

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5992

RICHARD L. SEEDEL, CHAIRMAN
J. RANDOLPH BECKER, VICE CHAIRMAN
DAVID G. SHEFFIELD

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 2208

ROBERT W. LEVY
WALTER B. ADAMS
DEREK B. REDGATE

ZBA 2019-12
Petition of Babson College
231 Forest Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, January 10, 2019 at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Babson College requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of temporary signs to celebrate the 100th anniversary of the College's founding, at Tomasso Hall and the Athletic Center that is under construction, at 231 Forest Street, until the end of 2019. The number and area of the signs will exceed the maximum that is allowed by right. The property is located in an Education A and an Education District.

On December 6, 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 David Grissino and Cheryl Robock, representing Babson College, the Petitioner.

Mr. Grissino said that Babson College has come before the Board five times since 2016 for its Centennial projects. He said that two projects are open and are being used by students, two are scheduled to open in May for Commencement, and the final one will open in September.

Mr. Grissino said that Babson would like to highlight its Centennial by putting up banners around the campus, at a prominent location at Tomasso Hall at the corner of Wellesley Avenue and Forest Street, and on two different parts of the Webster Center, which is at the other gateway to the campus. He said that the signs will only be up for the Centennial and will be taken down at the end of 2019. He said that the signs will be set back far from the street and have been sized according to their location to fit in with the architecture. He said that Babson met with the Design Review Board (DRB), adjustments were made in response to DRB comments and were submitted as part of the package to ZBA. He said that there will be fabric signs on Tomasso Hall, secured with be a straight bar at the top with grommets that are looped around at the bottom and strapped to the columns. He said that they made the signs smaller so that you can see other architectural details on the building. He said that they also adjusted the size of the lettering on the signs at the Webster Center.

Mr. Grissino said that the signs do not fit the temporary sign description in the Zoning Bylaw. He said that these signs are considered to be permanent. He said that the signs will be taken down no later than December 31, 2019. He said that the signs will go up as soon as the permit is granted.

2019 JAN 24 PM 3:13
RECEIVED
TOWN OF WELLESLEY

Mr. Grissino said that the request is for relief for the size and number of the signs. He said that it is difficult to translate the sign bylaw for a campus versus a single residence district. The Board confirmed that none of the signs will be illuminated. Mr. Grissino said that illumination will be provided only by what is already at the buildings.

The Chairman said that the grouping of the signs is effective at Tomasso Hall but the signs at the Webster Center are spaced far apart. Mr. Grissino said that the signs at the Webster Center will be placed in existing brick recesses in the building. He said that the photos are somewhat deceiving. He said that most of the time you will travel along the sidewalk and look obliquely at the building, so they will look closer together when approaching from the side. A Board member said that the two signs on the Webster Center will only be visible from within the campus. He said that he did not think that those signs will be too large or too much.

A Board member said that it seems reasonable to consider the sign on Tomasso Hall as a sign with three components. Mr. Grissino said that, in accordance with the bylaw, there are three signs. He said that technically there are seven signs at three locations.

The Board made findings that in accordance with Section XXIIA of the Zoning Bylaw.

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

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 temporary signs to celebrate the 100th anniversary of the College's founding, at Tomasso Hall and the Athletic Center that is under construction, at 231 Forest Street, until the end of 2019. The number and area of the signs will exceed the maximum that is allowed by right. The property is located in an Education A and an Education District.

Sign Information, and Centennial Signage Program, dated December, 2018, were submitted.

On November 29, 2018, the Design Review Board reviewed the application and voted unanimously to recommend approval of the project, subject to recommendations.

On January 9, 2019, the Planning Board reviewed the petition and recommended approval of the Special Permit.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage consists of installation of temporary signs to celebrate the 100th anniversary of the College's founding, at Tomasso Hall and the Athletic Center that is under construction, at 231 Forest Street, until the end of 2019, with subject signs exceeding the maximum number and area of signs that is allowed by right.

It is the opinion of this Authority that installation of temporary signs to celebrate the 100th anniversary of the College's founding, at Tomasso Hall and the Athletic Center that is under construction, until the end of 2019, with subject signs exceeding the maximum number and area of signs that is allowed by right, 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.

Therefore, a Special Permit is granted for installation of temporary signs to celebrate the 100th anniversary of the College's founding, at Tomasso Hall and the Athletic Center that is under construction, at 231 Forest Street, until the end of 2019, with subject signs exceeding the maximum number and area of signs that is allowed by right, subject to the following condition:

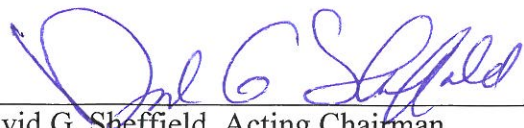
- The signs shall be removed no later than January 1, 2020.

The Inspector of Buildings is hereby authorized to issue a permit for the sign 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.

