



**WESTWOOD BOARD OF APPEALS
APPLICATION FOR HEARING**

2016 JUN 15 A 10: 50

1. **Name of Applicant:** AMR Real Estate Holdings - Westwood, LLC c/o Prime Motor Group

2. **Applicant is (check one):** Owner Tenant Abutter Purchaser Other TOWN CLERK TOWN OF WESTWOOD

3. **Mailing address of Applicant:** 425 Providence Highway, Westwood MA

4. **Telephone - Home:** 781-727-3073(cell) **Business:** 781-688-1025

5. **E-Mail Address of Applicant:** jrose@driveprime

6. **Address of Property subject to Hearing:** 375, 395, 411 Providence Highway

7. **Owner of Property:** AMR Real Estate Holdings - Westwood, LLC

8. **Mailing Address of Property Owner:** 425 Providence Highway

9. **Telephone - Home:** 781-727-3073(cell) **Business:** 781-688-1025

10. **Deed** recorded in: Norfolk County Registry of Deeds: Book # 33274 Page # 265

or Land Court Registry: Certificate # _____ Book # _____ Page # _____

11. **Property** MAP # 24 LOT # 002 DISTRICT Highway Business

12. Has an appeal/application ever been filed with the ZBA on this property? (Y/N) y If yes, when: 2014

13. **NATURE of Application** (check one):
 Appeal in accordance with MA G.L.Ch. 40A, Sec. 8 as amended
 Special Permit in accordance with MA G.L.Ch.40A, Sec. 9 as amended
 Variance in accordance with MA G.L. Ch. 40A, Sec. 10 as amended

When applying for a Special Permit under Section 9.3 of the Westwood Zoning Bylaw, please make sure that you and/or your attorney refer to the specific bylaw regarding this section.

STATE the EXACT NATURE of this application including the applicable section number(s) of the Westwood Zoning Bylaw:

Applicant request a Special Permit under section 6.2.15 of the Westwood Zoning Bylaw. The property has three automobile dealer ships and the proposed signs to not conform to sections 6.2.7.1 and 6.2.7.2 of the Westwood Zoning By-Law. See enclosed plans for additional information.

24-002
HIB
534916 SF

Plan on a minimum of three months to complete the process.

I hereby request a hearing before the Westwood Board of Appeals with reference to the subject property.

I am aware that the cost of legal advertising will be billed to me directly as the Applicant, by the newspaper at a later date. I am also aware of the provisions in the Zoning Bylaw with regard to Reimbursement for Consultants, and I agree to reimburse the Board of Appeals and the Town of Westwood for all costs incurred by the Town or its' Boards for all fees, expenses and costs in connection with the review and evaluation of the Application for Special Permit and/or Variance.

I have reviewed the Zoning Board of Appeals Instructions and Information and understand the time requirements.

Signed:  _____ Date: 06-14-2016
APPLICANT'S SIGNATURE (or Agent)

Signed: _____ Date: _____
PROPERTY OWNER (if different from applicant)

<p align="center">SCHEDULE OF FILING FEES FOR THE BOARD OF APPEALS</p> <p align="center">Residential Properties - \$165.00</p> <p align="center">Business Properties - \$330.00</p> <p align="center">Comprehensive Permits - \$2530.00</p>

CHECKLIST:

- 6 copies of the Application
- 6 copies of the OPTIONAL Appendices (if completed)
- 6 copies of a Certified Plot Plan – size 11" x 17"
- 6 copies of the Building Plans (interior and/or exterior as applicable) – size 11" x 17"
- 6 copies of the Building Commissioner's denial of a building permit or equivalent

File the six (6) packets in the Town Clerk's office located at 580 High Street making sure to include a check for the filing fee in the correct amount.

Deliver one (1) electronic copy of the Application with attachments to the Office of the Board of Appeals at 50 Carby Street.

Plan on a minimum of three months to complete the process.

Joe Doyle

From: Joe Doyle
Sent: Wednesday, May 25, 2016 11:26 AM
To: 'wiresigns@aol.com'
Cc: Susanne Hogan; Abigail McCabe; Nora Loughnane
Subject: 375-411 Prov Hgwy signs

Mr Pretorius

Primo
I have reviewed your sign applications for the 3 Prime dealerships. Please review the town's zoning bylaws controlling signs in the Highway Business District. Although the dealerships are in separate buildings they are located on one lot (premises). They are allowed one sign per establishment and one additional sign other than directional signs, section 6.2.7.1. The directional signs appear acceptable however the additional signs are denied until they can establish which one per building they want.

