



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 88-45
Petition of Blodgett Relaxation Center
316R Washington Street

Pursuant to due notice the Permit Granting Authority held a Public Hearing on Thursday, June 23, 1988 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) of the Town Hall, 525 Washington Street, Wellesley on the petition of the BLODGETT RELAXATION CENTER requesting a variance from the terms of Section XXIIA and pursuant to Section XXIV-D of the Zoning Bylaw to locate the single identifying wall sign for said business establishment at 316R WASHINGTON STREET, in a Business District, on a wall other than the facade of the business establishment.

On June 6, 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 Matthew Blodgett who submitted a revised location plan for the sign showing placement on the left side of the entrance of 316 Washington Street instead of at the top left corner of the building as originally requested. Mr. Blodgett said that the business is located at the rear of the building, and that he would like to place an identifying sign at the front of the building.

Mr. Blodgett stated that the proposed relocation of the sign on the left side of the entrance was in compliance with the recommendation of the Design Review Board. The column width on the right side is 40 inches which would be duplicated on the left side. The proposed sign is 3 feet by 2 feet. Presently, there are five signs on the right column totalling 6 feet 6 inches in height. The Blodgett sign, to be located on the left side, would provide balance. Mr. Blodgett said that he has permission from the owner of the building to trim the shrubbery on the left side so that the sign would be visible. The Center has been in business since December, and without an identifying sign, the business could not grow.

Sharon Quigley, an associate of the Blodgett Relaxation Center emphasized the need for an identifying sign.

No other persons had any comment on the petition.

Statement of Facts

The property in question is located at 316R Washington Street, in a Business District, and is owned by Dr. Joseph Melikian.

Blodgett Relaxation Center leases a portion of the rear of the building and requests an identifying wall sign on the wall on the left side of the entrance at 316 Washington Street. The proposed sign would be 3 feet by 2 feet with a height of 6 feet 6 inches. The variance is requested to locate this sign on a wall other than the facade of the business establishment as placement on the rear wall of the

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building would not provide visibility to pedestrian or motor traffic on Washington Street.

An undated, unsigned drawing of the proposed sign, a location plan and photographs were submitted.

The Design Review Board held a preliminary review on May 12, 1988 and a final review of the sign on June 9, 1988. The Board reiterated its recommendations that the sign be relocated from the top left corner of the building to the left front entrance to the building; that the sign space on the left should be no wider than that on the right; and that the shrubbery on the left side be trimmed to provide visibility.

The Planning Board, on June 14, 1988, supported the recommendations of the Design Review Board, but voted to strongly oppose the variance request as submitted.

Decision

This Authority has made a careful study of the evidence presented. The petitioner is requesting a variance to locate an identifying wall sign for the Blodgett Relaxation Center on a wall other than the facade of his business establishment. This Authority is of the opinion that the placement of the proposed wall sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw.

Therefore, a variance is hereby granted for the proposed wall sign identifying the Blodgett Relaxation Center, approximately 3 feet by 2 feet and no higher than 6 feet 6 inches to be located to the left of the entrance at 316 Washington Street in the same manner as the signs located on the right of the entrance, with the condition that the shrubbery overgrowing the left side of said entrance be trimmed to provide maximum visibility for the sign as shown in the drawing and location plan described in the Statement of Facts.

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

If the rights authorized by a variance are not exercised within one year of the date of grant of such variance, they shall lapse, and may be re-established only after notice and a new hearing pursuant to Section XXIV-D of the Zoning Bylaw.

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: Planning Board
Inspector of Buildings
edg


John A. Donovan, Jr., Chairman


Robert R. Cunningham


William E. Polletta