



## BOARD OF APPEAL

GARRETT S. HOAG  
JOHN L. HAYDEN  
DANA T. LOWELL

KATHARINE E. TOY, CLERK  
TELEPHONE  
CE 5-1664

Socony Mobil Oil Company, 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 8:25 p.m. on April 8, 1965, on the petition of Socony-Mobil Oil Company, Inc. 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 wall sign reading "Mobiloil" and a pegasus emblem on the gable ends of the building at 455-465 Washington Street on land owned by The Reorganized Church of Jesus Christ of Latter Day Saints.

William C. Anderson, representative of the Socony-Mobil Company, Inc. spoke in support of the petition.

On March 2, 1965, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The property involved is at the easterly corner of Washington Street and Kingsbury Street within a Business District. The petitioner is in the process of acquiring the property involved and plans to erect a modern gasoline service station. In connection with this, it seeks permission to have a blue enameled legend reading, "Mobiloil" and a pegasus (flying red horse) emblem attached to the face of each gable end of the proposed building.

Decision

It is the opinion of this Board that the blue enameled legend reading, "Mobiloil" would be in harmony with the general purpose and intent of the by-law, but feels that the pegasus (flying red horse) would be excessive and not in keeping with the intent of the by-law. It is the intent of the by-law to restrict the use of signs to a minimum for adequate identification, and it is the feeling of this Board that the emblem of the pegasus is not necessary for identification of the company or the company's product.

Accordingly, the Board hereby grants permission for the erection of two blue enameled legends reading, "Mobiloil" to be attached to the face of each gable end of the proposed building as shown on the plan submitted and on file with this Board.

*Garrett S. Hoag*  
Garrett S. Hoag

*John L. Hayden*  
John L. Hayden

*Dana T. Lowell*  
Dana T. Lowell

Filed with Town Clerk \_\_\_\_\_

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