

74-49

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 Firestone Motor Car Co.

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 8:35 p.m. on December 12, 1974, on the petition of Firestone Motor Car Co., requesting a special permit under the provisions of Section XXIIIA, Part E. of the Zoning By-law, to reletter a non-conforming standing sign at 230 Worcester Street on property owned by Crandall Hicks Realty Co. Said sign would be in violation of Section XXIIIA, Subpart 3.a.4 (b) of the Zoning By-law which restricts illuminated signs to not more than two colors.

On November 18, 1974, the petitioner requested a hearing before this Board and thereafter due notice was given of the hearing by mailing and publication.

Richard L. Wilder, attorney, spoke in support of the request.

Statement of Facts

The sign involved is a standing sign located within a Business District. It is located approximately six feet back from Route 9 ramp, off Worcester Street. It is 22' wide, 10' high, and stands 22' above ground level.

The petitioner seeks permission to reletter the sign as he has recently taken over the dealer-ship of the Austin, MG, Jaguar automobiles. The sign is to remain, but the new lettering is to be, Austin, MG, Jaguar on the left side of the panel and Firestone British Motors on the right side of the panel, with a symbol above the word, "Austin." It will have a white background with blue letters and a black border, and will be internally illuminated with white fluorescent bulbs.

Decision

The Board of Appeal finds that the proposed reletter 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. 350 6N.32

Accordingly, the Board hereby grants permission for the proposed relettering of the existing standing sign in accordance with the application submitted and on file with this Board.

Files with Town Clerk

Theodore C. Merlo  
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William O. Hewett  
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F. Lester Fraser  
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