



TOWN OF WELLESLEY

MASSACHUSETTS

BOARD OF APPEAL

RICHARD O. ALDRICH
F. LESTER FRASER
WILLIAM O. HEWETT

KATHARINE E. TOY, CLERK
TELEPHONE
235-1664

Appeal of American Express Company

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 September 27, 1973, on the appeal of the American Express Company, from the refusal of the Inspector of Buildings to issue a permit to erect three signs on the building at 57 1/2 Washington Street, owned by Ernest L. Freeman, Tr. The request was for the erection of a sign on the wall of said building, an additional sign in the window and lettering on an awning to be erected on the building, all to have the wording, "American Express." The reason for such refusal was that said signs would violate Section XXIIIA, Part C, Subpart 3. a 3. (a) and 4. (b) which restricts the number of exterior signs for each business establishment to not more than one and restricts illuminated signs to not more than two colors. Said request is made under the provisions of Section XXIIIA, Part F. of the Zoning By-law.

On August 13, 1973, the appellant filed an appeal with this Board, after being notified by the Inspector of Buildings that a permit could not be issued for the proposed signs for the above-mentioned reasons.

At the hearing the appellant was represented by Paul Jameson, Attorney.

A letter favoring the request was received from, Clarence N. Holman Trustee, Estate of Charles E. Holman, 579 Washington Street.

Statement of Facts

The store involved is located within a block of stores, within a Business District. The appellant seeks permission to erect three signs, one on the wall of the building, another in the window and lettering on an awning to be erected.

It was stated by the appellant's attorney that the American Express Company, which has been located elsewhere in the Town for the past three years, has moved to larger quarters, and desires to erect the proposed signs for identification purposes. The Board granted permission for two of the signs to be erected at the previous location and now because of a new requirement in the BOCA Code, a request is also made for lettering on the awning which is to be erected.

The sign above the window is to be 1'6" x 12', and the sign in the window is to be 1'2" x 8'1". Both signs are to be internally illuminated with fluorescent tubes, with the wording, "American Express" in black letters outlined in white on a blue background. The letters and background are all of plastic. The awning is to be blue with the lettering "American Express" in white.

Decision

The Board finds that the erection of the signs requested will be in

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Decision Continued

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. It is the further finding of the Board that the proposed lettering on the awning will also be in harmony with the general purpose and intent of the Zoning By-law and that manifest injustice will result to the appellant if the request is not granted, a finding the Board must make under Section 127.1 of the BOCA Basic Building Code.

Accordingly, the Board hereby grants permission for the requested two signs to be erected on the building involved, one on the wall and the other in the window as shown on the plans submitted and on file with this Board, and it further grants permission for the erection of an awning with the requested lettering as shown on the plan submitted. The Building Inspector, therefore, is authorized to issue the required permits for the signs and awning subject to the following condition:

1. That said signs 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.

Richard O. Aldrich
Richard O. Aldrich

F. Lester Fraser
F. Lester Fraser

William O. Hewett
William O. Hewett

Filed with Town Clerk _____

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