

**ZONING BOARD OF APPEALS**

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

RICHARD L. SEEDEL, CHAIRMAN
CYNTHIA S. HIBBARD
DAVID G. SHEFFIELDLENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 208ROBERT A. BASTILLE
J. RANDOLPH BECKER, VICE CHAIRMAN
ROBERT W. LEVY

ZBA 2005-70
Petition of Dana Hall School
45 Dana Road

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, September 8, 2005 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of DANA HALL SCHOOL, requesting Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning bylaw to install four signs:

1. replace existing sign at GROVE STREET AT THE MAIN CAMPUS ENTRANCE DRIVE with a 3.0 foot by 3.8 foot externally illuminated double-sided aluminum standing sign, with a total area of 22.88 square feet, mounted on an 11 foot 11 ¾ inch post and finial, set back 5 feet from the sidewalk;
2. replace existing sign at the CORNER OF GROVE STREET AND HAMPDEN STREET with a 3.1 foot by 3.5 foot externally illuminated double-sided aluminum standing sign, with a total area of 15.52 square feet, mounted on an 11 foot 3 ¼ inch post and finial, set back 2 feet from the sidewalk;
3. replace existing sign at the ISLAND AT HAMPDEN STREET AND DANA ROAD with a 3 foot 5 inch by 2 foot 3 inch double-sided aluminum standing sign, with a total area of 15.38 square feet, mounted between two 5 foot 5 inch posts and finials, set back 5 feet from the road;
4. install a 1.8 foot by 2.5 foot aluminum standing sign, with a total area of 4.58 square feet, mounted on top of a 7 foot post, set back 2 feet from the sidewalk, at the CORNER OF HAMPDEN STREET AND CAMERON STREET.

Special Permits are requested to exceed the maximum area of 1 square foot, the maximum height of 4 feet, and the minimum setback of 15 feet allowed in a Single Residence District.

August 22, 2005, 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 Paul LaPointe, who said that he was working as the Project Manager. He said that present with him at the hearing were Olive Long, representing the Dana Hall School, James Hunnewell, Architect, and Andrew Marresi, Graphic Designer. He said that they would give an overview of the materials presented in the application packet.

The Board said that the presentation should show the signs that do not comply with the bylaw including information as to why they could not comply with the bylaw.

James Hunnewell said that two signs were permitted with the Health and Fitness Center that was approved last year. He said that Dana Hall seeks to improve its graphics generally, to allow traffic to flow into the campus without confusion, and to minimize congestion on the street. He said that they are offering a replacement for three signs that currently exist, one on Grove Street, one at Grove and Hampden, and one at an internal turnout at Dana Road. He said that the Design Review Board had requested that they add one sign to direct traffic to Bardwell Hall.

The Board said that the plan for sign S1 shows that the sign will be removed and replaced on one side of the drive and is shown again on the other side of the drive. The Board asked if there would be signs on both sides of the drive. Andrew Marresi said that they are proposing to replace the existing sign and relocate it to the left hand side of the drive. The Board confirmed that there will be one sign at that location.

The Board asked about the size of the old sign. Mr. Marresi said that the old sign is approximately 30 inches tall by 32 inches wide plus there is another sign which is approximately 36 inches wide and 8 inches tall. He said that the height is about 12 feet to the top of the sign.

The Board asked about the setback from the road. Mr. Marresi said that it is approximately 5 feet from the Grove Street property line to the post. He said that they are proposing to duplicate that setback. Mr. Marresi said that they are asking to set the sign closer than the 15 feet required in the bylaw because it is primarily for directing vehicles traveling on Grove Street. He said that setting the sign back 15 feet would dramatically reduce the sight lines.

The Board asked if the sign would be illuminated. Mr. Marresi said that they are not asking for that at this time. The Board said that they would need a Special Permit to illuminate the sign.

Mr. Marresi said that the reason they are asking to place the sign higher than the 4 foot limit is for visibility. He said that there is a fence prior to and after the location that could obstruct visibility. He said that they are asking to set the sign at 7 feet. The Board said that would make it more difficult to approve illumination at that height. Mr. Marresi said that the text on the signs will have reflective sheeting that will pick up ambient light as well as light from car headlights.

