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WELLESLEY, MA 02181**ZONING BOARD OF APPEALS**

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

Nov 10 2 09 PM '97

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Petition of Decelle
50 Central Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 30, 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 DECELLE requesting the following Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for signage to identify the premises at 50 CENTRAL STREET, in a Business District:

1. To exceed the allowed height of 20 feet by placing the externally illuminated 44.75 square foot sign at a height of 23.5 feet on the CENTRAL STREET facade.
2. To exceed the allowed height of 20 feet by placing the externally illuminated 22.1 square foot sign at a height of 23 feet on the rear facade facing CHURCH STREET.
3. To exceed the allowed area of 50 square feet by installing two wall signs with a total area of 66.85 square feet.

On October 14, 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 Michael Bass of Sign Concepts Group, who represented Decelle. Mr. Bass said that Decelle has shrunk the size of both signs and now are under the allowed 50 square foot area. The signs are lower and smaller than the previous Filene's Basement signs.

No other person present had any comment on the petition.

Statement of Facts

The subject premises, located at 50 Central Street, in a Business District, are owned by the Helen L. Fraser Trust, and leased by Decelle. The premises were originally leased by Filene's and later by Filene's Basement. During its tenancy, each retail establishment had larger signs in approximately the same locations as requested by the petitioner.

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The petitioner's legally noticed request was for Special Permits to install a 44.75 square foot sign at a height of 23.5 feet on the front facade and a 22.1 square foot sign at a height of 23 feet on the rear facade. The signs would exceed the allowed height of 20 feet and the total area of 50 square feet.

Subsequent to the meeting on October 9, 1997 with the Design Review Board, the petitioner decided to reduce the area of both signs. The sign on the Central Street facade will be 25.65 square feet at a height of 22 feet; the sign on the Church Street facade will be 16.16 square feet at a height of 24.5 feet. The total area of the two signs has been reduced to 41.8 square feet, which is less than the allowed area of 50 square feet. Therefore, a Special Permit for the total area of the signage to exceed 50 square feet is no longer necessary.

Drawings of the front and rear signs, sections and elevations dated 2/6/97, drawn by Sign Concepts Group; revisions with the same date showing the new dimensions and facade locations of the two signs; and photographs were submitted.

On October 9, 1997, the Design Review Board reviewed the proposal for the two wall signs. The recommendations of the Design Review Board were amenable to the petitioner and the DRB voted to approve the proposal as modified.

On October 21, 1997, the Planning Board reviewed the petition and had no objection to granting the requested Special Permits.

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 for the 25.65 square foot sign fronting Central Street to be installed at a height of 22 feet, and the 16.16 square foot sign on the facade facing Church Street to be installed at a height of 24.5 feet. The height of both signs exceeds the allowed height of 20 feet.

It is the opinion of this Authority that the proposed height of each sign can be allowed. Prior tenants have had larger signage at approximately the same height, as the design of the building requires signage in the requested location.

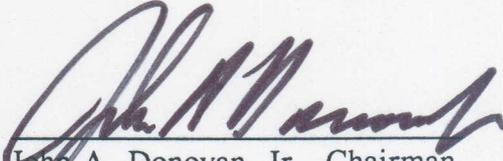
Therefore, a Special Permit is hereby granted, as voted unanimously by this Authority at the Public Hearing, for both signs to exceed the allowed height of 20 feet, subject to installation in accordance with the revised plans.

The Inspector of Buildings is hereby authorized to issue permits for installation of the two signs upon receipt and approval of applications and whatever additional plans he deems are necessary. No sign shall be installed prior to the issuance of these sign permits.

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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.