They can apply for a special permit under section 6.2.15 for additional signs

Joseph F. Doyle, Jr
Building Commissioner
Westwood, MA 02090
781-320-1091

2016 JUN 15 A 10: 50

TOWN CLERK
TOWN OF WESTWOOD

June 14, 2016

Zoning Board of Appeals
50 Carby St.
Westwood, MA

RE: Prime Motor Group
375-411 Providence Highway
Assessors Map 24 Parcels 003 and 004
Westwood, MA 02090

Dear Members of the Board:

On behalf of our client Prime Motor Group of 425 Providence Highway, Westwood, MA we submit the following documents:

- Six(6) copies of the Application for Special Permit
- Application Fee Check in amount \$330.
- Six (6) copies of Plan to Accompany Sign Application by Kelly Engineering Group, Inc.
- Six(6) copies of Audi Sign Design Package by United Signs(10 pages)
- Six(6) copies of Acura Sign Design Package by Pattison Signs(3 pages)
- Six(6) copies of Porsche Sign Design Package by United Signs (7 pages)
- Six(6) copies of the Building Commissioners Denial of Building Permit email dated May 25th , 2016

Permits Requested:

The purpose of these documents is to respectfully request that the Board grant the necessary special permit under section 6.2.15 of the Westwood Zoning By-Law. The following relief will be needed for each dealership. Note that each sign location and associated size is shown on the attached Plan to Accompany Sign Application.

#375 Providence Highway: Audi: Audi show 8 Signs on the Sign Package.

- AU-1. Pylon Sign @ 126 s.f. : Requires relief from section 6.2.7.2(greater than 100 s.f.)
- AU-2. Audi Symbols @ 63.67 s.f.: Requires relief from Section 6.2.7.2 (2nd sign greater than 30 s.f.)
- AU-3. Audi-Westwood @ 51.71 s.f.: Requires relief from 6.2.7.2(greater than 30 s.f.)
and relief from 6.2.7.1(exceeds maximum number of signs)
- AU-4. Audi Service @ 18 s.f.: Requires relief from 6.2.7.1 (maximum number of signs)
- AU-5. Audi Symbol @ 2.7 s.f. : Requires relief from 6.2.7.1 (maximum number of signs)
- AU-6. Audi Symbol @ 63.7 s.f; Requires relief from 6.2.7.1 (maximum number of signs)
And relief from 6.2.7.2(exceeds 30 s.f.)

- AU-7. Directional Sign: No relief needed
- AU-8. Directional Sign. No Relief needed.

#395 Providence Highway: Acura show 4 signs total.

- AC-1. Prime Lettering @ 10.5 s.f. : Requires relief from 6.2.7.1 (maximum number of signs)
- AC-2. Acura Logo/entrance @ 130 s.f.: Requires relief from 6.2.7.1 (maximum number of signs) and relief from 6.2.7.2(greater than 30 s.f.)
- AC-3. Service @ 19.5 s.f. : Requires relief from 6.2.7.1 (maximum number of signs)
- AC-4. Pylon @ 100 s.f. : does not need relief.

#411 Providence Highway: Porsche Show 6 signs.

- P-1. Porsche lettering @ 91 s.f. : Requires relief from 6.2.7.1 (maximum number of signs) and relief from 6.2.7.2(greater than 30 s.f.)
- P-2. Westwood @ 28 s.f.: Requires relief from 6.2.7.1 (maximum number of signs)
- P-3. Logo @ 6.8 s.f. : Requires relief from 6.2.7.1 (maximum number of signs)
- P-4. Directional – No relief needed
- P-5. Directional – No relief needed
- P-6. Pylon Sign @ 122 s.f. : Requires relief from section 6.2.7.2(greater than 100 s.f.)

For the Boards consideration we have prepared the following narrative in relation to the required findings for the special permit.

6.2.15.1 Applicant has adequately demonstrated that compliance with the provisions of this Section will be an undue hardship.

Full enforcement of section of 6.2.7.1 would result in 4 total signs and would not allow the dealerships to adequately identify themselves.

Full enforcement of section 6.2.7.2 would restrict the size of the signs and logo's such that they may not be visible from the street.

6.2.15.2 Sign scale is determined to be in reasonable relation to the scale of the building or structure and the sizes of signs on nearby structures.

The signs designed are in accordance with corporate branding of the dealerships and the appropriate size in relation to the buildings.

6.2.15.3 Sign size, shape and placement serves to define or enhance architectural elements of the building or structure such as columns, sill lines, cornices and roof edges.

The signs designed are in accordance with corporate branding of the dealerships and the appropriate size in relation to the buildings and their architecture.

6.2.15.4 Sign design is harmonious with other signage on the same or adjacent structures and provides reasonable continuity in mounting location and height, proportions and materials.

Signage has been designed to be similar to adjacent structures.

6.2.15.5 Sign materials, colors, lettering style, illumination and form are reasonably compatible with building design, and surrounding neighborhood.

The signs designed are in accordance with corporate branding of the dealerships and are compatible with the building designs and surrounding neighborhood.

6.2.15.6 Sign size, location, design and illumination do not present a safety hazard to vehicular or pedestrian traffic.

The signs designed for the site are in accordance with corporate branding of the dealerships and do not present a safety hazard to vehicular or pedestrian traffic.

We look forward to presenting the project at an upcoming Zoning Board meeting.

Sincerely,

KELLY ENGINEERING GROUP, INC.



David A. Mackwell, Senior Associate

Copy: Joe Rose, Prime Motor Group
Town of Westwood Planning Board