The Board asked if the sign will be single or double-sided. Mr. Marresi said that it will be double-sided. The Board said that the total area listed for sign S1 in the application is incorrect. The square footage that is listed is for only one side of the sign. The Board said that there is an additional nonconformance because the sign exceeds the 10 square feet that is allowed in other than commercial districts.

The Board asked if Dana Hall owns the property on Hampden Street. The Board asked if that is a residential building or if it is used for educational purposes. Mr. Marresi said that it is used by residents of the school. The Board said that it is in an educational zone.

The Board asked if sign S2 that is currently there identifies the main entrance to the school. Mr. Marresi said that Middle Road is being shown as the new main entrance on the Master Plan. He said that the existing main entrance, as signed currently, is on Hampden Street. The plan is to maintain that entrance primarily for upper-school visitors. Mr. Marresi said that Dana Road is one-way. He said that using the main entrance, traffic would have to make its way around significantly to get to the upper school.

Mr. Marresi said that they will replace the sign S2 in the same location. They will be flipping the post so that the sign speaks to the road more clearly. He said that this is also a double-sided sign. The Board asked what the square footage of the sign will be. The Board noted that it will have a total area of 15.5 square feet as a double-sided sign. The Board asked if the sign needs to be that large. Mr. Marresi said that the large size is needed in order for it to be legible. The Board asked if the sign would be illuminated. Mr. Marresi said that they are not asking for that at this time. He said that this sign also has reflective sheeting.

The Board asked if the sign needs to be as close to the road as the sign at the main entrance. Mr. Marresi said that setting it back 15 feet would reduce the sight lines. He said that visitors could miss the turn. The Board said that it appears that the new sign will be set back further than the current one. Mr. Marresi said that the post will be set back about 3 more feet.

The Board said that the application refers to a 2 foot setback. The Board said that it looked like the setback from Hampden Street is more than 2 feet on the digital photo. The Board asked if there is any reason why the sign should not be set back 5 feet or greater from Hampden Street. Mr. Marresi said that there is no reason. The Board said that the Zoning Bylaw states that the Board cannot grant a Special Permit for a setback that is less than 5 feet. Mr. Marresi said that they would defer to the 5 foot setback.

Mr. Marresi said that there is an existing sign, S5, at the island at Hampden Street and Dana Road that they feel is an important directional sign to maintain. He said that they have tried to keep the size of the signs down to as minimal as possible. He said that they decided to go with a lower double-posted directional sign there because they have plenty of sight line and no obstructions. The Board asked if the sign will be double-sided. Mr. Marresi said that it will be one-sided.

The Board said that there is concern that the sign would obstruct the view of drivers on the left and that cars could not be seen beyond the driveway. Mr. Marresi said that they had looked at that and it did not appear to be a problem. He said that they could look at that again. Mr. Marresi said that they might set the sign back further from the property line.

The Board asked if Dana Road is a public or private way. Mr. Marresi said that he believes that it is a private road. The Board asked who owns the triangle at Hampden Street and Dana Road. Mr. Marresi said that it is his understanding that the sign there is on Dana Hall property.

The Board asked about the sign that was recommended by the Design Review Board. Mr. Marresi said that the reason for the sign was to provide a follow-up directional message. He said that the Design Review Board felt that it was important to provide a left-hand turn sign to Bardwell Hall. Mr. Marresi said that it is a single message sign and does not need to be large. The Board said that they must maintain at least a 5 foot setback.

The Board asked what the setback for sign S10 would be from Cameron Street. Mr. Marresi said that it is more than 5 feet.

The Board asked if the proposed signs are consistent with internal signs. Mr. Marresi said that they are. Mr. Marresi described the sign designs and materials. The Board asked if the signs are tamper-proof. Mr. Marresi said that they are.

The Board said that the application indicates that there were six signs that came up for review by the Design Review Board that comply with the Zoning Bylaw. The Board asked Mr. Marresi to describe those six signs.

Mr. Hunnewell described the signs. He displayed on a map where the signs are located.

Elie Nuwayser, 25 Ingraham Road, commented that the color of the signs seems very dark.

Mary West, 8 Ingraham Road, said that she would like to see more of the private character of Grove Street preserved with signs that are as inconspicuous as possible. She said that the signs that are there now are perfectly readable. She said that headlights on the shiny surfaces will detract a bit from the area and add to the already intense illumination of the Athletic Center and Dana Riding Center.

Statement of Facts

The subject properties are located at Grove Street at the Main Campus Entrance Drive, the corner of Grove Street and Hampden Street, the island at Hampden Street and Dana Road, and the corner of Hampden Street and Cameron Street, in an Educational District.

The petitioner is requesting Special Permits to install four signs:

1. replace existing sign at GROVE STREET AT THE MAIN CAMPUS ENTRANCE DRIVE with a 3.0 foot by 3.8 foot externally illuminated double-sided aluminum standing sign, with a total area of 22.88 square feet, mounted on an 11 foot 11 $\frac{3}{4}$ inch post and finial, set back 5 feet from the property line;
2. replace existing sign at the CORNER OF GROVE STREET AND HAMPDEN STREET with a 3.1 foot by 3.5 foot externally illuminated double-sided aluminum standing sign, with a total area of 15.52 square feet, mounted on an 11 foot 3 $\frac{1}{4}$ inch post and finial, set back 5 feet from Hampden Street;
3. replace existing sign at the ISLAND AT HAMPDEN STREET AND DANA ROAD with a 3 foot 5 inch by 2 foot 3 inch standing sign, with a total area of 7.69 square feet, mounted between two 5 foot 5 inch posts and finials, set back 5 feet from the road;
4. install a 1.8 foot by 2.5 foot aluminum standing sign, with a total area of 4.58 square feet, mounted on top of a 7 foot post, set back 5 feet from Cameron Street, at the CORNER OF HAMPDEN STREET AND CAMERON STREET.

which will exceed the maximum area of 1 square foot, the maximum height of 4 feet, and the minimum setback of 15 feet allowed in a Single Residence District.

A letter from Blair Jenkins, Head of Dana Hall School, dated 8/16/05, location plans for S1, S2, S5 and S10, Elevation Drawings of S1, S2, S5 and S10, and Digital Photographs of Existing and Proposed Conditions were submitted.

On July 20, 2005, the Design Review Board reviewed the petition and voted to recommend approval of the proposed special permit sign package as presented.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject structures do not conform to the current Zoning Bylaw, as noted in the foregoing Statement of Facts.

It is the finding of this Authority that the installation of four signs:

1. replace existing sign at GROVE STREET AT THE MAIN CAMPUS ENTRANCE DRIVE with a 3.0 foot by 3.8 foot externally illuminated double-sided aluminum standing sign, with a total area of 22.88 square feet, mounted on an 11 foot 11 ¾ inch post and finial, set back 5 feet from the property line;
2. replace existing sign at the CORNER OF GROVE STREET AND HAMPDEN STREET with a 3.1 foot by 3.5 foot externally illuminated double-sided aluminum standing sign, with a total area of 15.52 square feet, mounted on an 11 foot 3 ¼ inch post and finial, set back 5 feet from Hampden Street;
3. replace existing sign at the ISLAND AT HAMPDEN STREET AND DANA ROAD with a 3 foot 5 inch by 2 foot 3 inch standing sign, with a total area of 7.69 square feet, mounted between two 5 foot 5 inch posts and finials, set back 5 feet from the road;
4. install a 1.8 foot by 2.5 foot aluminum standing sign, with a total area of 4.58 square feet, mounted on top of a 7 foot post, set back 5 feet from Cameron Street, at the CORNER OF HAMPDEN STREET AND CAMERON STREET.

is in harmony with the intent and purpose of Section XXIIA of the Zoning Bylaw.

Therefore, Special Permits are granted, as voted unanimously by this Authority, to install the signs in accordance with the submitted drawings, subject to the following conditions:

1. There shall be no illumination of S1, S2, S5 or S10.
2. S2 and S10 will be a minimum of 5 feet from each property line abutting a private or public way.
3. S5 shall be studied for its view lines in greater detail.
4. The petitioner will confirm with the Department of Public Works who owns the triangle where S5 will be placed.
5. Each single-sided sign shall remain such.

The Inspector of Buildings is hereby authorized to issue permits for the proposed signs subject to approval of sign applications. No signs shall be installed until said permits have been issued.

ZBA 2005-70
Petition of Dana Hall School
45 Dana Road

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.

Richard L. Seegel, Chairman

David G. Sheffield

J. Randolph Becker

cc: Planning Board
Inspector of Buildings
lrm