



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 96-41

Petition of F. Diehl & Son, Inc.
180 Linden Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 27, 1996 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 F. DIEHL & SON, INC. requesting the following Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for the installation of a rectangular 3 foot by 13.5 foot sign at a height of 17 feet and a 6 foot by 6 foot circular logo sign at a height of 24.5 feet on the facade of the Yard Office Building on its premises at 180 LINDEN STREET, in an Industrial District:

1. To exceed the allowed number of signs (1) on the facade of a building.
2. To exceed the allowed area of 50 square feet, as the total area of the two signs is 76.5 square feet.
3. To exceed the allowed height of 20 feet, as the circular sign will have a height of 24.5 feet.

On June 10, 1996, 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 were Joan Murphy, Diehl's Marketing and Promotions Manager, and Butch Kiser, General Manager of the company. Ms. Murphy stated that the existing "Diehl's" sign on the main office building on the premises will be removed when the requested signage is installed.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 180 Linden Street, in an Industrial District, and is owned by the petitioner.

Diehl's has moved its corporate offices from the Main Office Building fronting Linden Street to the Yard Office Building, which is located more than 120 feet from Linden Street. The Yard Office Building also contains the Lumber Yard Showroom, and currently has no signage.

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The petitioner proposes to install two wall signs on the upper facade of the Yard Office Building: one rectangular 3 foot by 13.5 foot sign stating "F. Diehl & Son, Inc." with an area of 40.5 square feet at a height of 17 feet; and one 6 foot by 6 foot circular logo sign with an area of 36 square feet at a height of 24.5 feet above the rectangular sign.

Special Permits are required to exceed the allowed number of signs (1) on the facade of a building; to exceed the allowed area of 50 square feet, as the total area of the two signs is 76.5 square feet; and to exceed the allowed height of 20 feet, as the height of the circular sign will be 24.5 feet.

Facade drawings, a site plan, and photographs were submitted.

On May 23, 1996, the Design Review Board reviewed the signage plan, and voted to approve the design and placement of the signs as presented.

On June 18, 1996, the Planning Board reviewed the petition and voted to recommend no opposition to the granting of the 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 Special Permits to exceed the allowed number, area and height in order to install two signs on the facade of the Yard Office Building facing Linden Street.

It is the opinion of this Authority that the area and height of the signage is necessary to identify the premises to vehicular and pedestrian traffic, as the building is set back more than 120 feet from Linden Street.

It is the further opinion of this Authority that the requested signage is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw.

Therefore, Special Permits are hereby granted, as voted unanimously at the Public Hearing, for the installation of two signs on the facade of the Yard Office Building; for the total area of the two signs to exceed the allowed area of 50 square feet, and for the circular sign to be located at a height of 24.5 feet which exceeds the allowed height of 20 feet.

The Inspector of Buildings is hereby authorized to issue a permit for the signage upon receipt and approval of an application. Said signage cannot be installed until this permit has been issued.

