

**ZONING BOARD OF APPEALS**

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

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ZBA 2011-20
Petition of Whole Foods Market
442 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 7, 2011 at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of WHOLE FOODS MARKET GROUP, INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of:

- A reverse lit two-sided standing sign consisting of 2.83 foot by 4.33 foot and 1 foot by 4.33 foot panels with a total area of 33.16 square feet.
- A 5.83 foot by 8.54 reverse lit wall sign with 22 inch letters with a total area of 49.79 square feet.
- A 1.83 foot by 26.41 foot plus 1 foot by 1.66 foot reverse lit wall sign with 22 inch letters with a total area of 49.99 square feet, set at a height of 25 feet above ground.

The wall signs will exceed the maximum total area that is allowed by right. The property is located at 442 WASHINGTON STREET, in a Business District and a Single Residence A District.

On March 22, 2011 the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

The Board voted unanimously to continue the petition to May 5, 2011.

May 5, 2011

Presenting the case at the hearing were Robert Donnelly and John Doherty, representing Whole Foods Market Group, Cambridge, MA (the "Petitioner").

Mr. Donnelly said that they had several meetings with the Design Review Board (DRB). He said that the DRB had some issues with sight lines, sizes and locations. He said that they submitted revised sight line drawings for the monument sign. He said that the plans show a main building sign, a monument sign on Washington Street and a small wall sign on Washington Street.

Mr. Donnelly said that there are concerns for visibility of the monument sign. He said that there will be tenant signs for the building that is next to Whole Foods. He said that the plan would be for the landlord to have space on the main sign for a future tenant.

The Board said that the monument sign is proposed to be ten feet from the property line. Mr. Doherty said that was due to sight lines. He said that they did not want to block the view for cars exiting the

property. He said that they had looked at different angles and locations and the proposed location seemed to be the best.

Mr. Donnelly said that they created a right turn only into the parking lot from Washington Street. He said that they created a drive lane around the store. He said that they were not able to push the sign back any further.

Mr. Doherty said that the letter height on the monument sign will be 9 ½ inches. Mr. Donnelly said that the letters will be halo lit and will comply with Zoning. The Board confirmed that the sign will be two-sided.

The Board said that there is a space of approximately five feet on the landscape island from the curb to the line for the parking space. Mr. Donnelly said that there is a transformer located in the island. The Board said that it is shown differently on the sketch that was submitted. Mr. Donnelly said that the Site Plan was developed by the landlord. The Board said that it would need to see a Site Plan that was stamped by an engineer. The Board said that the plan should show the setback for the monument sign from the property line.

The Board said that, with a small change to the curvature of the entryway, the 15 foot setback might be achieved. Mr. Donnelly said that the concern was that a 15 foot setback would render the sign almost useless as far as seeing it from the street. He said that eastbound traffic would not see the sign until it was almost at the store.

The Board said that the sight lines shown on the drawings are for cars exiting the property. Mr. Donnelly said that the DRB wanted to see a sight line for an unobstructed view onto Washington Street. The Board said that it would need to see a plan showing why the 10 foot setback would be required for sight lines.

Mr. Donnelly said that the proposed wall sign on Washington Street will be 49.79 square feet. He said that the proposed wall sign facing State Street will be 49.99 square feet. He said that the letters will be halo lit.

The Board asked about store hours. Mr. Donnelly said that they are waiting for their final Common Victualers license. He said that the plan is to be open between the hours of 7:00 a.m. and 10:00 p.m.

The Board said that it was concerned that both façades will be visible from single family residences. The Board said that it was concerned about signs of that size being lit so late. The Board asked if the sign on the State Street side needs to be so large. Mr. Donnelly said that the sign was designed to fit in with the architecture. He said that it directs people to the main entrance of the building.

The Board said that the sign is shown larger in the rendering. Mr. Donnelly said that the dimensioned drawing is correct.

Mr. Doherty said that the wall sign on Washington Street it will be approximately 16 feet above the ground. The Board discussed the height of the wall sign that will face State Street. The Board asked if the Petitioner would compromise between the 14 inch letters that are allowed and the 22 inches that are proposed. The Board said that 18 inch letters would be acceptable.

The Board asked about the benefit of the wall sign on Washington Street. Mr. Donnelly said that vehicles traveling west will not see the monument sign until they are almost past it. He said that the wall sign will be visible before the monument sign.

The Board said that if the letter size gets smaller on the wall sign on Washington Street, it might look better if it is moved closer to the awning. The Board said that 16 inch letters on that sign would be acceptable.

