



# FRAMINGHAM PLANNING BOARD

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**Planning Board Members:**  
Stephanie Mercandetti, Chair  
Christine Long, Vice-Chair  
Lewis Colten, Clerk  
Victor A. Ortiz  
Thomas F. Mahoney

**Planning Board Staff:**  
Amanda L. Loomis, Planning Board Administrator  
Alexander Mello, Associate Program Planner  
Sean P. Dugan, Administrative Assistant

## TOWN OF FRAMINGHAM PLANNING BOARD

### Notice of Decision

### Regarding the Application of Angie Seguin, CASCO For an Amendment of an Approved Decision for Sign Review Approval in Conjunction with a Special Permit Application dated August 10, 1994 1 Worcester Road (Building A), Framingham MA

On February 17, 2015, the Applicant, Angie Seguin, CASCO, filed with the Planning Board, and on February 17, 2015, the Planning Board filed with the Town Clerk and Town Departments, an application pursuant to Sections II.A.2.e., III.E., VI.E., and VI.F of the Framingham Zoning By-law to request a modification to an Approved Planning Board Decision for Sign Review Approval in Conjunction with a Special Permit for Site Plan Application dated August 10, 1994 ( hereinafter referred to as the August 10, 1994 Decision). An application was filed to modify the August 10, 1994 Decision, specifically to amend Condition B. Store Front/Rear Signs for Building A of the Shoppers' World Regional Shopping Center to allow for the installation of a green awning above the entrance of Building A. The project is located at 1 Worcester Road (Building A), located in the Business (B) Zoning District and in the Regional Center (RC) Overlay District. Said parcel is shown on the Framingham Assessor's Map Sheet 344, Block 108, Lot 20.

Notice of the public hearing for the applications for modification to the August 10, 1994 Decision for Building A was published in "The Metrowest Daily News" on February 17, 2015 and February 23, 2015 and mailed to parties of interest pursuant to the Framingham Zoning By-Law and M.G.L. c. 40A, the Planning Board opened the public hearing on March 5, 2015 at 7:00 pm in the Ablondi Room, Memorial Building, Framingham. Continued sessions of the public hearing were held on March 19, 2015. On March 19, 2015 the Planning Board voted to close the public hearing for an Application for a modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs.

On March 19, 2015 the Planning Board **APPROVED** with conditions said Amendment of an Approved Decision for Sign Review Approval in Conjunction with a Special Permit Application dated August 10, 1994 for 1 Worcester Road (Building A) and a **DECISION** was filed in the office of the Town Clerk on March 20, 2015.

*Stephanie Mercandetti, Chair*  
**FRAMINGHAM PLANNING BOARD**

Any appeal from the Decision shall be made pursuant to G.L. Ch. 40A, Sec. 17 and must be filed within twenty (20) days after the date of filing of the Decision in the office of the Town Clerk.

TOWN CLERK  
FRAMINGHAM

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2015 MAR 20 A 10: 41  
TOWN CLERK  
FRAMINGHAM

**Decision of the Framingham Planning Board on the  
Applications of Angie Seguin, CASCO  
For Amendment of an Approved Decision for Sign Review Approval  
in Conjunction with a Special Permit Application dated August 10, 1994  
1 Worcester Road (Building A), Framingham, MA**

**Date of Decision: March 19, 2015**

**STATEMENT OF FACTS**

On February 17, 2015, the Applicant, Angie Seguin, CASCO, filed with the Planning Board, and on February 17, 2015, the Planning Board filed with the Town Clerk and Town Departments, an application pursuant to Sections II.A.2.e., III.E., VI.E., and VI.F of the Framingham Zoning By-law to request a modification to an Approved Planning Board Decision for Sign Review Approval in Conjunction with a Special Permit for Site Plan Application dated August 10, 1994 ( hereinafter referred to as the August 10, 1994 Decision). An application was filed to modify the August 10, 1994 Decision, specifically to amend Condition B. Store Front/Rear Signs for Building A of the Shoppers' World Regional Shopping Center to allow for the installation of a green awning above the entrance of Building A. The project is located at 1 Worcester Road (Building A), located in the Business (B) Zoning District and in the Regional Center (RC) Overlay District. Said parcel is shown on the Framingham Assessor's Map Sheet 344, Block 108, Lot 20.

Notice of the public hearing for the applications for modification to the August 10, 1994 Decision for Building A was published in "The Metrowest Daily News" on February 17, 2015 and February 23, 2015 and mailed to parties of interest pursuant to the Framingham Zoning By-Law and M.G.L. c. 40A, the Planning Board opened the public hearing on March 5, 2015 at 7:00 pm in the Ablondi Room, Memorial Building, Framingham. Continued sessions of the public hearing were held on March 19, 2015. On March 19, 2015 the Planning Board voted to close the public hearing for an Application for a modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs.

The Planning Board voted to approve an Application for a modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs with conditions on March 19, 2015.

