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Steven D. Weil
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March 24, 2009

Joshua Ostroff
Natick Board of Selectmen
13 East Central Street
Natick, MA 01760

Re: McDonald's Sign/Lighting at Natick Service Plaza

Dear Selectman Ostroff:

On behalf of McDonald's Corporation, thank you for organizing a meeting on February 25, 2009, to view and discuss neighborhood concerns over the height and lighting of the signage at the Natick service area on the Massachusetts Turnpike (Route 90). This letter is in response to your request that McDonald's suggest a timetable for further meetings to develop a specific solution to the concerns that the signs are too high and too bright.

Randy Bock, McDonald's Facilities Site Manager, and I appreciated the chance to see the signage from the homes of neighbors that were representative of homes bordering the Turnpike. We communicated the concerns over the height and brightness of the signage to McDonald's management and discussed your request. Based upon the information presented at the meeting, as well as past legislative attempts to address this issue, we understood that the range of solutions to the issue was, in all likelihood, limited to lowering the sign and/or turning off the lighting for westbound traffic.

At this time, McDonald's is not willing to entertain changes to the signage which include either of those solutions. The height and lighting of the signage in Natick was part of an overall redevelopment of eleven separate service plazas along the Turnpike as requested by the Massachusetts Turnpike Authority. The Turnpike Authority maintained sole and absolute discretion over the construction of exterior signs. The sign plans for Natick were approved by the Turnpike Authority. They balanced McDonald's business interest in operating the site and the Turnpike Authority's interest in creating safe approaches and sightly rest areas.

Thank you again for attempting to mediate a solution. McDonald's understands that some of the residents in the neighborhoods adjacent to the Turnpike find the sign unacceptable and that your efforts were made on their behalf.

You may contact me if you would like to discuss this matter further.

Respectfully,

Steven D. Weil