71-1

TOWN OF WELLESLEY MASSACHUSETTS

BOARD OF APPEAL

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

KATHARINE E. TOY, CLERK
TELEPHONE
235-1664

Petition of Wellesley Inn, 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 February 11, 1971, on the petition of Wellesley Inn, Inc., requesting a special permit under the provisions of Section XXIIA, Part C, Subpart 3 a. 3 (a) of the Zoning By-law and Part E of said By-law, which would allow the erection of a standing sign at 576 Washington Street. Said sign would be in violation of Section XXII A, Subpart 3. a. 3 (a) of the Zoning By-law which prohibits the erection of more than one exterior sign for each business establishment consisting of a single building except that if such building has more than one public entrance.

On November 30, 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.

William W. White, spoke in support of the request at the hearing.

No objections were made to the granting of the request.

Statement of Facts

The property involved is located within a Business District. The building on the property consists of an Inn with a large dining room and a motel addition attached. The Inn has been in business for approximately seventy-five years.

It was stated at the hearing that as of December 1, 1970, Wellesley Inn, Inc. entered into a long-term management contract with Treadway Inns, and request permission to change the identification of the Inn. There is at present a standing sign in the approximate location of the proposed sign which identifies the Wellesley Inn. It is proposed to erect a sign approximately 9' x 15' to be mounted on two poles 10' in height and located eight feet back from the street line. The sign is to have the lettering, "Treadway Wellesley Inn Good Food, Drink and Lodging" all in blue letters on a white background. It is also to have the figure of a man pointing to the sign which will be approximately 3'5" x 9' and will be in blue, outlined with fluorescent lights. It was further requested that a panel 3'3" x 14' be allowed to be mounted below the sign which would contain announcements of various functions and possibly the menu of the day. This also would have blue letters on a white background.

As the building sets back approximately 25' from the street line, the petitioner feels it is necessary to have a sign such as is proposed in order to provide identification for those approaching both ways on Washington Street.

A plan of the sign was submitted as well as a plot plan drawn

Gleason Engineering Co., dated January 19, 1971.

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 IIXXA 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.

It is the view of the Board that the proposed sign will serve to better identify the Inn for motorists approaching it on Washington Street which is a busy route.

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

1. That no other sign shall be erected on the building on the property or elsewhere on the premises, unless or until permission has been granted by this Board.

2. 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. R. Cahill

Philip H. R. Cahill

Dana T. Lowell

Dana T. Lowell

F. Lester Fraser

F. Lester Fraser

Filed with Town Clerk _____

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