

Town of Franklin



Design Review Commission

**Tuesday, December 20, 2022  
Meeting Minutes**

Vice 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: Vice Chair Sam Williams, Gerald Wood, Paul Lopez, Cassandra Bethoney. Members absent: Chair James Bartro, 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. Apricot Lane Boutique – 342 East Central Street – Install sign faces.**

Mr. Cam Afonso of Signs by Cam, Inc. stated that they were before the Commission with the new sign; the colors are the corporate colors of pink and black. He stated that it is a lit panel; it is a replacement of what they had before.

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

**2. Skin Savvy Aesthetics – 9 Summer Street – Install new signs.**

Mr. Cam Afonso of Signs by Cam, Inc. reviewed that this is for an existing tenant sign and existing pylon sign replacement with the exact type of signage that was there. He confirmed the sign is 2' x 8'. Vice Chair Williams stated that the smaller sign is meant more as a directional sign and is indicating parking for those establishments. Mr. Afonso stated that there is no lighting in the free-standing sign.

**Motion:** To **Approve** the sign package as submitted with a note that the dimensions for the building face sign are 2' x 8'. Motioned by C. Bethoney. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

**3. Dell Technologies – 50 Constitution Boulevard – Replace existing building signs (2 sets) and 1 monument sign.**

Mr. Joseph Buchholz of Buchholz Signs Since 1899 and Mr. Paul Fitzgerald, Project Manager Dell, addressed the Commission. Mr. Fitzgerald stated that Tab Kadlic, Dell Facilities Rep., was also attending the meeting. Mr. Buchholz stated that they are replacing an existing ground sign; the new

one is not quite as wide but basically the same size. On the building, they are proposing to update with channel letters with the new logo. He stated that the monument sign is not illuminated and the building letters are face illuminated. He confirmed that there is only one monument sign on the site. Vice Chair Williams stated that the monument sign seemed okay. He confirmed that they are allowed 60 sq. ft. Ms. Bethoney stated that the second-floor signage is technically not permitted; however, it is an existing sign that is a replacement so they can be lenient that it is an existing condition. Mr. Lopez stated that it is 42' x 5' and they are permitted 60 sq. ft.; the current signage is 48 sq. ft. Vice Chair Williams stated that the issue of a corner can be debated based on Constitution Boulevard; it is a giant building in an industrial park. He stated that he is okay with the sign on both sides; however, he thinks it is larger than it should be. Mr. Fitzgerald stated that the previous sign was Dell, and the new sign is Dell Technologies; they tripled their letters. He stated that they want the sign to be viewable and stand out. Mr. Lopez stated that there are bylaws approved by the Town Council that set sign standards that the Commission is here to enforce. He stated that at some point it becomes an advertisement rather than an identifier as to what is in the building. He stated that he thinks that at 400 sq. ft. they are in the advertising territory. Mr. Fitzgerald stated there is 700,000 sq. ft. of manufacturing space; he is considering the size of the building. Vice Chair Williams suggested putting the word Technologies under the word Dell. Mr. Fitzgerald stated he does not think that would be a Dell preference to understate the technologies. He asked if a waiver is needed. Vice Chair Williams stated that the applicant can shrink the signs so they are both 45 sq. ft. which would equal 90 sq. ft. total. He noted that 60 sq. ft. is allowed; however, this building is considered a corner, so they have two front faces which is allowed 90 sq. ft. in total. Or, the applicant can seek a variance from the Zoning Board of Appeals. He suggested that the Commission can table this item and the applicant can return with smaller proposed signage, or the Commission can deny it, and the applicant can go to the ZBA for a variance. Mr. Buchholz discussed that smaller signage on such a large building would not look correct. Mr. Fitzgerald asked the Commission to look at the rendering and the scale of the sign on such a large building. Ms. Bethoney stated that she does not think it is an equal exchange on the signage. Mr. Fitzgerald stated that they will have to look at it; he stated that this should be tabled, and they will return to the Commission with a rendering.

**Motion:** To **Table** this item. Motioned by C. Bethoney. Seconded by G. Wood. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

#### **4. Dunkin Donuts - 541 West Central Street – Multiple signage.**

Mr. Sean Donovan of Viewpoint Sign and Awning addressed the Commission. He reviewed the sign package as revised. He stated that the total is now 44.2 sq. ft.; the goal was to get under 48 sq. ft.

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

#### **Approval of Minutes**

None.

#### **General Matters – New Business**

None.

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None.

**Motion:** To **Adjourn** by G. Wood. Seconded by P. Lopez. Roll Call Vote: Williams-YES; Wood-YES; Lopez-YES; Bethoney-YES. Voted 4-0-0.

Meeting adjourned at 7:28 PM.

Respectfully submitted,

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Judith Lizardi  
Recording Secretary