



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 86-64
Petition of Carroll Reed Outlet
200 Linden Street

Pursuant to due notice, the Permit Granting Authority and the Special Permit Granting Authority held a Public Hearing on Thursday, December 4, 1986 at 8 p.m. in the Great Hall of the Town Hall at 525 Washington Street, Wellesley, on the petition of CARROLL REED OUTLET requesting a Special Permit pursuant to Section XXIIA and Section XXV to allow an internally illuminated wall sign approximately 10 feet by 4 feet at 200 LINDEN STREET (owned by F. DIEHL & SONS INC., formerly known as YOUR ADVANTAGE) in a Business District.

On November 13, 1986 the petitioner filed a request before this Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Edward Blumenthal, Coyne Signs, who stated that internal illumination is necessary because of the location of the store. Visibility is poor, and the company wants uniformity of signs to project their corporate image.

No others were present expressing favor or opposition to the request.

Statement of Facts

The property in question is located at 200 Linden Street, owned by F. Diehl & Sons, Inc., in a Business District. Carroll Reed Outlet leases a store in the building and wishes to install a new internally illuminated wall sign approximately 4 feet by 10 feet to replace the "Your Advantage" sign. The proposed sign would be 15 feet high.

Plans were submitted by Coyne Signs, 84 Cove Street, Portland, Maine, dated 10/16/86.

The Design Review Board reviewed the application on October 23, 1986 and, in a letter to the ZBA dated October 24, 1986, rejected the sign for the following reasons:

1. There are no other internally illuminated signs at this location.
2. The proposed sign is not consistent with the existing atmosphere of this area and is inappropriate for this location.
3. The proposed sign would overwhelm and draw attention from the existing signs of other businesses at this location.

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The Planning Board reviewed the application at its regular meeting of November 18, 1986 and, in a letter of November 25, 1986, stated it had voted to oppose the granting of the Special Permit for the reasons stated in the Design Review Board letter of October 24, 1986.

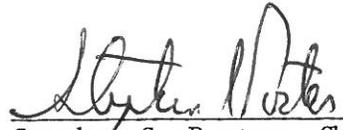
Decision

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

This Board concurs with the Design Review Board and the Planning Board that the proposed sign is not consistent with the atmosphere of the area and is inappropriate for the proposed location. This Board has consistently denied requests for internally illuminated signs in the Linden Street area and sees no reason to justify internal illumination in this case.

Therefore, the Special Permit requested for internal illumination of a sign at Carroll Reed Outlet at 200 Linden 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.


Stephen S. Porter, Chairman


Robert R. Cunningham


William E. Polletta

cc: Planning Board
Inspector of Buildings

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