



ZONING BOARD OF APPEALS
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ZBA 94-26
Petition of Wellesley Toyota
216 Worcester Street

Pursuant to due notice, the Permit Granting Authority and the Special Permit Granting Authority held a Public Hearing on Thursday, April 21, 1994 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 WELLESLEY TOYOTA requesting the following Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for the following proposed signage at its premises at 216 WORCESTER STREET, in a Business District:

1. An internally illuminated two-sided standing sign at a height of 18 feet 4 and 3/4 inches, with an area of 69.4 square feet (34.7 square feet per panel). Special Permits are requested to exceed the allowed area of 50 square feet, the allowed height of 10 feet and to internally illuminate said sign.
2. Wall Signage
 - a. An externally illuminated 71.75 square foot wall sign at a height of 24 feet. A Special Permit is requested to exceed the allowed height of 20 feet.
 - b. A non-illuminated 5 square foot sign at a height of 8.5 feet reading "Showroom".
 - c. A non-illuminated 3 square foot sign at a height of 10 feet reading "Service".

A Special Permit is requested for the total area of 79.75 square feet for the 3 signs to exceed to exceed the allowed area of 75 square feet.

A variance from the terms of Section XXIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw is requested to exceed the allowed number (1) of wall signs.

On April 4, 1994, 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 Mark Regent, architect for Wellesley Toyota. Mr. Regent presented photographs of the existing signage, and noted that the existing wall sign is larger than the proposed sign. Toyota is drastically reducing the amount of signage on the premises in conjunction with the remodeling of the building. The construction project involves demolishing the entire showroom and constructing a new two-story showroom. The center section, above the showroom, will contain three offices.

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Mr. Regent said that the white portion of the standing sign will be metal painted white, so that during the day, the sign will have a white ground with red letters. At night, only the red letters will be internally illuminated. The Board stated that the internal illumination could be allowed on the condition that the sign would not be illuminated when the premises are closed to the public.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 216 Worcester Road, in a Business District. It is owned by Allen Glick and leased to Wellesley Toyota.

In conjunction with a remodeling/construction project, and due to a change in the "Toyota" logo, the petitioner is seeking to replace the existing standing sign and wall signage with a modern sign package.

The proposed two-sided standing sign will have a total of 69.4 square feet (34.7 feet per side) at a height of 18 feet 4 3/4 inches and will be located 15 feet from the front and left side property lines. Internal illumination is requested for the red lettering and logo only, as the white ground will be opaque. Special Permits are requested for the area, height and internal illumination of the sign.

The proposed wall signage consists of three signs: 1) A 71.75 square foot sign, externally illuminated in a "silhouette" manner, reading "Toyota" with the logo, at a height of 24 feet. 2) a non-illuminated 5 square foot sign at a height of 8.5 feet reading "Showroom"; and 3) a 3 square foot sign at a height of 10 feet reading "Service".

A Special Permit is requested for the 71.75 square foot sign to exceed the allowed height of 20 feet, and for the total area of 79.75 square feet for the three signs to exceed the allowed area of 75 square feet.

A variance is requested to exceed the allowed number (1) of wall signs.

Floor Plans and Elevations (A 1R) dated February 10, 1994, revised March 23, 1994, drawn by Irwin A. Regent, Professional Architect; and photographs were submitted.

The Design Review Board reviewed the signage package on March 24, 1994, and voted to approve the design, placement, number and illumination of the proposed signs.

The Planning Board reviewed the petition and supported the recommendations of the Design Review Board.

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Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The petitioner is requesting Special Permits for the area, height and internal illumination of a standing sign, and Special Permits for the height of one wall sign and the total area of the three walls signs, and a variance to allow the three wall signs.

It is the opinion of this Authority that the proposed internally illuminated, two-sided standing sign 18 feet 4 and 3/4 inches high with an area of 69.4 square feet can be allowed and a Special Permit is hereby granted for the sign subject to the following conditions:

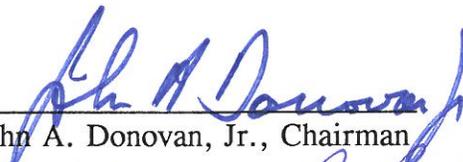
1. The existing standing sign and wall signage shall be removed prior to installation of the proposed signage.
2. The standing sign shall not be internally illuminated after 9 p.m. on Monday through Thursday, after 6 p.m. on Friday and Saturday, and after 5 p.m. on Sunday throughout the year. Violation of this condition shall result in immediate revocation of the Special Permit.

It is the opinion of this Authority that the proposed externally illuminated 71.75 square foot wall sign can be placed at a height of 24 feet, and that the total area of the three wall signs can exceed 75 square feet, and a Special Permit is hereby granted to exceed the allowed height for the 71.75 square foot wall sign and the total area of the three wall signs.

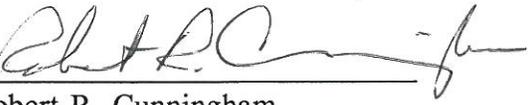
It is the opinion of this Authority that the variance requested for the three signs can be allowed, as the "Showroom" and "Service" signs are in the nature of directional rather than advertising signs; and said variance is hereby granted.

The Inspector of Buildings is hereby authorized to issue a permit for the proposed signage subject to approval of an application. No signage can be installed until said 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.


John A. Donovan, Jr., Chairman


Kendall P. Bates


Robert R. Cunningham

cc: Planning Board
Inspector of Buildings
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