Town of Franklin



Design Review Commission

Tuesday, May 24, 2022  
Meeting Minutes

##### Vice Chair Sam Williams called the above-captioned meeting to order this date at 7:02 PM, as a remote access virtual Zoom meeting. Members in attendance: Vice Chair Sam Williams, Gerald Wood, Venkata Sompally. 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. **UPS – 206 Grove Street –** Illuminated S/F shield flush mount, non-illuminated “Customer Center”

letters, non-illuminated aluminum plaque, Customer Center parking signs, and double side illuminated directional sign.

Mr. Andrew Serrato of Serrato Signs LLC addressed the Commission. He reviewed the submitted sign package. As shown on a provided diagram, he discussed the locations of nine (9) signs. Vice Chair Williams stated that this is not an either-or situation. If the applicant has the two signs facing the street corner, they are allowed 90 sq. ft. total divided into the two signs; therefore, each sign would be 45 sq. ft. He stated that the Customer Center sign would make the applicant over the square footage. He stated that sometimes the way the Commission interprets things like this is that the Customer Center sign is considered directional signage which the Commission allows as a separate item and does not count towards the square footage. Mr. Serrato stated that sign 1 is 53.8 sq. ft. and sign 2 is 24.1 sq. ft. which totals less than 90 sq. ft. Vice Chair Williams explained how the 90 sq. ft. total sign allowance is distributed. Mr. Serrato stated that he would go back to his client to see what they would like to do. Vice Chair Williams discussed directional signage and that the Customer Center sign could be considered directional. Mr. Serrato confirmed that he should reduce the 53.8 sq. ft. sign to 45 sq. ft. and that the Customer Center sign would be considered directional by the Commission. Vice Chair Williams stated yes. Mr. Serrato reviewed the plaque proposed to the left of the door. Vice Chair Williams stated that this is adding to the sign square footage. He stated that typically, businesses put a vinyl graphic on the door which is allowed. Or, since the plaque sign is 3 sq. ft., the applicant could make the other signs up to 87 sq. ft.; however, that would make for three signs and only two are allowed. Mr. Serrato stated that it would be best if they went with the vinyl lettering on the door as it is allowed. Vice Chair Williams stated that would be his suggestion. He stated that the parking signs are considered directional signs. He stated that typically, the Commission asks that there is no business logo on the directional signs. Mr. Serrato stated that the signs for the street are illuminated at the top. Vice Chair Williams stated that the best course of action will be for the Commission to table this item and ask the applicant to return to the Commission with an updated package with the items discussed. Mr. Serrato reviewed the requirements and confirmed that parking signs have no logo, 90 sq. ft. total for the two signs, Customer Center considered okay as it is directional, no plaque on side of door-vinyl only, and pylon ground signs are okay. Vice Chair Williams reviewed that the setback for the ground signs is based on the right of way.

**Motion:** To **Table** the sign package submission until the requested changes are provided. Motioned by S. Williams. Seconded by G. Wood. Roll Call Vote: Williams-YES; Wood-YES; Sompally-YES. Voted 3-0-0.

**Approval of Minutes: May 10, 2022**

**Motion:** To **Approve** the May 10, 2022 Meeting Minutes as presented. Motioned by G. Wood. Seconded by S. Williams. Roll Call Vote: Williams-YES; Wood-YES; Sompally-ABSTAIN. Voted 2-0-1.

**General Matters - Old Business**

Vice Chair Williams stated that at the previous meeting the Commission began talking about different signs throughout town that are problematic for various reasons such as that they were not approved by the Commission. He stated that the sign at the corner of Union Street and King Street that used to be for the Boston Sports Club was bought to his attention; the business is no longer there and the sign looks decrepit. He stated that the business may have kept the pylon there in hopes to use it if a new business went in there. However, it has been about four years. It is considered an abandon sign at this point and should be removed. He stated that would need to go through Building Commissioner Gus Brown. He will alert Chair Bartro regarding this sign. He stated that at the previous meeting, he noted that he was going to look at the bylaws of other towns to see if the Commission could come up with some more specific items regarding New England character and feel. He stated that he found a few useful items. He noted that York, ME, had clear definitions of all of the different sign types. As well, he noted that the town provided diagrams on how to measure signs to make sure they are the correct size. He stated that Sharon, MA, has eight guidelines for signs and if an applicant meets five of those guidelines, leeway is given regarding the size of the sign. He stated that the items he just discussed may be interesting/helpful to the Commission and applicants. He stated that he is going to put some things in writing for the Commission. Mr. Wood stated that he agrees with the York, ME, sign dimensions guideline on how to interpret measurements.

**General Matters - New Business**

None.

**Motion** to **Adjourn** by G. Wood. Seconded by V. Sompally. Roll Call Vote: Williams-YES; Wood-YES; Sompally-YES. Voted 3-0-0.

Meeting adjourned at 7:26 PM.

Respectfully submitted,

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Judith Lizardi

Recording Secretary