

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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ZBA 2020-28  
Petition of Playhouse Nominee Trust  
380 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, April 2, 2020 at 7:30 pm, on the petition of Playhouse Nominee Trust requesting a Special Permit pursuant to the provisions of Section 11, Section 22A and Section 25 of the Zoning Bylaw for installation of a standing sign on an existing pedestal with letter size in excess of 14 inches that is allowed by right in a Business District, at 380 Washington Street.

On March 11, 2020, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

### WITHDRAWN WITHOUT PREJUDICE

Joan Gaughan, 16 Laurel Terrace, called in to the conference call line but her conversation was garbled. Carol Richards, Technical Administrator, repeated Ms. Gaughan's comments to the Board. Ms. Gaughan said that she objects to the proposed sign due to the scale and the fact that it is more like a sign that would belong at a mall rather than in Wellesley Hills Square. She said that the sign is not necessary because mobile apps are used to find stores. She said that it is also very close to a residential neighborhood. She said that she lives in the last house on the street that abuts Playhouse Square, separated only by the aqueduct.

Present at the public hearing was Richard Perry, who said that he works for Design Communications Limited, representing Intrum Corp in Needham. He said that the PS2 logo represents the Intrum Corporation and is a typical logo that they use on many of their properties. He said that it was slightly modified for this location. He said that the existing sign for Bertucci's was removed from the brick plinth. He said that the sign was completely framed in. He said that the Design Review Board (DRB) unanimously approved the design but the letters were too big. He said that the maximum allowed letter height of 14 inches is not to scale with the existing plinth. He said that the letters that are shown in the photograph are the actual letters that would sit on the plinth. He said that the letters will not be within a frame. He said that this will be a free standing monument that represents the corporate logo.

The Chairman said that the letters are too big and it does not make a difference if it is a monument sign. He said that the neighbors and the Planning Board strongly object to the proposed sign. He said that the Petitioner will have to go back to drawing board because this is inappropriate for the town and the neighborhood.

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A Board member confirmed that "PS" represents Playhouse Square. He discussed having a sign that just says, "Playhouse Square."

The Chairman said that the petition would be continued to give the petitioner sufficient time to get a modified application with a different sign. He said that a representative from Intrum Corp should be present at the continued public hearing.

The Board voted unanimously to continue the petition to June 4, 2020.

**June 4, 2020**

The Chairman confirmed that the Applicant had been notified of the remote public hearing on June 4, 2020 and did not respond. He confirmed that no new materials were submitted to the Zoning Board or to the Design Review Board.

The Board voted unanimously to dismiss the petition without prejudice, due to failure to appear.

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