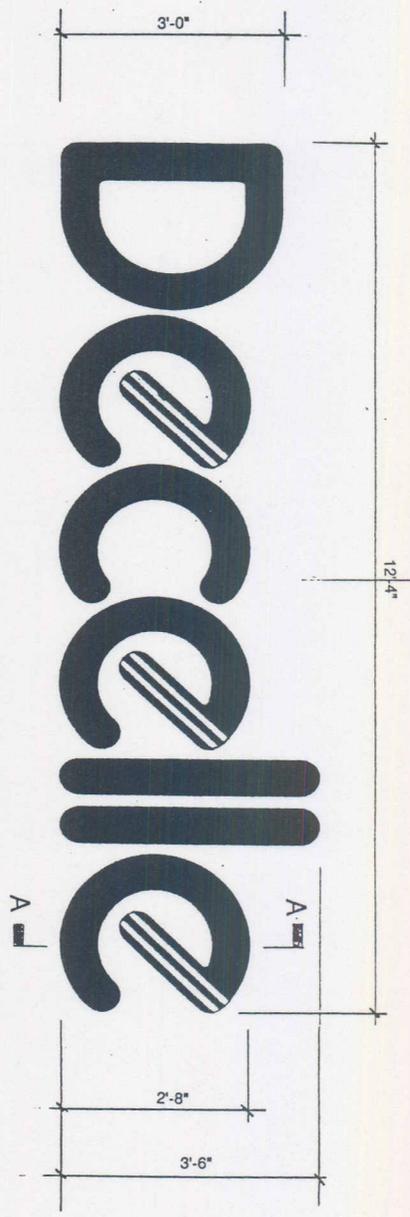
cc: Planning Board
Inspector of Buildings
edg


John A. Donovan, Jr., Chairman


Kendall P. Bates


William E. Polletta

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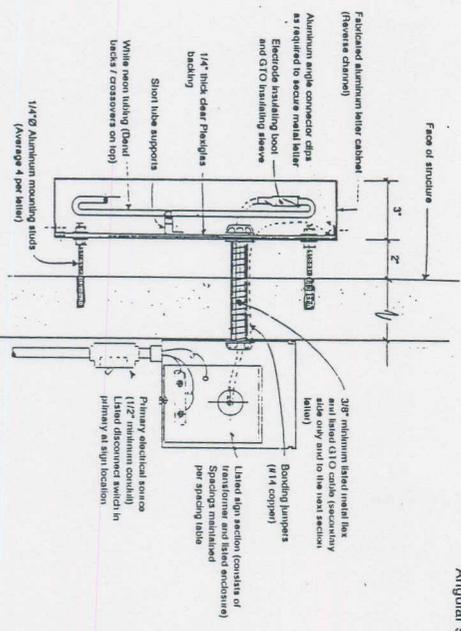
LAYOUT FOR IDENTIFICATION LETTERS WITH SILHOUETTE TYPE ILLUMINATION

AREA OF SIGN:-
 Existing sign 4.0' x 12.0' = 48.0 sq/ft
 Proposed sign 3.5' x 12.4' = 43.4 sq/ft

The electrical equipment and components used in the fabrication of this sign must meet the *Standard for Safety for Electric Signs* as published in UL-48 by the Underwriters Laboratories, Inc.

The installation of this electric sign and/or display must meet the *Standard for Safety for Electric Signs* as published in UL-48 by the Underwriters Laboratories, Inc.

COLOR SCHEME:-
 Letter faces and returns to match P.M.S. #300 blue. (Translucent vinyl 36930-167 bright blue)
 Angular stripes - white.



DETAIL A-A: TYPICAL SECTION THRU LETTER
 N.T.S.



FRONT ELEVATION WITH SIGN POSITION
 1/8" = 1'-0"

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ACCEPTED BY _____ DATE _____

REVISIONS



301 North Main Street
 Randolph, Massachusetts 02368
 617/963-9000 FAX 617/963-0049

DECELLE DEPARTMENT STORE

SCALE AS SHOWN	APPROVED	DRAWN BY C.N.
DATE 2/6/97		SALESMAN M.B.

IDENTIFICATION SIGN PROJECT

WELLESLEY, MA	DRAWING NUMBER 2626	SHEET OF
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Do not scale. Written dimensions shall have precedence over scale in all cases. Mechanical distortion may be present.