

TOWN OF WELLESLEY



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WELLESLEY MA 02482

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5992

NOV 22 1999 A 8:12

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ZBA 99-83  
Petition of Wellesley Lincoln Mercury  
965 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, November 16, 1999 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 LINCOLN MERCURY requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to erect an externally illuminated double sided standing sign with a total area of 96 square feet (48 square feet/side) at a height of 20 feet set back 15 feet from the property line at its premises at 965 WORCESTER STREET, in a Business District. Said sign will exceed the allowed height of 10 feet and the total area of 50 square feet.

On November 1, 1999, the petitioner filed a request for 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 Kenneth Loiseau, General Manager of Wellesley Lincoln Mercury. Mr. Loiseau said that two years ago, Ford Motor Company began a process to redo their brand signs for their Lincoln Mercury dealerships. He would like to update the sign with the new design. The new sign will be downsized, but will remain within Lincoln Mercury guidelines. As the Design Review Board had not liked the existing pole, it was redesigned for Board approval.

The Board stated that the Planning Board had recommended that no favorable action be taken until all illegal signs had been removed. Mr. Loiseau replied that all signs considered to be illegal have already been removed.

Ron Golub, representing CEA, owner of 981 Worcester Street, asked if the new sign would be in the same location as the existing one. Mr. Loiseau said that it would.

Statement of Facts

The subject property is located at 965 Worcester Street, in a Business District, and is owned by Stanley Regan. The premises are used as a Lincoln Mercury dealership.

In 1967, Regan and Stapleton, Inc. applied for and was granted permission to erect a two-sided internally illuminated standing sign at a height of 30 feet and an area of approximately 150 square feet per side to identify the premises.

The petitioner requests a Special Permit to replace the existing nonconforming double sided standing sign with a new 96 square foot externally illuminated standing sign at a height of 20 feet and set back 15 feet

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965 Worcester Street

from the property line, which will exceed the allowed area of 50 square feet and the allowed height of 10 feet.

A site plan showing the proposed location of the sign 90 feet from the right side property line and 15 feet from the front property line; and a drawing of the proposed sign dated June 21, 1999, drawn by Plasti-Line, Inc. were submitted.

On May 6, 1999, the Design Review Board reviewed the project and approved the design on the conditions that the sign is not internally illuminated; the letters on the sign do not exceed 18 inches in height; the sign is set back 15 feet from the front property line; and that the applicant removes all illegal signs on the property.

On November 3, 1999, the Planning Board reviewed the petition and supported all of the recommendations of the Design Review Board, and further recommended that no favorable consideration of the request be made until all illegal signs are removed.

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 replace a standing sign with a new double-sided externally illuminated standing sign with a total area of 96 square feet at a height of 20 feet, which will exceed the allowed total area of 50 square feet and the allowed height of 10 feet.

It is the opinion of this Authority that the proposed sign will be a great improvement on the existing sign, as it will be reduced in height and total area, and the illumination will be changed from internal to external. It is the further opinion of this Authority that the proposed standing sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw in regard to total area and height.

Therefore, a Special Permit is granted for the replacement of the existing sign with the proposed sign, subject to construction in accordance with the submitted site plan and sign drawing, and further subject to all of the conditions of the Design Review Board and Planning Board enumerated in the foregoing Statement of Facts.

The Building Inspector is hereby authorized to issue a permit for the sign upon his receipt and approval of a sign application. The new sign cannot be erected until the existing sign is removed and the sign permit issued.

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.

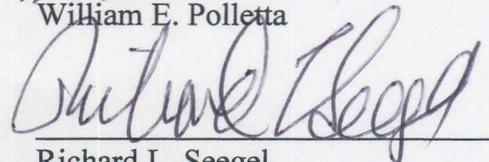
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1999 DEC -1 A 8 12



Kendall P. Bates, Chairman



William E. Polletta



Richard L. Seegel

Cc: Planning Board  
Inspector of Buildings



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WELLESLEY, MA 02181

1999 NOV -1 A 10:51

SUMNER H. BABCOCK  
ROBERT A. BASTILLE  
CYNTHIA S. HIBBARD

Permit Granting Authority and/or  
Special Permit Granting Authority  
Town of Wellesley, MA 02181

Date: 8-11-99

ZBA: 99-83

Gentlemen:

Pursuant to the provisions of Section XXIIA of the Zoning Bylaw, the undersigned hereby makes application for a Special Permit for a sign(s) at the following location:

965 Worcester Street

Owner of Property: Stanley J. Regan

Petitioner: Wellesley Lincoln Mercury

Mailing Address: 3 Jefferson Road  
Winchester, Ma 01890

Address: 965 Worcester Road  
Wellesley, Ma 02482

Phone: Work: \_\_\_\_\_ Home: 729.0853

Phone: Work: 781.235.6000 Home: 508.616.9533

Signature: Stanley J. Regan

Signature: Kenneth J. Loisean  
General Manager

SIGN INFORMATION

TYPE	Internal/External	Height	Width	Setback	Sq Ft/ Panel	Height Above Ground	Total Area
Standing:	<input checked="" type="checkbox"/>	<u>5'3 1/4"</u>	<u>8'6 1/2"</u>	<u>15'</u>	<u>48'</u>	<u>20'</u>	<u>96 Sq. ft</u>