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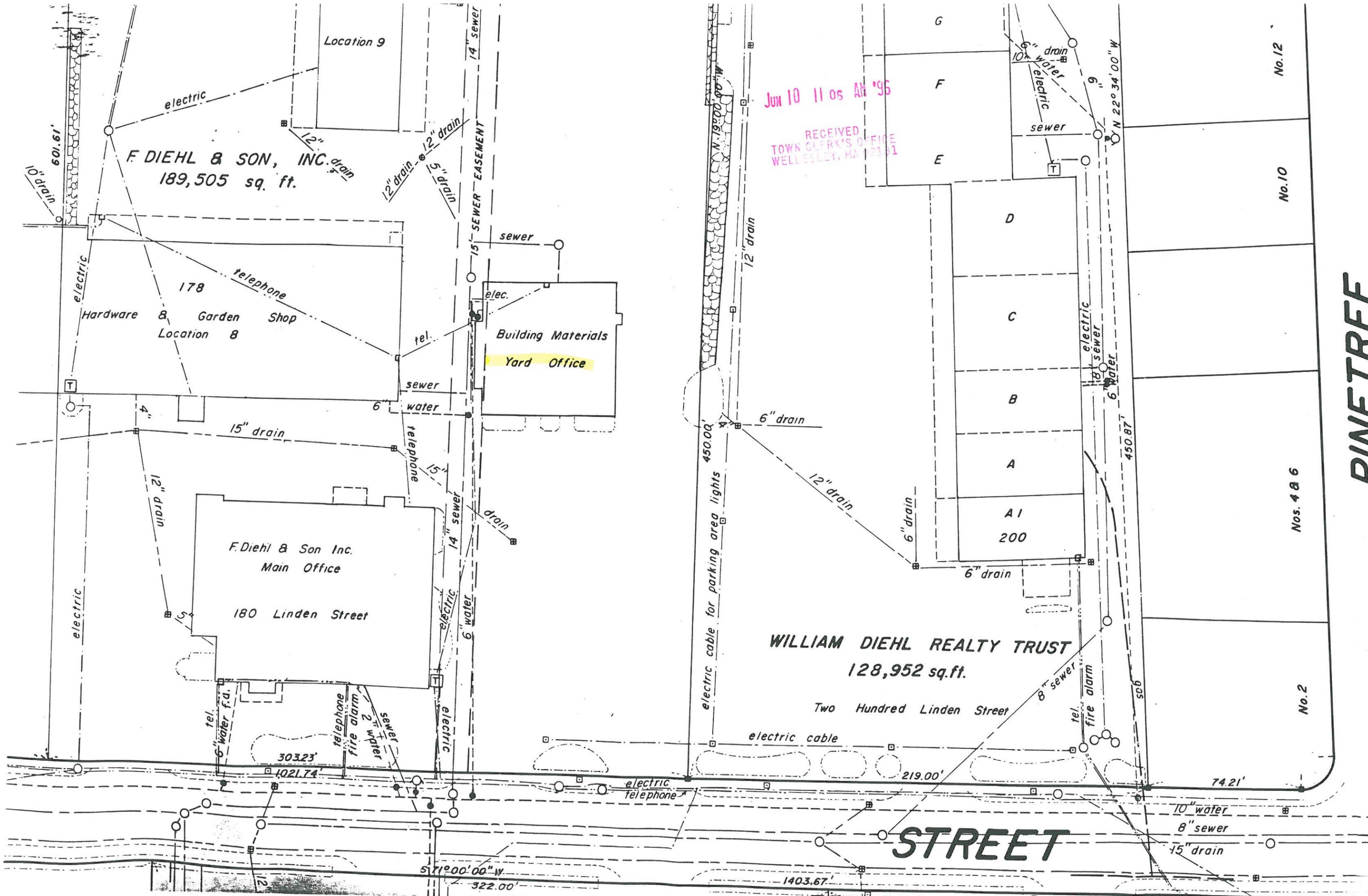
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN
THE OFFICE OF THE TOWN CLERK.

cc: Planning Board
Inspector of Buildings
edg

William E. Polletta
William E. Polletta, Acting Chairman

Robert A. Bastille
Robert A. Bastille

Sumner H. Babcock
Sumner H. Babcock



F. DIEHL & SON, INC.
189,505 sq. ft.

178
Hardware & Garden Shop
Location 8

Building Materials
Yard Office

F. Diehl & Son Inc.
Main Office
180 Linden Street

WILLIAM DIEHL REALTY TRUST
128,952 sq. ft.

