

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 8:40 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. of the Zoning By-law, to erect a wall 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 property involved is located within a Business District, on a ramp running in an easterly direction off the southerly side of Worcester Street (Route 9) and connecting the same with Cedar Street.

The petitioner, who recently took over the dealership of the Austin, MG, Jaguar automobiles, seeks permission to erect a wall sign 8' x 45' on the front or northerly wall of the building, with the wording, "Austin, MG, Firestone British Motors, Jaguar", with a British symbol at each end of the sign. The sign is to be in blue letters on a white background with a black border, and internally lighted with white fluorescent bulbs.

It was stated that the wall sign is essential to identify the new dealership and the proposed sign it is felt will provide proper identification.

Decision

The Board, after taking a view of the locus, is of the opinion that a permit for the erection of a wall sign as requested, will not be contrary to the public interest or in conflict with the objectives of the By-law.

The Board, therefore, finds that the proposed front wall 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.

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Accordingly, the request is granted in accordance with the plan submitted and on file with this Board.

FEB 21 3 30 PM '15

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 _____