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ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

JOHN A. DONOVAN, JR., Chairman
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ZBA 89-49
Petition of Sir Speedy Printing Center
269 Washington Street

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, September 28, 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 SIR SPEEDY PRINTING CENTER requesting a variance from the terms of Section XXIIA and pursuant to Section XXIV-D to exceed the maximum number of signs allowed by right by erecting a second wall sign approximately 10 square feet at their premises at 269 WASHINGTON STREET, in a Business District.

On September 8, 1989, the petitioner requested a hearing before this Authority and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Jonathan Grocer of Alltype Instant Signs, who was accompanied by Ray Gendreau, Manager of Sir Speedy Printing Center. Mr. Grocer said that they would like a small sign to be located on the side of the building facing Route 9 which would be visible to traffic on Route 9 and Washington Street. The sign would aid the business as it would identify the business on the side of the building which has four entrances. Without the sign, the business does not appear to be open as the windows are very dark and above the windows is a blank facade with lights shining down on it where an old sign had been located.

Mr. Grocer added that the Board had granted a second sign to Nike which occupies a similar position at the other end of the building.

Kathy Whittemore, 297 Linden Street, supported the request, stating that as a customer, driving eastbound on Route 9 approaching the building, she questioned if the business was still open due to the blank facade on the building facing the oncoming traffic.

Statement of Facts

The property in question is located at 269 Washington Street, in a Business District. The proposed location of the sign is on the side of the building facing Worcester Street. Presently, there is a blank facade on which two lights shine down which was the location of a prior sign which was removed.

Sir Speedy Printing Center has a wall sign over the entrance at 269 Washington Street and is requesting a variance for a second sign of 10 square feet at a height of 15 feet for identification of the business from Worcester and Washington Streets.

Unsigned and undated drawings of the sign and photographs were submitted. The proposed wall sign will be 5 feet by 2 feet at a height of 15 feet and will be located on the blank facade facing Worcester Street. The sign will be composed of

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two lines stating "Printing" and "Copying" in yellow letters on a brown ground.

A letter in support of the petition, dated August 14, 1989, was received from the Levin-Hozid Trust, owners of the building.

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The Design Review Board held a preliminary review on August 10, 1989, at which time the Board voted to approve the wall sign and waived a final review.

The Planning Board, on September 12, 1989, voted to strongly oppose the request as they felt that there are already too many signs in that area, and that a business on the corner of the building should not be allowed to have more signage than the others.

Decision

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

The petitioner is requesting a variance for a second wall sign at 269 Washington Street to identify the services provided by his business. This sign will exceed the maximum number of exterior signs allowed for a single business establishment.

It is the opinion of this Authority that due to the location of the business; the need for identification of the business to eastbound vehicular traffic on Worcester and Washington Streets; the present lack of identification of the 4 entrances to the building on the side on which the proposed sign would be sited; the presence of an externally illuminated blank facade on the building; and the total square footage of the two signs being substantially less than that allowed for one sign that a literal enforcement 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.

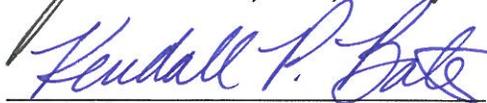
Therefore, the requested variance is granted for a second wall sign, 10 square feet in area, no higher than 15 feet above the ground as shown on the drawing described in the foregoing Statement of Facts.

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


John A. Donovan, Jr., Chairman


Kendall P. Bates


Franklin P. Parker