

TOWN OF WELLESLEY



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WELLESLEY, MASS.

BOARD OF APPEAL

1967 AUG 15 PM 4:33

RICHARD O. ALDRICH
DANA T. LOWELL
F. LESTER FRASER

KATHARINE E. TOY, CLERK
TELEPHONE
235-1664

Petition of Regan & Stapleton, 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 8:15 p.m. on June 22, 1967, on the petition of Regan & Stapleton, Inc., requesting a special permit under the provisions of Section XXIIIA, Part C, Subpart 3 a 7, and Part E, of the Zoning By-law which will allow the applicant to erect a standing sign at 965 Worcester Street.

On May 18, 1967, the petitioner filed its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Henry D. White, attorney, represented the petitioner at the hearing.

Paul Chin, 32 Lexington Road, stated that he had no objection to the proposed sign if it did not block the view of his sign at 981 Worcester Street.

The Planning Board opposed the erection of three signs, in its report, but had no objection to erecting one standing sign within the guide lines of Section XXIIIA 2 a 7 (b) (1).

Statement of Facts

The property involved is on the northerly side of the Worcester Turnpike within a Business District.

The petitioner who operates the Lincoln-Mercury Dealership Agency, seeks permission to erect a directional sign which will conform to a National-wide means of identification. The proposed sign is to be 2'9" x 7'4 1/16", supported on two steel posts 6'6" in height. The face of the sign is to be Plexiglas with the word, "Service" in red letters on a white background. A white arrow mounted on a red background is to be adjacent to the word Service.

A plot plan was submitted, drawn by Thomas J. Joyce, which showed the location of the existing sign which is to be replaced as well as the proposed two additional standing signs. Said plan showed the sign involved to be located four feet from Worcester Street and approximately twenty-five feet from the easterly boundary line.

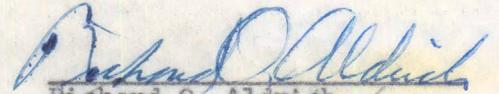
Decision

The Board cannot find that the proposed sign will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and that it will not be injurious to the neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare as it must find in order to grant a special permit under Part E of said section of the Zoning By-law.

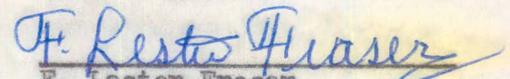
This proposed proliferation of standing signs serving a single business establishment is unnecessary and unreasonable and is undesirable both from esthetic considerations and from the standpoint of public safety.

The Board has granted permission to the petitioner for a new standing sign on the premises involved, and in its opinion, to allow one such sign, even though it is a so-called directional sign, would derogate from the general purpose and intent of Section XXIIIA of the Zoning By-law.

Accordingly, the petition is denied.


Richard O. Aldrich


Dana T. Lowell


F. Lester Fraser

Filed with Town Clerk _____

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Permit No.

APPLICATION

FOR

PERMIT FOR ALTERATIONS

St. and No.

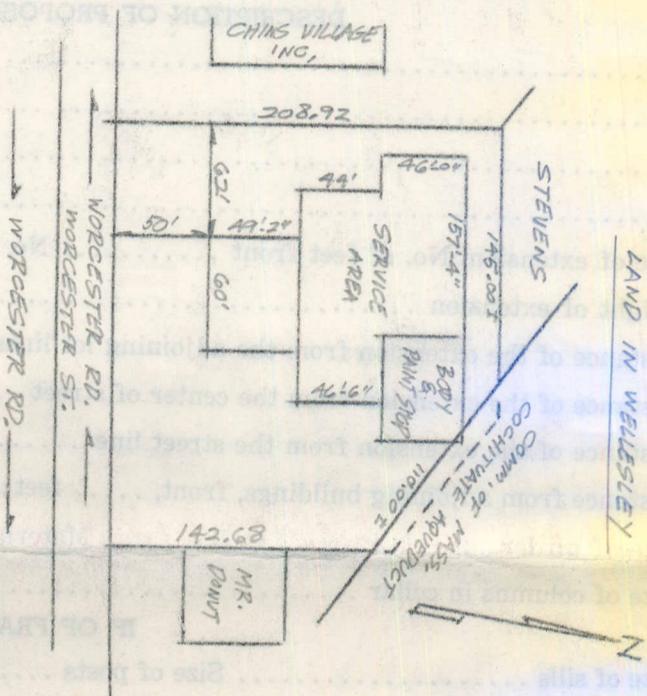
Owner

Architect

Builder

Permit Granted

..... 19



DIAGRAM

