



Memorandum

To: Board of Architectural Review

From: Sharmaine Abaied, Planner

Meeting Date: August 21, 2025

Re: **Item No. 06 -Docket No. PF-1808237-BAR
303 Maple Ave W - SmileWorx
Sign**

Request approval of a new sign for SmileWorx, located at 303 Maple Ave W, Docket No. PF-1808237-BAR, in the AW, Avenue West zoning district, filed by Chris Spivak, SmileWorx, project contact.

The applicant is proposing an illuminated building mounted channel letter sign. The stainless-steel channel letters and edges will be painted black with a satin finish. The letters will read "SmileWORX" on the first line and "DENTAL AESTHETICS" on the second line. The letters will be mounted to the façade with 1/8-inch stainless steel thread pin and will be illuminated at 3000 Kelvins and 95 lumens

Attachments: 01 – Staff Report
02 – Application and Authorization
03 – Sign Rendering
04 – Lighting
05 – Photos
06 – Relevant Code Sections

Recommended motion:

I move to (approve/ defer/ deny) a new sign for SmileWorx, located at 303 Maple Ave W, Docket No. PF-1808237-BAR, in the AW, Avenue West zoning district, filed by Chris Spivak, SmileWorx, 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

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.

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.