



## ZONING BOARD OF APPEALS

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

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ZBA 2010-95  
Petition of Harold Withrow Sign Co.  
200 Linden Street

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Pursuant to due notice, the Special Permit Granting authority held a Public Hearing on Thursday, December 2, 2010 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of HAROLD WITHROW SIGN COMPANY requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 3 foot by 10 foot wall sign with a letter height for one letter at 32 inches, with a total area of 30 square feet, set at a height of 14 ½ feet above the ground, in a Business District, at 200 LINDEN STREET.

Property Owner: FR Linden Square Inc.

On November 15, 2010, the petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing were Harold Withrow (the "Petitioner") and David Jee, Hercules Dry Cleaners.

Mr. Withrow displayed the existing and the proposed signs. He said that the Design Review Board (DRB) questioned whether the "H" with the coat hanger should be considered a letter or a logo.

Mr. Withrow said that the existing sign has 14 inch letters. He said that where the business is located within Linden Square diminishes the visibility of the sign.

The Board said that Mr. Jee stated in his letter that if the "H" is 14 inches, the "ercules" would be six inches, which would be too small for potential customers to see. The Board said that the letters for both the "Dry Cleaners" and "Your Eco-Friendly Green Dry Cleaner" are less than six inches. The Board said that the size and color of the font for the "Your Eco-Friendly Green Dry Cleaner" line make it difficult to see. Mr. Withrow said that portion of the sign is for walkup customers.

The Board said that the portion of the sign that says, "Eco-Friendly Green Dry-Cleaners" could be considered to be advertising. Mr. Withrow said that it tells that public that Mr. Jee has invested in eco-friendly machines. The Board said that the guidelines in the bylaw state that signs should be for identification purposes and not for advertising.

The Board said that if the "Your Eco-Friendly Green Dry Cleaner" line was removed from the bottom of the sign, the top of the "H" could remain the same but the bottom could extend to the horizontal line underneath "Dry Cleaners" for a total of approximately 16 inches. The Board said that size of the "H"

could be reduced by approximately four inches. The Board said that the tag line cannot be seen at a distance. The Board said that the purpose of the sign will still be served without the tag line.

Mr. Withrow confirmed that they would be allowed to keep the coat hanger in the "H".

The Board asked if the "Box Storage", "Dry Cleaners" and "Environmental Friendly" signs were mounted on the windows or in the store. Mr. Jee said that they are on the windows. The Board said that the bylaw regulates the number of signs. The Board said that the signs can be mounted inside the store on the wall. Mr. Withrow said that the signs will be moved.

There was no one present at the Public Hearing who wished to speak to the petition.

The Board read the DRB recommendation.

The Board read the Planning Board comments.

The Board said that a revised design should be submitted.

#### Statement of Facts

The subject property is located at 200 Linden Street, in a Business District.

The Petitioner is requesting a Special Permit for installation of a 3 foot by 10 foot wall sign with a letter height for one letter at 32 inches, with a total area of 30 square feet, set at a height of 14 ½ feet above the ground.

A Rendering dated 7/14/10, prepared by Withrow Signs, and a photograph were submitted.

On August 13, 2010, the Design Review Board voted to recommend approval of the proposed wall sign.

On December 1, 2010, the Planning Board voted to recommend that the Special Permit be granted.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be revised from the proposed 3 foot by 10 foot wall sign with a letter height for one letter at 32 inches, with a total area of 30 square feet, set at a height of 14 ½ feet above the ground so that the "H" and hanger combination shall be reduced in size so that the bottom of the "H" shall be at the same height as the horizontal line underneath the "Dry Cleaners" line and the "Your Eco-Friendly Green Dry Cleaner" tag line shall be removed from the sign.

It is the opinion of this Authority that installation of a revised 3 foot by 10 foot wall sign with a letter height for one letter at 32 inches, with a total area of 30 square feet, set at a height of 14 ½ feet above the ground with the "H" and hanger combination reduced in size so that the bottom of the "H" shall be at the same height as the horizontal line underneath the "Dry Cleaners" line and the "Your Eco-Friendly Green Dry Cleaner" tag line removed, will be in harmony with the general purpose and intent of Section XXIIA

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of the Zoning Bylaw, as the lettering styles, materials and colors will not detract from the area and are appropriate for this specific location, subject to the following conditions:

1. All signs shall be removed from the windows.
2. Revised drawings showing compliance to the modifications to the sign that were imposed by the Board shall be submitted.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

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J. Randolph Becker, Acting Chairman

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Cynthia S. Hibbard

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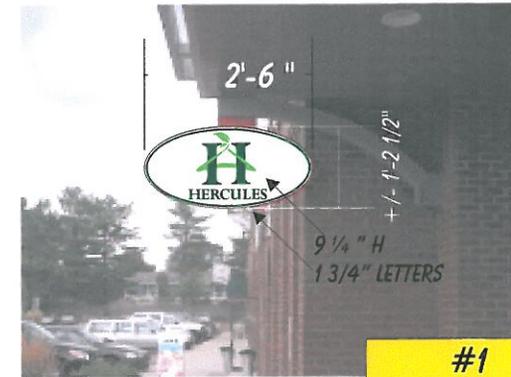
David G. Sheffield

cc: Planning Board  
Inspector of Buildings  
lrm

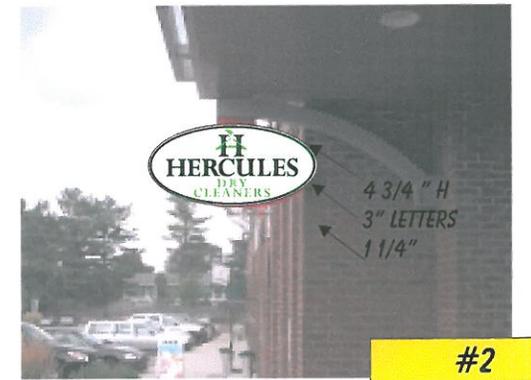


RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02482

2010 NOV 15 P 2:48



**(1) SINGLE SIDED ALUMINUM PAN SIGN: 30 SQ. FT.**  
**GRAPHICS: GREEN AND DARK GREEN**  
**BKGD: WHITE ALUMINUM**



**WITHROW  
SIGNS**

781-475-2644  
HAROLD WITHROW

EMAIL:  
WITHROWSIGNS@YAHOO.COM

artwork exclusive property of

DETAILS:

SCALE: 3/8" = 1'-0"

CLIENT, LOCATION & PHONE:

**HERCULES  
DRY CLEANERS  
WELLESLEY, MA**

DWG FILE NAME#

HERCULES-WELLESLEY.CDR

DATE: 7/14/10 PAGE: 1

REVISION DATES:



**HERCULES**  
DRY CLEANERS