	Internal/External	Height	Width	Area	Height Above Ground	% of Facade	% of Window
Wall:	___	___	___	___	___	___	___
Window:	___	___	___	___	___	___	___
Awning:	___	___	___	___	___	___	___
Perpendicular:	___	___	___	___	___	___	___

Zoning District: Business Use of Property: Car Dealership

A Special Permit is requested because Ford Motor Company has requested that the dealership replace the sign.

FEE ENCLOSED: \$150.00

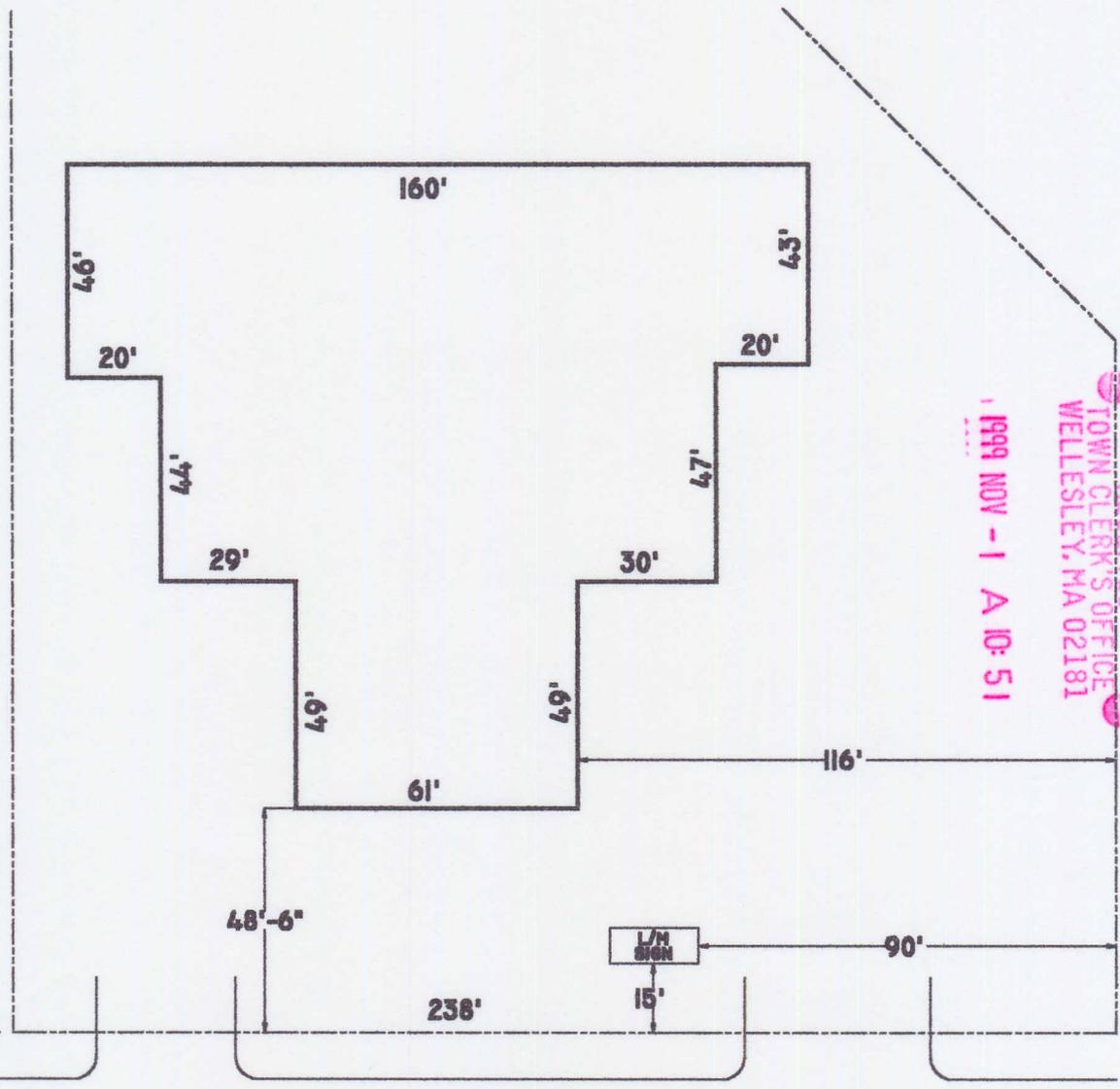
Applicants should be aware that the Planning Board reviews all applications. Further information may be obtained from the Planning Board Office.

