

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 Consumer Value Stores

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 February 11, 1971, on the petition of Consumer Value Stores requesting permission to erect a wall sign on the building owned by the Star Market Co. at 452A Washington Street. Said sign would be in violation of Section XXIII, 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 December 2, 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.

Paul Joyce of the Mandeville Sign Co. represented the petitioner at the hearing.

There were no objections to the granting of the request.

Statement of Facts

The property involved is located within a Business District. The petitioner seeks permission to erect a wall sign on the westerly side of the building with the letters C. V. S. The letters are to be 3' in height and 9' in length and are to be in red on an aluminum background. The petitioner has an identical sign above the entrance door on the easterly side of the building, but it was pointed out that it cannot be seen by traffic going east on Washington Street. The petitioner feels that the proposed sign is necessary for identification of the company and will be not only beneficial to the business but also to the Town.

Decision

The Board finds that the erection of the sign requested will be in harmony with the general purpose and intent of this Section of the Zoning By-law and will not be injurious to the neighborhood nor to traffic and safety conditions in its location. The front entrance of the store cannot be seen by persons approaching in an easterly direction and it is the feeling of this Board that the proposed sign will help to identify it, and will be in harmony with other signs in the area.

Accordingly, the Board hereby grants permission for the requested sign to be erected on the easterly wall of the building involved as shown on the plans submitted and on file with this Board, and the Inspector of Buildings is hereby authorized to issue a permit for the erection of said sign.

*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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