TOWN OF WELLESLEY, MASSACHUSETTS
DESIGN REVIEW BOARD

RECOMMENDATION ON TOWN MEETING ARTICLE 30, AMENDING SECTION XXIIA OF THE ZONING BYLAW WITH THE ADOPTION OF A NEW SIGN BYLAW

WHEREAS, the Design Review Board of the Town of Wellesley finds that Article 30 of the 2010 Annual Town Meeting improves upon the Town's existing Bylaw and achieves the following:

1. Protects the rights of individuals and businesses to convey their messages through signs;
2. Encourages the effective use of signs as a means of communication;
3. Promotes and protects business viability and economic opportunity;
4. Improves traffic and pedestrian safety as it may be affected by distracting signs;
5. Preserves the natural beauty and environment, as well as the architectural and historical assets, of the Town;
6. Protects the public health, safety, and general welfare;
7. Encourages and promotes aesthetic integrity, village character, creativity and community appearance by exercising reasonable control;
8. Encourages compatibility and harmony with surrounding buildings, land and land uses;
9. Ensures the fair and consistent enforcement of sign standards; and
10. Makes it easier, faster, and more economically efficient to apply for a sign permit.

NOW, THEREFORE, in support of the foregoing, the Design Review Board of the Town of Wellesley, Massachusetts, does hereby recommend the adoption of Article 30 by Town Meeting.

RECOMMENDED this the 24th day of March, 2010.

Approved:

Robert Broder, AIA
Chair, Wellesley Design Review Board