TOWN OF WELLESLEY MASSACHUSETTS

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5992

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TELEPHONE
(781) 431-1019 EXT. 208

ROBERT A. BASTILLE
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ROBERT W. LEVY

November 7, 2000

Stuart Pitchel
SRP Signs
194 Newton Street
Waltham, MA 02453

Re: ZBA 2000-83
Petition of Leather Collection
999 Worcester Street

Dear Mr. Pitchel:

Please be advised that at the Public Hearing held on October 26, 2000, the Zoning Board of Appeals voted unanimously to grant your request to withdraw the above referenced petition without prejudice.

Any future petition regarding signage at 999 Worcester Street Avenue requiring relief from the Board of Appeals will require a new application, a site plan and plans of the proposed signage. As discussed at the Public Hearing, the Board will not hear a new petition until the existing signage violation on the premises has been rectified and the signage brought into conformance with the Zoning Bylaw.

If you have any questions, or need further assistance, please do not hesitate to call me.

Very truly yours,

Ellen D. Gordon

Ellen D. Gordon
Executive Secretary, Zoning Board of Appeals

cc: Town Clerk
Planning Board
Inspector of Buildings

Town of Wellesley **DESIGN REVIEW BOARD** *Massachusetts*

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Town Hall
525 Washington Street
Wellesley, MA. 02181
Tel. (781) 431-1019 ext. 234
Fax (781) 239-1043

Norman Khumalo, *Planner*

October 13, 2000

Mr. Ed Phaneuf
Inspector of Buildings
Town Hall
Wellesley, Massachusetts 02181

RE: LEATHER COLLECTION: 999 WORCESTER STREET: DRB 49-00

Dear Ed:

At its regular meeting of June 22, 2000, the Design Review Board reviewed the *LEATHER COLLECTION* proposal to reface and renovate an internally illuminated standing sign at 999 Worcester Street.

Standing on existing poles 20' above ground level, this double-sided 100SF standing sign reads " Leather Collection" and carries the company's blue and white logo, resembling a sofa. The new faces are made from aluminum, primed and painted to match the pylon structure. Cut from clear acrylic, the 11" high letters on the sign are pushed through the face from behind. The actual face of each letter has opaque vinyl applied to it to block light from passing through, thus allowing a gentle white glow of light only on the edges of the letters.

The Board raised several concerns regarding the size, setback, height and illumination of the sign. As presented the sign exceeds the allowed area of 50 SF, the allowed height of 10 feet and has less than the required setback of 15 feet. The Board felt that a 20-foot high sign, with 100 SF does not work well with this building. Located 10 feet from Worcester Street, some members feared that the sign presents a safety hazard to vehicular traffic.

Having concluded that the sign is internally illuminated, the Board noted that per zoning regulations as to Special Permit sign applications, it could not recommend for approval an internally illuminated sign that uses more than two colors.

Further, the Board noted that the Applicant's description of the sign did not match the drawing of the sign provided as part of the application. The Board requested the Applicant to provide revised drawings of the standing sign and a written description of how the sign is illuminated, to which the Applicant agreed.

The Board was divided on supporting a special permit application for a sign located on the same property that has an existing and continuing sign violation. The existing Guardian Savings wall sign, approved by the Board and the Inspector of Buildings as a halo lit sign, was instead constructed as an internally illuminated sign and such illumination takes place when the business is not open to the public.

Following considerable discussion, the Board moved, seconded to:

> "Recommend to the Building Inspector and the Zoning Board of Appeals to accept the Leather Collection proposal to place a standing sign at 999 Worcester Street subject to the following:
>
> 1. The internally illuminated sign does not use more than two colors.
> 2. The sign is illuminated only when the business is open to the public.
> 3. In the event that the sign application presented to the ZBA meets point 1 and 2 above, the Board's endorsement of this proposal shall not be deemed to constitute a determination of the compliance of the existing Guardian Savings sign on this building with the provisions of the Town's zoning bylaw."

Subsequently, the Board received the revised drawings of the standing sign and a written description of the sign's illumination from the Applicant. At its regular meeting of October 12, 2000, the Board concluded that the information provided by the Applicant shows that the sign is internally illuminated and has three colors [white, purple and black]. Therefore, the Board advises that as per the zoning regulations it could not recommend for approval an internally illuminated sign that uses more than two colors, and thus, does not meet the zoning requirements as to illumination allowed by Special Permit.

Sincerely,

Norman Khumalo
Planner, Town of Wellesley

CC. Newell White, Gulf Coast Signs, 1713 Northgate Blvd., Sarasota, Florida 34234

TOWN OF WELLESLEY MASSACHUSETTS

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2000 OCT -6 A 9:28

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ROBERT W. LEVY

Permit Granting Authority and/or
Special Permit Granting Authority
Town of Wellesley, MA 02181

Date: 9/11/00

ZBA: 2000-83

Gentlemen:

Pursuant to the provisions of Section XXIIA of the Zoning Bylaw, the undersigned hereby makes application for a Special Permit for a sign(s) at the following location:

999 WORCESTER RD (RT. 9)

Owner of Property: GUARDIAN Savings Bank Petitioner: LEATHER Collection

Mailing Address: 1220 Augusta Houston, TX Address: 999 Worcester RD.

Phone: Work: 713 267 7721 Home: Phone: Work: Home:

Signature: See Attached Release Signature:

SIGN INFORMATION

TYPE	Illumination Internal	Illumination External	Height	Width	Setback	Sq Ft/ Panel	Height Above Ground	Total Area
Standing:			5	10'	10	50	20'	100 □'

	Illumination Internal	Illumination External	Height	Width	Area	Height Above Ground	% of Facade	% of Window
Wall:								
Window:								
Awning:								
Perpendicular								

Zoning District: Business Use of Property: Retail

A Special Permit is requested because To identify premises as new business
New face on existing sign

FEE ENCLOSED: $150.00

Applicants should be aware that the Planning Board reviews all applications. Further information may be obtained from the Planning Board Office.