



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

STEPHEN S. PORTER, Chairman  
JOHN A. DONOVAN, JR.  
ROBERT R. CUNNINGHAM

MARY ANN McDOUGALL  
Executive Secretary  
Telephone  
~~435-0004~~  
431-1019

WILLIAM E. POLLETTA  
FRANKLIN P. PARKER  
SUMNER H. BABCOCK

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TOWN OF WELLESLEY, MASS.  
MAY 11 9 35 AM '86

ZBA 86-15

Petition of White Mountain Creamery Inc./Taylor Interim Realty Trust  
552 Washington Street

Pursuant to due notice, the Permit Granting Authority and the Special Permit Granting Authority held a Public Hearing on Thursday, March 20, 1986 at 8 p.m. in Room 17 of the Town Offices at the Phillips Building, 12 Seaward Road, Wellesley Hills, on the petition of WHITE MOUNTAIN CREAMERY/TAYLOR INTERIM REALTY TRUST requesting a Special Permit and a variance pursuant to Section XXIIA, Section XXV and Section XXIV-D of the Zoning Bylaw to allow a window sign at the premises at 552 WASHINGTON STREET, in a Business District, in addition to an existing wall sign, said window sign to be approximately 3.7 feet by 7 feet in size.

On March 3, 1986, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Julian Angelone of White Mountain Creamery who stated that he wishes to have a window sign in addition to the wall sign to give the appearance of an old fashioned ice cream parlor. The window sign would be a decal sign.

No others were present favoring or opposing the request.

Statement of Facts

The property in question is located at 552 Washington Street, owned by Taylor Interim Realty Trust and occupied by a tenant, White Mountain Creamery, Inc., an ice cream shop.

A variance is requested to allow a window sign approximately 25.9 square feet in area on the premises, which would constitute a second sign for the business. A wall sign already exists which is 47.5 square feet in area. A Special Permit is requested to allow a total signage of 73.4 feet.

Drawings of the proposed sign were presented by Sardella Signs, Wakefield. Photographs were also presented.

The Design Review Board held a preliminary review of the sign on November 7, 1986. Final design review was conducted on February 13, 1986 at which time a majority of the Design Review Board voted to accept the design as presented, as outlined in a letter of February 14, 1986.

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The Planning Board, at its regular meeting of March 18, 1986, voted unanimously to oppose the granting of the petition as summarized in a letter of March 19, 1986.

Decision

This Authority has made a careful study of the evidence presented.

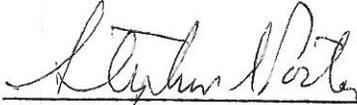
Section XXIIIA of the Zoning Bylaw limits the number of signs for commercial and retail use to one wall sign per business. This Board does not find any substantial hardship to the petitioner as described in the Zoning Bylaw to warrant any more than one sign for the ice cream parlor. It is the opinion of this Board that the granting of this petition would establish a precedent whereby other commercial establishments will in turn seek additional signs, and would nullify and substantially derogate from the intent and purpose of the Zoning Bylaw.

Therefore, it is the unanimous opinion of this Authority that the request for a variance and for a special permit to allow a second sign at 552 Washington Street is hereby denied and the petition is dismissed.

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.

