



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

FEB 12 8 54 AM '92

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ZBA 92-7  
Petition of Rutledge Properties  
572 Washington Street

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, January 23, 1992 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) of the Town Hall, 525 Washington Street on the petition of RUTLEDGE PROPERTIES requesting a variance from the terms of Section XXIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw to allow installation of two wall signs, each sign to have an area of 22 square feet, at a height of 9.5 feet, at its premises at 572 WASHINGTON STREET, in a Business District. Said signs will exceed the maximum number of signs allowed for a single business establishment; and the total square footage of the two signs will exceed the allowed signage area of 10 percent of the facade.

On January 6, 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 Roberta Swenson, owner of Rutledge Properties. Ms. Swenson said that the name of her business has been changed from "Rutledge Gallery of Homes" to "Rutledge Properties" which necessitates new signage. The landlord, CGI Companies, has asked that the entire facade of 572 Washington Street carry signage like that of J. Todd Galleries. The proposed signage follows a similar configuration. Rutledge Properties has two windows flanking a center double door. The proposed signs will be wooden signs with a dark burgundy background and carved gold letters, and will be hung at a height identical to those of the art gallery.

The Board expressed concern that CGI Companies might not require a prospective tenant for the vacant premises at 574 Washington Street to install signage similar to that of Rutledge Properties and J. Todd Galleries. Ms. Swenson was quite certain that any prospective tenant would be required to conform to the same signage configuration.

#### Statement of Facts

The subject property is located at 572 Washington Street, owned by CGI Companies, in a Business District. The petitioner leases the premises and proposes two new wall signs, each sign to have an area of 22 square feet at a height of 9.5 feet. The petitioner is requesting a variance to exceed the maximum number of signs allowed for a business establishment and to exceed the allowed area of 10 percent of the facade.

Drawings of the sign by Gemini Sign Company; an elevation of the facades of 572-574 Washington Street; a letter of support from CGI Companies; and photographs were submitted.

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On January 9, 1992, the Design Review Board reviewed the proposed signage. Although the Board was of the opinion that the placement of the two signs was appropriate, the Board felt that two identical signs would not enhance the facade of the building and recommended either that one sign be redesigned or eliminated. The Board voted to recommend that the signage plan be denied for the above stated reason.

On January 14, 1992, the Planning Board reviewed the petition and voted to make no comment on the petition.

A letter dated February 4, 1992, signed by Robert L. Barnes, VP Property Management, CGI Companies, was received and is on file in the office of the Board of Appeals. Mr. Barnes confirmed that any future tenants of the vacant 574 Washington Street premises will be directed to comply with the sign criteria developed by the landlord for the store block and that the existing "Lingerie Factory" sign would be removed in the near future.

Decision

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

This Authority is of the opinion that the proposed signage can be allowed as it will create consistency and balance on the facade of the building and is in harmony with the general intent and purpose of the Zoning Bylaw.

Therefore, a variance is hereby granted for a second wall sign at 572 Washington Street, said sign to be 22 square feet, at a height of 9.5 feet, and for the total area of 44 square feet for the two signs to exceed the allowed area of 10 percent of the facade, subject to design and installation as shown in the drawings submitted by Gemini Sign Company and noted in the foregoing Statement of Facts.

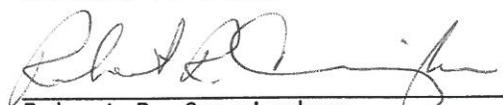
The Inspector of Buildings is hereby authorized to issue a permit for said signs upon his receipt and approval of an application. Said signs cannot be intalled until this permit has been issued.

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.

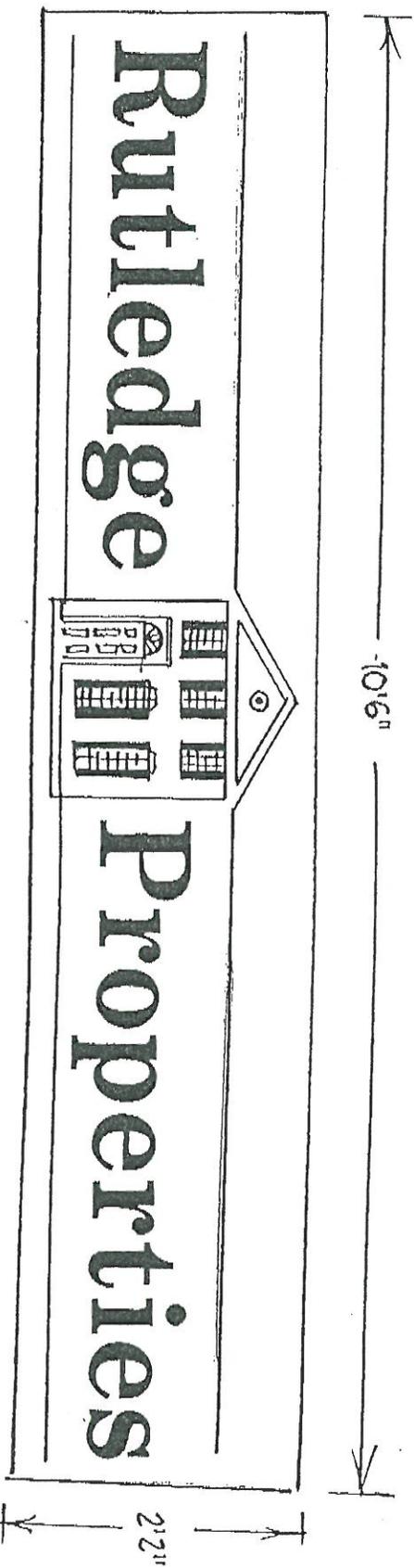
cc: Planning Board  
Inspector of Buildings  
edg

  
John A. Donovan, Jr., Chairman

  
Kendall P. Bates

  
Robert R. Cunningham

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*wood-carved sign  
background red background &  
gold carved lettering & lines*

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*Gemini Sign / Account  
197 Huntington St  
Marblehead 01753  
485-3343*



*magnanimus*

*Rudolph Properties*

*2 Todd*

*gallery*

*572*

*X*

*X*

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