

Town of Franklin



Design Review Commission

**Tuesday, November 2, 2021
Meeting Minutes,**

Chair James Bartro called the above-captioned meeting to order this date at 7:00 PM, as a remote access virtual Zoom meeting. Members in attendance: Chair James Bartro, Vice Chair Sam Williams, Gerald Wood, Mark Fitzgerald, Venkata Sompally. Members absent: Associate Chris Baryluk. 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. food beat – 340 East Central Street - Install front and back signs – LED channel letters.

Mr. Cam Afonso of Signs by Cam on behalf of the applicant addressed the Commission. He stated that he talked to Building Commissioner Gus Brown on this item. Mr. Afonso stated that the back of the building faces the street; the front of the building faces the parking lot. He stated that two signs are allowed: one for the front and one for the back with a maximum of 64 sq. ft. He noted the applicant is under the allowed square footage. He reviewed the proposed signs and stated that they will be LED channel letters mounted to a raceway; it is the same for the backside only a smaller version. He stated that the signs match with what Starbucks has. He confirmed this is a commercial business. Commission members discussed the signage and the lighting. Mr. Afonso confirmed the words food beat light up. He noted that this type of sign was used at Expressions at the Franklin Village Plaza.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES. Voted 4-0-0.

Mr. Sompally entered the meeting.

Mr. Afonso noted that a therapy business and a salon business will also be at this location. He will have to return to the Commission regarding the pylon.

2. AcuPUNKture – 205 East Central Street, #7 (Second Fl) – Two (2) business signs to be installed at placeholders.

Ms. Crystal Meyers, applicant, addressed the Commission. She explained where the signs would be located and the correct spelling of the name of her business. She stated that there was an acupuncture clinic and a whimsical wellness boutique; she explained the associated signage. She stated that each

sign was 57" x 18" and each would go into the existing placeholders. Chair Bartro confirmed there was no internal illumination. Ms. Meyers stated that the Bissanti signage currently on the door would be removed. Mr. Fitzgerald explained that there was a guideline for door signage; only 10 percent of the door can be covered. Chair Bartro stated that the guidelines are available on the website.

Motion: To **Approve** the sign package as submitted. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Fitzgerald-YES; Sompally-YES. Voted 5-0-0.

General Matters: Design Review Applicants

Mr. Fitzgerald confirmed that this would be one of his final meetings as he is moving out of town; he confirmed that he would submit a letter of resignation. Chair Bartro stated that he would confirm if there are any other openings on the Design Review Commission; he does not think so. Mr. Fitzgerald stated that the Commission can have five full members and two associate members. Chair Bartro stated that if that is the case, there will be room for one full member when Mr. Fitzgerald resigns, and one additional associate member. He stated that there are two applications in the meeting packet. Mr. Fitzgerald stated that in the past, the protocol for accepting a new Commission member was that the Town would first vet the applicant. Then, the applicant would be invited to a Commission meeting regarding their application and audit a meeting to discuss what the Commission does. The Commission would then make a recommendation to the Town Council; the administration takes it from there. Chair Bartro asked Ms. Kinhart about the process. Ms. Kinhart noted that the two applications in the meeting packet came from the administration. Commission members discussed the process for accepting new members. Chair Bartro stated that he would reach out to the two applicants, Mr. John Riordan and Mr. Sony Korah, and ask them to come to a meeting so the Commission members can meet them.

Approval of Meeting Minutes: October 5, 2021, and October 19, 2021

Chair Bartro stated that he would speak to Building Commissioner Gus Brown about the Starbucks pylon.

Motion: To **Approve** the October 5, 2021 Meeting Minutes as presented. Motioned by M. Fitzgerald. Seconded by S. Williams. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-YES; Fitzgerald-YES. Voted 5-0-0.

Motion: To **Approve** the October 19, 2021 Meeting Minutes as presented. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-ABSTAIN; Fitzgerald-YES. Voted 4-0-1.

DRC Discussion: Sign Tech Attachment 10 Addendum

Chair Bartro stated that this item is to discuss the Commission's continued path on updated sign guidelines for the bylaws. He stated that he has added information into the document that Mr. Fitzgerald started. He stated that he thinks the Commission should be talking about the outcomes they would like to encourage or avoid. As such, he thinks everything Mr. Fitzgerald entered was good; he stated that he just wants to make sure the bylaw addresses intent before they meet with Director of Planning and Community Development Bryan Taberner. Chair Bartro reviewed the document which was provided in the Commission's meeting packet. He noted that he added the words in blue that are on the document. Commission members reviewed and discussed the document. Commission members agreed that adding the intent is valuable. As listed on the document, Commission members reviewed LED displays, LCD/plasma display screens, individual letters, analog reader boards, blade signs, pylons/monuments, billboards, interactive windows touch displays, and LED whole window or digital window displays. They discussed bright lights, light spillage, individual letters, electrical installation, attachment method, sign size, white light emissions, overhanging signs, blade signs, brackets, sign weathering, landscaping at the base of monument signs, placement of pylons and monuments, amount of glazed surface that can have signage, signage for businesses in the same building, wall signs, and building size.

Chair Bartro read aloud the words he added to the document based on the discussion by Commission members. He stated that the language and outcome of this document is to have a discussion with Mr. Taberner. He stated that Commission members should review the Franklin Village Plaza structure regarding signage. He questioned what percentage of that structure is covered in signage. He requested Mr. Williams look at Franklin Village Plaza regarding these questions. He suggested the Commission could probably have a preliminary conversation with Mr. Taberner. He stated that through their discussions, they made tweaks to the existing bylaws. However, possibly, the only addition made is that they are looking at multi-use properties, single buildings with many tenants, and they are trying to come up with a golden ratio that is aesthetically pleasing and allows someone to have the appropriate directional and advertising signage, while not overcrowding a building.

He stated that he would send the updated version of the document to Ms. Kinhart to publish in the minutes. He asked if Mr. Taberner could be invited to the next meeting to review this with the Commission. Ms. Kinhart stated yes.

Motion to Adjourn by M. Fitzgerald. Seconded by G. Wood. Roll Call Vote: Bartro-YES; Williams-YES; Wood-YES; Sompally-ABSTAIN; Fitzgerald-YES. Voted 4-0-1.

Meeting adjourned at 8:16 PM.

Respectfully submitted,

Judith Lizardi
Recording Secretary