Two Hundred Linden Street

STREET

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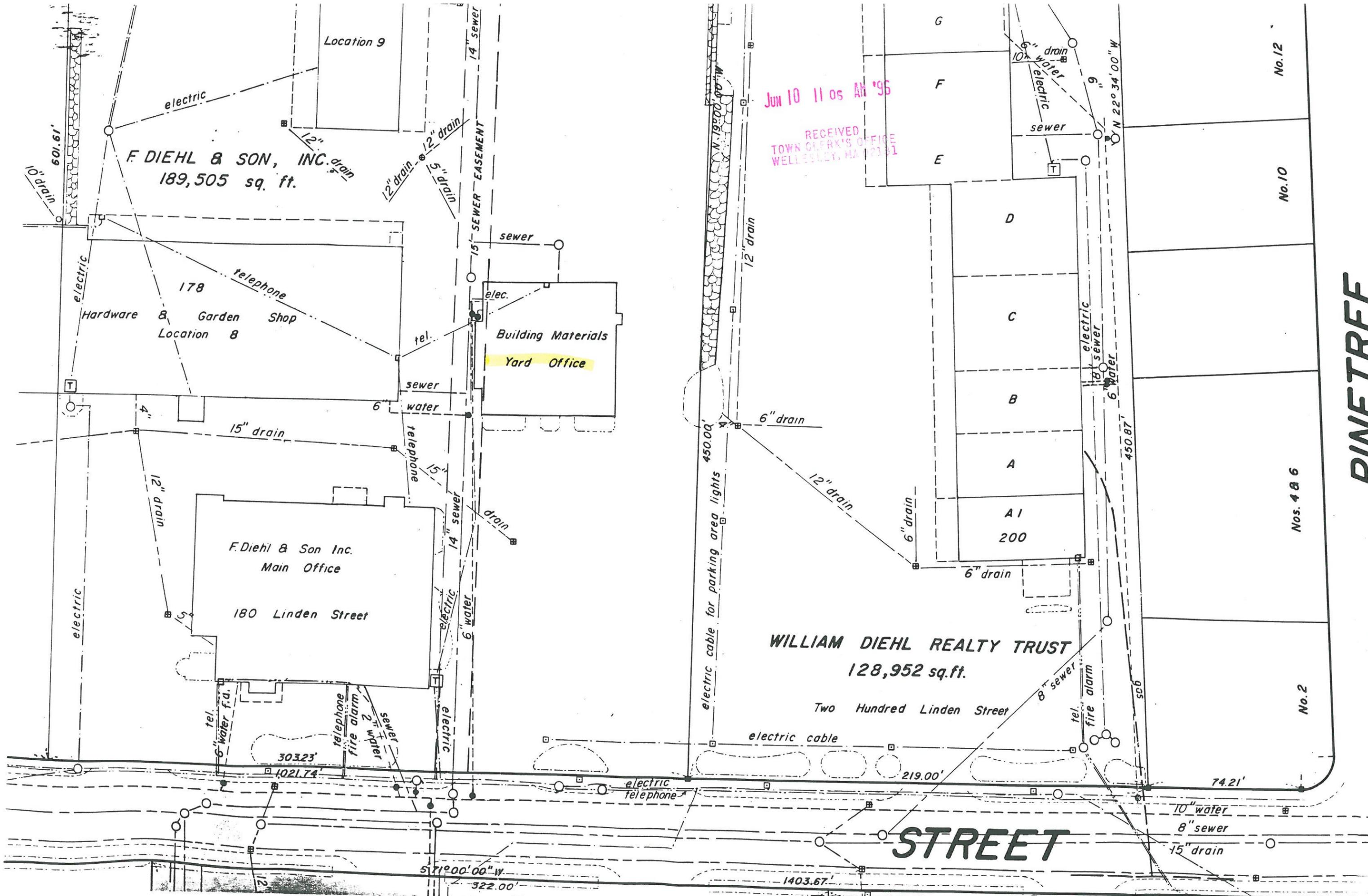
No. 12

