

ALL:

PLEASE DO NOT RESPOND TO THIS EMAIL.

Please find attached pictures of the signage at the Wetherbee Plaza II location.

Field Findings:

- There is no free-standing sign in front of 115, just a new approved sign in front of 107
- New approved free-standing sign in front of 107 (WP II) is very similar to the one next doors at the other Wetherbee Plaza I (WP I). The fundamental difference being that the proposal for the WP II sign is to list FOUR businesses whereas WP I sign currently displays NINE businesses.
- Having NINE businesses listed on the sign makes for a long list and rather small to read. This would require the traffic on Great Road to crawl or stop to actually read it. Expecting newly constructed sign at WP II to list 4 businesses sounds reasonable.
- Request is for an additional free-standing sign in front of 115. Two pictures are included marking the spot where it is envisioned be placed.
- There is sufficient space between and around exiting WP I sign, New WP II sign and the newly requested sign for 115.
- There are many free-standing signs (including one on the roof!) in the vicinity which are either grand-fathered or specially permitted.

Hope this helps.

I will NOT be at the April 29th meeting, but if required can express my opinion via a short call.

regards

Bharat Shah

(978)764-6777

115 Great Road – East



115 Great Road –
West



Approved Sign Frame from East



Approved Sign Frame from West



Current on structure sign at 115 Great Road



Other Free Standing Sign Nearby

