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 ZONING BOARD OF APPEALS
 TOWN HALL WELLESLEY, MA 02181

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ZBA 88-25

 Petition of Babson College
Babson Park - Bryant Gate

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, March 24, 1988 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of BABSON COLLEGE requesting a Special Permit under Section XXIIA and pursuant to Section XXV to erect a standing sign at the Bryant (West) Gate on the Babson Campus in an Educational District, said sign to exceed the height, area and setback requirements of the Zoning Bylaw.

On March 7, 1988, the petitioner filed a request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was David Carson, Director of Planning for Babson College. Mr. Carson said that Babson is in the process of updating its total campus sign system. The Bryant Gate sign will be an entrance rather than a directional sign. In response to the concerns of the Design Review Board regarding the height of the sign, Babson will reduce the height of the sign from 6 feet 4 inches to 4 feet 6 inches.

Cornelius Daly, 4 Alden Road, was opposed to the size and wording of the sign. Mr. Daly felt the proposed sign, by identifying the gate, will increase the use of the gate and therefore deflect traffic from the Main Gate. In his opinion, the primary purpose is to service the new conference center, which will increase the traffic on Wellesley Avenue.

Mr. Daly said that the proposed sign will be west of the entrance, almost opposite Ordway Road, which would encourage traffic to use Ordway Road to enter the Bryant Gate. There are many small children in the neighborhood, and the increased traffic using the Bryant Gate will increase the problem of safety.

The Board questioned Mr. Daly as to the amount of additional traffic and if such an increase would be directly attributable to the new sign. Mr. Daly responded that the present signs direct traffic to the Main Entrance which is not in a residential area. Bryant Gate is the only entrance in a residential area. The obvious intent of the new sign is to direct traffic to this gate.

Mr. Daly stated that according to the Storch Engineering Report of 1986, an estimated additional 68 vehicles would be entering and 28 vehicles exiting during morning peak hours, said traffic generated from the new executive conference center. Peak hours would be 7-9 a.m. and 4-6 p.m. The Board estimated that in reality the increase would amount to 1 car every 2 minutes, which would not constitute an influx of traffic. Mr. Daly reiterated that the result would be an increased use of Allen and Ordway Roads to enter and exit the Babson campus.

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Charles Bayers, 24 Sumner Road, said that Babson has publicly stated it does not intend to increase use of the Bryant Gate. Mr. Carson responded by presenting the Board with copies of "Proposed Changes and Modifications at Bryant Gate" which was read aloud.

Michelle Ainge, 10 Ordway Road, opposed the request as the sign would increase traffic on Ordway Road by identifying the Gate and create additional safety problems for the children on the street.

Tony Woodworth, 12 Alden Road, was also opposed to the sign as it would create additional traffic and safety problems.

Mr. Hargrove, 36 Alden Road; Pam Donahue, 17 Allen Road; Marian Stephens, 15 Ordway Road, and Richard TenEyck, Town Meeting Member for Precinct D all expressed opposition stressing increased traffic and safety issues.

Statement of Facts

The location in question is on the Babson College campus at the Bryant (West) Gate in an Educational District.

Babson College proposes to erect a new standing sign at the Bryant (West) Gate which would be 15.13 square feet, with a height of 4 feet 6 inches and a setback of 14 feet. A Special Permit is requested for the size, height and setback.

A drawing of the proposed sign dated May 1, 1987 was submitted by Herman and Lees Associates. A Site Plan dated December, 1986, entitled "Central Campus Study Area, Babson College Sign System" was submitted by Arrowstreet Inc. and photographs were also submitted.

The Design Review Board conducted a preliminary review of the Bryant (West) Gate sign on September 24, 1987, a second review on January 14, 1988 and a final review on March 10, 1988. The Board voted to approve the sign no higher above the ground than 4 feet 6 inches.

The Planning Board, at its regular meeting on March 15, 1988 voted to approve the sign in accordance with the recommendations of the Design Review Board.

Decision

This Authority has made a careful study of the evidence presented.

The petitioner is requesting a Special Permit for a sign at the Bryant (West) Gate to serve as a campus entrance sign. This Authority is of the opinion that the proposed standing sign is in harmony with the general purpose and intent of Section XXIIIA of the Zoning Bylaw with regard to size, height and setback.

Therefore, a Special Permit is hereby granted for the proposed sign at the Bryant (West) Gate on the Babson College Campus, 15.13 square feet in size, no higher than 4 feet 6 inches and setback 14 feet from the edge of the pavement, as shown in the drawing prepared by Herman and Lees Associates, dated May 1, 1987.

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Babson Campus - Bryant (West Gate)

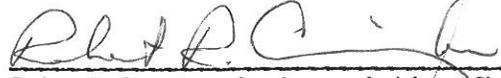
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The Building Inspector is hereby authorized to issue a permit for the sign upon his receipt and approval of an application for the sign.

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: Design Review Board
Planning Board
Inspector of Buildings

edg


Robert R. Cunningham, Acting Chairman


Kendall P. Bates


William E. Polletta