



TOWN OF WELLESLEY

MASSACHUSETTS

BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK  
TELEPHONE  
235-1664

Petition of William Diehl, 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 8:45 p.m. on April 29, 1969, on the petition of William Diehl, Inc., requesting a special permit under the provisions of Section XXIIIA, Part C., Subpart 3. a. 7. and Part E. of the Zoning By-law which will allow the applicant to erect a standing sign at 231-265 Linden Street. Said sign to be erected to identify the main entrance of the proposed Volkswagen Dealership building.

On March 31, 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.

John M. Kelley, attorney, represented the petitioner at the hearing.

John D. Murphy, president of William Diehl, Inc., spoke in support of the request.

Statement of Facts

The property involved is on the southerly side of Linden Street within a Business District. It is proposed to erect a building on the property for the conduct of a Volkswagen Agency sales and service business, and in connection with this the petitioner seeks permission to erect a sign to identify the business.

It is proposed to erect a two-way standing sign at the westerly end of the lot which is designed to have two panels; the upper panel to be 8'6" x 8'6", with the Volkswagen symbol VW in a circle, in white letters on a blue background and the lower panel to be 3' x 8'3" with the wording, "Wellesley Volkswagen" in blue letters on a white background. The two panels are to be supported between two steel poles, with the total height of the sign from the ground to the top to be twenty-five feet. The face of the sign is to be plexiglas, internally lighted with fluorescent lamps.

The sign post is to be located eight feet back from Linden Street.

A plot plan was submitted, drawn by Gleason Engineering Company which showed the location of the proposed building as well as the proposed sign.

Decision

The Board finds that the proposed sign, subject to conditions imposed herein, will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and will not be injurious to the neighborhood

nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare.

Accordingly, the Board hereby grants permission for one standing sign to be located as shown on the plan submitted and on file with this Board, subject to the following conditions:

1. That said sign shall not exceed a height of twenty-five feet from grade to the top of the poles.
2. That said sign shall not be illuminated after 11:00 p.m.
3. That said sign shall not violate any condition imposed in the license issued by the Board of Selectmen.

REGISTERED MAIL  
 TOWN CLERK'S OFFICE  
 1899 SEP 19 AM 11:30

  
Richard O. Aldrich  
  
Dana T. Lowell  
  
Robert T. Colburn

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