

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

RICHARD O. ALDRICH  
DANA T. LOWELL  
F. LESTER FRASER

70-23  
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WELLESLEY, MASSACHUSETTS  
MAY 11 1970  
KATHARINE E. TOY, CLERK  
TELEPHONE  
235-1664

Petition of Cedar Realty, Inc.  
(Agata Mandozzi)

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 April 30, 1970, on the petition of Cedar Realty, 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 will allow the applicant to erect a standing sign at 33 Washington Street on property owned by Agata Mandozzi. Said sign to be erected to identify a real estate business being conducted on the premises.

On April 6, 1970, the petitioner requested a hearing before this Board and thereafter due notice was given by mailing and publication.

Bradford Beers, president of Cedar Realty, Inc., spoke in support of the request at the hearing.

Statement of Facts

The petitioner seeks permission to erect a hanging sign approximately 2½' x 3½' on an existing pole which is located in front of the petitioner's real estate office, 12'6" back from Washington Street. The sign is to be olive green, with white border and gold leaf letters, with the wording, "Cedar Realty - 237-9090" and a realtor seal, and will be 10'10" in height from the ground to the top of the sign.

It was stated at the hearing that the petitioner recently moved its business office from the adjacent block and for this reason needs a sign to identify its new location. It was alleged that a sign placed on the wall of the building could not be seen by those approaching in a westerly direction because of the projection of the adjacent block. The petitioner presently has a roof sign on the adjacent building and it was stated that the sign would be removed if permission is granted for the new sign, but the supporting structure would likely remain.

A drawing of the proposed sign was submitted as well as a plot plan drawn by Gleason Engineering Co., dated April 10, 1970.

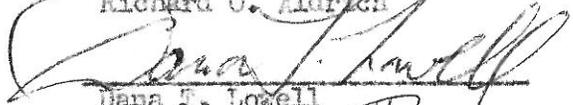
Decision

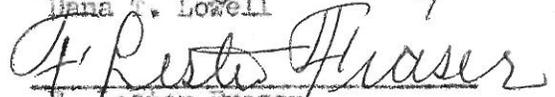
The Board finds that the proposed sign will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and will not be injurious to the neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare. The existing pole has been there for many years and formerly had a doctor's sign hanging on it. The Board, therefore, feels that the proposed sign will not differ substantially from the former sign and, in this case, there is a need for a sign in the proposed location.

Accordingly, the Board hereby grants permission for the proposed hanging sign to be erected on the existing pole, located as shown on the plot plan submitted and on file with this Board, and designed in accordance with the plan submitted and on file, subject to the following condition:

1. That the existing sign located on the roof of the adjacent block, identifying the petitioner's business, shall be removed prior to erection of the proposed sign.

  
Richard O. Aldrich

  
Dana F. Lowell

  
F. Lester Fraser

Filed with Town Clerk \_\_\_\_\_

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