



BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK
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235-1664

Petition of Coca Cola Co.

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 8:10 p.m. on October 5, 1967, on the petition of the Coca Cola Co., requesting a special permit under the provisions of Section XXIII, Part E, of the Zoning By-law which would allow the applicant to erect two signs on the building at 267-271 Washington Street, owned by Anna S. Levin Trust. Said signs would not comply with the requirements of Section XXIII, Part C, Subpart 3. a. 3. (a) and 4 (b) of the Zoning By-law which restricts the number of signs on each business establishment and the colors used.

Anthony Grasso, a representative from the sign company, spoke in support of the request.

The Planning Board in its report expressed its opposition to granting the request.

On September 18, 1967, 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 a corner store on Washington Street, located within a Business District. The petitioner requests permission to erect two wall signs; one along Washington Street 12' x 33', with the lettering, "Fallon's Pharmacy - Prescriptions" in black letters on a white background, and a red and white Coca Cola disc; the other to be erected on the wall along a Right-of-Way 12' x 3', with the wording, "Drugs - Luncheon", in black letters on a white background, and a red and white Coca Cola disc.

Decision

In the opinion of this Board the proposed two signs would be in harmony with the general purpose and intent of the by-law, but feel that the Coca Cola discs 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 Coca Cola discs are not necessary for identification of the company or the company's supplies.

Accordingly, the Board hereby denies the petition.

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