

65-10

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

GARRETT S. HOAG
JOHN L. HAYDEN
DANA T. LOWELL

KATHARINE E. TOY, CLERK
TELEPHONE
CE 5-1664

Petition of Socony-Mobil Oil 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 8:20 p.m. on April 8, 1965 on the petition of Socony-Mobil Oil Company, 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 would allow the applicant to erect two standing signs at 455-463 Washington Street on land owned by The Reorganized Church of Jesus Christ of Latter Day Saints.

William C. Anderson, representative of the Socony-Mobil Oil Company spoke in support of the petition.

The Planning Board objected to the granting of any permission which would allow two standing signs to be erected, but had no objection to the proposed emblem on the gable end of the building or the lettering on the tire display case as requested.

On March 2, 1965, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The property involved is on the easterly corner of Washington Street and Kingsbury Street within a Business District. The petitioner is in the process of acquiring the property and plans to demolish the existing buildings and in their place erect a new modern gasoline service station and pump island. In connection with this, it seeks permission to erect two standing signs, one to be located close to the corner of Kingsbury Street on Washington Street and the other to be located approximately 200' from the easterly boundary line. The proposed sign to be located at the corner of Kingsbury Street is to be 6'3" x 12'6" supported on a 15' steel pole, while the sign to be located near the easterly boundary line is to be 4'3" x 8'6" supported by a 13' steel pole. Both signs are to be located six feet back from Washington Street and designed with the National Mobil design reading, "Mobil" in blue letters on a white plastic background with a blue and red border and a red pegasus emblem. They will be lighted internally with fluorescent tubes.

Decision

Section XXIIIA, Part C, Subpart 3. a. 1. (d) of the Zoning By-law prohibits standing signs except in particular instances when a permit is granted by this Board after it finds, (1) that the nature of the use of the premises, or the location of the building with reference to the street or streets is such that a standing sign or signs may be permitted in harmony with the general purpose and intent of the by-law, or (2) that the particular sign will be in harmony with the general purpose and intent of the by-law and will not be injurious to the neighborhood in which the sign is to be located nor to traffic and safety conditions, or otherwise detrimental to the public

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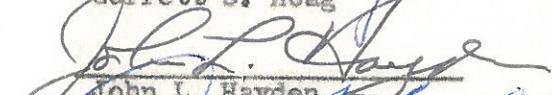
APR 22 1965

safety and welfare.

It is the opinion of this Board that the requested two standing signs would be excessive and not in harmony with the general purpose and intent of the by-law to restrict signs to the number and size reasonably necessary. The Board, however, feels that one sign located where either of the standing signs shown on the plan submitted are located or at such place between such locations (not closer to the street) as the petitioner may select, would be in harmony with the general purpose and intent of the by-law. The Board feels that one sign will provide adequate identification for the petitioner's business and will not prove injurious to the neighborhood or to traffic and safety conditions, or otherwise detrimental to the public safety and welfare.

Accordingly, the Board hereby grants permission for one standing sign to be located at such point on the premises as the petitioner may select at least six feet from any street line.


