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ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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ZBA 88-59  
Petition of Wellesley Cooperative Bank  
40 Central Street

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Pursuant to due notice, the Special Permit Granting Authority and the Permit Granting Authority held a Public Hearing on Thursday, July 21, 1988 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 WELLESLEY COOPERATIVE BANK requesting a Special Permit pursuant to Section XXIIA and Section XXV of the Zoning Bylaw to allow replacement of the faceplate of an existing perpendicular internally illuminated wall sign with a new two-color faceplate on said sign at 40 CENTRAL STREET, in a Business District; and a variance from the terms of Section XXIIA and pursuant to Section XXIV-D of the Zoning Bylaw to allow the number of signs to exceed the maximum number allowed at a business establishment.

On July 5, 1988, the petitioner filed a request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case was Steven Emery of the Thompson Sign Service who said that the Bank wished to update the faceplate of the sign. In response to a recommendation of the Design Review Board, the number of colors of the sign have been reduced from three to two, eliminating the orange lettering. The Design Review Board also recommended that the two colors of the sign should be brown and white rather than red and white. The Bank has agreed that the sign will be chocolate brown and white with only the white lettering to be illuminated. The surrounding cabinet will be painted white.

No other persons present had any comment on the petition.

Statement of Facts

The property in question is located at 40 Central Street in a Business District and is owned by the Wellesley Cooperative Bank.

The Wellesley Cooperative Bank proposes changing the faceplates of the existing internally illuminated perpendicular wall sign. The new faceplates would total 18.3 square feet in area with a height of 11 1/2 feet. The faceplates would have an opaque brown background with white letters, only the white letters to be internally illuminated. A Special Permit is requested for internal illumination.

The Wellesley Cooperative Bank is also seeking a variance to allow the erection of more than one exterior sign allowed for each business establishment consisting of a single building except that if such building has more than one public entrance. The Bank currently has its name on the face of the building. The front wall is concaved

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which prevents identification of the Bank by approaching automobile and pedestrian traffic. Therefore, a second sign is needed to identify the location of the Bank to its customers. A variance was granted in September, 1977 to allow the existence of a second sign (ZBA 77-36). As the faceplates of the sign are being changed, a new variance is requested.

Elevations and drawings of the sign dated February 29, 1988, drawn by Thompson Corporation and photographs were submitted.

The Design Review Board held a preliminary review on March 10, 1988, at which time the Board recommended reduction in the number of colors from three to two and elimination of illumination of the red background, recommending that the background be opaque. At a final review held on July 14, 1988, the Design Review Board recommended that the opaque red background be changed to an opaque brown ground which would be more in keeping with the character of the area.

The Planning Board, on July 12, 1988, voted to offer no objection to the request.

#### Decision

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

The petitioner is requesting a Special Permit for interior illumination for the proposed remodeling of an existing sign at 40 Central Street to identify the Wellesley Cooperative Bank. This Authority is of the opinion that the proposed wall sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw with regard to said internal illumination.

Therefore, a Special Permit is hereby granted for the proposed sign at 40 Central Street subject to construction in accordance with the drawings and elevations described in the foregoing Statement of Facts and subject to the following conditions:

1. That said sign have a brown opaque background with white lettering and only said lettering be internally illuminated.
2. That said sign may be internally illuminated only during business hours while bank employees are providing banking services on the premises.

The petitioner is also requesting a variance from Section XXIIA to allow more than one exterior sign for a business establishment. This Authority is of the opinion that this request is in harmony with the general intent of the Zoning Bylaw, and that due to the particular construction of the building, relief can be granted without substantially derogating from the intent or purpose of this Zoning Bylaw.

Therefore, a variance is hereby granted for the continued existence of the perpendicular existing wall sign in accordance with the drawings submitted.

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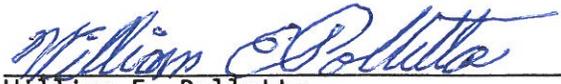
The Building Inspector is hereby authorized to issue a permit for the internally illuminated sign upon his receipt and approval of an application.

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

  
Robert R. Cunningham, Acting Chairman

  
Kendall P. Bates

  
William E. Polletta

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