cc: Planning Board  
Inspector of Buildings

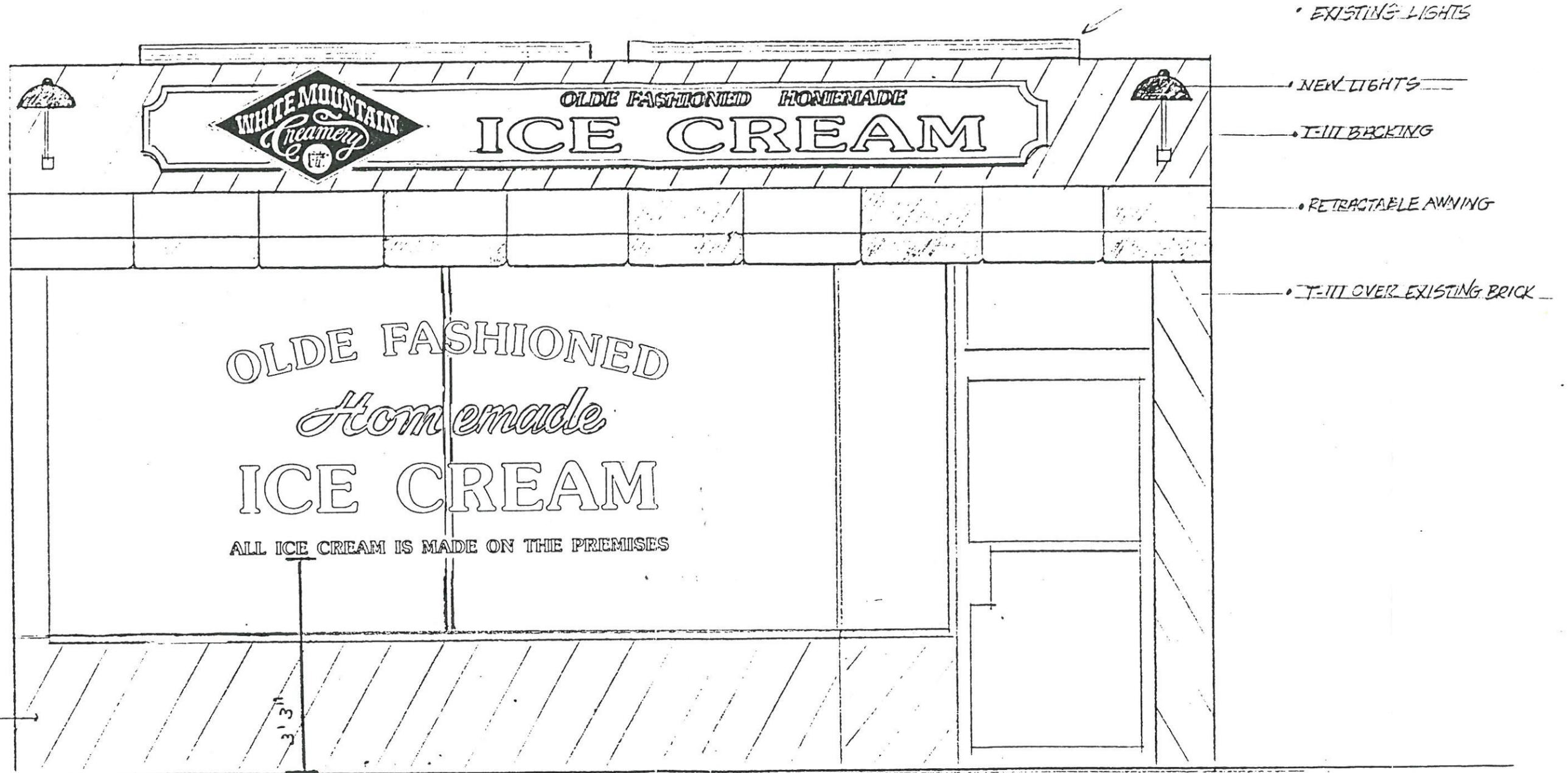
mam

  
Stephen S. Porter, Chairman

  
John A. Donovan, Jr.

  
William E. Polletta

APR 11 9 35 AM '86  
TOWN CLERK'S OFFICE  
TOWN OF ANDOVER  
MASS.



• EXISTING LIGHTS

• NEW LIGHTS

• T-III BRICKING

• RETRACTABLE AWNING

• T-III OVER EXISTING BRICK

T-III BRICKING

3'3"

SCALE 1/2" = 1'0"

WINDOW SIZE 14'-0" X 6'-6"

WHITE MOUNTAIN CREAMERY  
552 WASHINGTON ST. WILMINGTON, MASS.

RECEIVED  
OWN CLERK'S OFF  
WILMINGTON MASS.  
MAR 3 9 28 AM '86