79-22

TOWN OF WELLESLEY MASSACHUSETTS

ZONING BOARD OF APPEALS

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Petition of Berson-Wolfe Realty Trust

Pursuant to due notice the Special Permit Granting Authority held a public hearing in the hearing room on the second floor of the Town Hall at 8:35 p.m. on May 31, 1979, on the petition of Berson-Wolfe Realty Trust, requesting a special permit, under the provisions of Section XXIIA and Section XXV of the Zoning By-law, which will allow the replacing of a wall sign at 71 Central Street. Said sign would be in violation of Section XXIIA, Part C., Subpart 3. a. 1 (b) of the Zoning By-law which provides that the top of a sign shall be not more than fifteen feet above the ground elevation of the first floor entrance.

On May 14, 1979, the petitioner requested a hearing before this Authority and thereafter due notice of the hearing was given by mailing and publication.

The petitioner was represented at the hearing by George M. Wolfe, who spoke in support of the request.

Statement of Facts

The property involved is located on the northerly side of Central Street within a Business District.

The petitioner seeks permission to raise the existing sign on the building involved from 15' to 17'. It was explained that the sign in the present location is unbalanced architecturally and aesthetically. The petitioner intends to remodel the existing facade on which the sign is presently mounted and it is the opinion of the petitioner that the 15' height restriction will magnify the unbalanced architectural and aesthetic appearance. A plan was submitted which showed the proposed sign. The sign is to be 30" x 15', with the word, "Coleman's" in dark green letters with the border also in green, mounted on a natural wood face.

Decision

Messrs. Swift and Hewett find that there is a need for the relocation of the existing sign as shown on the plan submitted, and in their opinion, it would be in harmony with the general purpose and intent of the by-law and would not be injurious to the neighborhood, nor to traffic and safety conditions, or otherwise detrimental to the public safety and welfare.

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Mr. Cullinane, however, finds that the granting of a special permit for the proposed sign would not be in harmony with the general purpose and intent of the Zoning By-law.

Accordingly, the request is denied and the petition dismissed.

Francis L. Swift

William O. Hewett

William F. Cullinane

Filed with Town Clerk _____