

74-5

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

RICHARD O. ALDRICH
F. LESTER FRASER
WILLIAM O. HEWETT

KATHARINE E. TOY, CLERK
TELEPHONE
235-1664

Petition of The Wellesley Country Store

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 8:20 p.m. on February 7, 1974, on the petition of The Wellesley Country Store, requesting a special permit under the provisions of Section XXIIA, Part C, Subpart 3. a. ? (b) and Part E. of the Zoning By-law, which will allow the applicant to reletter the standing sign located at 38 1/2 Washington Street, on premises owned by W. Leslie Bendslev, et al.

On January 21, 1974, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

The petitioner, Jean Schmitt, spoke in support of the request at the hearing.

Henry D. White, attorney, representing the owners of the property, stated that the owners approved the alteration of the existing sign subject to the approval of the Board of Appeal. They felt that since the sign had been there for many years, the new lettering should not prove detrimental to the area.

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Statement of Facts

The property involved is located within a Business "A" District. There is a building on the property which is occupied as a theatre and several offices. The petitioner has just recently leased the space formerly occupied by an Insurance Company and seeks permission to alter the existing non-conforming standing sign. The sign was erected prior to the enactment of the Sign Code.

The sign is an existing standing sign approximately 3'2" x 5', mounted on a single post approximately ten feet in height. It is proposed to reletter the sign with the wording, "Wellesley Country Store - Antiques - used furniture," in black letters on a white background. The petitioner feels that there is a real need for the proposed sign which will inform the public that there is a small antique shop on the premises open for business.

Decision

The Board cannot find that the relettering of the non-conforming sign 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.

The Board feels that adequate identification can be provided for the petitioner's antique shop in compliance with the provisions of the Zoning By-law, Section XXIIIA. A sign may be placed on the wall of the building, sufficient in size, it is felt, to allow the public to be informed of the petitioner's business. In its opinion, such a sign would be as visible to the public and in compliance with the intent and purpose of the by-law governing signs.

Accordingly, the petition is denied.

Theodore C. Merlo

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F. Lester Fraser

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William O. Hewett

William O. Hewett

Filed with Town Clerk _____

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