



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

JOHN A. DONOVAN, JR., Chairman
ROBERT R. CUNNINGHAM
KENDALL P. BATES

ELLEN D. GORDON
Executive Secretary
Telephone
431-1019

JUN 14 9 21 AM '90

RECEIVED
WILLIAM E. POLLETTA
FRANKLIN P. PARKER
SUMNER H. BABCOCK
TOWN OFFICE
2181

ZBA 90-43
Petition of American Stores Properties, Inc.
452 Washington Street (Osco Express)

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, May 26, 1990 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 AMERICAN STORES PROPERTIES, INC. requesting the following variances from the terms of Section XXIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw: 1) to allow the installation of 4 wall signs, which would exceed the maximum number of signs allowed for a business establishment; and 2) to allow the total square footage of said signs to exceed that which is allowed by Special Permit, at their business premises at 452 WASHINGTON STREET, in a Business District.

On May 7, 1990, 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 Robert Cook, District Manager of Osco Drug, who asked the Board for approval of 4 signs, the total area of which would approximately equal that of the 2 CVS signs presently in place and would be externally illuminated.

Mr. Cook showed the Board a drawing of a sign that included the words "Osco Express" and "Pharmacy" on the same sign. This differed from the submitted drawings in which "Osco Express" comprised one sign and "Pharmacy" comprised the second sign. The variance requested was to erect one of each sign on the facade facing Star Market and a duplicate set on the facade of the building facing State Street. Mr. Cook agreed that the Board would rule on the variance request as submitted.

Paul Shakespeare, 16 State Street, asked if any signage were proposed for the southerly portion of the building, as he abuts that portion of the property. Mr. Cook stated that there would be no signage on the south facade.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 452 Washington Street and is owned by American Stores Properties, Inc., which is the parent company of Osco Express. The site has been chosen to be the first location in the country to operate as a small prototype store. The property has been occupied by CVS Pharmacy, which will be vacating the premises.

The petitioner is requesting a variance to install 4 wall signs which would exceed the maximum number of signs allowed for a business establishment. Two signs, each 42 square feet, with "Osco Express" in orange letters on a white opaque ground; and

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two signs, each 12.5 square feet with "Pharmacy" in white letters on a blue ground are requested. One of each sign will be erected on the facade facing the Star Market and the remaining two will be installed on the facade facing State Street. A variance is also requested for the total area of 109 square feet for the four signs to exceed the 75 square feet allowed by Special Permit.

Drawings of the signs and elevations dated April 17, 1990, revised April 30, 1990; a color rendering of the two signs dated May 1, 1990; and photographs were submitted.

The Design Review Board reviewed the proposed signage plan on April 26, 1990 and voted to approve the plan if the signs were not internally illuminated; and if the "Osco Express" signs had white grounds with orange letters.

The Planning Board, on May 15, 1990, voted to support the recommendation of the Design Review Board, but strongly recommended that the size of the signs conform to special permit limitations regarding area and number.

Decision

This Authority has made a careful study of the evidence submitted. The petitioner is requesting 4 wall signs with exterior illumination which will exceed the number of signs allowed for a business establishment and the total area of the 4 signs exceed that allowed by Special Permit.

It is the opinion of this Authority that the amount of signage requested is excessive as is the total area of signage requested; and that neither request is in harmony with the general intent and purpose of the Zoning Bylaw.

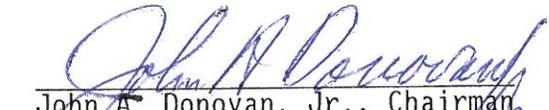
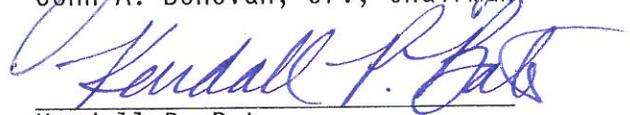
It is the opinion of this Authority that the petitioner be allowed one wall sign meeting the requirements of signage allowed by Sign Permit upon receipt and approval of an application by the Inspector of Buildings.

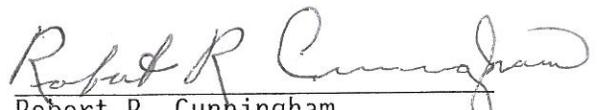
Therefore, it is the unanimous decision of this Authority that both the variance request for 4 signs which exceeds the number allowed for a business establishment and the variance request for the total area of the four signs to exceed that which allowed by Special Permit be denied and this petition is hereby dismissed.

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

RECEIVED
TOWN CLERK'S OFFICE
MAY 21 1990


John A. Donovan, Jr., Chairman

Kendall P. Bates


Robert R. Cunningham

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