



## ZONING BOARD OF APPEALS

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

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ZBA 2014-28  
Petition of Bike Realty LLC  
951 Worcester Street

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2014 MAY 28 A 10:55

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 10, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of BIKE REALTY, LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of an internally illuminated menu sign that will exceed the area that is allowed by right in a Business District, at 951 WORCESTER STREET.

On March 27, 2014, 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 were Joe Murray, Bike Realty, LLC (the "Petitioner"), and Jesse Johnson, Project Manager.

Mr. Johnson said that the menu board does not face the street. He said that it is sized to fit the menu.

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 pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of an internally illuminated menu sign that will exceed the area that is allowed by right in a Business District, at 951 Worcester Street.

Letter to Zoning Board of Appeals, dated 3/21/14, from Aharonian & Associates, Inc., Sign Information, Facings Plan, dated 8/5/11, prepared by Everbrite, Proposed Site Plan, Exterior Elevations & Signage Details, dated 3/27/14, prepared by Aharonian & Associates, Inc., and photographs were submitted.

On February 12, 2014, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign package, as proposed.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is an internally illuminated menu sign that will exceed the area that is allowed by right in a Business District.

It is the opinion of this Authority that installation of an internally illuminated menu sign that will exceed the area that is allowed by right in 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 will 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 an internally illuminated menu sign that will exceed the area that is allowed by right in 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.

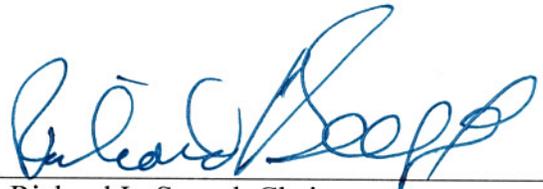
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ZBA 2014-28  
Petition of Bike Realty, LLC  
951 Worcester Street

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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



David G. Sheffield

cc: Planning Board  
Inspector of Buildings  
lrm