

65-9

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK
TELEPHONE
CE 5-1664

Shell 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 8:15 p.m. on April 8, 1965, on the petition of Shell Oil Company, requesting a special permit under the provisions of Section XXIIIA, Part E, of the Zoning By-law which would allow the appellant to erect a roof sign on the proposed service station building at 987 Worcester Street, on land owned by Thomas A. Duffy. Said sign would not comply with the requirements of Section XXIIIA, Part C, Subpart 3. a. 1. b. and Subpart 3. a. 4. b. of the Zoning By-law which prohibits roof signs and restricts illuminated signs to be not more than two colors, including white.

Edward J. Gallagher, representative of Shell Oil Company, spoke in support of the request.

The Planning Board opposed the request in its report.

On March 23, 1965, the petitioner requested 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 located within a Business District. The petitioner seeks permission to erect a sign on two sides of the chimney above the roof on the proposed service station. It is proposed that the sign be 5' x 5' square with a shell superimposed on it and that it be red letters on a yellow shell emblem on a square background of red, lighted from within by fluorescent tubes having the word "Shell" on it. A plan of the proposed sign was submitted, drawn by H. Gallant, for Shell Oil Company, Boston, Mass., and numbered ID-4200-C.

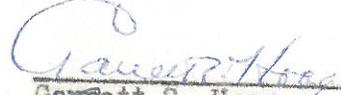
Decision

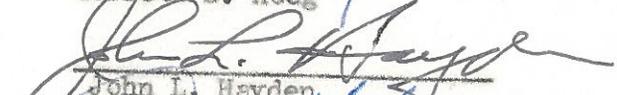
It is the opinion of this Board that to grant the requested relief would be inconsistent with the purpose and intent of the Zoning By-law covering Signs and Advertising Devices. The Board feels that signs can be erected on the proposed building in conformity with the By-law which will adequately identify the company. This Board on August 19, 1964, granted

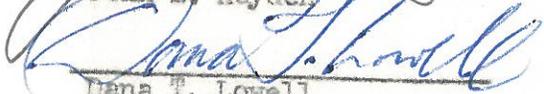
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permission to the petitioner to alter and replace the shell on its standing sign. To allow the proposed roof sign would derogate from the general purpose and intent of Section XXIII of the Zoning By-law.

Accordingly, the petition is denied.


Garrett S. Hoag


John L. Hayden


Dana T. Lowell

Filed with Town Clerk _____

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