



64-60

BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK  
TELEPHONE  
CE 5-1664

Petition of Allstate Insurance Co.

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 8:35 p.m. on December 3, 1964, on the petition of Allstate Insurance Co., requesting a special permit under the provisions of Section XXIIIA, Part E, of the Zoning By-law which would allow the applicant to erect a standing sign at 204 Worcester Street on property owned by Combine Realty, Inc.

Harold J. Thoma, representative of Allstate Insurance Co., spoke in support of the petition.

Frederick Clifford, another representative of the company also spoke in favor of granting the request.

Allard M. Valentine, Jr. member of the Chamber of Commerce in the Town, felt the company now has ample identification and questioned the need for another sign in violation of the Sign Code.

On November 17, 1964, the petitioner requested 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 on the intersection of Cedar Street and the southwest ramp from Cedar Street to Worcester Street. The petitioner has recently taken more space in the building and seeks permission to erect a standing sign four feet by six feet, support by a five-foot pole, fifteen feet from Worcester Street and five feet from Cedar Street, to read, "Your in Good Hands with Allstate Insurance," in green letters on a white background, lighted with Fluorescent tubes. At present there is a non-conforming sign on the roof of the building, about 25 to 30 feet long and seven feet high reading, "Allstate Insurance" in large green letters with neon tubing. It is visible as one approaches on Worcester Street from east or west or on Cedar Street from the north.

Decision

Section XXIIIA, Part C, Subpart 3.a.1 (d) of the Zoning By-law prohibits standing signs except in particular instances when a permit is granted by this Board after it finds, (1) that the nature of the use of the premises, or the location of the building with reference to the street or streets is such that a standing sign or signs may be permitted in harmony with the general purpose and intent of the by-law, or (2) that the particular sign will be in harmony with the general purpose and intent of the by-law and will not be injurious to the neighborhood in which the sign is to be located nor to traffic and safety conditions, or otherwise detrimental to the public safety and welfare.

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It is the opinion of this Board that so long as the present sign remains on the roof an additional sign would be excessive and not in harmony with the general purpose and intent of the by-law to restrict signs to the number and size reasonably necessary. But if the roof sign is removed, the proposed sign illuminated only by a white, steady, stationery light shielded and directed solely at the sign would be in harmony with the general purpose and intent of the by-law.

Accordingly, the requested sign is permitted subject to the following conditions:

- (a) That it is illuminated only by a white, steady, stationary light shielded and directed solely at the sign; and
- (b) That all signs and scaffold now on the roof of the building referred to are permanently removed within three months and before the proposed sign is erected.

Filed with Town Clerk \_\_\_\_\_

*Garrett Hoag*  
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