

TOWN OF WELLESLEY



RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MASSACHUSETTS

64-51

BOARD OF APPEAL

NOV 17 AM 11:06

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

KATHARINE E. TOY, CLERK
TELEPHONE
CE 5-1664

Petition of Lee Chevrolet Company, Inc.

Pursuant to due notice the Board of Appeal held a public hearing in the hearing room on the second floor of the Town Hall at 8:20 p.m. on October 28, 1964, on the application of Lee Chevrolet Company, Inc. requesting a special permit under the provisions of Section XXIIIA, Part E, of the Zoning By-law which will allow the applicant to erect a standing sign at 366 Washington Street.

Frederic L. Dailey, attorney represented the appellant at the hearing.

James E. Lee, President of Lee Chevrolet Company, Inc., Robert Lee and Robert Farrell, both members of the company, also spoke in favor of the petition.

The following spoke in opposition to granting the request: Richard P. Axten, 96 Abbott Road, Salvatore DeFazio, 360 Washington Street, Harry Nalband, tenant at 360 Washington Street, Carter H. Hites, Jr., 39 Abbott Road, John H. Smolen, 29 Abbott Road, John F. Peirson, 101 Abbott Road and Paul Rutledge. All felt that the proposed sign would be detrimental to surrounding properties and out of character with other signs in the Town.

On September 21, 1964, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The property involved is located within a Business District. The petitioner, who has the Chevrolet dealership and operates a service station at the location involved, seeks permission to erect a standing sign. The sign is to be approximately 26'5" wide and 25' high, supported by steel posts approximately five feet high and will be twenty-five feet from the ground to the top of the sign. It is designed with a solid panel on the left-hand side with the wording, "Lee Chev. - O. K. - Used Cars", with the remaining portion of it to be open frame work with two "Bow Ties" with the words, "Chevrolet" and "Corvair" on the upper portion and a changeable message across the lower portion. It will have three colors, red, orange and blue and lighted internally by Florescent tubing. It is to be located at right-angles to Washington Street, one foot from the street line and one foot from the easterly boundary line.

It was stated at the hearing that in 1961, the Board of Selectmen approved the sign involved in connection with the issuance of its license. As the sign approved by the Board of Selectmen differed from the standard sign developed and promoted by Chevrolet Motor Division of General Motors Corp. for use by its distributors, it was some time before

approval was obtained from the Chevrolet Company, and it was not until February 12, 1963, that the sign was delivered to the applicant. On that date the appellant was told by the Building Inspector that the warrant for the 1963 Annual Town Meeting contained an article for the amendment of the Zoning By-law by insertion of Section XXIII A relating to signs and the sign involved would be in violation of that amendment. On May 21, 1963, the Building Inspector denied by letter the application for a permit to erect said sign.

Decision

Messrs. Hoag and Hayden feel that the erection of the proposed sign would be inconsistent with the express purpose and intent of the Zoning By-law covering Signs and Advertising Devices. It violates the restrictions imposed for size, location and coloring of signs and would be out of character with other signs in the area. Therefore the petition is denied.

Mr. Lowell, however, feels that the proposed sign would be in harmony with the general purpose and intent of the by-law and will not be injurious to the neighborhood.

However, as the decision of the Board must be unanimous, the petition is denied.


Garrett S. Hoag


John L. Hayden


Dana T. Lowell

Filed with Town Clerk _____

1964 DEC 17 AM 11:05

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MASS.



Washington

(RTE. 16)

St.

100.00'

10'±
10'±
Fnd S.B.
d.h.

LOT 2
15,653 ±

Proposed Sign
25' High

30'-0"

1'-0"

1'-0"

104.18'

Salvatore Jr. & Mario De Fazio

Street

208.84'

Prescott (Public - 40' wide)

EXISTING
BUILDING

S.B.d.h.

Wellesley

141.80'
Town of

Approved by:
WELLESLEY BOARD OF APPEALS

Date: _____

Plan of Land
in
WELLESLEY,
MASS.

(Showing proposed sign location)

Scale: 1" = 20'

Sept. 28, 1964

Plan by:

MacCarthy Engineering Service Inc. Natick, Mass.
Nashoba Survey Co. Inc. Marlborough, Mass.