During the review of the proposed project, the Applicant filed with the Planning Board various plans required for an Application for a modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs. During the review process, the Applicant and its professional consultants also submitted revisions to plans in response to requests by the Planning Board and by the various Departments within the Town of Framingham that reviewed the Project. These plans, reports, and correspondence are contained in the Planning Board's files and are hereby incorporated into this Decision by reference. Included with the Applicant's submittals were the following:

1. FORM A – Application Cover Letter for the project at 1 Worcester Road, Project Number PB-001-15, stamped with the Town Clerk on February 17, 2015;
2. FORM G – Request for Modification for the project at 1 Worcester Road, Project Number PB-001-15, stamped with the Town Clerk on February 17, 2015; and
3. Design Elevation, prepared by CASCO for Cost Plus World Market, dated January 29, 2015, revised on February 2, 2015, revised March 12, 2015.

## **HEARING**

During the course of the public hearings, the following individuals appeared on behalf of the Applicant: John Holden, Architectural Project Manager for Cost Plus World Market.

John Holden, representative for the Applicant, was unable to attend the March 5<sup>th</sup> Planning Board Public Hearing for the proposed sign modification to the 1994 Planning Board's Shoppers' World Decision due to severe weather conditions impacting air travel. The Planning Board requested that Planning Board Staff request the following information from the Applicant prior to the March 19, 2015 Planning Board Public Hearing.

- The Planning Board requested that the Applicant provide information regarding the dimensions of the proposed awning including the length that will overhang the sidewalk.
- The Planning Board requested a detail sheet providing the materials being used to construct the awning.

The Planning Board further requested that the Applicant decrease the number of wall signs from 3 proposed sign to 2 proposed signs. The Planning Board further stated that the 1994 Planning Board Shoppers' World Decision only allows for 2 primary signs or 1 primary sign and 1 secondary sign. The Planning Board noted that the Applicant is requesting 2 primary signs and 1 secondary sign which needs to be revised to meet the 1994 Planning Board Shoppers' World Decision.

## **FINDINGS**

Having reviewed all plans filed by the Applicant for the modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs, the Board makes the following findings:

### **A. Condition B. Store Front/Rear Signs**

Building A located on the southeastern portion of Shoppers' World is seeking to install a new green metal awning, the proposed color will match the adjacent tenants. According to the August 10, 1994 Decision, Condition B.1. Building A is permitted to have two primary signs (5'x40') and one secondary sign (2'x30'). The Applicant's Sign Application is in compliance with the August 10, 1994 Decision.

The Shoppers' World Regional Shopping Center has been constructed with brick and concrete with a green metal trim or awnings. Building A is one of the only units within the Shoppers' World Regional Shopping Center that does not have any green architectural features. Therefore, the Applicant has requested to install a green awning above the store entrance. The Planning Board shall permit the installation of the green awning for Building A, provided that the Applicant agrees to maintain and replace same, as needed, so it remains in a "like" new condition in perpetuity. Furthermore, the Applicant shall ensure that the green awning is of a durable weather resistant material and of the same color (shade) as the other green features utilized throughout the Shoppers' World Regional Shopping Center.

## **CONDITIONS OF APPROVAL**

The Board finds that the Application and plans submitted by the Applicant comply with all applicable provisions for the modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs. The Planning Board's Decision for a modification to an Approved Decision for Sign Review Approval in Conjunction with a Special Permit for Site Plan Application dated August 10, 1994 shall remain in full force and effect in addition to the condition for Building A. Accordingly, the Board votes to approve the requested modification to the August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs subject to the following condition:

**General Provisions**

1. The installation of a green awning shall be allowed. The Applicant agrees to construct the awning of a weather resistant material, of like green color consistent with the green color used throughout the Shoppers' World Regional Shopping Center. The Applicant shall maintain and replace the green awing as necessary to ensure that the original appearance is in a "like new" condition in perpetuity in the event of damage or wear.

**VOTE**

**Modification to an Approved Decision for Sign Review Approval in Conjunction with a Special Permit for Site Plan Application dated August 10, 1994, Condition B. Store Front/Rear Signs for Building A.**

The vote four in favor and zero opposed to granting an Application for a modification to the Planning Board's August 10, 1994 Decision, specifically for Building A for the modification of Condition B. Store Front/Rear Signs to allow the Applicant, Angie Seguin, CASCO, specifically to modify Condition B. Store Front/Rear Signs for Building A of the Shoppers' World Regional Shopping Center to allow for the installation of a green awning above the entrance of Building A. The Project is located at 1 Worcester Road (Building A), said parcel is shown on the Framingham Assessor's Map Sheet 344, Block 108, Lot 20.

Stephanie Mercandetti.....yes  
Christine Long.....yes  
Lewis Colten.....yes  
Thomas F. Mahoney.....yes

By:   
Stephanie Mercandetti, Chairperson Framingham Planning Board

Date of Signature: MARCH 19, 2015