



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 8:50 p.m. on December 12, 1974, on the petition of Firestone Motor Car Co., requesting a special permit under the provisions of Section XXIIA, Part B. of the Zoning By-law, to erect a wall sign at 226 Worcester Street on property owned by Crandall Hicks Realty Co. Said sign would be in violation of Section XXIIA, 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 of the hearing was given 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 Buick Opel automobiles, seeks permission to erect a wall sign 4'11 1/4" high by 35'9 1/2" wide on the front or northerly wall of the building, with the wording, "Firestone Buick Opel". The word, "Firestone" is to be in white letters on a blue background; the word, "Buick" is to be in blue letters on a white background and the word, "Opel" to be in gold letters on a white background, all to be internally lighted with white fluorescent bulbs.

It was stated that the wall sign is essential to identify the new dealership and that if permission is granted, all the existing signs on the building will be removed.

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, but limited by the conditions hereinafter imposed, 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, subject to the conditions imposed herein will be in harmony with the general purpose and intent of Section XXIIA 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.

Accordingly, the request is granted subject to the following conditions:

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1. That said sign shall not exceed the dimensions referred to in the application and shown on the plans submitted and on file with this Board.
2. That all existing signs on the walls and roof of the building as well as any signs which may be seen inside the windows, shall be removed prior to the erection of this sign.

Theodore C. Merle  
Theodore C. Merle

F. Lester Fraser  
F. Lester Fraser

William O. Hewett  
William O. Hewett

Filed with Town Clerk \_\_\_\_\_