



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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ZBA 88-26

Petition of Babson College  
Babson Campus - Wellesley Avenue & Forest Street

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 of the Zoning Bylaw to replace an existing sign on the BABSON CAMPUS at the junction of WELLESLEY AVENUE AND FOREST STREET, in an Educational District, with a sign which will exceed the height and size requirements and have less than the required setback.

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 was David Carson, Director of Planning for Babson College. Mr. Carson stated that Babson is updating its total campus sign system. This sign will be a directional sign for cars driving southeast on Forest Street and down Wellesley Avenue to locate the Main Gate. The Design Review Board approved the height, but recommended landscaping at the base of the sign, which will be done.

Cornelius Daly, 4 Alden Road, was opposed to the size and content of the sign. The present sign at this location says "Babson College, Motor Entrance", and points toward the Main Entrance. The proposed sign will say "Main Entrance" with an arrow and "West Gate" with an arrow. Mr. Daly felt the proposed sign is intended to direct traffic to the Bryant (West) Gate, thus increasing the use of the gate and deflecting traffic from the Main Gate. The present sign directs traffic to the Main Entrance which is not in a residential area. Bryant Gate is the only entrance in a residential area.

Charles Bayers, 24 Sumner Road, said that Babson has publicly stated that it does not intend to increase the use of the Bryant Gate. However, Babson is now requesting a sign to direct traffic to that gate, whereas there previously has been no directional sign for that gate. Mr. Carson responded by presenting the Board with copies of "Proposed Changes and Modifications at Bryant Gate".

Jay Whittaker, 11 Alden Road, said that the Bryant Gate is closed at 7 p.m. If the sign is erected with a direction to the Bryant Gate, cars would be directed to a closed gate which would create a safety problem.

Mr. Carson stated that Babson does plan to keep the gate closed from 7 p.m. to 7 a.m. and agreed with Mr. Whittaker that the direction to the Bryant Gate on the proposed sign could create problems. Mr. Carson said that the words "West Gate" and the directional arrow to the gate would be removed from the Wellesley Avenue/Forest Street sign.

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Mr. Bayers questioned the reason for the sign being larger than that allowed at the Bryant Gate. Mr. Carson said that the sign is related to the function. This is a campus entrance sign and should be large enough to be seen by traffic.

Mr. Hargrove, 36 Alden Road, pointed out that the Bryant Gate is the only educational egress in Wellesley in a residential area.

Mr. Whittaker stated that the expansion at Babson is such that the use of the Bryant Gate is increased, which is increasing the traffic in the neighborhood. There is a safety problem in exiting the gate, and he would like to see the gate limited to a one-way entrance.

Pam Donahue, 17 Allen Road, Marian Stephens, 15 Ordway Road, and Richard TenEyck, Town Meeting Member from Precinct D, were all opposed to the sign for traffic and safety reasons.

#### Statement of Facts

The location in question is on the Babson College campus at the junction of Wellesley Avenue and Forest Street, in an Educational District.

Babson is proposing to remove an existing sign at this location and replace it with a campus directional sign which would be 15.13 square feet, with a height of 6 feet 4 inches and a setback of 14 feet from the edge of the pavement of the street. A Special Permit is requested for the size, height and setback.

An undated drawing of the proposed sign was submitted by Herman and Lees Associates. A site plan dated December, 1986, entitled "Central Campus Study Area/Babson College Sign System, was prepared by Arrowstreet, Inc. Photographs were also submitted.

The Design Review Board conducted a preliminary review of the proposed sign on February 25, 1988 and a final review on March 10, 1988. The Design Review Board voted to approve the sign as presented with the recommendation that the sign should be surrounded by shrubs, the top of which should be even with the bottom of the sign.

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 campus directional sign on the Babson College campus at the junction of Wellesley Avenue and Forest Street. It is the opinion of this Authority that the proposed standing sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw with regard to size, height and setback.

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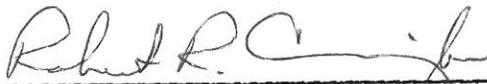
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Therefore, a Special Permit is hereby granted for the proposed sign on the Babson College campus at the junction of Wellesley Avenue and Forest Street, 15.13 square feet in size, no higher than 6 feet 4 inches and no closer than 14 feet from the street, as shown in the drawing by Herman and Lees Associates, as noted in the Statement of Facts, with the following conditions:

1. The words "West Gate" and the directional arrow for said gate shall be eliminated from the sign.
2. Landscaping, as recommended by the Design Review Board, around the base of the sign, shall be put in place.

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

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.

  
Robert R. Cunningham, Acting Chairman

  
Kendall P. Bates

cc: Design Review Board  
Planning Board  
Inspector of Buildings

  
William E. Polletta

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