



BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK
 TELEPHONE
 235-1664

Petition of McNeil Realty Trust

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 8:55 p.m. on April 29, 1969, on the petition of McNeil Realty Trust, requesting a special permit under the provisions of Section XIII A, Part C, Subpart 3. a. 7 and Part E. of the Zoning By-law which will allow the applicant to erect a standing sign at 173 Worcester Street. Said sign to be erected to identify occupants of buildings at 165-175 Worcester Street.

On April 8, 1969, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Donald S. McNeil, representing the owner of the premises, spoke in support of the request.

Statement of Facts

The property involved is located within a Business District. Located on the premises is a building which has been there for some years and is occupied by an A & P store and a restaurant. A new building has been completed recently and is occupied by Heathkit Electronic Center and several other firms.

In order to identify the restaurant and the tenants in the new building, the petitioner seeks permission to erect a standing sign which would contain three panels at present and provision for possible future panels. The panels are designed to be approximately 4' x 13', two to have black lettering on a white plastic background and one to have white lettering on a black plastic background, and the wording on the panels to be, "Wellesley Plaza," "Heathkit," "Electronic Center," and "Papa Gino's." The panels are to be internally lighted and mounted on two steel poles 40' in height, and located fifteen feet from the street line and 140' from the nearest building. The petitioner stated at the hearing that he had approached the A & P Company to obtain permission to add the desired panels to its existing sign, and while it was not opposed to having the panels added, the sign when it was erected was not designed to take any additional load, therefore it could not assume any responsibility beyond its present weight. The petitioner, therefore, designed the proposed sign, which is felt will properly identify the tenants in the two buildings and will not in any way prove detrimental to the public safety and welfare, but will be beneficial and attractive to the area.

Decision

On November 7, 1968, a request was made to this Board by Heathkit Electronic Center, the petitioner's tenant, to erect a standing sign with two panels to identify the Heathkit Center. This request was denied and in the Board's decision it stated in part.. "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's tenants need some identification, it is of the same opinion as it was previously when it denied the Heathkit petition, that an additional standing sign is not essential for reasonable identification of the tenants' businesses; that some arrangement can be made so that additional panels can be added to the existing sign, and that the proposed sign 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 request is denied and the petition dismissed.

Richard O. Aldrich
Richard O. Aldrich

Dana T. Lowell
Dana T. Lowell

Robert T. Colburn
Robert T. Colburn

Filed with Town Clerk _____

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