



BOARD OF APPEAL

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68-56

Petition of First Bank and Trust Company of Wellesley

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 November 7, 1968, on the petition of the First Bank and Trust Company of Wellesley, requesting a special permit under the provisions of Section XXIIA, Part C, Subpart 3. a. 7. and Part E. of the Zoning By-law which will allow the applicant to relocate and alter an existing standing sign at 336 Washington Street on premises owned by George A. and Elizabeth Haynes.

On October 22, 1968, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Henry D. White, attorney, represented the petitioner at the hearing.

Allard H. Valentine, president of the bank, spoke in favor of the request.

John Clark, officer of the Norfolk Trust Company, stated that his bank had no objections to the proposed sign.

Statement of Facts

The building involved is located in a Business Zone on a lot of land containing approximately 8,832 square feet. It is a corner lot with the existing building located approximately forty-five feet from Washington Street and approximately twenty-one feet from Abbott Road.

The petitioner recently leased the building involved and is renovating it with a view to using the greater part of it as the principal office of a bank. In this connection the petitioner seeks permission to erect a sign to identify the new bank.

At present there is an existing standing sign which was approved by the Board of Appeal several years ago and which identifies the only remaining occupant of the building. The sign has a hanging panel with the lettering, "H. F. Barry - Real Estate - CE 5-5200".

It is proposed to relocate and alter the existing sign by adding an additional panel. The upper panel will be 6' x 6' with the wording, "The First Bank of Wellesley" and the bank symbol (1) above the wording. The lower panel will be 2' x 6' with the wording, "H. F. Barry, Real Estate." The panels will be mounted between two poles 15' in height, located six feet back from Washington Street. The upper panel will have black letters on a white background with the logo having a gold background and a white number. The lower panel will have black letters on a white background. The sign is to be internally lighted and is, therefore, restricted by the By-law to two colors.

It was stated at the hearing that the petitioner feels justified in requesting three colors for the sign as the bank has accepted these colors

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and is using them as its standard for advertising. It was further pointed out that it is very important for the sign to be located close to Washington Street so that it may be seen by persons approaching in both directions. The building is set back forty-five feet from Washington Street and, therefore, a sign on the building could not be seen from any distance.

A plan of the proposed sign was submitted which was drawn by Back Bay Sign Company, Inc., 28-32 Allerton Street, Boston, Mass.

Decision

The Board feels that because of the location of the Bank building with respect to the street a standing sign can be permitted in harmony with the general purpose and intent of the Zoning By-law. The sign should have black letters on a white background and should be internally lighted, as proposed by the petitioner.

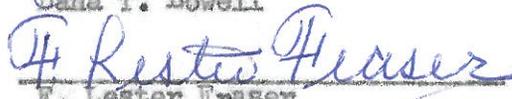
However, the Board does believe that allowance of more than two colors on this illuminated sign would not be in the best interest of the Town or in harmony with the general purpose and intent of the Zoning By-law. Moreover, the Board is of the view that the double sign as proposed would be too large and that there is not a reasonable need for locating the new sign any closer to the street than the existing sign.

Therefore, the sign should be limited to two colors (black letters on a white background, internally illuminated) and should remain in its present location. The bank's panel and the other panel should not exceed in width and height dimensions six feet by four feet and six feet by two feet respectively.

Accordingly, permission is granted to alter the existing standing sign in the manner aforesaid.


Richard O. Aldrich


Dana T. Lowell


F. Lester Fraser

Filed with Town Clerk _____