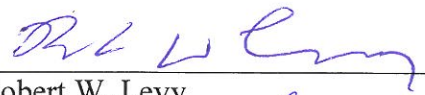
RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02462
2019 JAN 24 P 3:03

ZBA 2019-12
Petition of Babson College
231 Forest Street

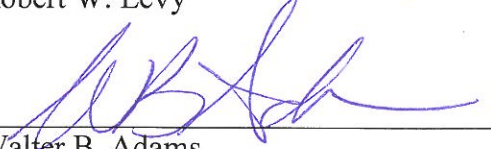
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



David G. Sheffield, Acting Chairman



Robert W. Levy



Walter B. Adams

ZBA 2019-12
Applicant Babson College
Address 231 Forest Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

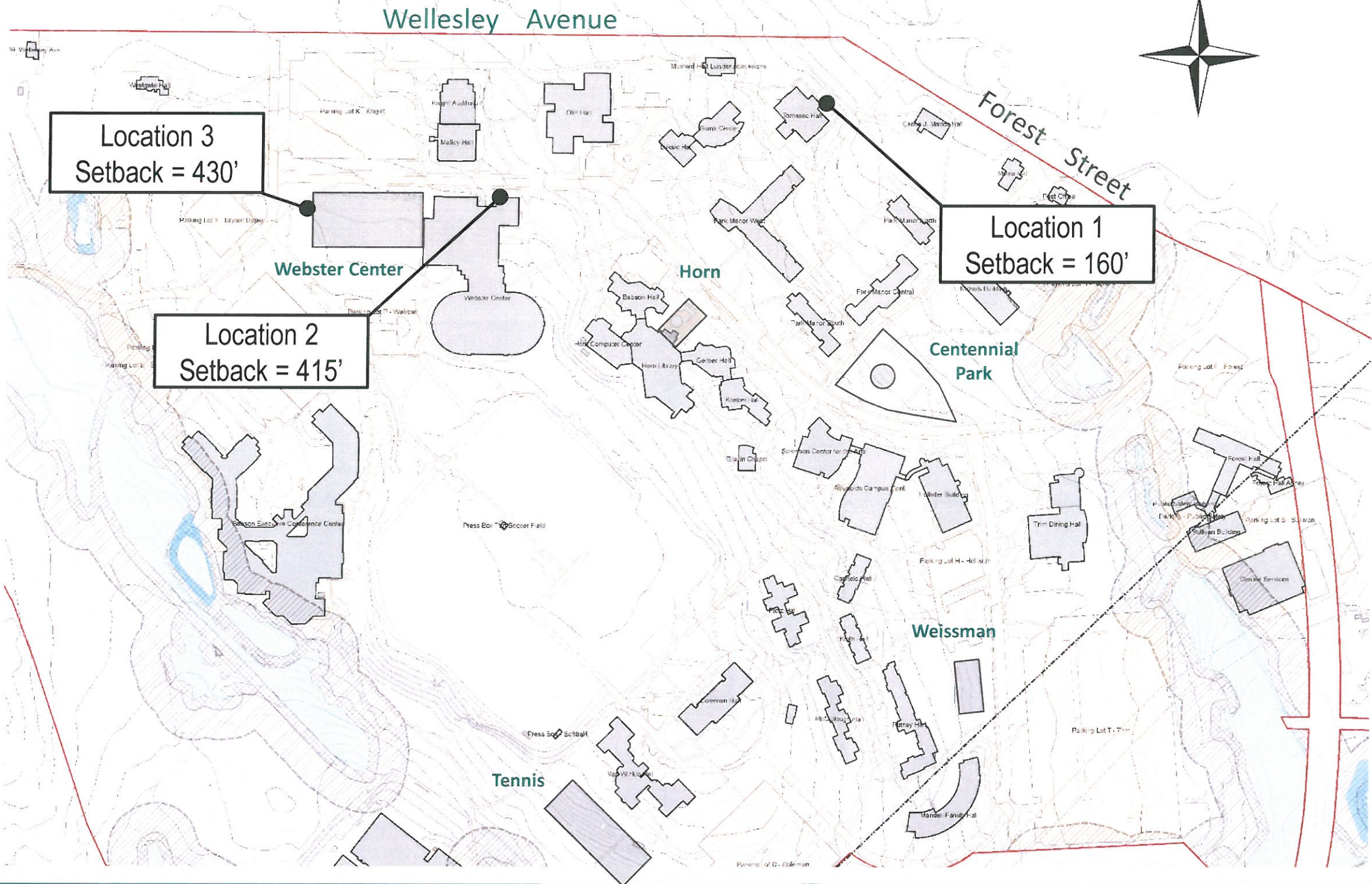
Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02462
2019 JAN 24 PM 3:03

PROPOSED CENTENNIAL SIGNAGE LOCATIONS



LOCATION 1: TOMASSO HALL



LOCATION 1: TOMASSO HALL

23"

1919

5'-8" wide
Side

30"
18"
10"

100TM
BABSON
CENTENNIAL

6'-5" wide
Center

23"

