



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 89-36

Petition of Wellesley Common Trust/Great Explorations in Toys
555 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 27, 1989 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 WELLESLEY COMMON TRUST/GREAT EXPLORATIONS IN TOYS requesting a Special Permit pursuant to Section XXIIA and Section XXV of the Zoning Bylaw to erect a wall sign which will exceed the maximum area of 50 feet allowed by right at its premises at 555 WASHINGTON STREET, in a Business District; said sign to have an area of 53.3 square feet.

On July 10, 1989, 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 Carolyn Creelman, representing Spaulding & Co., parent organization of the Wellesley Common Trust. Ms. Creelman presented photographs of the store block, showing the wall signage of all the tenant stores. The previous tenant, Small Wonders, had a sign of the same dimensions as those requested for the new store. The sign will be 20 feet long by 2 feet 8 inches high.

A discussion followed regarding the Planning Board objection on the grounds that the sign could be brought into conformance by reducing the height 2 inches. Ms. Creelman said that all the signs on the block have a height of 2 feet 8 inches, and that the length is determined by the length of the store front windows of each tenant. She added that she had been informed by the Building Department that the sign by right could be 50 square feet or 10% of the facade, whichever was less. At 10% of the facade, the sign could only be 11 feet long, which would be very small. Any larger sign would require a Special Permit.

No other person present had any comment on the petition.

Statement of Facts

The property in question is located at 555 Washington Street, in a Business District, and is owned by Wellesley Common Trust.

Great Explorations in Toys leases the premises and proposes a new externally illuminated wall sign to be 20 feet in width, 2 feet 8 inches in height with an area of 53.3 square feet and located 12 feet above the ground. A Special Permit is requested for the area which is greater than the 50 square feet, or 10% of the facade which is allowed by right.

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A drawing of the sign, dated June 16, 1989, drawn by R. Honan of R. Honan Signs; a front elevation, dated May 31, 1989, drawn by Blessington; and photographs were submitted.

The Design Review Board held a preliminary review on June 8, 1989, and made recommendations regarding length and legibility of the sign. On July 13, 1989, the Design Review Board held a final review and voted to approve the sign with the recommendation that the "E" in "Explorations" be centered.

The Planning Board, on July 11, 1989, voted to oppose the Special Permit request, stating that the sign could be brought into conformance by reducing its size from a height of 2 feet 8 inches to 2 feet 6 inches.

Decision

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

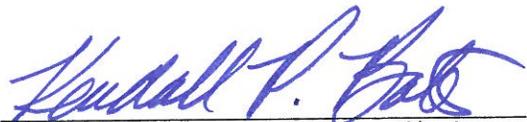
The petitioner is requesting a Special Permit for a sign at 555 Washington Street to identify Great Explorations in Toys. This Authority is of the opinion that the proposed wall sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw in regard to area.

Therefore, a Special Permit is hereby granted for the proposed sign at 555 Washington Street, 53.3 square feet in area and no higher than 12 feet as shown in the drawings submitted and noted in the foregoing Statement of Facts.

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.

cc: Planning Board
Inspector of Buildings
edg


Kendall P. Bates, Acting Chairman


William E. Polletta


Sumner H. Babcock

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