

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 8:50 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 Used Car lot entrance of the proposed Volkswagen Dealership building.

On March 30, 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 used car lot entrance.

It is proposed to erect a standing sign at the easterly end of the lot which is designed to be 5' x 8', supported on a 12' steel pole, with the Volkswagen symbol VW in a circle in white letters and the words, "Used Cars," in white letters on a blue background. The face of the sign is to be plexiglas, internally lighted with fluorescent lamps. The sign post is to be located ten feet back from Linden Street with the sign approximately 7'6" from the street line.

A plot plan was submitted, drawn by Gleason Engineering Company, dated March 27, 1969, which showed the location of the proposed building on the lot as well as the proposed sign.

Decision

The Board cannot find that the proposed sign will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and that it will not be injurious to the neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare as it must find in order to grant a special permit under Part E of said section of the Zoning By-law.

This proposed proliferation of standing signs serving a single business establishment is unnecessary and unreasonable and is undesirable both from esthetic considerations and from the standpoint of public safety.

The Board has granted permission to the petitioner for a new standing sign on the premises involved, and in its opinion, to allow another such sign, even though it is intended to identify the location of the used cars, would derogate from the general purpose and intent of Section XXIIIA of the Zoning By-law.

Accordingly, the petition is denied.


Richard O. Aldrich

Dana T. Lowell

Robert T. Colburn

Filed with Town Clerk _____

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