

TOWN OF WELLESLEY



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1970 OCT 2 AM 11:27
BOARD OF APPEAL

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235-1664

Petition of Central Electronics Service
Company, Inc.

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 8:00 p.m. on August 11, 1970, on the petition of Central Electronics Service Company, Inc. requesting a special permit under the provisions of Section XXIII, Part E, and Part C, Subpart 3 a 7, of the Zoning By-law which will allow the applicant to erect a standing sign at 170 Worcester Street, on property owned by Mary Karp and Ozzie Feldman.

On June 6, 1970, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Joel P. Shribert spoke in support of the petition at the hearing.

No objections were made to the granting of the request.

Statement of Facts

The property involved is located on the southerly side of Worcester Street (Route 9), within a Business District. A building has been recently constructed on the property, the first floor of which the petitioner has leased for its radio and television sales and repair business. Several other companies will also be occupying the building.

The petitioner seeks permission to erect a standing sign which will identify its business. It is proposed to erect a sign 8' x 8' to be mounted on two steel poles 15' in height and located 15' back from the street line. The sign is to be oval in shape with red letters on a white background, with the wording, "Central Electronics Service Co., Inc." It is also to have the figure of a man carrying a service case which will have the wording, "Television Service" on it. The figure of the man is to be white outlined in black.

It was stated at the hearing that the petitioner felt a sign on the building to identify its service, which would be allowable, would detract from the architectural quality of the building. The proposed sign will also better identify the company's location by those approaching from both an easterly and westerly direction. It was also stated that there is a restriction in the petitioner's lease which will not allow any other signs to be erected on the property.

A plot plan was submitted, drawn by Charles D. Thompson, Land Surveyor, Everett M. Brooks, Co., Inc., Newtonville, which showed the location of the proposed sign as well as the building on the property. Said plan showed the sign to be located 15' from Burke Lane, 15' from Worcester Street and 19' from the building. A plan showing the design of the sign was also submitted.

Decision

The Board finds that the proposed sign, subject to the following conditions, 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 neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare.

It is the view of the Board that the proposed sign as approved, will serve to better identify the service involved for motorists approaching the building on a heavily travelled highway. The Board, however, does not consider that the figure of the man on the sign is necessary for proper identification of the petitioner's service and in addition, considers that it is not in keeping with the intent and purpose of the Section XXIIIA of the Zoning By-law.

Accordingly, permission is granted to erect a standing sign in the manner aforesaid and, with the exception of the man's figure on the sign, in accordance with the plans submitted and on file with this Board, subject, therefore, to the following conditions:

1. That the sign shall not contain the figure of a man carrying a service case.
2. That no other sign shall be erected on the building on the property at 170 Worcester Street or elsewhere on the premises, unless or until permission has been granted by this Board.
3. That said sign shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m. unless the business establishment is open to the public.

Philip H. Cahill
Philip H. Cahill

Dana F. Lowell
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F. Lester Fraser
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