TOWN OF WELLESLEY MASSACHUSETTS 76-19

BOARD OF APPEAL

F. LESTER FRASER
STANLEY J. GLOD
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FRANCIS L. SWIFT
HENRY H. THAYER

KATHARINE E. TOY
Administrative Secretary
Telephone
235-1664

Petition of Boston Federal Savings Bank

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 8:05 p.m. on May 6, 1976, on the petition of Boston Federal Savings Bank, requesting a special permit under the provisions of Section XXIIA, Part C., 3. 2. 7 and Part E. of the Zoning By-law which will allow the erection of a standing sign at 200 Linden Street to identify the following companies: "Boston Federal Savings and Loan Association," Piccolo's," "Kirkorian Oriental Rugs," "Hoffman Insurance Service," and "Your Advantage."

On February 10, 1976, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

J. Bennett Giles, Jr. representative from the Boston Federal Savings Bank, spoke in support of the request at the hearing.

Charles L. Hoffman, of Hoffman Insurance Services, also spoke in favor of the request. He explained that because the building involved is perpendicular to Linden Street, those approaching it in a westerly direction, go by it without recognizing it.

Statement of Facts

The portion of the property on which the building involved is located is within a Business District.

The petitioner seeks permission to erect a standing sign with five names on it in order to identify the stores located within the business block. The sign is designed to be 7' x 9' with the above-mentioned names in black letters on a white background; above the names is to be a panel with "200" in white numerals on a black background and mounted on two posts three feet in height. It is to be illuminated with eight lamps.

It was stated at the hearing that more identification is needed for the building involved which is set back on the lot with very little visibility from the street considering the speed of the traffic on Linden Street. It cannot be identified by those approaching in a westerly direction and very difficult to identify the names of the stores by those approaching in an easterly direction.

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Decision

Messrs. Swift and Glod would grant the request, as in their opinion the proposed sign would be in harmony with the general purpose and intent of Section XXIIA of the Zoning By-law, subject to restrictions and conditions which they would impose.

Mr. Fraser, however, does not agree and cannot find the necessary facts to grant it. In his opinion, the individual stores within the block already have erected sufficient signs to identify their locations and another sign, in his opinion, would be contrary to the intent and purpose of Section XXIIA of the Zoning By-law and injurious to the neighborhood and to traffic and safety conditions within the area.

As the decision must be unanimous, the request is denied and the case is dismissed.

Francis L. Swift

F. Lester Fraser

Stanley L. Glod

Filed with Town Clerk _____