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 JOHN A. DONOVAN, Jr.

ZONING BOARD OF APPEALS

KATHARINE E. TOY  
 Administrative Secretary  
 Telephone  
 235-1664

Petition of Star Market Co.

Pursuant to due notice the Special Permit Granting Authority held a public hearing in the hearing room on the second floor of the Town Hall at 8:30 p.m. on October 26, 1978, on the petition of Star Market Co., requesting a special permit under the provisions of Section XXIIIA and Section XXV of the Zoning By-law which will allow the petitioner to erect a wall sign on the building at 448 Washington Street. Said sign would violate Section XXIIIA, Part C, Subpart 3, a. 1 (b) which limits the height of signs, and Subpart 3, a. 4. (a) and (b) of the Zoning By-law, which limits the illumination of signs to be a white, steady, stationary light and to not more than two colors.

On October 11, 1978, the petitioner requested a hearing before this Authority and thereafter due notice of the hearing was given by mailing and publication.

Eric G. Twickler, Architect for the Star Market Co., spoke in support of the request.

Paul Shakespeare, 16 State Street, spoke in favor of the request.

Statement of Facts

The property involved is located on the southeasterly corner of Washington Street and State Street, in a District zoned for Business. The Star Market is located on the property together with several other retail stores.

The petitioner seeks permission to replace its existing sign with the word, "Star" in individual block letters with its new logo in red, mounted on a white background. The proposed sign is to be 4' x 14'6", placed above the marquee, and its height will be twenty feet from the ground to the top of the sign. It will be lighted internally with fluorescent lamps. It was explained that the proposed sign would not be visible to customers approaching the store if it were placed within the fifteen-foot limitation, and therefore would not have adequate identification. It was also felt that the new corporate logo was necessary for further identification.

Decision

The Authority finds that, subject to the conditions hereinafter imposed, the proposed wall sign will be in harmony with the general purpose and intent of the by-law and will not be injurious to the neighborhood, nor to traffic and safety conditions, or otherwise detrimental to the public safety and welfare.

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Accordingly, the Authority hereby grants permission for a wall sign to be erected as shown on the plan subject to the following conditions:

1. That said sign shall be no higher than fifteen feet from the ground to the top of the sign.
2. That said sign shall have no more than two colors.
3. That the existing sign on the wall of the building facing Washington Street shall be removed prior to the issuance of a permit by the Building Inspector for the sign involved.

*Francis L. Swift*

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*William O. Hewett*

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*William F. Cullinane*

William F. Cullinane

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