

TOWN OF WELLESLEY



MASSACHUSETTS

69-2

BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK  
TELEPHONE  
235-1664

Petition of Colpitts Travel Center of Wellesley  
(Star Market)

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 January 30, 1969, on the petition of Colpitts Travel Center of Wellesley, requesting a special permit under the provisions of Section XXIIIA, Part E. of the Zoning By-law which will allow the erection of a sign on the side wall of the building at 444 Washington Street, owned by the Star Market. Said sign would violate Section XXIIIA, Subpart 3.2.3 (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 January 13, 1969, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Kenneth P. MacPherson, President, represented the petitioner at the hearing and explained in detail the reasons for the request.

Robert Vantine, Director, also spoke in support of the request.

Statement of Facts

The property involved is located within a Business District. The petitioner seeks permission to erect a wall sign on the northerly side of the building with the wording, "Colpitts Travel Center" and its symbol. It is to be 3' x 6' with black letters on a white background, with the "C" symbol in black on a blue background. The petitioner has a similar sign in two colors above the entrance door on the westerly side, but it was pointed out that it cannot be seen by traffic going west on Route 16. Customers' complaints indicate that this is damaging to the business. The petitioner feels that the proposed sign is necessary for identification of the company and that the proposed sign will be in harmony with the general purpose and intent of the by-law.

Decision

The Board finds that the erection of the sign requested will be in harmony with the general purpose and intent of this Section of the Zoning By-law and will not be injurious to the neighborhood nor to traffic and safety conditions in its location. The store involved is adjacent to the Star Market and its front entrance is in a position which cannot be seen by persons approaching in a westerly direction. It is the feeling of this Board that the proposed wall sign will help to identify the petitioner's location and will be in harmony with other signs in the area.

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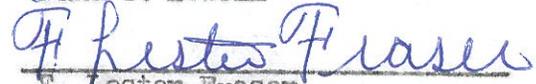
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Accordingly, the Board hereby grants permission for the requested sign to be erected on the northerly wall of the building involved as shown on the plans submitted and on file with this Board, and the Inspector of Buildings is hereby authorized to issue a permit for the erection of said sign.

  
Richard P. Aldrich

  
Dana T. Lowell

  
F. Lester Fraser

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