

Old King's Highway Regional Historic District Commission
 First District Courthouse, Barnstable, Mass. 02630 Telephone: 617-362-4092

DENNIS BAY CORPORATION,)
) Appellant)
) VS.)
 TOWN OF DENNIS HISTORIC)
 DISTRICT COMMITTEE)
) Appellee)

DECISION ON APPEAL TO
 THE ABOVE COMMISSION

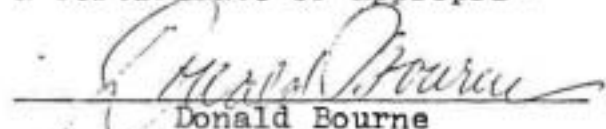
No. 78-6

A hearing was held on August 1, 1978 by the above Commission upon the appeal by Dennis Bay Corporation from the denial by the Town of Dennis Historic District Committee of a certificate of appropriateness for the maintenance of an existing sign on the gable end of the shopping plaza building at # 1586-1604 Main Street, East Dennis. Present were commission members Bourne, chairman, of Sandwich, MacSwan, of Barnstable, Bonner, of Brewster, and Marsh, of Dennis. Appellant was represented by Nicholas J. Mazzone, Esq.

It appeared from the evidence and a viewing of the premises that the sign was painted on the gable end of the shopping plaza building, black lettering on a white background, containing the words " Players Shopping Plaza - East Dennis " together with a conventional representation of the traditional comedy and tragedy masks of drama, symmetrically arranged. The sign had existed in its present form as a logo for the shopping plaza since 1964 and similar signs on earlier buildings on the same site had existed for many years before 1964. A free standing sign for the shopping plaza had existed for some years and had been approved by the town committee in January 1978. At that time an application for approval of the gable end sign had failed of approval by a two to two vote. The committee had denied approval on the present application on the ground that approval would result in a " proliferation of signs."

The Commission was of the opinion that the sign was restrained and appropriate in design and through long usage was a legitimate means, as a logo, for identifying the shopping plaza and its constituent stores. It therefore unanimously voted, Mr. Marsh abstaining, to reverse the decision of the Dennis committee, and to issue this decision as and for a certificate of appropriateness.

August 2, 1978


 Donald Bourne
 Commission Chairman