

TOWN OF WELLESLEY



MASSACHUSETTS

64-48

BOARD OF APPEAL

GARRETT S. HOAG
JOHN L. HAYDEN
DANA T. LOWELL

KATHARINE E. TOY, CLERK
TELEPHONE
CE 5-1664

Appeal of Gulf Oil Co.

The Board of Appeal held a public hearing in the hearing room on the second floor of the Town Hall at 8:05 p.m. on October 28, 1964, on the appeal of Gulf Oil Corporation from the refusal of the Inspector of Buildings to issue a permit to alter the existing signs owned by it at the following locations:

461 Worcester Street
990 Worcester Street
75 Central Street

The reason for such refusal was that said signs are non-conforming standing signs and cannot be enlarged, reworded, redesigned or altered in any way unless they are brought into conformity or permission is obtained from the Board of Appeal under the provisions of Part E, Section XXIIIA, of the Zoning By-law.

The appellant was represented at the hearing by Jerome A. MacDonald, Sales Representative for the company.

J. H. McCarthy, representative of the company also spoke in favor of the appeal.

On October 9, 1964, the Inspector of Buildings notified the appellant in writing that its application for three permits to alter the existing signs at the above-mentioned locations had been refused as said signs were non-conforming and in violation of Section XXIIIA, Part C, Subpart 3, Business Areas, a. l. (d) which prohibits standing signs unless permission has been granted by the Board of Appeal. On October 13, 1964, the appellant took an appeal from such refusal and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The appellant seeks permission to modernize the signs in its three service stations in the Town by replacing the "Gulf" disc with its new Nation-wide trade-mark. The new 72" porcelain disc will contain the word "Gulf" as previously, but will be changed slightly in design. It will have blue letters, mounted on a white background with the remainder of the disc filled in with orange, with a blue and white rim. It will be lighted internally, mounted on the existing steel pole and will be 18' 1/6" from the ground to the top of the sign. A detailed drawing of the disc was submitted by the appellant together with a picture of the new emblem in color.

Decision

The Board of Appeal finds that the proposed alteration to the

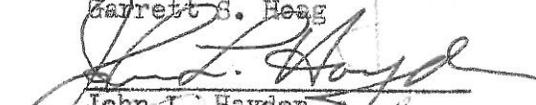
existing signs at the appellant's three service stations will not be injurious to the neighborhoods nor to traffic and safety conditions in their present location, nor otherwise detrimental to the public safety and welfare.

Accordingly, the Board hereby grants permission for the signs, at the addresses above-mentioned, to be altered and the disc replaced in accordance with the plans submitted and on file with this Board subject to the following conditions:

1. That no sign or other advertising devices other than the three subject standing signs and the signs now permanently painted on or attached to the buildings or pumps at the three locations be hereafter displayed or maintained.
2. That the sign on the premises at 461 Worcester Street reading on one side; "Satisfying you is our business" and on the other side; "Welcome Service Refreshments" be removed.
3. That the standing sign on the premises at 75 Central Street other than the Gulf disc sign be removed.
4. That no sign on any of the premises involved move and that all sign lights be steady.



Garrett S. Hoag



John L. Hayden



Dana T. Lowell

Filed with Town Clerk _____