

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 St. Moritz, 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 June 21, 1973, on the petition of St. Moritz, Inc., requesting a special permit under the provisions of Section XXIII, Part C, Subpart 3. a. 7 (b) and Part E of the Zoning By-law, to reletter a standing sign at 475 Washington Street. Said sign would be in violation of Section XXIII, Subpart 3. a. 4 (b) of the Zoning By-law which restricts illuminated signs to not more than two colors.

Robert L. Ferguson, spoke in support of the request at the hearing.

On May 2, 1973, the petitioner filed a request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The sign involved is a standing sign located within a Business District, located 11' back from Washington Street. The sign is 5' x 6', mounted on a 14' pole. The present sign now reads, "St. Moritz Ski Shop", and the petitioner seeks permission to delete the words Ski Shop and replace the words with the word, "St. Moritz Sports". There will be no change in the colors which are black lettering on a white plexiglass background mounted on a red steel pole. It will be internally lighted with fluorescent lamps.

Decision

The Board of Appeal finds that the proposed relettering of the existing sign will be in harmony with the general purpose and intent of Section XXIII 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 feeling of the Board that as the petitioner's business is now a four season sports shop, it needs proper identification.

Accordingly, the Board hereby grants permission for the proposed relettering to the existing sign in accordance with the application submitted and on file with this Board.

Richard O. Aldrich
Richard O. Aldrich

F. Lester Fraser
F. Lester Fraser

William O. Hewett
William O. Hewett

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