No. 10

Nos. 4 & 6

No. 2

PINE TREE

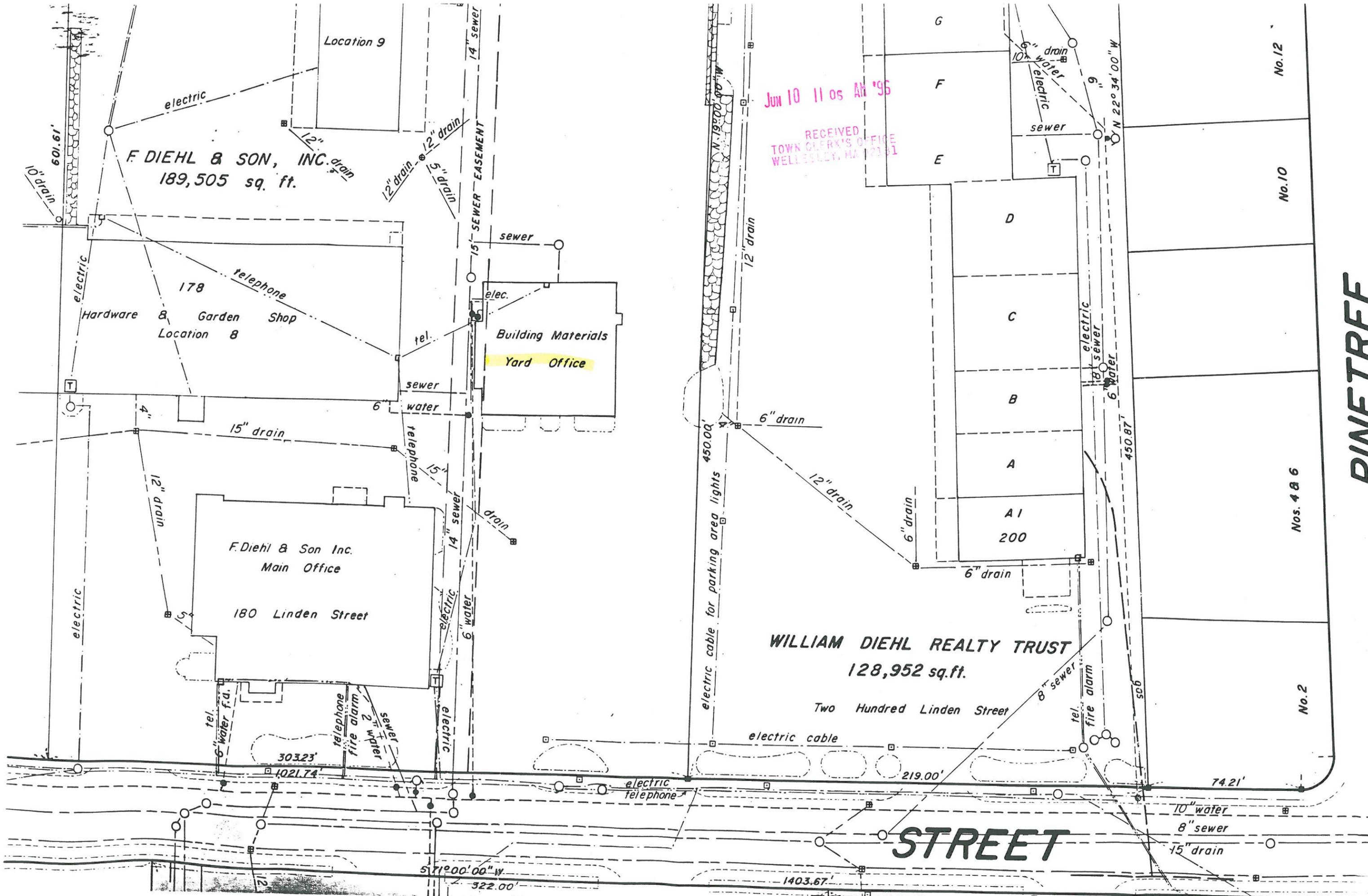
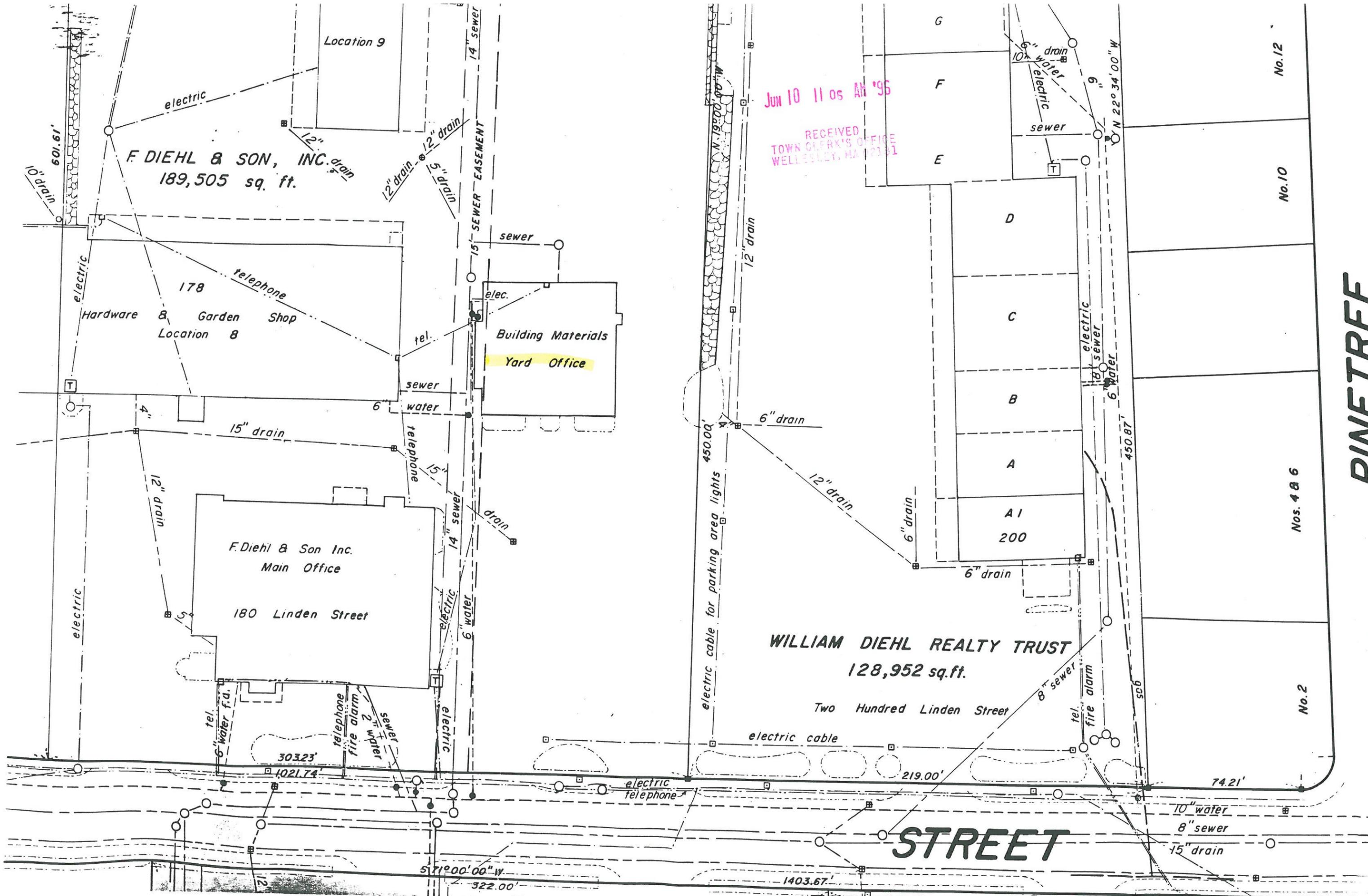


SEWER EASEMENT

electric cable for parking area lights

fire alarm

10" water
8" sewer
15" drain



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24 1/2'

6'



Established 1878
F. DIEHL & SON



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