2019

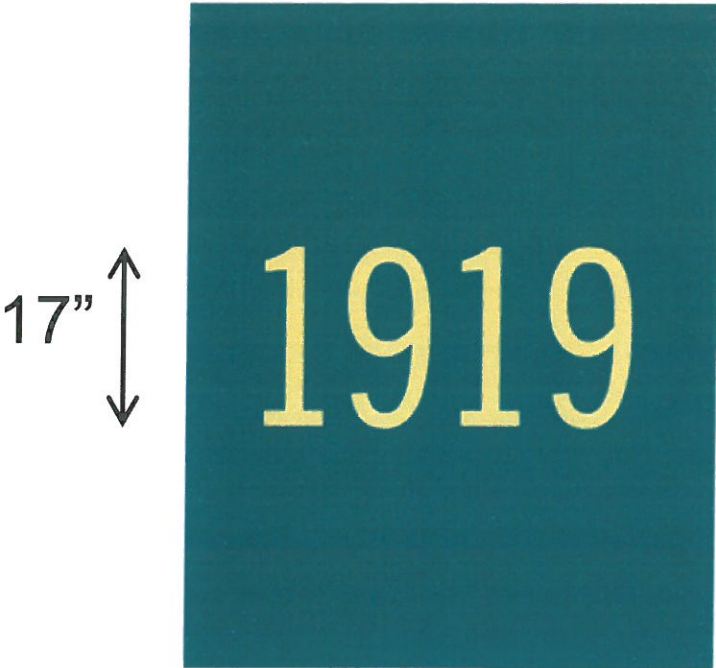
5'-8" wide
Side

9'-6" total height, typ.

LOCATION 2: ATHLETIC CENTER (EXISTING)

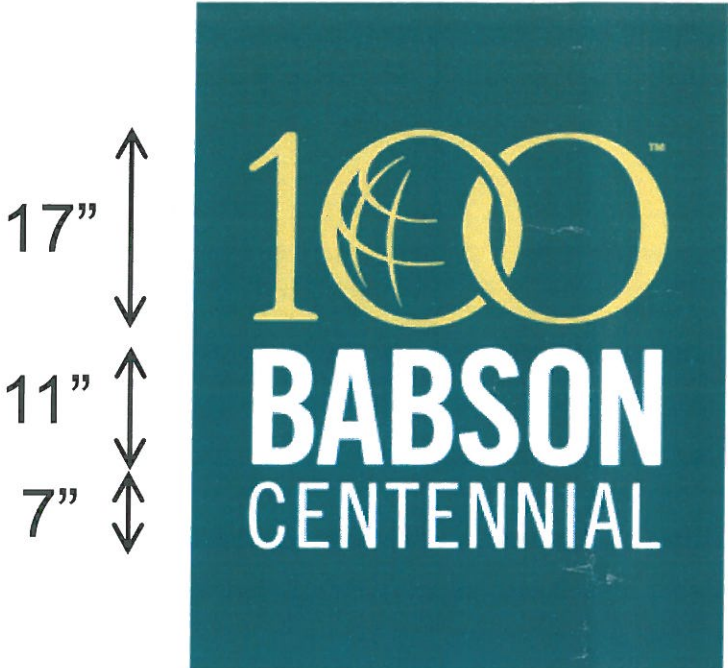


LOCATION 2: ATHLETIC CENTER (EXISTING)



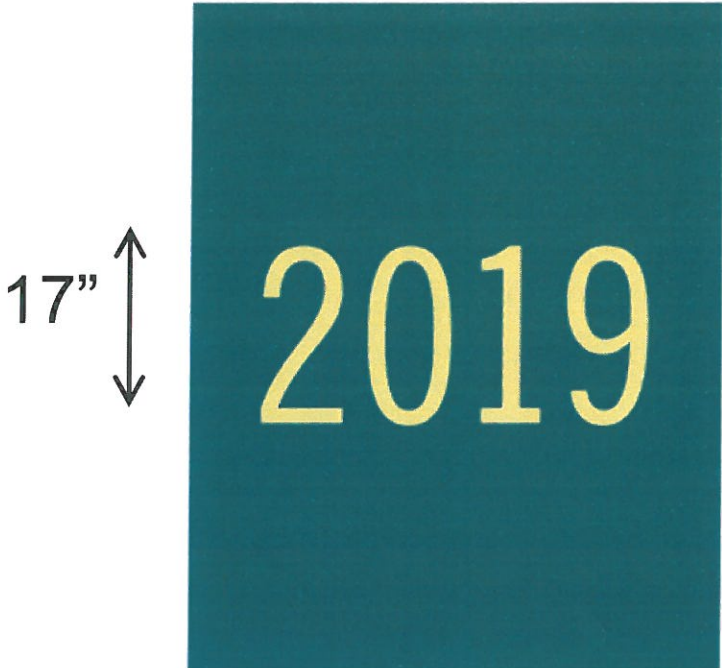
17" ↑
↓

4'-0" wide
Side



17" ↑
11" ↑
7" ↑
↓

4'-0" wide
Center



17" ↑
↓

4'-0" wide
Side

5'-0" total height, typ.

LOCATION 3: ATHLETIC CENTER (UNDER CONSTRUCTION)

