

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

THEODORE C. MERLO
F. LESTER FRASER
WILLIAM O. HEWETT

KATHARINE E. TOY
Administrative Secretary
Telephone
235-1664

Petition of Firestone Motor Car 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 8:10 p.m. on May 15, 1975, on the petition of Firestone Motor Car Co., requesting a special permit under the provisions of Section XXIII, Part E. of the Zoning By-law, to erect a standing sign at 226 Worcester Street on property owned by Crandall Hicks Realty Co. Said sign would be in violation of Section XXIII, Subpart 3. a. 4 (b) of the Zoning By-law which restricts illuminated signs to not more than two colors and Subpart 3. a. 1. (d) which prohibits standing signs.

On April 4, 1975, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Herbert Firestone spoke in support of the request at the hearing.

Statement of Facts

The property involved is located within a Business District, on a ramp running in an easterly direction off the southerly side of Worcester Street (Route 9) and connecting the same with Cedar Street. On February 21, 1975, this Board denied the petitioner permission to erect a standing sign, 15' x 15', mounted on a 22' pole, and in that decision the Board stated that, "...an adequate sign can be designed which would be a more reasonable proposal."

The petitioner now seeks permission to erect a free-standing sign in front of his sales and service building to identify his Buick-Opel dealership which he recently acquired. The proposed sign is designed to be 11' x 11' supported by two steel poles 19' in height, and to have an emblem in red, white and blue above the words, "Buick- Opel." The word "Buick" is to be in blue letters on a white background and the word, "Opel" is to be in gold letters on the same white background. Below this panel, is to be a panel 3 1/4" x 3 1/4" with the letters, "GM" in white on a blue background. The face of the sign is to be plastic, internally lighted with fluorescent lamps. The sign post is to be located 15' back from the street line and the sign itself to be 10' from the street line. It is to be 3' from the easterly lot line and 168.44' from Hastings Street. A plot plan showing the proposed location of the sign was submitted. Said plan was drawn by MacCarthy & Sullivan Engineering, Inc., Natick, Mass., dated April 2, 1975.

Decision

707 3 11 73 707.32

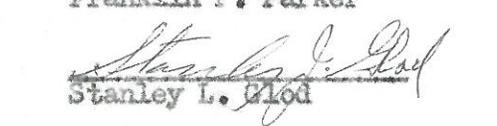
The Board has taken a view of the locus and is of the opinion that a permit for the erection of a standing sign substantially as requested by the petitioner, but limited in height by the condition hereinafter imposed, will not be contrary to the public interest or in conflict with the objectives of the By-law.

The Board, therefore, finds that the proposed sign will be in harmony with the general purpose and intent of Section XXIIA 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 the erection of the proposed sign in accordance with the plans submitted and on file with this Board with the exception of the following condition:

1. That said sign shall not exceed a height of twenty-five (25') in height from the grade to the top of the sign.


Francis L. Swift

Franklin P. Parker

Stanley L. Glod

Filed with Town Clerk _____

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