

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

THEODORE C. MERLO
F. LESTER FRASER
WILLIAM O. HEWETT

KATHARINE E. TOY
Administrative Secretary
Telephone
235-1664

Petition of First National Stores, 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 8:00 p.m. on December 12, 1974, on the petition of First National Stores, 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 alter and reletter the existing standing sign at 165 Linden Street.

Charles Magliozzi of the Mack Advertising Company, Everett, and John Collins, Director of Maintenance and Construction for First National Stores, Inc., spoke in support of the request at the hearing.

On October 30, 1974, the petitioner filed a request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The sign involved is a standing sign located within an Industrial District, located one foot back from Linden Street. The existing sign has two panels mounted on two steel posts 30' in height, with the wording, "First National" in white letters on a red background. The petitioner seeks permission to alter the non-conforming sign by removing the top panel and in place of the word, "National" on the second panel, to have the word, "Finast" in white letters on the same red background. The panels below, reading, "Linden Shopping Center" and "Open Tonight" are to remain, with no change in size or color. It was pointed out that the proposed sign will be seven feet shorter than the existing sign and smaller in area. Instead of thirteen letters, it will have only six. The request is made, it was stated, to bring the sign into conformance with the new First National Stores name.

Decision

The Board find that the proposed alteration and relettering of the existing sign will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and will not be injurious to the neighborhood nor to traffic and safety conditions, nor otherwise detrimental to the public safety and welfare. It is the further opinion of the Board that there is a need for the petitioner to identify its store with the new name which the proposed change is designed to do.

Accordingly, the Board hereby grants permission for the proposed alteration and relettering of the existing standing sign in accordance with the application and plans submitted and on file with this Board, subject to the following condition:

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1. That the illumination of said sign shall terminate at 10:00 p.m., the present closing hour of the store, or it may remain illuminated in the event that the hours are changed to a later hour.

Theodore C. Merlo
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F. Lester Fraser
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William O. Hewett
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Filed with Town Clerk _____