



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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WILLIAM E. POLLETTA  
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SUMNER H. BABCOCK

ZBA 93-56  
Petition of Wellesley Video  
11 Forest Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 15, 1993 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of WELLESLEY VIDEO requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to allow a single-faced 13.75 square foot standing sign at a height of 5 feet to be located 11 feet from the front property line at 11 FOREST STREET, in a Business District, a District in which the minimum required setback is 15 feet.

On June 28, 1993, the petitioner requested a hearing before this Authority, and thereafter due notice of the hearing was given by notice and publication.

Presenting the case at the hearing was Adrian Wilkins, owner of Wellesley Video. Mr. Wilkins said that to forestall the potential concern of the Board that the proposed sign might create a danger in limiting visibility for vehicles entering and/or exiting the premises, he had submitted a series of photographs taken to show that the sign would not create a danger.

The Board asked why Mr. Wilkins was requesting the precise distance of an 11 foot setback. Mr. Wilkins responded that 11 feet was the least the sign could be brought forward and be visible from the street. The store has no visibility from Washington Street and limited visibility from Forest Street.

Mr. Wilkins explained that he had no intention of requesting an internally illuminated sign in the future. When he originally planned the signage for the premises, he was told that a standing sign was allowed. The standing sign was not requested at the time, as it was not considered important. With additional competition in the area, he feels that the additional identification of the premises is important now.

The Board was of the opinion that the four foot request was not objectionable, but that if the tenancy changed or if a second tenant occupied the premises, any new tenant would have to apply for his own signage as the permission would be granted solely to Wellesley Video.

No other person present had any comment on the petition.

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### Statement of Facts

The subject premises are located at 11 Forest Street, owned by Thomas J. Cummings, in a Business District. The entire building is leased by Wellesley Video.

In April, 1990, the petitioner requested and was granted a variance (ZBA 90-28) from the terms of Section XXIIIA of the Zoning Bylaw to allow the addition of two signs to an awning containing one permitted sign as Wellesley Video operated three different businesses at the same location, and wished to identify each business. The total area of the 3 signs was 29 square feet.

The petitioner is now requesting a Special Permit to locate an allowed single-faced standing sign with an area of 13.75 feet and a height of 5 feet, 11 feet from the front property line in a Business District in which the minimum required setback is 15 feet from any property line.

A design of the sign, a site plan indicating the proposed location of the sign, and photographs were submitted. A letter from the property owner, Thomas J. Cummings, in support of the petition was also submitted.

On June 17, 1993, the Design Review Board reviewed the proposed sign and voted to approve the design and location of the standing sign as presented.

On July 13, 1993, the Planning Board reviewed the petition and voted to support the recommendations of the Design Review Board.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

The petitioner is requesting a Special Permit to locate an allowed single-faced standing sign with an area of 13.75 square feet at a height of 5 feet at a distance of 11 feet from the front property line in a Business District.

This Authority is of the opinion that the proposed sign in its requested location is in harmony with the intent and purpose of Section XXIIIA of the Zoning Bylaw and will not create a traffic hazard for vehicles entering or exiting the premises.

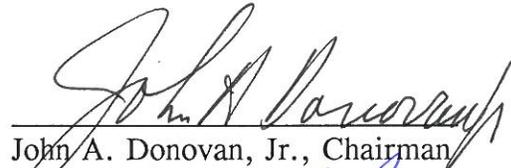
Therefore, a Special Permit is hereby granted to locate a single-faced standing sign with an area of 13.75 square feet at a height of 5 feet at a distance of 11 feet from the front property line subject to construction in accordance with the design plan submitted, and subject to the following conditions:

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1. No sign shall be installed until a sign permit has been issued by the Inspector of Buildings.
2. This sign shall be for the sole use of Wellesley Video. No new tenant or additional tenant at 11 Forest Street shall have the use of this sign without grant of a Special Permit by the Special Permit Granting Authority.

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.

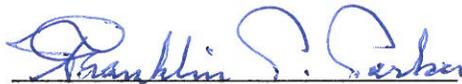
cc: Planning Board  
Inspector of Buildings  
edg



John A. Donovan, Jr., Chairman



Kendall P. Bates



Franklin P. Parker

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Wellesley Video  
11 Forest Street

Frame: charcoal gray galvanized steel  
Face: white canvas letters (.75 ft. high maximum) on forest green canvas  
5 ft. wide x 2.75 ft. high = 13.75 sq. ft.  
11 ft. from nearest property boundary line  
height of highest part of sign above ground elevation = 5 ft.

1 in. = 1 ft.



charcoal gray galvanized steel

white canvas

forest green canvas

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