



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

JOHN A. DONOVAN, JR., Chairman
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ZBA 90-61
Petition of The Bermuda Shop
75 Central Street

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, July 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 THE BERMUDA SHOP requesting a variance from the terms of Section XXIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw to exceed the maximum area of 1 square foot allowed for a secondary window sign by erecting a 6 square foot permanent window sign at its business premises at 75 CENTRAL STREET, in a Business District.

On July 9, 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 Katie Fillipone, Manager of The Bermuda Shop, who said she was requesting the additional 5 square feet for the secondary window sign composed of white vinyl letters which would adhere to the inside of the window. The sign would be placed at eye level. The building is an arcade structure with the store windows set back from the street. Without the additional signage, pedestrians would not be able to identify the store.

No other person present had any comment on the petition.

Statement of Facts

The property in question is located at 75 Central Street (The Wellesley Square Galleria), in a Business District. The property is owned by Peter Zeytoonjian, President of the Wellesley Square Galleria Corporation, and a portion of the Galleria Building is leased by The Bermuda Shop.

The Bermuda Shop is requesting a variance for one secondary window sign, approximately 3 feet by 2 feet, which will exceed the maximum allowed area of 1 square foot. The sign would be composed of white vinyl letters which would adhere to the inside of the window and positioned so that the top of the sign aligns with the entry push bar of the door.

The proposed window sign would be in addition to an allowed wall sign of 23.28 square feet. The total area of signage would be 49 square feet, or 10% of the total area of the facade of the business establishment.

Exterior elevations (A-3) and a sign drawing dated June 18, 1990, drawn by Tellalian Associates; and photographs of the facade of the building were submitted. A letter of support, dated June 19, 1990, was received from Peter Zeytoonjian, President of Wellesley Square Galleria Corporation.

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The Design Review Board reviewed the signage plan on June 14, 1990 and voted to approve the sign with recommendations that the sign read "The Bermuda Shop" and that the top of said sign be aligned with the door pulls.

The Planning Board, on July 17, 1990, voted to offer no objection to the granting of the request and to support the recommendations of the Design Review Board.

Decision

This Authority has made a careful study of the evidence presented. The petitioner is requesting a variance to allow the area of one secondary window sign to exceed the maximum allowed area of 1 square foot.

It is the opinion of this Authority that the proposed 6 square foot secondary window sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw.

It is the further opinion that literal enforcement of the provisions of the Zoning Bylaw would involve substantial hardship to the petitioner due to the location of the premises on the lot, and that desirable relief may be granted without substantial detriment to the public good, and without nullifying or substantially derogating from the intent or purpose of the Zoning Bylaw.

Therefore, a variance is granted for the proposed sign to identify the premises of The Bermuda Shop, with an area of 6 square feet, to be composed of white vinyl letters surface applied to the inside of the window at a height so that the top of the sign is aligned with the entry push bar of the door.

The Building Inspector 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



Franklin P. Parker



William E. Polletta

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