



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: December 18, 2025

Re: **Item No. 5 – Docket No. PF-1937475-BAR**
Dunkin & Baskin Robbins - Signs
Sign

Request approval of new signs for Dunkin & Baskin Robbins, located at 411 Maple Ave E., Docket No. PF-1937475-BAR, in the AE, Avenue East zoning district; filed by Rick Flather, Developing Solutions, Project Contact.

Dunkin and Baskin Robbins (BR) will be taking over the existing Wendy's location. The applicant is proposing five new wall signs for the building, an update to the pylon sign and two new directional signs. The sign information is as follows:

Front Wall Signs –

- 32.29 square foot raceway mounted channel letter sign with the text “DUNKIN” in Orange (Hex color EF6A00) and the apostrophe in Pink (Hex color C63663). The lighting levels are 3500 Kelvins and 135 lumens.
- 20.33 square foot raceway mounted channel letter sign with the BR logo to the left of the two lines of text stating “BASKIN ROBBINS”. The sign colors are Pink (Pantone 212C) and Brown (Pantone 4975C). The lighting levels are 3500 Kelvins and 135 lumens
- 7.37 square foot wall mounted sign with the text “DRIVE THRU” in Pink (Hex color C63663). The lighting levels are 3500 Kelvins and 135 lumens.

East and West Wall Signs –

- East: 15.45 square foot non-illuminated channel letter sign with the text “VIENNA DUNKIN” on two lines with the Dunkin running logo. The pin mounted sign will be in the Dunkin colors - Orange (Hex color EF6A00) and Pink (Hex color C63663).
- West: 17.92 square foot non-illuminated pin mounted Dunkin coffee cup logo sign in the Dunkin colors - Orange (Hex color EF6A00) and Pink (Hex color C63663).

Applicants must attend the meeting and represent their application.
Failure to appear may result in the deferral of the item or amendments to the design.
Failure to appear will not relieve any pending violations.

Pylon and Secondary (Directional) Signs -

- The existing pylon sign will be refaced only with a White background and the following text and colors -
 - “DUNKIN” in Orange (Hex color EF6A00) and the apostrophe in Pink (Hex color C63663).
 - “BR” and “BASKIN ROBBINS” in Pink (Pantone 212C) and Brown (Pantone 4975C).
 - “DRIVE THRU” letters cut out of Pink (Hex color C63663) vinyl.
- Two new 5-foot-high directional signs with the sign bars in Orange (Hex color EF6A00)
 - The first sign in White showing the text “DRIVE THRU” in Pink (Hex color C63663) on both sides of the sign.
 - The second sign in White showing the text “DO NOT ENTER” in Pink (Hex color C63663) on one side of the sign and “SEE YOU SOON” in Pink (Hex color C63663) on the other side of the sign.

Attachments: 01 - Staff Report
 02 - Application and Authorization
 03 - Site Plan
 04 - Color Renderings
 05 - Front Wall, East, & West Signs
 06 - Pylon & Secondary Signs
 07 - Existing Site Photos
 08 - Relevant Code Section

Recommended motion:

I move to (approve/defer/deny) the application requesting new signs for Dunkin & Baskin Robbins, located at 411 Maple Ave E., Docket No. PF-1937475-BAR, in the AE, Avenue East zoning district; filed by Rick Flather, Developing Solutions, Project Contact. (as submitted / with the following conditions....)

Process

Per Town Code Chapter 4, all land areas zoned other than single-family detached residential are architectural control districts. Any lot, parcel or area of land within any area zoned for single-family detached residences, which is used for other than single-family detached residences, or which is the subject of an application for a use permit or building permit involving any such other use, is also designated an architectural control district.

No structure, building, sign or other improvements or other major landscape features surrounding such building, structure, sign or improvement located on any land within any architectural control district shall be erected, reconstructed, altered or restored until the plans for such shall have been approved by the Board of Architectural Review.