



Nov 13 9 30 AM '90

ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181JOHN A. DONOVAN, JR., Chairman  
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KENDALL P. BATESELLEN D. GORDON  
Executive Secretary  
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WILLIAM E. POLLETTA  
FRANKLIN P. PARKER  
SUMNER H. BABCOCKZBA 90-81  
Petition of Baybank Norfolk  
29 Washington Street

Pursuant to due notice, the Permit Granting Authority and the Special Permit Granting Authority held a Public Hearing at 8 p.m. on Thursday, October 25, 1990 in the Selectmen's Meeting Room (Conference Room B) of the Town Hall, 525 Washington Street, Wellesley on the petition of BAYBANK NORFOLK requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to internally illuminate a 37.5 square foot wall sign which wraps around the corner of their premises at 29 Washington Street, in a Business District. This sign would replace an existing non-illuminated sign of the same dimensions.

A variance is also requested from the provisions of Section XXIIA and pursuant to Section XXIV-D of the Zoning Bylaw for said sign to contain three colors, which is one more than is allowed for an internally illuminated sign.

On October 10, 1990, the petitioner requested 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 Carol Bugbee of the Thompson Corporation, representing Baybank Norfolk. Ms. Bugbee said that Baybank would like to replace its wooden non-illuminated sign with an internally illuminated sign containing the same three colors and the same square footage. The white copy would be illuminated; the other two colors would be opaque, as is the Baybank Norfolk standing sign at 342 Washington Street. The sign would be illuminated during business hours.

No other person present had any comment on the petition.

#### Statement of Facts

The subject property is located at 29 Washington Street, in a Business District, and is owned by Wellesley Office Trust. Baybank Norfolk leases the premises for their ATM facility. There are no bank personnel or other banking services available at this location.

Baybank Norfolk is requesting to replace an existing wooden non-illuminated 37.5 foot wall sign with an internally illuminated wall sign in the same location, with the same colors and the same square footage. A Special Permit is requested to internally illuminate said sign; a variance is requested to allow the internally illuminated sign to have three colors which is one more than is allowed for such illumination.

Drawings of the sign and the building facade dated August 15, 1990, drawn by The Thompson Corporation; and photographs of the facade with the existing sign were submitted.

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A letter of approval dated October 24, 1990 was received from Hugh M. Beckett, Trustee of the Wellesley Office Trust.

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The Design Review Board reviewed the proposal on September 17, 1990 and voted to approve the signage plan as presented.

The Planning Board, on October 16, 1990, voted to recommend denial of the Special Permit and variance requests. In the opinion of the Planning Board, the internally illuminated sign would represent an obstrusive and unnecessarily excessive level of advertising at this location.

#### Decision

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

The petitioner is requesting a Special Permit to internally illuminate a 37.5 square foot wall sign at 29 Washington Street to identify its ATM location, and a variance to allow the internally illuminated sign to have three colors.

This Authority is of the opinion that the proposed wall sign is in harmony with the general intent and purpose of Section XXIIA of Zoning Bylaw. However, this Authority is aware that the ATM facility is a twenty-four hour operation and not a full service staffed banking facility with limited business hours. Therefore, this Authority is of the opinion that the hours during which the sign may be illuminated must correspond to the hours of operation allowed for the internally illuminated sign at the Baybank Norfolk full service facility located at 342 Washington Street (ZBA 90-14).

This Authority is of the opinion that as the existing non-illuminated sign has more than two colors, and that as a precedent has been set allowing internal illumination of signs in which more than two corporate colors are involved, the literal enforcement of Section XXIIA-D-6 of the Zoning Bylaw would be a substantial hardship to the petitioner.

Therefore the Special Permit to internally illuminate the proposed 37.5 square foot wall sign at 29 Washington Street, and the variance for said internally illuminated sign to be composed of three colors are granted subject to the following conditions:

1. That only the white letters on the sign be internally illuminated.
2. That the green ground and the blue horizontal lines on the faceplates of the sign be composed of an opaque material.
3. That the sign be internally illuminated only from 9 a.m. to 3 p.m., Monday through Thursday, and 9 a.m. to 6 p.m. on Friday.
4. That this Special Permit shall expire one year from the date of grant.
5. That any violation of Condition #3 during the permitted year shall be grounds for revocation of the Special Permit to internally illuminate said sign.

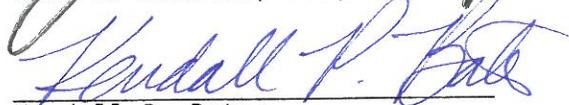
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The Inspector of Buildings is hereby authorized to issue a permit for the internally illuminated wall sign upon his receipt and approval of a sign application.

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

  
William E. Polletta

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