TOWN OF WELLESLEY MASSACHUSETTS

ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 93-5
Petition of Filene's Basement
50 Central Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, January 28, 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 FILENE'S BASEMENT requesting the following Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for signage to identify the premises at 50 CENTRAL STREET, in a Business District:

1. To exceed the allowed height of 20 feet by placing the externally illuminated 48 square foot wall sign at a height of 24 feet on the CENTRAL STREET facade.

2. To exceed the allowed height of 20 feet by placing the externally illuminated 25 square foot wall sign at a height of 23 feet on the rear facade facing CHURCH STREET.

3. To exceed the total allowed area of 50 square feet by installing two wall signs with a total area of 73 square feet.

On January 11, 1993, the petitioner requested a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Mark Dooling, of Dooling & Company, Architects, Inc., who represented Filene's Basement. Mr. Dooling said that the requested height was consistent with the basic architectural features of the 1947 building, which include a tower at the front and added height at the rear. The existing signage is at about the same height as requested. The additional area requested is also consistent with the architectural design of the building.

Mr. Dooling said that, in accordance with Design Review Board recommendations, the area of the original signs was reduced, and the configuration of the letters was changed to a simple rectangle. The signs will be back-lit, which would create a halo effect. The Design Review Board has seen and approved the revised plans.

No other person present had any comment on the petition.

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## Statement of Facts

The subject premises, located at 50 Central Street, in a Business District, are owned by the Helen L. Fraser Trust, and leased by the petitioner.

The petitioner is requesting Special Permits to exceed the allowed height of 20 feet by placing an externally illuminated 48 square foot wall sign on the Central Street facade at a height of 24 feet; and the externally illuminated 25 square foot wall sign at a height of 23 feet on the rear facade facing Church Street.

A Special Permit is also requested to exceed the allowed total area of 50 square feet as the area of the two signs will total 73 square feet.

Drawings of the signs (A1) and Location Plans (A2), dated December 29, 1992, drawn by Dooling & Company Architects, Inc.; written endorsement from Marilyn Fraser, trustee of the Helen L. Fraser Trust; and photographs were submitted.

On December 17, 1993, the Design Review Board reviewed the proposed signage plan and made recommedations as to sign placement, lettering and illumination. On December 24, 1993, revised signage plans were received by the Design Review Board, which incorporated the recommendations.

On January 26, 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 Special Permits to exceed the allowed height of 20 feet by placing the externally illuminated wall sign on the Central Street Facade at a height of 24 feet and the externally illuminated wall sign on the rear facade at a height of 23 feet.

This Authority is of the opinion that precedent has been established to allow the requested heights, as the present signage is positioned in the same location. This Authority is of the further opinion that the proposed location of both signs is in harmony with the intent and purpose of Section XXIIA of the Zoning Bylaw.

The petitioner is also requesting a Special Permit for the area of the 48 square foot sign and the 25 square foot sign totalling 73 square feet to exceed the allowed area of 50 square feet.

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It is the opinion of this Authority that the total area of the two signs is in harmony with the intent and purpose of the Zoning Bylaw.

Therefore, the Special Permits requested for height of the two externally illuminated wall signs and the total area of the two signs are granted, subject to installation in accordance with the plans submitted as noted in the foregoing Statement of Facts, and on the condition that no sign shall be externally illuminated except while the business establishment is open to the public.

The Inspector of Buildings is hereby authorized to issue a permit for the signs upon his receipt and approval of an application. No signage can be installed until this permit has been issued.

Kendall P. Bates, Acting Chairman

Sumner H. Babcock

William E. Polletta

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

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