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ZONING BOARD OF APPEALS

KATHARINE E. TOY  
 Administrative Secretary  
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Petition of Filene's

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 8:25 p.m. on August 16, 1979, on the petition of Filene's requesting a special permit under the provisions of Section XXIII and Section XXV of the Zoning By-law, which will allow the petitioner to erect a wall sign on the building at 74 Central Street rear, owned by Wellesley Realty Trust. Said sign would violate Section XXIII, Part C Subpart 3. a. 3 (a) which limits the number of exterior signs on each business establishment and Subpart 3. a. 1. (b) which provides that the top of a wall sign shall not be more than fifteen feet above the ground elevation of the first floor entrance.

On August 13, 1979, the petitioner requested a hearing before this Authority and thereafter due notice of the hearing was given by mailing and publication.

Anthony Damario, sign company representative for the petitioner, spoke in support of the request at the hearing and explained the need for the proposed sign.

Statement of Facts

The property involved is located on the southerly side of Central Street within a Business District.

The petitioner seeks a special permit which will allow the erection of a wall sign on the rear of the Filene store facing the parking lot. The proposed sign is to be of individual letters 1'6" in height with the over-all width of 10'6", with the word, "Filene's". The white steady light will backlight brown letters.

It was explained that the proposed sign will match the sign on the front wall of the building, and it will provide identification for the Filene store for those approaching from the parking lot. It is felt that there is inadequate identification now which is causing substantial hardship to the petitioner.

Decision

It is the opinion of this Authority that the erection of the proposed wall sign would be inconsistent with the express purpose and intent of the Zoning By-law covering Signs and Advertising Devices.

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The Authority feels that the sign can be lowered to meet the height limitation required by the Zoning By-law and provide adequate identification for those approaching the store from the parking lot or the adjacent streets. The petitioner now has a sign above the entrance door at the rear with the lettering, "Men's and Home Store" and it is the opinion of this Authority that the word, "Filene's" could be lowered to be combined with the existing sign, which would be in harmony with the general purpose and intent of the Zoning By-law.

Accordingly, the requested permit is denied and the petition dismissed.

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TOWN ENGINEERING OFFICE  
TOWN ENGINEERING DEPARTMENT

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