

TOWN OF WELLESLEY



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WELLESLEY, MASS.

BOARD OF APPEAL 17 MA 11 3 00A

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

KATHARINE E. TOY, CLERK
TELEPHONE
238-1664

Petition of Charles H. Spaulding, George E. Slye
and Richard W. Spaulding

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 8:45 p.m. on May 13, 1971, on the petition of Charles H. Spaulding, George E. Slye and Richard W. Spaulding, requesting a special permit under the provisions of Section XXIIIA, Part E, and Part C. Subpart 3 a 7, of the Zoning By-law which will allow the applicant to erect a standing sign on Grove Street at Eastman Circle, on property owned by Fuller Brook Corp.

On April 16, 1971, the petitioners filed their request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Richard W. Spaulding spoke in support of the request at the hearing.

The following persons appeared at the hearing and opposed the erection of the sign involved: Felicia J. Peltier, 24 Denton Road, Barbara L. LaPlace, 28 Denton Road, Julio DiGiando, 44 Denton Road and Renee B. O'Sullivan, 14 Denton Road. They felt that the sign should be lighted for a limited time only; that it was to be excessive in size and that if erected, it would lower the values of properties in the neighborhood.

Statement of Facts

The property involved is located within a Limited Apartment District. The petitioners are in the process of acquiring the property and are awaiting approval from the Board of Appeal for the construction of 150 condominiums. In connection with this, they seek permission to erect a standing sign which they feel is necessary for the marketing of the proposed condominium units. The proposed sign is to be located 50' back from Grove Street, approximately 450' from the northerly boundary line of the property and approximately 150' from the southerly boundary line of Fuller Brook. It is to be 8' x 12', mounted on two 8' steel poles, with the following wording: WELLESLEY GREEN ^W/CONDOMINIUMS/OCCUPANCY-SPRING, 1972/Another Quality Environment By S/S Spaulding and Slye Corporation/ Call John Boyle/523-8000/Financing By New England Merchants National Bank, in green letters on a white background. It is to be lighted with a white, steady stationary light shielded and directed solely at the sign.

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

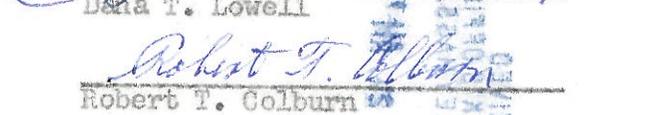
will not be injurious to the neighborhood in which the sign is to be located nor to traffic and safety conditions, or otherwise detrimental to the public safety and welfare.

It is the opinion of this Board that the requested standing sign would be in harmony with the general purpose and intent of the by-law, subject to the conditions hereinafter imposed. The Board feels that the petitioners need identification for the proposed construction project and that the proposed standing sign will not prove injurious to the neighborhood or to traffic and safety conditions, or otherwise detrimental to the public safety or welfare.

Accordingly, the Board hereby grants permission for the requested standing sign to be located as shown on the plan submitted and in accordance with the application on file with this Board, subject to the following conditions:

1. That said sign shall not be illuminated after 9:00 p.m. on week days, Monday through Fridays, nor on other days when the conduct of business is not lawful.
2. That said sign shall be removed upon the completion of the construction of the proposed buildings.


Philip H. R. Cahill

Dana T. Lowell

Robert T. Colburn

Filed with Town Clerk _____

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