

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

Francis L. Swift
THEODORE C. MERLO
F. LESTER FRASER
WILLIAM O. HEWETT

KATHARINE E. TOY
Administrative Secretary
Telephone
235-1664

Petition of Amica Mutual Insurance Company

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 8:30 p.m. on July 24, 1975, on the petition of Amica Mutual Insurance Company, requesting permission to replace a roof sign at 100 William Street. Said sign would be in violation of Section XXIIIA, Part C. Subpart 2. a. 2. (a) and (b) of the Zoning By-law which prohibits roof signs and limits the size of signs to not more than 15 square feet. Said request was made under the provisions of Section XXIIIA, Part C. and Part E. of the Zoning By-law.

On July 2, 1975, the petitioner filed a request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Richard W. Pearce, Jr., Vice President, represented the petitioner at the hearing and spoke in support of the request.

Statement of Facts

The property involved is located within an Administrative and Professional District at the extreme easterly end of the Town, at the corner of Route 9 and Route 128.

The petitioner who recently purchased the building involved from Mass. Indemnity and Life Insurance Company, seeks permission to replace the existing letters on the roof sign in order to identify its business. Presently, there are individual illuminated letters mounted on the elevator and cooling system portion of the building, and it is proposed to replace these letters with the lettering, "Amica Mutual Insurance Company," with the letters to have black sides with ivory faces. The petitioner desires to increase the size of the letters from 1 1/4" to 2 1/4" which will be more in keeping with its registered trademark. The number of letters will be reduced from 45 to 27, which will result in a somewhat smaller sign. It is proposed to use the same material, same lighting, same location and some of the current letters.

Decision

Section XXIIIA, Part E. of the Zoning By-law authorizes this Board to grant a special permit for a sign not complying with the provisions of the Sign Code, if it determines that the particular sign will be in harmony with the general purpose and intent of this Section and will not be injurious to the neighborhood in which such sign or signs are to be located nor to traffic and safety conditions therein, nor otherwise detrimental to the public safety and welfare.

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In exercising the foregoing power, this Board grants a special permit for the mounting of the desired letters on the elevator and air cooling equipment enclosure above the roof line as shown on the plans submitted and on file with this Board.

Francis L. Swift
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F. Lester Fraser
F. Lester Fraser
William O. Hewett
William O. Hewett

Filed with Town Clerk _____

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