

Town of Franklin



Design Review Commission

**Tuesday, October 25, 2022  
Meeting Minutes**

Mr. Gerald Wood 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, Paul Lopez. Members absent: Cassandra Bethoney, 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. Box Seats Restaurant – 391 East Central Street - Replace signs in existing cabinets.**

Mr. Jim Quinn of Signs by Tomorrow, on behalf of Box Seats Restaurant, stated that at the last Commission meeting approval was granted for the submitted sign package except for the function hall as the Commission said that signage exceeded the square footage allowed to one unit, but if it were two units, it would be okay. He stated that he talked to his client and it was two units; unit 6 is rented as the function hall, and unit 5 is rented as the restaurant. Therefore, he has two separate units.

***Chair James Bartro entered the meeting.***

Chair Bartro stated that this falls into ambiguity as the bylaw calls out establishments, not businesses or properties; therefore, it is left to the Commission's discretion to determine what is an establishment. He stated that in this case, it is a replacement of a sign face. He stated that he thinks what would end up happening is that they would end up with an empty cabinet and that does not look good and is not good for the business.

Mr. Lopez stated that he thinks the business would not want an empty sign box so either them or the landlord would probably take it down. He stated that he understood what Chair Bartro was saying, so he is contemplating right now about this. Mr. Williams stated that he can see the argument that the main room is an establishment and the function room is an establishment. Chair Bartro noted that this is a reface and not a new sign. He stated that the landlord would not have a vested interest in taking the sign case down. He stated that he is leaning toward replacement of the sign in the sign box.

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

Chair Bartro stated that this is reflecting on the approval from last week. He stated that when that signage was approved, the Commission talked about the opaque background on the white. He stated that he wants to make sure the opaque is on the two of these approved signs also. Mr. Quinn stated yes.

**2. Pour Richards Wine & Spirits – 835 West Central Street - Sign above entry – 2 road panels.**

Mr. Rocco Cavallaro of Cavallaro Signs, Inc. addressed the Commission. He stated that the signs are precisely the same shape and color as the others in the plaza. He stated that he does not believe there is any external illumination of the sign. He confirmed that the sign going into the panel is not illuminated.

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

**3. DELL Technologies – 111 Constitution Blvd - Replace existing internally illuminated sign with non-illuminated letters.**

Mr. Joseph Buchholz of Buchholz Signs Since 1899 addressed the Commission. He stated that originally, they wanted to replace the existing illuminated letters with illuminated letters, but they have changed it to non-illuminated. He stated that it is the same sign just with non-illuminated letters on the wall. He stated that they are updating the sign to DELL Technologies which is their new logo look. He stated that the total is 20 sq. ft. Mr. Lopez stated that it was about 56 sq. ft. if it were measured as a box which is how he thinks it should be measured. Chair Bartro stated that as part of a review of the bylaw, the Commission is examining just that regarding the interpretation of measurement. He stated that the mounting method was included in the submitted packet. He stated that the directional signs on the docks that are being replaced, such as dock 1, do not need to come to the Commission. He confirmed that directional signs do not need to come to the Commission as long as they are not branded and marketing. He stated that directionals on the roadway would be worthwhile for the Commission to review; signs on the docks are not something the Commission would spend time on.

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

**Approval of Minutes**

None.

**General Matters – New Business**

None.

**General Matters - Old Business - Town of York Zoning Ordinance**

Chair Bartro reviewed that at the last Commission meeting they spent time going through an example of comprehensive sign guidelines from York, Maine. He stated that they were marking up items that this Commission finds useful if they were to be implemented in Franklin's bylaw. He stated that Commission members were supposed to continue to look at the guidelines and return to future Commission meeting for discussion. He stated that they are going to have to get into what is a permissible size for various sign types, materials, and lighting; this is the level of detail we need to get into at this point. He stated that for instance, if the Commission were to change the way channel letters are interpreted, such as just drawing a rectangle around it and measuring length times width for the square footage, we would need to look at the sizes and add square footage to the current guidelines for large buildings. He stated that before they go through every sign type, they should do a mark up of their discussion from the last meeting which he will do, send that to Ms. Kinhart who will send it out to all members to be discussed at an open meeting, and then they should bring some of the folks who will be weighing in on this such as legal counsel and planning into an open meeting and discuss that with them and get their feedback. Mr. Wood agreed this would be a good way

forward. Chair Bartro discussed that the York, Maine, guidelines did not explicitly call out what constitutes an establishment. He stated that he thinks that is something that needs clarity. He stated that should be reviewed in a meeting to make sure it captures the will of this Commission; then at the following meeting, they get some folks from the Town administration. He stated that this will be a bylaw change. Mr. Lopez stated that sounds like it makes sense.

**Motion to Adjourn** by G. Wood. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bartro-YES. Voted 4-0-0.

Meeting adjourned at 7:24 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary