



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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WILLIAM E. POLLETTA  
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SUMNER H. BABCOCK

ZBA 92-37  
Petition of Bread & Circus  
278 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, August 13, 1992 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley on the petition of BREAD & CIRCUS requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV to allow its permitted two-color wall sign with an area of 30 square feet at a height of 12 feet 3 inches, at its premises at 278 WASHINGTON STREET, in a Business District, to be internally illuminated.

On July 13, 1992, 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 Edward Berman, architect for the petitioner. Mr. Berman said that Bread & Circus has acquired the adjacent Pine Garden Restaurant space, and is renovating the facade and interior of the store. They feel that this is also an opportunity to integrate the corporate logo into their sign.

The sign will be the same size as the present sign, in the same location, with a green ground and white letters. The signs on the awnings will be removed. The request is to internally illuminate both the green translucent lexan panel and the white letters on the panel. Although Bread & Circus would prefer to internally illuminate the entire sign, their second choice would be to internally illuminate only the white letters.

Mr. Berman stated that the store is open seven days a week from 9 a.m. to 9 p.m., and that the sign would be shut off daily at 9 p.m. by means of a time clock.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 278 Washington Street, in a Business District, and is owned by Abbott Estates, Inc. The petitioner leases the premises and has recently expanded into the adjacent space previously leased by Pine Garden Restaurant.

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The petitioner is requesting a Special Permit to internally illuminate a permitted 30 square foot two-color wall sign to be installed at a height of 12 feet 3 inches.

A drawing of the sign, building facade and sign box detail, prepared by E. Berman Architects; photographs, and a letter of endorsement from the property owner, Abbott Estates, Inc., were submitted.

The Design Review Board reviewed the sign on July 9, 1992 and voted to support the requested special permit to internally illuminate the sign, although a minority opinion maintained that the internal illumination was unnecessary, and that the special permit be denied.

The Planning Board reviewed the petition on July 14, 1992, and strongly recommended that the special permit be denied as the proposed internally illuminated sign would be out of character with the "commercial village" character of the building and represented an unnecessary and undesirable level of advertising for the business.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

The petitioner is requesting a Special Permit to internally illuminate a two-color 30 square foot wall sign to identify its premises at 278 Washington Street.

It is the opinion of this Authority that the internal illumination of both the green ground and the white letters comprising the proposed sign will be too intrusive and not in keeping with the internal illumination of the other properties in the block. However, this Authority is of the opinion that the internal illumination of only the white letters of the sign would be in keeping with both the existing signage on adjacent stores and with the general purpose and intent of Section XXIIA of the Zoning Bylaw.

Therefore, a Special Permit is granted to internally illuminate only the white letters on the green ground of the 30 square foot wall sign as shown on the submitted drawings noted in the foregoing Statement of Facts, subject to the following condition:

1. The permitted sign may be internally illuminated only from dusk to 9 p.m. and only on the days when the retail store is open to the public for business.

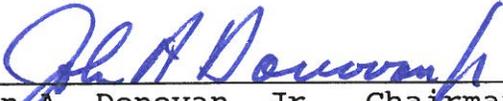
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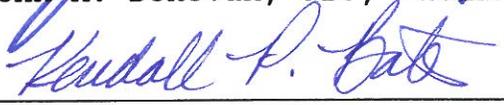
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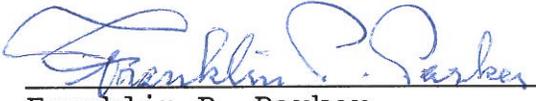
The Inspector of Buildings is hereby authorized to issue a permit for the sign with internally illuminated white letters upon his receipt and approval of an application. Said sign cannot be installed until this permit has been issued.

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

  
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John A. Donovan, Jr., Chairman

  
\_\_\_\_\_  
Kendall P. Bates

  
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Franklin P. Parker

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