



ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02181-5992

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WELLESLEY, MA 02181
MAY 17 9 29 AM '97

ZBA 97-33
Petition of Motorquest of Wellesley
234 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 22, 1997 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 MOTORQUEST OF WELLESLEY requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to allow installation of a 2 foot 8 inch by 40 foot 1 inch (106 square feet) externally illuminated wall sign at a height of 16 feet, at its premises at 234 WORCESTER STREET, in a Business District. Said sign will exceed the allowed area of 75 square feet.

On May 5, 1997, the petitioner filed a request for 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 Valerie Haase of All-Pro Sign Corporation, who represented the petitioner. Ms. Haase said that the proposed sign, which is the same type of sign used by the previous owner, Silver Lake Dodge, will have individual back-lit neon letters spelling out the name of the company. The sign runs a distance of 40 feet from the beginning of the decal to the end of the "y".

The Board noted that the Planning Board had recommended that the sign be reduced to the allowed 75 square feet. Ms. Haase explained that the reduction would be difficult as the sign is composed of individual letters which come in a standard size, and are the same letters previously used by Silver Lake Dodge.

The Board commented that the Design Review Board had approved the sign, and agreed that the proportions of the sign relative to the building were appropriate.

No other person present had any comment on the petition.

Statement of Facts

The subject premises are located at 234 Worcester Street, in a Business District. The property was previously owned by Silver Lake Dodge, and is now owned by Motorquest of Wellesley, who is requesting a Special Permit to install a 106 square foot externally illuminated sign at a height of 16 feet to identify its premises. The sign will be composed of

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a company decal and individual back-lit neon plastic letters which spell out "Motorquest of Wellesley". A Special Permit is required to exceed the allowed area of 75 square feet.

An elevation drawing dated 1/13/97, an electrical installation sketch, both drawn by Cummings Incorporated; and photographs were submitted.

On March 14, 1997, the Design Review Board reviewed the proposed wall sign and recommended approval of the sign as presented.

On May 20, 1997, the Planning Board reviewed the petition and voted to recommend that the sign be reduced to the 75 square foot Zoning Bylaw limitation.

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 exceed the allowed area of 75 square feet by installing a 106 square foot wall sign at its premises at 234 Worcester Street.

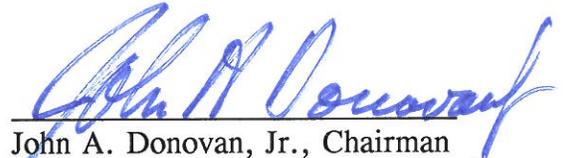
It is the opinion of this Authority that the proposed externally illuminated wall sign is in harmony with the intent and purpose of the Zoning Bylaw in regard to area.

Therefore, a Special Permit is hereby granted, as voted unanimously by this Authority at the Public Hearing, to install the externally illuminated 106 square foot wall sign at a height of 16 feet as depicted in the submitted drawing.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application. No sign shall be installed prior to the issuance of this permit.

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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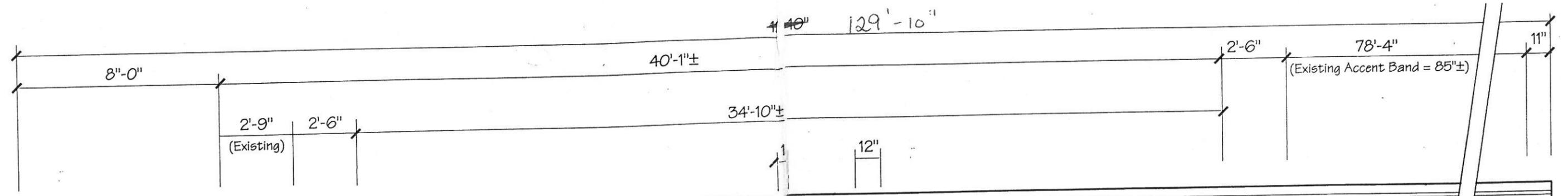
129'-10"

May 5 8 42 AM '97

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 MotorQuest of Wellesley

Full Fascia Elevation
Scale: 1/8"=1'-0"



Partial Fascia Elevation
Scale: 1/4"=1'-0"

24" & 16 1/2" BACKLIT ILLUMINATED LETTERS WITH EXISTING 2'x8" BACKLIT PENTASTAR SIGN:
DODGE RED, STANDARD SPACING

LETTERS..... REVERSE CHANNEL LETTERS WITH OPAQUE FACES
FACES: WHITE PLASTIC FACES WITH INSET RED FILM (DODGE RED),
11/16" WIDE WHITE BORDER AROUND PERIMETER OF LETTERS
RETURNS: PAINTED SILVER - GRAY

PENTASTAR SIGN..... (EXISTING)
ACCENT STRIPE (SHORTEN LENGTH OF EXISTING) PAINTED DODGE RED

ELECTRICAL REQUIREMENTS
ONE 20-AMP CIRCUIT PER 8 UNITS A UNIT IS A LOGO SIGN, LETTER OR PUNCTUATION MARK
EACH UNIT REQUIRES 2.0 AMPS. A CIRCUIT MAY BE LOADED NO MORE THAN 80%. 80% OF A 20 AMP CIRCUIT = 16 AMPS = 8 UNITS. (ACCENT BAND IS NON-ILLUMINATED)



Release No. **44549.99**
Scale 1/4"=1'-0" Date 1/13/97

Created for the approval of:
Chrysler Corp.

THIS DESIGN REMAINS OUR EXCLUSIVE PROPERTY AND CANNOT BE DUPLICATED WITHOUT WRITTEN CONSENT

The International Sign Service

Drawn by: **KB / BW**