



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 8:45 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 erect a standing sign at 226 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 and Subpart 3. a. 1. (d) which prohibits standing signs.

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

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

Albert Berman, speaking for Edith Berman, owner of the property at 63 Hastings Street, stated his concern relative to the height of the proposed sign and the probable hours it would be lighted in the evening.

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 seeks permission to erect a standing sign in front of his sales and service building to identify his Buick-Opel dealership which he recently acquired. The proposed sign is designed to be 15' x 15', supported by two steel poles 22' in height, and to have an emblem in red, white and blue above the words Buick - Opel. The word "Buick" is to be in blue letters on a white background and the word, "Opel" is to be in gold letters on the same white background. Below this panel, is to be a panel 4 1/2' x 4 1/2' with the letters, "MG" in white on a blue background. The face of the sign is to be plastic, internally lighted with fluorescent lamps. The sign post is to be located 13' back from the street line and the sign itself to be 8' from the street line. It is to be 3' from the easterly lot line and 168.44' from Hastings Street. A plot plan showing the proposed location of the sign was submitted. Said plan was drawn by MacCarthy & Sullivan Engineering, Mattick, Mass., dated November 11, 1974.

Decision

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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.

The Board feels that it is unreasonable to request permission to erect a standing sign of the size involved in order to identify the petitioner's business. The Board has granted permission to the petitioner to erect a sign on the wall of his building of a size which should quite adequately identify the business. However, if it is found that further identification is necessary, it is the opinion of this Board, that an adequate sign can be designed which would be a more reasonable proposal. To allow the proposed sign, it is felt, even though it is intended to identify the petitioner's business location for those approaching from Route 9, would derogate from the general purpose and intent of Section XXIIIA of the Zoning By-law.

Accordingly, the petition is denied.

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 _____