

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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

RICHARD L. SEEDEL, CHAIRMAN
CYNTHIA S. HIBBARD, VICE CHAIRMAN
DAVID G. SHEFFIELD

ELLEN D. GORDON
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 208

RECEIVED
TOWN OF WELLESLEY
MA 02482
2004 MAY 21 P 2:17

ZBA 2004-27
Petition of Wellesley Toyota
216 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 13, 2004 at 7:30 p.m. in the Great Hall at the Town Hall, 525 Washington Street, Wellesley, on the petition of WELLESLEY TOYOTA requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to install a double-sided, internally illuminated standing sign at a height of 18 feet, with a width of 6 feet at its premises at 216 WORCESTER STREET, in a Business District. The base of the sign measures 9.5 feet by 6 feet; the signage area measures 50 square feet per side with a total area of 100 square feet. The sign would read "Toyota", "Scion", with a "Toyota" logo. The logo and "Toyota" would be internally illuminated in red; the "Scion" seal would be internally illuminated in white with opaque black letters. A Special Permit is requested to exceed the allowed height of 10 feet, the total area of 50 square feet, and to be internally illuminated.

On April 27, 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 Dan Viola, representing Wellesley Toyota. Mr. Viola said that in February, Toyota released a new model called "Scion", and they would like a new sign to reflect the new car. They have reduced the size of the sign from 71 square feet to 50 square feet. They need the height of 18 feet to identify the premises particularly for westbound traffic, which must turn around and drive east to reach the premises.

The Board asked if the height of the new sign would be the same as the existing one. Mr. Viola said it would be a little taller. The new sign would be narrower than the existing one. The Board agreed that the new sign would be more attractive.

The Board noted that only the white and red portions of the sign would be internally illuminated. No part of the "Scion" sign except the white background would be internally illuminated.

The Board asked if the new sign would be installed in the same location as the existing sign. Mr. Viola said it would be. The Board asked if there would be any changes to the building. Mr. Viola said there would not be. The Board stated that the site plan and the submitted sketch of the site did not agree in regard to frontage of the lot and size of the building. It appears that the plot plan submitted was an old plan from 1994. The Board decided that prior to the issuance of any sign permit, the petitioner would have to submit a revised plot plan showing dimensions of the lot and the building on the lot, location of the sign and the setback of the sign from the front property line.

ZBA 2004-27
Petition of Wellesley Toyota
216 Worcester Street

Mr. Viola said the site is not changing. They rent space from the adjacent property to park cars.

The Board said none of the drawings stated that the base of the sign would be 9 feet by 6 feet, and that the plans were not clear. Mr. Viola the 9 foot by 6 foot base is underneath the existing sign. The pylons for the sign would be located on top of the base.

Gordon Miller, 150 Cedar Street, said he has no objection to the sign. However, he is opposed to Toyota parking 14 cars on the sidewalk, which makes it difficult to walk down the street.

The Board stated that its understanding was that the only time cars should be on the ramp was during off-loading. If they are being left on the sidewalk, that is not appropriate and would result in police enforcement.

Statement of Facts

The subject property is located at 216 Worcester Street, in a Business District, and is owned by K.O. Realty Corporation.

In 1994, Wellesley Toyota requested and was granted permission to install a two-sided internally illuminated standing sign with a total area of 69.4 square feet (34.7 square feet/side) at a height of 18 feet 4 ¾ inches to be located 15 feet from the front and left side property lines. (ZBA 94-26)

The petitioner is now requesting a Special Permit to install a double sided, internally illuminated standing sign at a height of 18 feet with a width of 6 feet. The base of the sign measures 9.5 feet by 6 feet; the signage area measures 50 square feet/side (100 square feet total area) set back 27 feet from the front property line. The logo and "Toyota" name would be internally illuminated in red; the white ground of the "Scion" seal would also be internally illuminated. A Special Permit is requested to exceed the allowed area of 50 square feet, the allowed height of 10 feet and to internally illuminate the two colors of the sign.

A sign package including Option 2, and front and side views of the sign, designed by Pattison Sign Group; a Letter of Authorization signed by Nai Nan Ko authorizing Pattison Sign Group to install and act as agent for Wellesley Toyota; a site plan prepared by Pattison Sign Group; a Site Plan of Land dated February 23, 1994, revised May 5, 1994, stamped by Charles Francis Arnold, Registered Professional Land Surveyor; and photographs were submitted.

The Design Review Board reviewed various iterations of the sign from January to March. On March 24, 2004, voted to recommend approval of the version of the sign submitted to the Board of Appeals.

On May 11, 2004, the Planning Board reviewed the petition, and had no objection to the granting of the request.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2004 MAY 21 11 P 2: 18

ZBA 2004-27
Petition of Wellesley Toyota
216 Worcester Street

Decision

This Authority has made a careful study of the materials submitted and the information presented at the Public Hearing. The petitioner is requesting a Special Permit to exceed the total area and height allowed, and to internally illuminate the new sign.

It is the opinion of this Authority that the proposed internally illuminated, two-sided standing sign at a height of 18 feet, with a total area of 100 square feet is in harmony with the intent and purpose of Section XXIIA of the Zoning Bylaw.

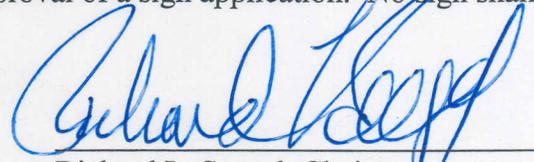
Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing, to install the sign in accordance with the submitted drawings, subject to the following conditions:

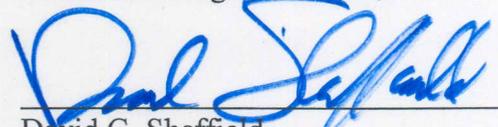
1. Prior to the issuance of any sign permit, the petitioner shall submit a revised Plot Plan showing the dimensions of the lot, the location and dimensions of the building, the location of the sign, and the dimension of the front setback of the sign from the front and left side property lines.
2. The existing standing sign shall be removed prior to installation of the proposed sign.
3. The standing sign shall be internally illuminated only during the hours the Wellesley Toyota dealership is open to the public for business.

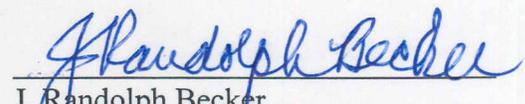
Subsequent to the petitioner's compliance with Condition 1, the Inspector of Buildings is hereby authorized to issue a permit for the proposed sign subject to approval of a sign application. No sign shall be installed until said permit has been issued.

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.

Cc: Planning Board
Design Review Board
Inspector of Buildings
edg


Richard L. Seegel, Chairman


David G. Sheffield


J. Randolph Becker

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2004 MAY 21 11 P 2:18