Garrett S. Hoag


John L. Hayden

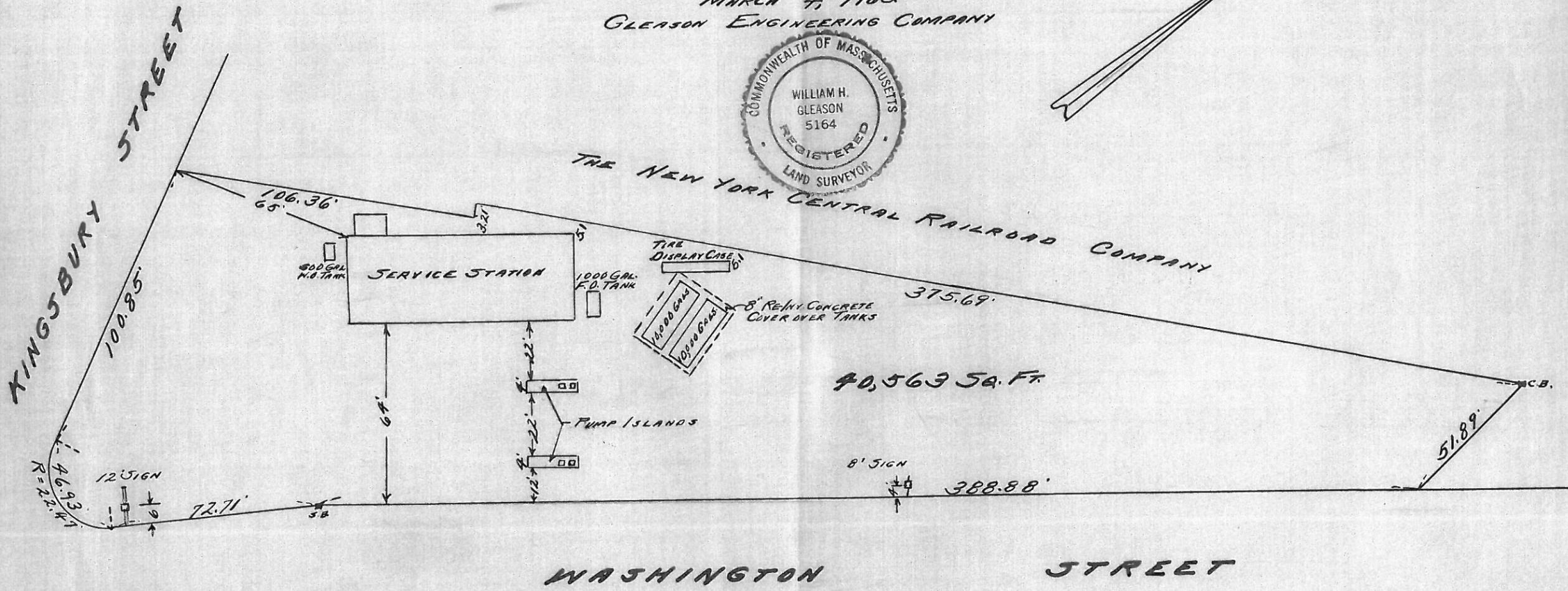
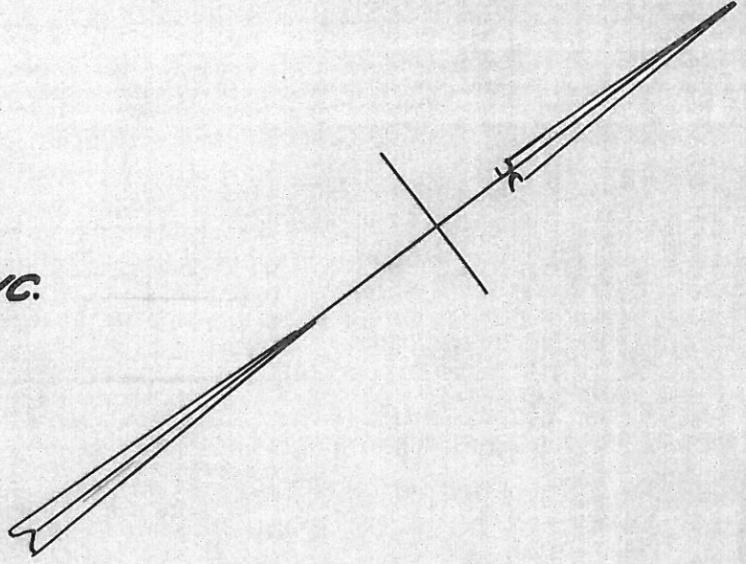
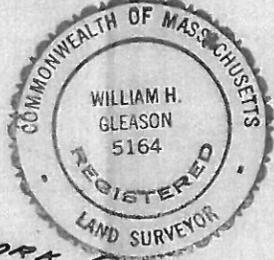

Dana T. Lowell

Filed with Town Clerk _____

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PLAN OF LAND
 IN
WELLESLEY, MASS.
 SURVEYED FOR
SOCONY MOBILE OIL COMPANY, INC.
 SCALE 40 FEET TO AN INCH
 MARCH 4, 1965
 GLEASON ENGINEERING COMPANY



THE NEW YORK CENTRAL RAILROAD COMPANY