



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 87-87
Petition of Wellesley Realty Trust
74-102 Central Street

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, November 19, 1987 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) of the Town Hall, 525 Washington Street, Wellesley on the petition of the WELLESLEY REALTY TRUST requesting a variance from the terms of Section XXIIA (C)(1) and pursuant to Section XXIV-D of the Zoning Bylaw to allow replacement of an existing parking lot entrance sign with a sign of the same dimensions, said sign to exceed the maximum 4 square feet in area and to be located on Cross Street for the private parking lot servicing businesses located at 74-102 Central Street.

On November 2, 1987, the petitioner requested a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case was John Wilson, Property Manager of Hunneman Investment Management Corporation, the company which manages the property at 74-102 Central Street and the Cross Street parking lot for Wellesley Realty Trust. Mr. Wilson stated that Hunneman wished to replace the existing sign which is 4 feet by 6 feet with a new sign of the same dimensions. The Design Review Board suggested reducing the sign to 3 feet by 4 feet and eliminating the names of the tenants. Mr. Wilson said although this could be done, he felt that reducing the size of the sign would limit its visibility. Although the Design Review Board felt that the listing of the tenants represented additional advertising, Hunneman preferred to retain the names to make the public aware that parking was limited to customers of the listed stores. Originally, Mr. Wilson was prepared to apply for a variance for a standing sign, but the Design Review Board recommended that the application should be for a traffic sign, which had less allowed square footage.

No one was present expressing favor or opposition to the request.

Statement of Facts

The property in question is a private parking lot located on Cross Street servicing 74-102 Central Street, owned by Wellesley Realty Trust and managed by Hunneman Investment Management Company. It is in a Commercial District.

Hunneman is requesting to replace the existing 4 foot by 6 foot parking lot entrance sign with a new sign of the same dimensions, but listing the stores the parking lot services. The proposed sign would be 5 feet above grade, 6 feet from the property line and 24 square feet in area. A variance is requested to exceed the maximum area of 4 square feet allowed for traffic signs.

Drawings of the proposed sign dated June 10, 1987 and a sign location plan view, dated September 16, 1987, were done by General Sign Company. Photographs of the existing sign and site were also submitted.

The Design Review Board held a preliminary review on September 24, 1986, at which the proposed sign was reviewed as a standing sign requiring a Special Permit. The Board voted to approve the sign graphics and colors, but felt the sign should be smaller and suggested that the aluminum posts of the sign should not have concrete bases as the concrete would destroy the aluminum.

The Design Review Board held a final review on November 12, 1987 and voted to make the same recommendations as made in the preliminary review. The Board felt that the sign should be no larger than 12 square feet on each side which would provide adequate visibility and space for a message. As the sign is to be a traffic sign, the Board felt that it should not provide additional signage for the tenants.

The Planning Board, in a letter of November 12, 1987 voted to oppose the granting of the variance to allow the sign to exceed the maximum area. It was recommended that the sign be reduced in size and limited to its directional message.

Decision

This Authority has made a careful study of the evidence presented. The petitioner is requesting a variance for a parking lot entrance sign at the private lot on Cross Street which services customers of the stores at 74-102 Central Street to exceed the maximum area of four square feet allowed for a traffic sign.

It is the opinion of this Board that the listing of the names of tenants is allowed under the General Provisions of Section XXIIA (C)(1) which define a Traffic Sign as one "limited solely to directing traffic within or setting out restrictions on the use of parking areas..." and that the sign will be in general harmony with the purpose of the Zoning Bylaw.

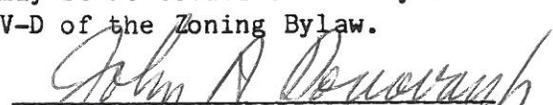
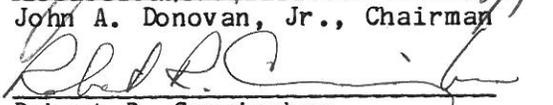
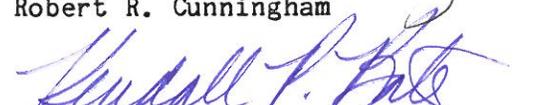
Therefore, a variance is hereby granted for the proposed sign at the above-referenced site, not to exceed 4 feet by 6 feet as shown in the drawings done by General Sign, dated June 10, 1987.

The Building Inspector is hereby authorized to issue a permit for the sign upon his receipt and approval of an application.

If the rights authorized by a variance are not exercised within one year of the date of grant of such variance, they shall lapse and may be re-established only after notice and a new hearing pursuant to Section XXIV-D of the Zoning Bylaw.

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

Robert R. Cunningham

Kendall P. Bates