

**DESIGN REVIEW COMMISSION
MINUTES OF MEETING
October 27, 2015**

A meeting of the Design Review Commission was held on Tuesday, October 13, 2015, at the Franklin Municipal Building, Franklin, Massachusetts. Members present were Mark Fitzgerald, Chairman, Chris Baryluk, Claudine Silverman and Anna Moses. John Allen, Program Coordinator was also present.

Chairman Fitzgerald opened the meeting at 7:00 PM.

1. Seven-Eleven – 400 King Street – Wall sign and pylon (revised)

During the August 25, 2015 meeting, the DRC approved the pylon and wall signs for Seven-Eleven. Since that time the company has revised the signs. Heather Dudko represented the company and appeared before the DRC with two requests. The company would like to change the previously approved wall sign. The prior approved sign was rectangle shaped containing 52 square feet. The proposed sign is square shaped containing 25 square feet. It has the standard seven-eleven logo with the number 7 and eleven spelled out with a white and green background. At night only the number 7 and the letters spelling eleven will be visible.

The second request was to change the pylon. On August 25, 2015, the DRC approved the pylon consisting of two cabinets: one for the Seven-Eleven sign and one for the reader board showing the price. The revised request will separate the reader board into two cabinets. One will remain a reader board. The other will state the word diesel in white letters with green background. The square foot of signage did not change.

There was agreement among the DRC members that the location and size is not capable of handling tractor trailers. If signage is placed on route 495 advertising diesel fuel, it should also note that the station is not capable of handling tractor trailer trucks.

Motion: Silverman. Fitzgerald Seconded: voted (4-0-0) to **Approve** the revised pylon and wall signs as proposed. If signage is placed on route 495 advertising diesel fuel, it should also note that the station is not capable of handling tractor trailer trucks.

2. Optimize Fitness & Performance – 33 Forge Hill Road – building sign

Devin Gray, the owner of Optimize Fitness & Performance appeared before the Commission requesting a 2 foot by 3.5 sign consisting of seven square feet. The aluminum blue and white wall sign will not be illuminated.

Motion: Baryluk. Moses Seconded: voted (4-0-0) to **Approve** the sign as presented.

3. Central Square Development - 300 and 340 East Central Street – Landscaping

Howard Snyder, ASLA, CLARB, RLA, and APA gave an overview of the proposed landscaping. The overall design has a flow to it while giving an identity to individual areas. Extensive varieties of native plants were chosen from the approved list. The DRC was very complementary. The only suggestions were to use a larger, sturdier caliper to combat road salt along Route 140 and to use a more permanent ground covering. The DRC was concerned that the mulch would run off with the rain water.

Motion: Fitzgerald. Baryluk Seconded: voted (4-0-0) to **Approve** the landscaping as presented with the suggestion that larger calipers along Route 140 be used to increase the resistance to road salt. The DRC also suggested permanent ground covering such as rocks as opposed to mulch to prevent runoff.

4. **Central Square Development** - 300 and 340 East Central Street – site plan, photometric and building facade

Wayne Morrill, Senior Project Manager with Jones & Beach Engineers, Inc. gave a presentation on the site plan, and photo metrics. The lay-out design creates clusters of stores with some building separation. The project will house 18 tenants, including a child care facility, restaurant, gym, oil change facility and retail stores. The proposed project meets all of the set-back requirements and the dumpsters will be placed in discrete places. There will be a tree line and physical separation between the buildings and the property line that is closest to the neighbors in the back.

The ground drainage will be on site. The gas station will have oil and grease separators.

All of the lighting will be on the property with 20 ft. high poles with the LED lights facing down. The light poles will be secured with a concrete base. The post will be dark bronze. There will be no light spillage onto other properties.

Based on the feedback from the prior discussion during the October 13, 2015 DRC meeting, the applicant made some changes as requested. Two improvements were a modified tower with different pediments.

Samples of materials and colors were presented to the DRC with the notation that precast colors can vary and that the exact colors have not been chosen but will be selected from the same category of colors presented. The colors will either match or complement the awnings, which will be a neutral color. The awnings will be of fabric allowing them to be change if needed.

Motion: Fitzgerald. Moses. Seconded: voted (4-0-0) to approve the site plan, photometric plan and building façade as presented. If structural awnings are used, then the awning will be made of fabric. The building intervals will be neutral in color.

5. **Central Square Development** - 300 and 340 East Central Street – pylons

The size of the pylons was approved by the ZBA. The DRC expressed their disagreement with the ZBA decision because there is no correlation that larger signs equate to more sales.

The belief is that the plaza and stores will attract people from Franklin and the surround community. As a result, the stores would become a known commodity in a relatively short period of time negating the need for such large signs.

The DRC reviewed the pylons for color and appearance.

Motion: Baryluk. Moses. Seconded: voted **(3-1-0)** to Approve the appearance of the pylons as submitted acknowledging the DRC was not voting on the size of the pylon because the ZBA had already made this decision.

6. **Central Square Development** - 340 East Central Street – Irving gas station wall sign, canopy sign, pump signs and pylon

Signage proposed for the Irving gas station consisted of a 48 square foot wall sign, 34 square feet of signage on the canopy, 72 square feet of signage on the pylon and pump signage. The measurements for the pump signage were not provided. The signs are white and blue with a red accent, which is a variation of the Irving gas logo. The wall sign, canopy sign, and pylon sign were proposed to be internally illuminated.

The DRC informed the applicant about the bylaws pertaining to pylons that are allowed. Specifically, that only one reader board is allowed, size requirements and that opaque backgrounds are encouraged to minimize the light pollution and improve the visibility of the sign.

The Commission did not vote on the proposed pylon for the Irving gas station planned to be built at 340 East Central Street. The DRC's position was that:

- a) The sign bylaws limit signage to 60 square feet per a free standing sign. The property is over the limit because of the 187 square feet of signage approved by the ZBA.
- b) Per the bylaws only one pylon sign is allowed per property. Another pylon would be installed on this property.
- c) The March 6, 2015 decision by the ZBA allowed only one pylon, not two as being requested at this time.
- d) As presented, the pylons for 300 East Central Street and 340 East Central Street shows space for 12 signs. The developer said the project will result in 18 tenants. The unknown is if the other 6 tenants will request signage and if so, if that will result in requests for an additional pylon or pylons.
- e) This project has already resulted in a new precedence concerning the size of the sign. The additional pylon on the same lot will create a second precedence. It is unclear at this time if the six other tenants will create a third precedence or not.

Motion: Fitzgerald. Baryluk Seconded: voted **(3-1-0)** to **Approve** the wall sign and canopy sign as presented with the signage at the bottom of the pump. The architectural design pump shroud was not approved because it was interpreted as another pylon.

No motion was made on the pylon. If the pylon is allowed via another board or legal avenue the pylon must adhere to the size and reader board requirements as dictated by the bylaws.

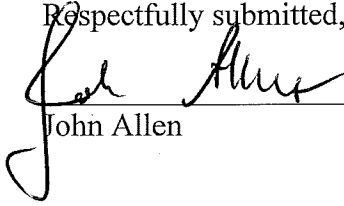
Other Business:

The minutes from October 13, 2015 were approved.

Motion to adjourn. All in favor 4 -0-0. Meeting adjourned at 9:45 PM.

Adjourned.

Respectfully submitted,



John Allen