

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN
ROBERT W. LEVY, VICE CHAIRMAN
DAVID G. SHEFFIELD

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

ZBA 2024-63

Petition of Babson College

140 Great Plain Avenue (Longfellow)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, September 12, 2024, at 7:30 pm, on the petition of Babson College requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo height that will exceed the maximum allowed by right in an Educational B District, at 140 Great Plain Avenue.

On August 7, 2024, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Present at the public hearing were Caroline Donahue, Co-Manager, Myke Farricker, General Manager, Laury Hammel, Owner, and Jason Luke, representing Babson College.

Ms. Donahue said that the request is for approval of a sign that has been approved by the Design Review Board.

The Chairman said that the facility is located on an isolated site, well within the campus, with little effect on the public. He confirmed that the requested relief is for the logo height on the wall sign.

A Board member said that Babson upgraded its signage and wayfinding to match the colors, etc. He said that the sign on Route 135 and the proposed sign are different from all of the other Babson signs.

A Board member said that a rectilinear sign on a round façade looks temporary. Ms. Donahue said that the frame is there. She said that the proposed sign will go over the existing Boston Sports Club sign.

No member of the public wished to speak to the petition.

Statement of Facts

The subject property is located at 140 Great Plain Avenue, in an Educational B District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo height that will exceed the maximum allowed by right.

Letter of Authorization, dated 7/26/24, signed by Jason Luke, Babson College, Sign Information, Dimensioned Sign Plan, dated 7/23/24, prepared by Gemini Signs and Letters, and rendering of proposed sign were submitted.

On July 11, 2024, the Design Review Board voted unanimously to accept the application as presented.

On September 10, 2024, the Planning Board reviewed the petition and recommended that a Special Permit be approved.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

It is the opinion of this Authority that installation of a wall sign with a logo height that will exceed the maximum allowed by right will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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 a wall sign with a logo height that will exceed the maximum allowed by right, in accordance with the submitted plans.

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.

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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.

Robert W. Levy (LM)
Robert W. Levy, Acting Chairman

David G. Sheffield (LM)
David G. Sheffield

Derek B. Redgate (LM)
Derek B. Redgate

ZBA 2024-63
Applicant Babson College
Address 140 Great Plain Avenue (Longfellow)

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

Outside Sign Longfellow Wellesley
Received via email on 6/24/24



26"



141"

Longfellow Wellesley
Tennis & Health Club

(1)26"x141" white .040 aluminum single face
with digital printed graphics applied.
mounted to existing building face structure.

Project

Date

GEMINI
Signs and LETTERS
Since 1980

128 S. Bolton St. Marlboro, MA 01752

508-485-3343 phone
508-485-9972 fax
geminisignletters.com

Longfellow Wellesley**07/23/2024**

Description

Drawn By

Joe George

*All common law and copyright laws are hereby specific all reserved.
This design/drawing is given in confidence and may not be used
or disseminated in any way before or until all design fees are paid
without the written consent from Gemini Sign Company.*

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MARGINAL REFERENCE