# PLOT PLAN

WELLESLEY LINCOLN MERCURY  
965 WORCESTER ROAD  
WELLESLEY, MA 02181



OPEN LOT



DUNKIN DONUT

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RT.9 WEST

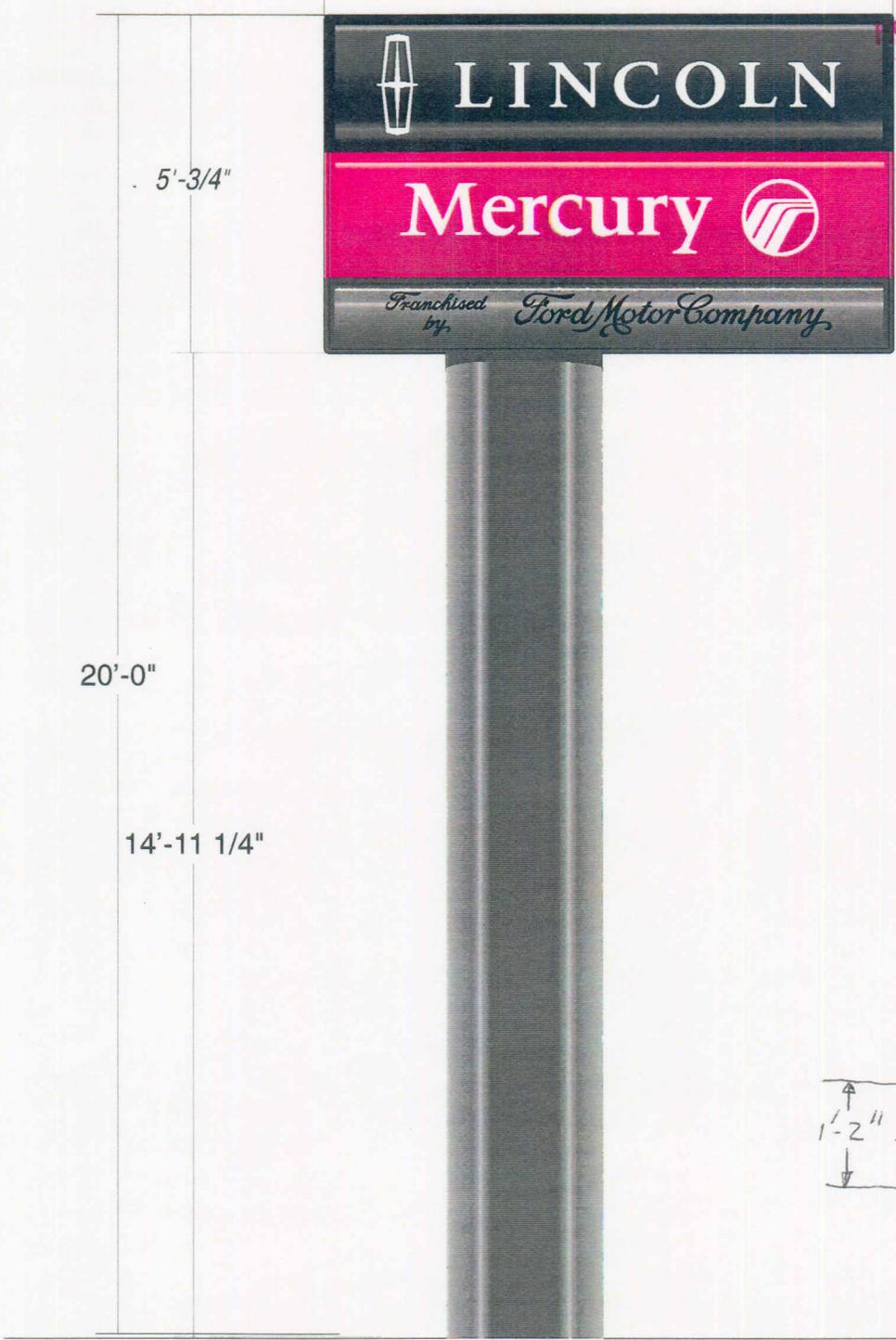
RT.9 EAST

SCALE: 1" = 40'

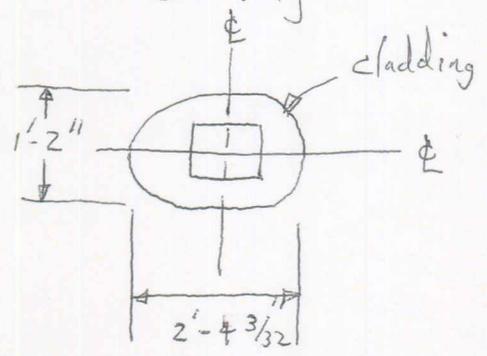
8'-6 1/2"

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1999 NOV -1 A 10: 51



Cross section  
of straight  
cladding



| 2'-4 3/32" |

File Name: LM 8-40 Sign @ 20 OAH Straight Cladding

Scale: 1:32

Approved By:

Date: 21 June 99

Date:

**Plasti-Line, Inc.**

Property of Plasti-Line, Inc. Not to be duplicated