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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 8:15 p.m. on October 30, 1969, on the petition of McNeil Realty Trust, 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 will allow the applicant to erect additional sign panels on the existing A & P standing sign at 173 Worcester Street. Said sign panels to be erected to identify occupants of buildings at 165-175 Worcester Street.

On October 1, 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.

At the request of the Board of Appeal, a report was submitted from Arthur Chee, President, Arthur Chee Associates, Inc., Consulting Engineers, Boston, Mass., dated November 10, 1969, which stated...."We checked the existing sign for stability with the addition of 7 signs as shown on sketch No. 69184. The signs were checked with a horizontal wind pressure of 20 pounds per square foot from ground elevation to 25' and 25 pounds per square foot between 25' and 50' high. These pressures are equivalent to 88 mph and 100 mph wind respectively.....The poles and the foundations are found to be stable. The structure has a factor of safety against sliding of 10.9 and a factor of safety against overturning of 1.87."

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 several firms.

In order to identify the restaurant and the tenants in the new building, the petitioner seeks permission to erect four panels on the existing A & P standing sign. The panels are designed to be approximately 4' x 13', two to have black lettering on a white plastic background and two 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 the existing 18" steel poles, with the lowest panel approximately nineteen feet from the ground.

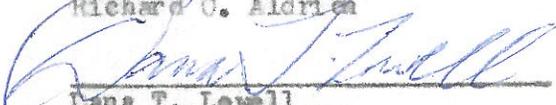
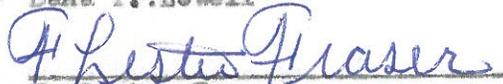
It was stated at the hearing that permission had been obtained from the A & P Company to add the desired panels and figures were submitted to verify the safety factor of the proposed additional weight on the sign. It was pointed out that if permission is granted, the proposed panels will adequately identify the tenants in the two buildings and will not in any way prove detrimental to the public safety and welfare.

Decision

Two previous requests have been made to this Board, one by the petitioner and one by its tenant, to erect a separate standing sign to identify the petitioner's tenants. Both requests were denied and in the Board's decisions, it was 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....."

It is, therefore, the feeling of this Board that the present proposal of adding four panels to the existing sign will be in harmony with the general purpose and intent of the Zoning By-law and that it will not be injurious to the neighborhood or otherwise detrimental to the public safety and welfare.

Accordingly, the request is granted and a permit may be granted by the Inspector of Buildings for four additional panels to be added to the existing sign posts as shown on the plan submitted and on file with this Board.


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Filed with Town Clerk _____