

Town of Franklin



Design Review Commission

**Tuesday, January 9, 2024
Meeting Minutes**

Chair Sam Williams called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair Sam Williams, Vice Chair Paul Lopez, Cassandra Bethoney. Members absent: Amy Adams, Andrew Pratt, Associate James Bartro. Also present: Maxine Kinhart, Administrative Staff.

As stated on the agenda, due to the continued concerns regarding the COVID-19 virus, this meeting will be conducted as a remote/virtual Design Review Commission meeting. In an effort to ensure citizen engagement and comply with open meeting law regulations, citizens will be able to dial into the meeting using the provided phone number, or citizens can participate by using the Zoom link provided on the agenda. This meeting was recorded.

1. Rockland Trust – 2 Main Street – Replace face on existing billboard.

Chair Williams said there were some complications with the item such as the existing variance. He said the town attorney was asked to take a look at this. He asked the applicant's representative if they would mind if this item were tabled while they get a ruling from the town attorney as to if Design Review Commission has the purview to even review this or if an existing variance is sufficient for what they are doing and they can bypass the Design Review Commission.

Mr. Bryan Michener of Sign Design said he had a meeting with the applicant today, and they are convinced that they are permitted through the state for this as a billboard. He said they are trying to figure out who has jurisdiction over this billboard. Chair Williams reviewed that a variance was granted by the Town previously for this, and he noted concerns that complicate this. He reiterated that the Design Review Commission was going to table this item while it is being reviewed.

Motion: To **Table** the Rockland Trust submission to the next meeting. Motioned by P. Lopez. Seconded by C. Bethoney. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

2. Valvoline – 490 West Central Street – Replace 2 building signs and a double-sided pylon – from Jiffy Lube to Valvoline.

Mr. Bryan Michener of Sign Design said the pylon sign at the entrance to the building is not being modified; they are just doing the logo, so it does not change size. He said they are adding a parapet to the building, taking off the awning, and putting the 45 sq. ft. Valvoline logo wall sign on there. He said they will be replacing the existing cabinet face. He said they are also adding bay indicators.

Chair Williams said the bay indicators would be considered directional signs.

Ms. Bethoney questioned that since the business ownership is changing, should the Design Review Commission discuss they pylon as it is a different owner. Chair Williams discussed that previously they have allowed people to use the existing mounting system. He said he has concerns about the lollipop signs versus the two-legged signs. He said as it is a new owner, he can see where they would have to do a two-legged sign there. Mr. Lopez said it feels like it is too much of a hardship to have the new owner rip down an entire sign. Chair Williams said it clearly needs a coat of paint.

Mr. Michener said they had the sign and the post surveyed, and they will be painting the post when they install the sign.

Chair Williams said he is of the mind that it is there, and they are going to make it look better. Ms. Bethoney said that since the infrastructure is set in place, it does not make good sense to make them replace it. Chair Williams discussed that the building sign is 45 sq. ft., and they are not on a corner. He reviewed the locations of the proposed signs. He said they can do the sign facing the street, but not the sign on the side. Mr. Lopez confirmed the 45 sq. ft. sign works in the front of the building.

Mr. Michener asked what could be done if the applicant wanted to put two signs. Chair Williams said the only time an applicant is allowed to do two signs is if it is on a street corner facing two different streets.

Mr. Michener, in response to a question, said that on his end, he is not proposing any other signage. He said the lighting for the pylon is LED lights. He said Valvoline is producing their own signs. He said he is not sure if they are lighting the building sign, but he can find out. Chair Williams said the white part of the pylon sign will have to be opaque, so it does not shine bright white. Mr. Michener said he would let them know that; it would not be an issue.

Motion: To **Approve** the sign package as submitted with the stipulation that the side sign is eliminated, and the white face within the free-standing sign is opaqued. Motioned by C. Bethoney. Seconded by P. Lopez. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

3. Della Mane Salon – 357 Union Street – Replace awnings and street sign panels.

Mr. Cam Afonso of Signs by Cam, Inc. said this is the old La Cantina building which was sold to these new owners; this is a new salon. He said they are replacing the old awnings; they are using the existing frames and putting new skins on them. He said they also have a little free-standing sign in the front which will be getting two new faces. He said the applicant is not doing anything else.

Motion: To **Approve** the sign package as submitted. Motioned by C. Bethoney. Seconded by P. Lopez. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

4. Gem Skincare and Aesthetics – 51 West Central Street – One sign mounted on the front fascia as drawn.

Mr. Rocco Cavallaro of Cavallaro Signs was not present at the meeting.

Chair Williams suggested they can discuss this without the applicant present. Mr. Lopez asked about illumination. Chair Williams said he does not think the sign is illuminated. He said they can request the applicant return to the Design Review Commission if they are going to do any additional signs. Ms. Bethoney said it seems to meet the size requirements. Chair Williams noted that as this is not downtown, it cannot be illuminated.

Motion: To **Approve** the sign package as submitted with the stipulation that the sign is not internally illuminated. Motioned by P. Lopez. Seconded by C. Bethoney. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

GENERAL MATTERS

Approval of Minutes: December 12, 2023

Motion: To **Approve** the December 12, 2023 Meeting Minutes. Motioned by P. Lopez. Seconded by C. Bethoney. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

Old Business

None.

New Business

Ms. Bethoney questioned the approval of the Big Y's signs and asked about the illumination. She said those signs are extremely bright at night, and she does not know if they are adhering to the stipulations. Mr. Lopez said they are grandfathered, but he does not know if the brightness changed. Chair Williams said they could ask them to tone it down. He said the Design Review Commission is trying to avoid blinding lights. He said they can have Building Commissioner Gus Brown mention it to Big Y to tone it down. He said he does not know if there is a way to measure the brightness as compared to before the sign was replaced. He said he would mention it to Mr. Brown.

Ms. Bethoney asked if they were tabling the discussion on changes to the regulations. Chair Williams said nothing has moved on that front. He said he needs to speak with Director of Planning and Community Development Bryan Taberner as to where they are on that. He said he knows that there is a subcommittee that is trying to make this group have a little more influence. Ms. Bethoney said she does not want them to lose sight of regulation changes as there was much effort put into it.

Motion: To **Adjourn** by P. Lopez. Seconded by C. Bethoney. Roll Call Vote: Lopez-YES; Bethoney-YES; Williams-YES. Voted 3-0-0.

Meeting adjourned at 7:29 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary