



ZONING BOARD OF APPEALS

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

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ZBA 2013-41
 Petition of Wellesley Plaza LLC
 442 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 6, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of WELLESLEY PLAZA LLC c/o GRAVESTAR INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a temporary sign on each Thursday from May through October at the entrance of the Farmers Market located at 442 WASHINGTON STREET, in a Single Residence A District and a Business District.

On May 20, 2013, 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 Spencer, Farmers Market Manager.

Mr. Spencer said that the request is for a Special Permit to allow them to leave a temporary sign at the Farmers Market for more than the 90 day limit for temporary signs.

Mr. Spencer said that the Design Review Board reviewed and approved the proposed sign.

Mr. Spencer said that the sign will be put up from 2 pm to 6pm on Thursday afternoons from May to mid-October.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The Petitioner is requesting a Special Permit for installation of a temporary sign on each Thursday from May through October at the entrance of the Farmers Market located at 442 Washington Street, in a Single Residence A District and a Business District.

Wellesley Farmers' Market Summary and Sign Plan, dated 4/15/13, prepared by Alltype Signs & Banners were submitted.

On April 25, 2013, the Design Review Board reviewed the application and voted unanimously to recommend approval of the proposal, as presented.

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 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482

On June 4, 2013, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is a halo lit wall sign that will exceed the letter height allowed by right in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a temporary sign on each Thursday from May through October at the entrance of the Farmers Market located in a Single Residence A District and a Business District will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve to define or enhance architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

Therefore, a Special Permit is granted for installation of a temporary sign on each Thursday from May through October at the entrance of the Farmers Market located at 442 Washington Street, in a Single Residence A District and a Business District.

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 materials he may require. No sign shall be installed until said permit has been issued.

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INSPECTOR'S OFFICE
WELLESLEY MA 02482

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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


J. Randolph Becker


Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm