

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

RICHARD O. ALDRICH
DANA T. LOWELL
F. LESTER FRASER

KATHARINE E. TOY, CLERK
TELEPHONE
295-1664

Petition of Green's Stationery, 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 8:05 p.m. on November 7, 1968, on the petition of Green's Stationery, Inc., requesting a special permit under the provisions of Section XXIIA, Part E. of the Zoning By-law which would allow the erection of a hanging sign perpendicular to the front wall of the building at 308 Washington Street, owned by Wellesley Hills Realty Trust. Said sign would be in violation of Section XXIIA, Subpart 3. a. 3 (a) and Subpart 4 which prohibits the erection of more than one exterior sign for each business establishment consisting of a single building except that if such building has more than one public entrance and restricts such signs to not more than two colors.

On October 21, 1968, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Felix Juliani, represented the petitioner at the hearing.

Statement of Facts

The property involved is located within a Business District. The petitioner seeks permission to erect a hanging sign on its store which is located within a block containing several stores. The proposed sign is to be 4' x 8' and will project four feet from the building. It is to have green lettering on a white background, with the wording, "Green's Stationery - Supplies - Office Furniture," with a brown desk sketched in the center.

It was stated at the hearing that while the petitioner has a wall sign now on its building, it does not give adequate identification as the store is in the center of the block and cannot be readily seen. It was further pointed out that there are two large Elm trees which obstruct the view of this store, making it almost impossible to be seen by those approaching from an easterly direction. It is the opinion of the petitioner that the proposed sign will be attractive, internally lighted with slimline fluorescent tubes and in harmony with the general purpose and intent of the by-law.

Decision

After making a careful study of the facts and viewing the locus, the Board is of the opinion that the petitioner's existing wall sign adequately identifies the store and to permit an additional sign to be erected would be inconsistent with the express purpose and intent of the Zoning By-law covering Signs and Advertising Devices.

Accordingly, the petition is denied.

Filed with Town Clerk

3/5/69

F. Lester Fraser

Dana T. Lowell

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