

**ZONING BOARD OF APPEALS**

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

RICHARD L. SEEGEL, CHAIRMAN
CYNTHIA S. HIBBARD
DAVID G. SHEFFIELDLENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 2208J. RANDOLPH BECKER, VICE CHAIRMAN
ROBERT W. LEVY
DAVID L. GRISSINO

ZBA 2010-79
Petition of Viewpoint Sign & Awning
254 Washington Street

Pursuant to due notice, the Special Permit Granting authority held a Public Hearing on Thursday, October 7, 2010 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of VIEWPOINT SIGN & AWNING requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to install a 28 inch by 48 inch two-sided wall sign with a total area of 18.7 square feet, set at a height of 7.7 feet above the ground, at 254 WASHINGTON STREET, in a Business District. Said sign is in addition to a previously approved wall sign.

Property Owner: Haynes Management, Inc.

On September 21, 2010, 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 Bart Steele, Viewpoint Sign and Awning (the "Petitioner") and Michele Inglese, Papa Gino's, Inc.

Mr. Steele said that the request is for a Special Permit for a second wall sign. He said that they would like to install a small blade sign that is perpendicular to the road.

Mr. Steele said that the existing sign on the building is 15.16 square feet with an average letter height of less than 14 inches. He said that sign was previously approved by the Board. He said that there is a tree in front of the building. He said that, due to the height of the façade, the existing sign is blocked by the tree.

Mr. Steele said that the proposed sign will be lower to the ground to provide better visibility, especially for traffic coming off of Route 9.

Mr. Steele said that they are proposing to install a small blade sign that will be mounted on a scroll bracket. He submitted a rendering of the proposed sign. He said that the sign will not be illuminated. He said that the letters will be dimensioned. He said that the letter height for the proposed sign will not exceed seven inches. He said that the overall height of the sign will be 28 inches.

Ms. Inglese said that the proposed sign was requested by the Papa Gino's Operations Team after the store opened and they realized that people could not see where they were located. She said that the existing wall sign is up so high that it can't be seen by people driving by. She said that the building is angled.

Mr. Steele said that the building is set back. He said that there have been several businesses in and out of the building. He said that they would like to have Papa Gino's stay at this location. The Board said that it is a difficult location.

David Olsen, 642 Worcester Street, said that it is a beautiful building. He asked how the sign fits in with the architecture and design of the building. He said that Papa Gino's is a large national chain.

Mr. Steele said that Papa Gino's Pronto is a newer concept. He said that it is not a traditional Papa Gino's sign. He said that they designed the sign to be non-illuminated with dimensional letters. He said that it will be mounted on a scroll bracket to fit in with the uniqueness of the building.

The Board said that the Design Review Board unanimously approved the proposed sign after reviewing several options.

The Board said that although the proposal could be considered to be to have three signs, only two signs will visible at any given time. The Board said that caution should be taken with respect to any additional signage in the windows. The Board said that the signage should be kept within the allowable limits of the bylaw.

Statement of Facts

The subject property is located at 254 Washington Street, in a Business District.

The Petitioner is requesting a Special Permit to install a 28 inch by 48 inch two-sided wall sign with a total area of 18.7 square feet, set at a height of 7.7 feet above the ground. Said sign is in addition to a previously approved wall sign.

A Plan showing sign dimensions, mounting specifications and photosimulations, dated 8/25/10, prepared by ViewPoint Sign and Awning was submitted.

On September 24, 2010, the Design Review Board voted unanimously to recommend approval of the Special Permit for the wall sign.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be a 28 inch by 48 inch two-sided wall sign with a total area of 18.7 square feet, set at a height of 7.7 feet above the ground.

It is the opinion of this Authority that installation of a 28 inch by 48 inch two-sided wall sign with a total area of 18.7 square feet, set at a height of 7.7 feet above the ground will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the lettering styles, materials and colors will not detract from the area and are appropriate for this specific location.

Therefore, a Special Permit is granted for installation of a 28 inch by 48 inch two-sided wall sign with a total area of 18.7 square feet, set at a height of 7.7 feet above the ground, subject to the following condition:

1. Total signage shall not exceed the amount allowable under the bylaw.

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.

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

Robert W. Levy

David L. Grissino

cc: Planning Board
Inspector of Buildings
lrm