

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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2003 SEP -5 A 8: 16

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ZBA 2003-61

Petition of Wellesley Volkswagen, Inc.

231 Linden Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, August 14, 2003 at 7:30 p.m. in the Great Hall at the Town Hall, 525 Washington Street, Wellesley, on the petition of WELLESLEY VOLKSWAGEN, INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to allow installation of a two-sided internally illuminated standing sign with a total area of 58.56 square feet, at a height of 8 feet, set back 25 feet from the front property line. The proposed sign requires a Special Permit as it would exceed the allowed height of 6 feet, the allowed area of 50 square feet, and the 5.3 square foot two color logo would be internally illuminated, as would the single color pylon strips along the sides of the sign.

On July 28, 2003, 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 John Nesbitt, representing Wellesley Volkswagen, Inc. Mr. Nesbitt submitted additional photographs of the sign, and said the proposed sign would be sited in the same location as the existing "Mazda" sign. Two other existing pylon signs will be removed. The logo, representing about one third of the sign, would be internally illuminated, as well as the pylons on both sides. They would like to exceed the allowed height of 6 feet with an 8 foot sign, so it would be visible from the road above the cars parked in front of the premises. Approval from the Design Review Board has been granted for the conforming wall signage. The standing sign is the only sign requiring a Special Permit.

The Board asked if the sign would be internally illuminated twenty-four hours per day. Mr. Nesbitt said it would not. The sign can be put on a timer, and turned off at 10 p.m. The Board said that would be a condition of the Special Permit.

The Board noted that the proposed sign is small and more restrained in design than the existing sign to be removed. The removal of the other two standing signs will be a great improvement.

The Board asked if the strips at the ends of the sign were to be illuminated from inside the sign. Mr. Nesbitt explained there would be a blue line on both sides of the sign produced from reflected light of the internal illumination of the logo. The pylons are hollow, so the blue light would reflect through the strips.

The Board discussed whether the internally illuminated blue strips were a stylistic addition, or could be considered part of the sign. If the strips were considered as part of the sign, the sign would exceed the

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allowed 50 square feet. The Board was of the opinion that the strips served to make the sign appear less monumental, and that the total area of 58.56 square feet could be allowed by Special Permit.

Joyce Marengi, 5 Pine Treet Road, said she was concerned about the amount of illumination, as the area is already highly illuminated by the strip mall and Roche Bros., as well as all of the parking lots. There is a lot of noise generated from the signs.

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The Board explained that the humming noise is caused by the florescent lights in the parking lots. The amount of illumination would be considerably reduced on the Volkswagen premises because two of the internally illuminated signs would be removed, and the third sign would be replaced by one with less illumination.

Colette Aufranc, 5 Hill Top Road, commented that the Volkswagen premises was the only one on the street without any landscaping, and asked if landscaping would be added.

Mr. Nesbitt said that landscaping would be added. There would also be plantings around the base of the new sign. Volkswagen is moving upscale, and the new signs, beautification of the premises and landscaping are part of the new image.

The Board noted that the Planning Board had no objection to the request.

Statement of Facts

The subject property is located at 231 Linden Street, in a Business District. The property is owned by F. Diehl & Son, Inc. and leased by Wellesley Volkswagen, Inc.

The petitioner is requesting a Special Permit to install a double-sided, internally illuminated standing sign at a height of 8 feet, with an area of 58.56 square feet, set back 25 feet from the front property line. The sign, in the shape of an isosceles triangle, would have an internally illuminated blue and silver 5.3 square foot logo on the east and west sides, and indirect internal blue illumination of the pylons. The proposed sign would exceed the allowed height of 6 feet, the allowed area of 50 square feet, and would be internally illuminated.

A site plan of the property, a color rendering of the proposed sign dated March 13, 2002, prepared by Plasti-Line, Inc., an Information Sheet with sketch, and photographs were submitted.

On June 24, 2003, the Design Review Board reviewed the proposed wall signage, which does not require Board of Appeals approval, and the proposed standing sign. The DRB recommended approval of the Special Permit for the standing sign.

The Planning Board reviewed the petition and had no object to the granting of the request.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the public hearing. The proposed sign does not conform to the current Zoning Bylaw as noted in the foregoing Statement of Facts.

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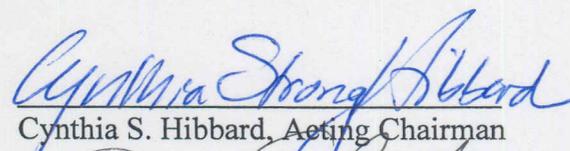
It is the opinion of this Authority that the proposed double-sided, internally illuminated standing sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, and can be allowed.

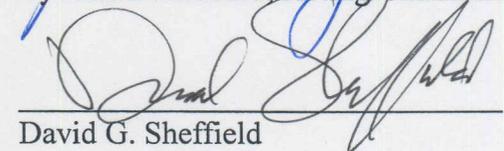
Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing, for the installation of the 8 foot, double sided 58.56 square foot, internally illuminated standing sign, in accordance with the submitted drawing and site plan, subject to the following conditions:

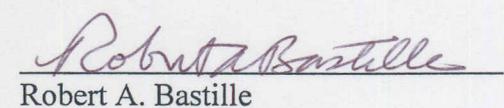
1. The internal illumination of the standing sign shall be extinguished no later than 10:00 p.m. on every night throughout the year.
2. All existing standing signs shall be removed prior to the installation of this permitted sign.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other material requested. No standing sign shall be installed prior to the issuance of a sign permit.

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.


Cynthia S. Hibbard, Acting Chairman


David G. Sheffield


Robert A. Bastille

Cc: Planning Board
Design Review Board
Inspector of Buildings
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MAIN BUILDING
WELLESLEY MA

CUSTOMER
PARKING

SHOWROOM

EAST
ENTRANCE

WEST
ENTRANCE

LINDEN STREET

NORTH

