

## Town of Franklin



Design Review Commission  
Tuesday, November 17, 2020  
Meeting Minutes

Chair Fitzgerald called the above-captioned meeting to order this date at 7:00 PM, **as a Remote Access Virtual Zoom Meeting**. Members in attendance: Chair Mark Fitzgerald, Vice Chair Chris Baryluk, Sam Williams, Gerald Wood, Associate Venkata Sompally. Members absent: James Bartro Also present: Maxine Kinhart, Assistant to the Director of Planning & Community Development.

As stated on the agenda, due to the growing 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.

1. **S&L Therapy – 524 West Central Street** - Replace graphics on existing wall mount light box and free-standing directory

Representatives for S&L Therapy addressed the Commission. Chair Fitzgerald stated that the applicant had two rather different signs for the same company. Ms. Ann Durso of Express Sign & Graphics, Inc., asked Chris if one was pediatric and one was adult. Chris said no, it is just how we designed it; it mirrors our business cards. For the sign on the building, we use the half circle as on our business cards. Chair Fitzgerald asked why there is a different sign on the pylon. Chris said the pylon does not have enough height to duplicate the half circle. On the mailings they use all orange; on the business cards they use the half circle with white and orange. He said both are used in their marketing materials; it was not intended to look like two different companies. Ms. Durso said the white, as it is so far off the road, helps to be able to read the speech therapy wording from the street. She stated the sign will have a bright white background. Chair Fitzgerald recommended shielding the white background and offered to show many examples from locations in the area. Ms. Durso reviewed the sign material and stated it is a full digital print. Chair Fitzgerald stated that when the lights are put on behind it, the white part is going to be very white. He stated they try to avoid those in Franklin; they throw a lot of light pollution. He requested the applicant try to minimize the amount of white. Ms. Durso asked Chris if he was opposed to making the background orange with white letters. She discussed that changing it to an orange background with white lettering would make it less readable during the day and harder to find the business during the day.

Chair Fitzgerald asked if they can tone the white down and put some gray or something behind it. Ms. Durso asked Chris if he was opposed to putting some type of gradient or background in there. Chris said, “am I being told that if I don’t that this is going to be rejected?” Chair Fitzgerald said yes because it is going to shine and there are some drive-ins right across and coming out onto Rt. 140 is a hail Mary as it is. Chris said are you talking about the gas station. Chair Fitzgerald said he is not exactly sure what is directly across. He said we don’t typically allow bright white signs in Town. Chris said, “Look, Mark, if you have a personal issue with the pediatrics speech therapy that is minority owned that works with children.” Chair Fitzgerald said, “No, oh boy, no.” Chris said “I get it, I get it, you don’t want us in your Town.” Chair Fitzgerald said “I am going to move this to the Town Counsel. So, there has been an

accusation leveled. Maxine, could you please note that in the minutes, and I will table the submission and if you would like to take it to the Planning Commission and the Town Counsel.” Chris said, “well, I mean Mark, you don’t want.” Chair Fitzgerald said, “no, no, no. I am ending the meeting. There has been an accusation of criminal behavior leveled. This has to go in the meeting minutes and it will be brought up to the proper authorities and we will review the meeting minutes and the recording to see if there was racial derogatory remarks made and there were not and there will be discussion of this later. End of the meeting. Maxine, can you please remove the applicant from the meeting. I will not be accused of that. I don’t even know who the owner is.”

Ms. Durso said, “Ok, well I guess we will have to continue this, Chris.” She said, “As far as I am concerned from a graphic perspective, I see your point, but I mean honestly, there are probably 10 million signs with white backgrounds and I don’t see. If you have something in the bylaws that states it has to be a dark background with light letters then I could see that point. But, if there is nothing that specifically states that it has to be a dark background with light letters, I mean that really has to be up to the particular business.” Chair Fitzgerald said, “we ask them to shield it so it does not issue light pollution. The light from that sign will spill onto 140; we do not allow light spillage from signs.” Ms. Durso said, “okay, something in your bylaws says you are not allowed to have light spillage.” Chair Fitzgerald said, “correct.” Ms. Durso said, “is there a specific something that says like what percentage of lumens is allowed to be shown.” Chair Fitzgerald said, “I am not sure if it is lumens, all it is is that when we do.” Ms. Durso said it is up to you to decide whether you like it or you don’t. Mr. Baryluk said what is the big deal with just shielding that white section. Ms. Durso said I don’t know what his big deal is, obviously it is something. Chair Fitzgerald said all we are asking is don’t put out a bunch of light pollution. Ms. Durso said, “okay, let me ask you this then, if I tell Chris that we need to dim that down and put maybe a light yellow or something behind it, is that satisfactory for the Design Committee.” Chair Fitzgerald said, “yes, just don’t make it those bright white.” Ms. Durso said, “so what do we need to do; do I need to resubmit this to you and go to another meeting.” Chair Fitzgerald said, “I don’t know where it is going to go because I won’t entertain a submission. I cannot be a part of the submission from this entity again because an accusation has been leveled.”

