

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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ZBA 2018-27
Petition of Tenacre School
78 Benvenue Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 3, 2018, on the petition of Tenacre School requesting a Special Permit pursuant to the provisions of Section XXIIA & Section XXV of the Zoning Bylaw for installation of seven (7) wall signs on various buildings on the school campus at 78 Benvenue Street, in an Educational District and a 20,000 square foot Single Residence District. Wall signs are allowed for Institutional Uses with the issuance of a special permit.

On March 29, 2018, 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 William Foley, Trustee, and Chris Elliot, Head of School, Tenacre School, the Petitioner.

Mr. Foley said that the request is for a special permit for signs to identify buildings that are not permitted by right under Section XXIIA of the Zoning Bylaw. He said that they would like to install the signs in seven locations around the campus. He said that only two can be seen from the street, Wells Playhouse and Leesway. He said that there are existing signs on those buildings that pre-date Tenacre that they would like to replace with the similar signs for the other buildings. He said that the remaining five signs will be placed over entry doors on buildings that all face into the campus. He said that the letters will be dark brown anodized aluminum, 3/8 inch thick, applied directly to the white fascia over the existing entry doors, and there will be no illumination of any kind.

The Chairman said that a campus like this does not fit the fundamental assumptions for the sign bylaw. He said that the things that the Board is normally concerned with do not apply here.

A Board member said that there are eclectic, disparate, varying buildings on the campus. He said that generally the buildings are white with porticos. He said that signage of this type identifying the buildings has a subtle unifying effect for the campus. He said that he applauded this approach.

There was no one present at the public hearing who wished to speak to the petition.

The Board made findings that installation of seven (7) wall signs on various buildings on the school campus at 78 Benvenue Street, in an Educational District and a 20,000 square foot Single Residence District will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve to define or enhance

architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of seven (7) wall signs on various buildings on the school campus at 78 Benvenue Street, in an Educational District and a 20,000 square foot Single Residence District. Wall signs are allowed for Institutional Uses with the issuance of a special permit.

Sign Information, Architectural Site Plan, prepared by Dario Designs, and Dimensioned Sign Plans and Photosimulations, prepared by SignDesign were submitted.

On February 21, 2018, the Design Review Board reviewed the application and voted unanimously to recommend approval of the proposed sign.

On April 25, 2018, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs are seven (7) wall signs on various buildings on the school campus at 78 Benvenue Street, in an Educational District and a 20,000 square foot Single Residence District. Wall signs are allowed for Institutional Uses with the issuance of a special permit.

It is the opinion of this Authority that installation of seven (7) wall signs will be otherwise in compliance with Section XXIIA of the Zoning Bylaw, as the sign scale will be will in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will serve to define or enhance architectural elements of the building and will not unreasonably interrupt, obscure or hide them; sign design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or adjacent structures; sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, neighborhood context and use; and sign size, location design and illumination are not judged to present a safety hazard to vehicular or pedestrian traffic.

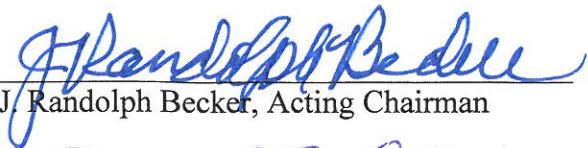
Therefore, a Special Permit is granted for installation of seven (7) wall signs on various buildings on the school campus at 78 Benvenue Street, in an Educational District and a 20,000 square foot Single Residence District.

The Inspector of Buildings is hereby authorized to issue a permit for the signs upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

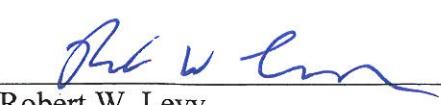
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APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.


J. Randolph Becker, Acting Chairman


David G. Sheffield


Robert W. Levy

cc: Planning Board
Inspector of Buildings
lrm