



BOARD OF APPEAL

RICHARD O. ALDRICH
 DANA T. LOWELL
 F. LESTER FRASER

KATHARINE E. TOY, CLERK
 TELEPHONE
 235-1664

Petition of West Buick, Inc.

Pursuant to due notice the Board of Appeal held a public hearing in the hearing room on the second floor of the Town Hall at 8:35 p.m. on December 14, 1966, on the petition of West Buick, Inc., requesting a special permit under the provisions of Section XXIIA, Part E, of the Zoning By-law which will allow the applicant to erect a roof sign on the lower level of the building at 216 Worcester Street. Said sign would not comply with the requirements of Section XXIIA, Part C, Subpart 3 a, 1, (b) of the Zoning By-law which prohibits roof signs.

On November 28, 1966, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

James G. Strathern, owner of West Buick, Inc., spoke in support of the request.

The Planning Board opposed the request in its report.

Statement of Facts

The property involved is located within a Business District. It is the desire of the petitioner to erect a sign on the roof of the show-room portion of its building. The petitioner recently took over the Buick agency and feels that it is imperative that he have some identification for the traffic going west on Route 9. Because of the location of the building in relation to the bridge at Cedar Street, it is said to be virtually impossible to see the existing sign. It is contended that only a sign on the roof of the building will be of any value and preferably it should be on the roof of the main part of the building which is a story higher than the show-room. The situation has been studied by the petitioner and the sign company representative, and they have concluded that the proposed location is the only practical place for it. It is proposed to erect a sign twelve feet in height and sixteen feet in width with the wording, "West Buick," in illuminated red letters.

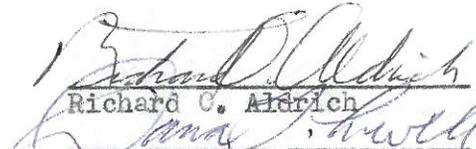
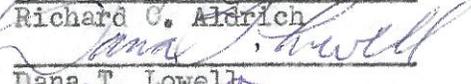
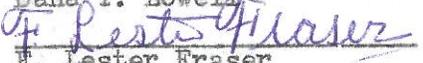
Decision

Section XXIIA, Part C, Subpart 3 a, 1. (b) of the Zoning By-law prohibits the erection of roof signs. This Board, however, may grant a special permit for a sign not complying with the provisions of Part C, if it determines that the particular sign will be in harmony with the general purpose and intent of this section, and will not be injurious to the neighborhood in which such sign or signs are to be located nor to traffic and safety conditions therein, nor otherwise detrimental to the public safety and welfare.

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The Board has studied this request carefully and has viewed the locus. It feels that if there is a need for an identification sign, such a sign can be erected on the building in conformity with the By-law which will adequately identify the petitioner's name and address. Moreover, the Board is of the opinion that granting the requested permission would derogate from the general purpose and intent of Section XXIIA of the Zoning By-law which prohibits roof signs.

Accordingly, the petition is denied.


Richard C. Aldrich

Dana T. Lowell

F. Lester Fraser

Filed with Town Clerk _____

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