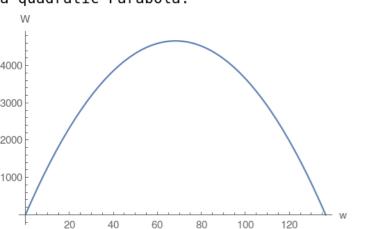
1. Perimeter of rectangle = 2(w+a)=273 where a is the length of the other edge of rectangle. Area of the rectangle is = $w \times a$.

and solve for $a = \frac{273-2w}{2}$ Then reformulate the area $W = w \times a = \frac{273 \, w}{2} - w^2$ which turns out to be a quadratic Parabola:

Use perimeter equation



Compute the vertex $\frac{273}{4}$ and then plug the vertex into the area which will compute the maximum area.