



## BOARD OF APPEAL

F. LESTER FRASER  
WILLIAM O. HEWETT  
FRANKLIN P. PARKER  
FRANCIS L. SWIFT  
HENRY H. THAYER

KATHARINE E. TOY  
Administrative Secretary  
Telephone  
235-1664

William F. Cullinane

Petition of Chrysler Realty Corporation

Pursuant to due notice the Special Permit Granting Authority held a public hearing in the hearing room on the second floor of the Town Hall at 8:40 p.m. on September 8, 1977, on the petition of Chrysler Realty Corporation, requesting a special permit under the provisions of Section XXIIA and Section XXV of the Zoning By-law, which will allow the erection of a standing sign for Silver Lake Dodge, at 234 Worcester Street on property owned by Hastings Realty Corporation.

On August 23, 1977, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Harry E. Warren, Attorney, represented the petitioner at the hearing.

Statement of Facts

The property involved is located on the southerly side of Worcester Street (Route 9), within a Business A District. On the premises is located a building which is occupied by Silver Lake Dodge Dealership and Service Agency.

The petitioner recently leased the property and seeks permission to erect a standing sign to identify the new dealership. The sign requested is part of the Nationwide corporate identity program, 310 dealerships in New England have the identical sign, it was stated. It was pointed out that Route 9 is a divided highway, therefore, the petitioner desires to erect a double-face sign which will be visible from both directions. The sign is to be 8' x 20', mounted on a pole 20' in height from the ground to the top. The wording, "Dodge" - "Dodge Trucks" will be in red and white letters with a star above the wording. The sign is to be illuminated, and if allowed, will be erected perpendicular with the street with the sign set back nine feet from the street and the pole set back sixteen feet from the street.

A plot plan was submitted, drawn by Philip R. Brown, Registered Land Surveyor, which showed the proposed location of the sign on the property.

During discussion of the sign, it was suggested by the petitioner's representative, that the star on the sign could be eliminated.

Decision

The Board has taken a view of the locus and is of the opinion that a permit for the erection of the standing sign involved as requested and subject to the conditions hereinafter imposed, will not be contrary to the public interest or a conflict with the objectives of the By-law.

The sign requested is slightly smaller than the sign which was approved by this Board in 1976 and which this sign is replacing, and will be set back one foot farther than the previous sign from Worcester Street.

The Board, therefore, finds that the proposed sign will be in harmony with the general purpose and intent of Section XXIIIA of the Zoning By-law and will not be otherwise detrimental to the public safety and welfare.

Accordingly, the Board hereby grants permission for the erection of the sign involved in accordance with the plans submitted and on file with this Board, subject to the following conditions:

1. That the star shown on the plan submitted shall be eliminated.
2. That said sign shall not be illuminated after 10:00 p.m. unless the establishment is open to the public.

RECEIVED  
 TOWN CLERK'S OFFICE  
 MAY 22 1977  
 4 00 PM '77

*Henry H. Thayer*  
Henry H. Thayer

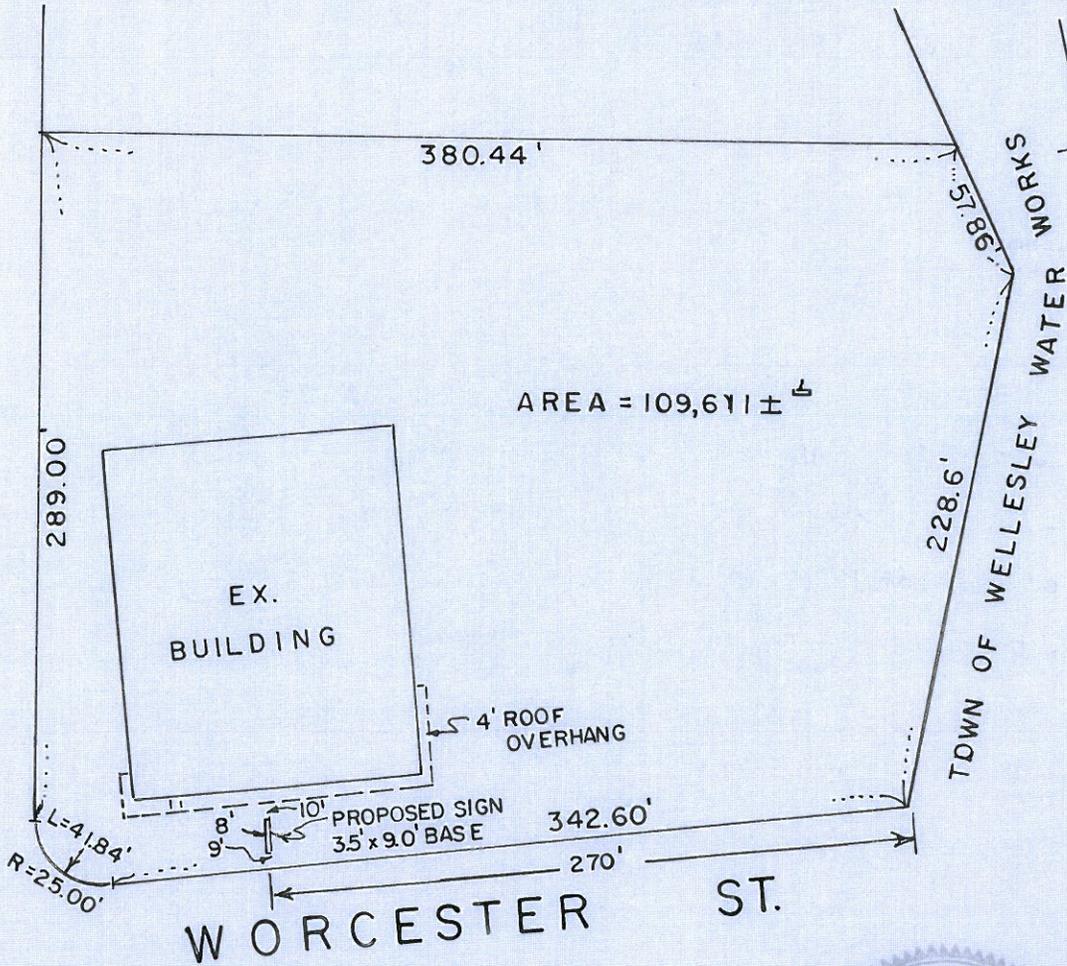
*William O. Hewett*  
William O. Hewett

*William F. Cullinane*  
William F. Cullinane

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

Copies of the decision and all plans referred to in the decision have been filed with the Planning Board and with the Town Clerk.

HASTINGS ST.



AREA = 109,611 ±

EX. BUILDING

4' ROOF OVERHANG

PROPOSED SIGN  
35' x 9.0' BASE

WORCESTER ST.

TOWN OF WELLESLEY WATER WORKS

WELLESLEY BOARD OF APPEALS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DATE: \_\_\_\_\_



*Philip R Brown*  
 PHILIP R. BROWN  
 REG. LAND SURVEYOR

PLAN OF LAND IN WELLESLEY, MASS.  
 OWNED BY: HASTINGS REALTY CORP.

SCALE: 1" = 80'

JULY 7, 1977

PLAN BY: MAC CARTHY & SULLIVAN ENGINEERING INC.  
 81 SPEEN ST., NATICK, MASS.