

Present: Frank Riepe (Chairman), Tris Windle, Linda Wade, Dan Martin  
Absent: Deborah Kruskal

***Sign Application: Tuesday Morning, 421 Boston Post Road***

Represented by Jeffrey Kwass of Viewpoint Sign and Awning  
The application is for a simple sign in the existing frame and was unanimously approved as submitted.

***Sign Application: Emerson Medical, 490 Boston Post Road***

Representing the applicant was Bonnie Goldsmith. The application is for two banners to be rotated three times a year and mounted to the right and left of the entry. They are proposed to be each 3.5' by 18.5'. The bylaw allows for 15 square foot banners only. The Board opines that due to the size and isolation of the property, an appeal for a larger size is warranted and unanimously agrees to recommend approval of the following by the Board of Appeals:

- Two vertical banners 3' wide and the height being the distance between the projecting steel plates on the front of the building, approximately 12'. The representative is instructed to consult with the building architect as to the purpose of the metal plates and if they are intended to be supports for decorations such as this. The applicant is to have revised artwork and installation details prepared for the Board of Appeals.

***Sign Application: Masters Art Group, 15 Concord Road***

Represented by owner Sharon Hoffman. The application is for a 3' x 9' wall-mounted sign. The Board advised the applicant that the sign dimensions are not coordinated with the building renovation and the signage design program approved at the last meeting. Further, the Board advises that the design is unacceptable because it gives primacy to the slogan "Sophisticated Original Art" and not the business name "Masters Art Group". The typeface is generic, the design is not artistic and the colors of the logo do not read well on a sign. The applicant will consult with Bob Dion, the building architect, and redesign the sign for a continuance at the next meeting of the Board.

***Miscellaneous***

The minutes of 9-13-06 were approved.