Circle, Suite A – One (1) storefront street-facing sign and one (1) window sign.

Andrew Clark, Expose' Signs & Graphics, Inc. appeared on behalf of DHL, located at 10 Kenwood Circle and indicated the business was proposing a window graphic and building sign. Mr. Clark indicated the building is located in the Industrial – Office Park District and the proposed signs were well within the limits of the requirements for the zoning district.

Members had no issues with the proposed signs.

Motion: Design Review Commission voted upon motion duly made and seconded (5-0-0) to **Approve** the application as submitted for One (1) storefront street-facing sign and one (1) window sign. Moses. Seconded: Harrington.

3. Flooring America: 950 Chestnut Street – One (1) pylon sign.

Joan Cocuzzo, owner, Flooring America appeared to discuss the installation of a new pylon sign at 950 Chestnut Street, which is located in the Industrial – Office Zoning District. Ms. Cocuzzo indicated she was not aware that signs needed review by Design Review Commission, as she has replaced the pylon sign in the past and has not submitted an application to the Commission. Ms. Cocuzzo indicated, unfortunately, she was in the process of replacing the pylon sign when the Building Commissioner saw her doing so and made her remove the sign because it had not been through the Design Review process.

Design Review Committee members indicated they did not like the amount of light coloring associated with the background of the sign and asked if Ms. Cocuzzo could redesign the sign. Ms. Cocuzzo indicated that the sign has already been produced, indicating as she had previously, she did not know approval was needed.

Members suggested Ms. Cocuzzo ask her sign person to shield the bright white background in the evening, as the Commission generally does not favor light backgrounds. Ms. Cocuzzo indicated the brown lettering on a white background is the newly designed corporate logo and has researched the cost of shielding already and noted it is outside her budget at this time. Ms. Cocuzzo indicated that in the future should her financial means change, she would be happy to look at a different sign option, but right now, that is not a possibility, again apologizing for not knowing the Town's sign policy.

Some members suggested as a compromise that Ms. Cocuzzo simply turn the sign off after hours unless shielding could be added to the already fabricated sign. Considering the sign is in an industrial zone, this seemed an appropriate compromise for the time being. Members asked Ms. Cocuzzo to please inquire further regarding shielding of the sign at night.

Motion: Design Review Commission voted upon motion duly made and seconded, (5-0-0) to **Approve** one (1) pylon sign in the existing light box, as submitted, conditional upon the following: the applicant will turn off the sign lighting after 9pm, will inquire with their sign company if a shield of the white background can be done within budget of the sign they have already made, and the applicant will come back to the Design Review Commission for any future changes to the sign with a reduction in the white background. Fitzgerald. Second: Coleman.

4. Enchanted Memories Travel: 13 Main Street- One (1) Blade Sign

Cam Afonso, Signs by Cam appeared on behalf of the Applicant, Enchanted Memories Travel, located at 13 Main Street. Mr. Afonso indicated the applicant is replacing a blade sign of former travel agency that was formerly located in the same location. Mr. Afonso indicated the applicant has received necessary approval from the Town Administrator's Office and insurance.

Members indicated they had no issues with the proposed sign, however noted they would like to ensure when Mr. Afonso installs the sign that he will ensure the existing mounting bracket and hardware are still in good condition. Mr. Afonso agreed.

Motion: Design Review Commission voted upon motion duly made and seconded (5-0-0) to **Approve** one (1) building mounted blade sign with the condition the installer will ensure existing bracket and hardware are in good condition. Silverman. Second: Harrington.

5. Learning Express Toys: 80 Franklin Village Drive – One (1) storefront street-facing sign.

Members telephoned a representative from Rex Signs located in Neptune, New Jersey indicating there were no issues with the proposed sign as submitted. Members indicated to the applicant that they must pull a building permit prior to erecting the sign.

Motion: Design Review Commission voted upon motion duly made and seconded (5-0-0) to **Approve** the application as submitted for One (1) storefront street-facing sign as submitted. Coleman. Second: Moses.

6. The Curry House: 418 West Central Street – One (1) pylon sign, one (1) storefront street-facing sign, and one (1) directional sign.

Rocco Cavallaro, Cavallaro Signs, was present representing The Curry House. Mr. Cavallaro reviewed the proposed signs indicating there would be a pylon sign, building sign and drive-thru sign at the entrance.

Mr. Wierling indicated that the Building Commissioner had discussed the proposed drive-thru directional sign with Mr. Cavallaro indicating the sign could be changed to a enter or exit sign only or eliminated. Mr. Cavallaro said he would need to discuss this item further with Mr. Brown.

Members asked Mr. Cavallaro if there were another option for the pylon sign indicating they were not fond of the white background; they suggested shielding the white at night. Mr. Cavallaro indicated this would not allow the logo to be seen and asked if there was another option. Members also indicated the portion of the sign that indicated lunch buffet seemed to be plain and asked if there was a better option.

Mr. Cavallaro suggested a reader board where the lunch buffet sign is currently located; members agreed and would like to see it remain a blue shade to match the current color scheme.

Mr. Cavallaro also agreed to add a blue border around the top portion of the pylon sign to lessen the white portion of the sign.

Members asked Mr. Cavallaro to forward this information to Ms. Wierling, Town Planner for review and tabled the discussion until a future meeting.

General Business:

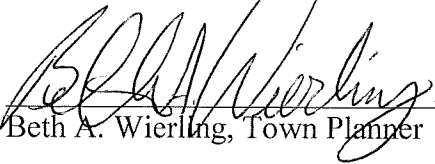
1. **Approval of the January 13, 2015 meeting minutes.** Chairman Fitzgerald asked if members had any comments regarding the January 13, 2015 meeting minutes. There were no comments.

Motion: to approve the meeting minutes as submitted. Approved (5-0-0) Fitzgerald. Moses.

A motion was made to adjourn at 8:15 p.m. Approved. (5-0-0)

Adjourned.

Respectfully submitted,


Beth A. Wierling, Town Planner