



BOARD OF APPEAL

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KATHARINE E. TOY
 Administrative Secretary
 Telephone
 235-1664

Petition of Wellesley Rental Center, 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 8:55 p.m. on February 17, 1977, on the petition of Wellesley Rental Center, Inc., requesting a special permit under the provisions of Section XXIIIA, Part E. of the Zoning By-law which will allow the petitioner to erect a wall sign on the building, owned by Diehl's Inc., at 170 Linden Street. Said sign would violate Section XXIIIA, 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 January 20, 1977, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Donald J. Clifford, owner of the Rental Center, spoke in support of the request at the hearing.

Statement of Facts

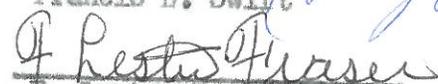
The property involved is located within an Industrial District. The petitioner, who operates a rental center in the building on the property, seeks permission to erect a wall sign on the southerly side of the building. The sign is designed to be approximately 4' x 24', with 30" letters mounted on a panel 48' long. The wording is to be, "Rental Center," in yellow wooden letters on black panels.

It was stated at the hearing that it would be most beneficial if a sign could be erected as requested as it would give exposure of the petitioner's business to the shoppers at the Linden Shopping Center across the street. There is a double-face standing sign on the property, it was stated, which is perpendicular to Linden Street, and while this can be seen by those approaching from an easterly or westerly direction, it cannot be seen from the parking lot across the street. For this reason, it is felt that the proposed sign is essential to fully identify the petitioner's business. It was also stated that the car wash business which previously occupied the building involved, had a sign on the same wall.

Decision

It is the opinion of this Board that the erection of the proposed wall sign would be inconsistent with the express purpose and intent of the Zoning By-law covering Signs and Advertising Devices. This Board has granted a special permit for a standing sign, and it is the Board's opinion, that between the standing sign and the allowable sign on the building, there is adequate identification for the petitioner's business.

Accordingly, the requested permit is denied and the petition dismissed.


Francis L. Swift

F. Lester Fraser

William O. Hewett

Filed with Town Clerk _____

FILED
MAY 22 1964
TOWN CLERK'S OFFICE
WELLESLEY, MASS.