Mr. Baryluk asked was he the sign contractor or the owner. Ms. Durso said, “he is the owner of the business, I am the sign contractor. So, I guess you tell me what my next steps are because I obviously have to take care of my client on my end. If you are telling me I can just submit this to you with a different color combination and you will accept it and we do not have to attend another meeting, I will do that tomorrow.” Mr. Baryluk said, “I think you are not listening. I think the white section just need to be shielded. Why is that so difficult to understand.” Chair Fitzgerald said, “and why is it so controversial.” Ms. Durso said it is not difficult for me to understand, clearly the client did not understand it. He is not a graphics person, he is a business owner. Chair Fitzgerald said all we asked him to do is tone down the bright white, and that was it. Ms. Durso said, if that was the case, Mark, can I resubmit the artwork to Maxine tomorrow with different color combination and that will be accepted. Chair Fitzgerald said, “I will say yes. I imagine it is going to go to another department like I said or I will recuse myself from the next submission.” Ms. Durso said, so you are saying I have to resubmit it, and I have to come to another Zoom meeting. Chair Fitzgerald said yes. Ms. Durso said okay. That is all I am trying to clarify is what is our next step. Chair Fitzgerald said unless the Planning Board or another Town entity steps in and decides otherwise. We are an adjunct to the Planning Board. Ms. Durso said, “so if Chris opts to bring it directly to the Planning Board, it can slip by you guys and go to the Planning Board.” Chair Fitzgerald said absolutely. Ms. Durso said, all right, I will let him know that. So, I see your point with the white, but you have to understand also this is a full digital print. It is not a like I am cutting the white area out. It is already white vinyl on top. Chair Fitzgerald said you won’t see the bulbs, agreed.

Ms. Durso asked have you seen a full color print lit up at night how dull they are. They are totally different than if you take a cut vinyl and light it up at night. She explained how they look different. Chair

Fitzgerald said that is what we were asking. What is this going to look like at night? Can you add a rendering; could you show me a picture because I am not a sign person. If you could show me what it is going to look like at night and as long as it is not going to spill light out onto Route 140, we will be good. Ms. Durso explained the detail of the sign. She said she will see if she can find a picture of one lit at night so you can see the difference. Chair Fitzgerald said sure. Something so that light doesn't spill out onto Route 140. Ms. Durso said okay and it is probably about 100 ft. back from the road. Chair Fitzgerald said there are some pretty bright signs in Town that are pretty far back from the road and they still throw a lot of waste light. That is all we are trying to prevent. Ms. Durso said alright, let me talk to him; and, Maxine, I will resubmit something to you tomorrow.

2. **Imperial Dade – 300 Financial Park Drive** - Install channel letters – LED internal illumination, 8' low voltage whips, 1/8" Alupanel backers, 040 x 3" aluminum returns. 3/16" acrylic face with graphics

Ms. Kinhart stated that she is not sure that a representative for Imperial Dade is present at the meeting. She stated that she put this item on the agenda as a place keeper as she had not heard from the applicant. Commission members discussed the size of the proposed signage.

3. **Emma's Quilt Cupboard & Sewing Center – 319 East Central Street**- Install new wall sign, internally illuminated, face-lit channel letters

Mr. Jeff Kwass of Viewpoint Sign & Awning addressed the Commission. He confirmed this would be in the Shaw's Plaza. He said it is basically like a channel letter but more of a cloud sign built like a channel letter. He stated that because of the logo being blue, we struggled with how to get it to light well. He said there would be white highlights around it to get the blue to pop a little. The background is opaque; at night the background will disappear. Mr. Williams asked if the applicant was putting a sign in the pylon in the front of the plaza. Mr. Kwass said they have a little panel on the pylon which will have a blue background. Chair Fitzgerald said that was not in the sign package. Mr. Kwass said he will email it over tomorrow.

**Motion:** To **Approve** the sign package as submitted. Motioned by C. Baryluk. Seconded by S. Williams. Voted 5-0-0.

**General Matters:** Chair Fitzgerald stated that he still has not heard from either Bryan or Gus about the Liquor World sign. He stated that he also asked Bryan and Gus about the Imperial Dade property, as well, and he has not heard back from them. He will call Gus directly tomorrow.

**Meeting Minutes:** None.

**Motion to Adjourn** by S. Williams. Seconded by C. Baryluk. Voted 5-0-0. Meeting adjourned at 7:27 PM. Respectfully submitted,

*Judith Lizardi*

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Judith Lizardi  
Recording Secretary