



Memorandum

To: Board of Architectural Review

From: Andrea West, Planner
Mike D'Orazio, Deputy Director

Meeting Date: May 16, 2019

Re: **Item No. 2 - CONTINUED BUSINESS - Docket No. 15-19-BAR**
Dr. Goldberg & Associates - 360 Maple Ave W, Unit F

Item No. 2 - CONTINUED BUSINESS - Request for approval of a new wall sign for Dr. Goldberg & Associates located at 360 Maple Ave W, Unit F, Docket No. 15-19-BAR, in the C-1 Local Commercial zoning district; filed by Dr. Noel Goldberg, business owner.

The applicant is requesting approval of a new wall sign; the wall sign is white vinyl cut letter mounted to a 2" deep aluminum box in "Mansard Brown." The sign is 24 square feet; the leased area has approximately 40' of frontage. The wall sign meets the requirements of the Town Code.

The item has been before the Board two times before:

- In March 2019, the applicant did not appear, and with questions about the logo on the sign, the Board deferred the item;
- In April 2019, a representative attended to speak on the item, however, they were not able to provide any concessions to the Board's concerns about the location and visibility of the logos on the wall sign. The freestanding sign was approved without the logo, option 2.

The applicant has presented three new options with different variations on the sign layout. In addition, the applicant has provided some background on the logo design and the company branding.

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Applicants should 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.

This staff report is not an approval, or building permit. Board approval is not a building permit.