TOWN OF WELLESLEY MASSACHUSETTS

ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 89-17
Petition of The Coffee Connection, Inc.
68A Central Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 27, 1989 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 THE COFFEE CONNECTION, INC. requesting a variance from the terms of Section XXIIA and pursuant to Section XXIV-D of the Zoning Bylaw to allow their proposed window sign at 68A CENTRAL STREET, in a Business District, to exceed the maximum allowed area of 1 square foot; said sign to be 6.3 square feet.

On April 10, 1989, the petitioner filed a request for a hearing before the Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Andrew Frank, who is in charge of marketing and development for The Coffee Connection, Inc. Mr. Frank said that his company felt it was necessary for the window sign be larger than the 1 square foot allowed in order for pedestrians to see the detail of the logo which combines the name of the business and the picture of coffee beans. Vehicular traffic would see the overhead wall sign, but a 1 square foot sign would be inadequate for pedestrian identification of the new business.

No other persons present had any comment on the petition.

Statement of Facts

The property in question is located at 68A Central Street, in a Business District, and is owned by CGI Management, Inc.

The Coffee Connection leases the premises and is requesting a variance for a new semicircular window sign which would be 2 feet high, 4 feet wide, with a total of 6.3 square feet and would have four colors. The window sign is secondary to a wall sign approximately 18 feet by 1.5 feet which required only a sign permit. A variance is requested as the proposed window sign would exceed the maximum of 1 square foot allowed for a secondary window sign.

Drawings of the proposed sign, dated March 28, 1989, were submitted by Salerno Art & Sign.

The Design Review Board held a preliminary review on March 23, 1989 and a final review on April 27, 1989 of the proposed window sign. The Board voted to approve the sign. In the opinion of the Design Review Board, the graphic quality of the logo would be diminished if the sign were reduced.

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The Planning Board, on April 25, 1989, voted to recommend the variance request be denied.

Decision

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

The petitioner is requesting a variance for a window sign at 68A Central Street to identify The Coffee Connection, Inc., which will exceed the maximum 1 square foot allowed under Section XXIIA of the Zoning Bylaw.

It is the opinion of this Authority that due to the location of the business in an area of heavy pedestrian traffic, a window sign of 1 square foot would not be sufficient to identify the premises, and that a literal enforcement of the provisions of Section XXIIA of the Zoning Bylaw would involve a substantial hardship to the petitioner. It is the further opinion of this Authority that desirable relief may be granted without substantially derogating from the intent or purpose of the Zoning Bylaw.

Therefore, the requested variance is granted for a four color semicircular window sign, 2 feet in height, 4 feet in width, with a total area of 6.3 square feet, as depicted in the drawing described in the foregoing Statement of Facts.

The Inspector of Buildings is hereby authorized to issue a permit for the proposed window 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

William E. Polletta

cc: Planning Board
Inspector of Buildings

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