



BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK
 TELEPHONE
 235-1664

Petition of Heathkit Electronic Center

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 8:20 p.m. on November 7, 1968, on the petition of Heathkit Electronic Center, requesting a special permit under the provisions of Section XXIII, Part C, Subpart 3. a. 7. and Part E. of the Zoning By-law which would allow the applicant to erect a standing sign at 165 Worcester Street on premises owned by McNeil Realty Trust.

On October 21, 1968, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Robert E. Carson, Vice president of Schlumberger Products Corporation, represented the petitioner at the hearing.

Donald S. McNeil, 23 Wedgwood Road, representing the owner of the premises, spoke in favor of the request.

Statement of Facts

The property involved is located within a Business District. The petitioner seeks permission to erect a standing sign with two panels, (1) 4' x 16' with the word, "Heathkit" in white letters on a red background, and (2) 4' x 10' with the words, "Electronic Center" in black letters on a white background. Both panels will be plastic, internally lighted and mounted on a steel pole 30' in height, with a gold shaft also mounted on the pole. It is proposed to locate the sign 25' back from Worcester Street and 85' from the easterly boundary line.

The petitioner plans to move into the building now under construction on the premises and desires a sign for identification. It was pointed out that the Center will serve the Boston area and customers will be coming from as far as fifty miles. Some may not be completely familiar with the area, therefore, the petitioner expressed concern that they be able easily to locate the Center. The proposed sign would be easily recognizable as it is the Heathkit trademark and would give quick identification to the Center.

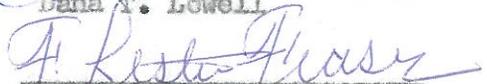
Decision

The Board has made a careful study of the facts submitted and has taken a view of the locus. There is presently a large standing sign on the premises identifying only the A & P Store which is located in the same business development in close proximity to the proposed sign. It is the opinion of this Board that to allow another large standing sign within a short distance, would be inconsistent with the purpose and intent of the Zoning By-law covering Signs and Advertising Devices. Rather it feels that if petitioner desires this type of identification some arrangement should be made so that its sign may be displayed on the large existing structure which presently carries only the sign identifying the A. & P. Store.

While the Board feels that the petitioner needs some identification, it feels that the proposed standing sign in the location desired is not essential for reasonable identification of petitioner's business; that it would not be in harmony with the general purpose and intent of the Zoning By-law and that it would be injurious to the neighborhood and otherwise detrimental to the public safety and welfare.

Accordingly, the petition is denied.


Richard U. Aldrich

Dana T. Lowell

F. Lester Fraser

Filed with Town Clerk _____

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