The Board asked that a dimensioned site plan and drawing be submitted.

The Board voted unanimously to continue the petition to June 16, 2011.

June 16, 2011

Presenting the case at the hearing were Robert Donnelly, John Doherty and Dan Seamans. The Board confirmed that the June 2, 2011 plans were before the Board.

Mr. Donnelly said that they were asked to issue some revised drawings, elevations and sign dimensions.

The Board said that the letter height was reduced to 14 inches on the sidewall on Washington Street and 18 inches over the main entrance facing State Street.

The Board said that it had asked about a 15 foot setback versus a 10 foot setback from the right of way for the monument sign. Mr. Donnelly said that they submitted renderings of sight lines at various distances. The Board said that it was convinced that 10 foot dimension will work for sign visibility.

The Board said that the sign that is viewed from Washington Street is now on a single level. Mr. Donnelly said that they thought that a linear sign would look better there.

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 for installation of:

- A reverse lit two-sided standing sign consisting of 2.83 foot by 4.33 foot and 1 foot by 4.33 foot panels with a total area of 33.16 square feet, with a setback of 10 feet.
- A 1.17 foot by 17.14 foot plus .64 foot by 1.083 foot reverse lit wall sign with 14 inch letters with a total area of 20.74 square feet, set at a height of 20 feet.
- A 1.5 foot by 21.6 foot plus .82 by 1.36 foot reverse lit wall sign with 18 inch letters with a total area of 33.52 square feet, set at a height of 25 feet above ground.

The wall signs will exceed the maximum total area that is allowed by right. The property is located at 442 WASHINGTON STREET, in a Business District and a Single Residence A District.

A Layout & Materials Plan, dated July 2010, prepared by Meridian Associates, Plans 06446 B, 06447 AC R1, dated 8/3/10, 06447 AC R4, dated 8/3/10, revised 1/28/11, 2/3/11, 3/4/11, & 5/15/11, 06447 BB, dated 5/16/11, 06447 C R1, 06447 C R2, dated 8/3/10, revised 10/5/10 & 5/15/11, 06447 D, 06447 E Brown Brick, dated 8/3/10, and renderings, prepared by Bailey Sign, Sight Line A, Sight Line B, View Towards State Street, View B Towards Washington Street, View C Towards State Street, View D Towards State Street, dated 4/19/11, Approx. Distance of Sign from Sidewalk – 10' Plan View, Approx. Distance of Sign from Sidewalk – 10' Enlarged Plan View, Approx. Distance of Sign from Sidewalk – 10' View 1 From Washington Street Looking West From Approx. 140', Approx. Distance of Sign from Sidewalk – 10' View 2 From Washington Street Looking East From Approx. 270', Approx. Distance of Sign from Sidewalk – 15' Plan View, Approx. Distance of Sign from Sidewalk – 15' Enlarged Plan View, Approx. Distance of Sign from Sidewalk – 15' View 1 From Washington Street Looking West From Approx. 140', Approx. Distance of Sign from Sidewalk – 15' View 2 From Washington Street Looking East From Approx. 270', dated 6/2/11, prepared by Jacobs, and photographs were submitted.

On April 27, 2011, the Design Review Board voted to recommend approval of the Special Permit for the proposed signs.

On June 15, 2011, the Assistant Planning Director reviewed the petition and recommended that the Special Permit be denied.

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 reverse lit two-sided standing sign consisting of 2.83 foot by 4.33 foot and 1 foot by 4.33 foot panels with a total area of 33.16 square feet, with a setback of 10 feet, a 1.17 foot by 17.14 foot plus .64 foot by 1.083 foot reverse lit wall sign with 14 inch letters with a total area of 20.74 square feet, set at a height of 20 feet, and a 1.5 foot by 21.6 foot plus .82 by 1.36 foot reverse lit wall sign with 18 inch letters with a total area of 33.52 square feet, set at a height of 25 feet above 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 reverse lit two-sided standing sign consisting of 2.83 foot by 4.33 foot and 1 foot by 4.33 foot panels with a total area of 33.16 square feet, with a setback of 10 feet, a 1.17 foot by 17.14 foot plus .64 foot by 1.083 foot reverse lit wall sign with 14 inch letters with a total area of 20.74 square feet, set at a height of 20 feet, and a 1.5 foot by 21.6 foot plus .82 by 1.36 foot reverse lit wall sign with 18 inch letters with a total area of 33.52 square feet, set at a height of 25 feet above ground, in accordance with the June 2, 2011 plans and subject to the following condition:

- The lights for the signs shall be shut off no later than 30 minutes after store closing.

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.

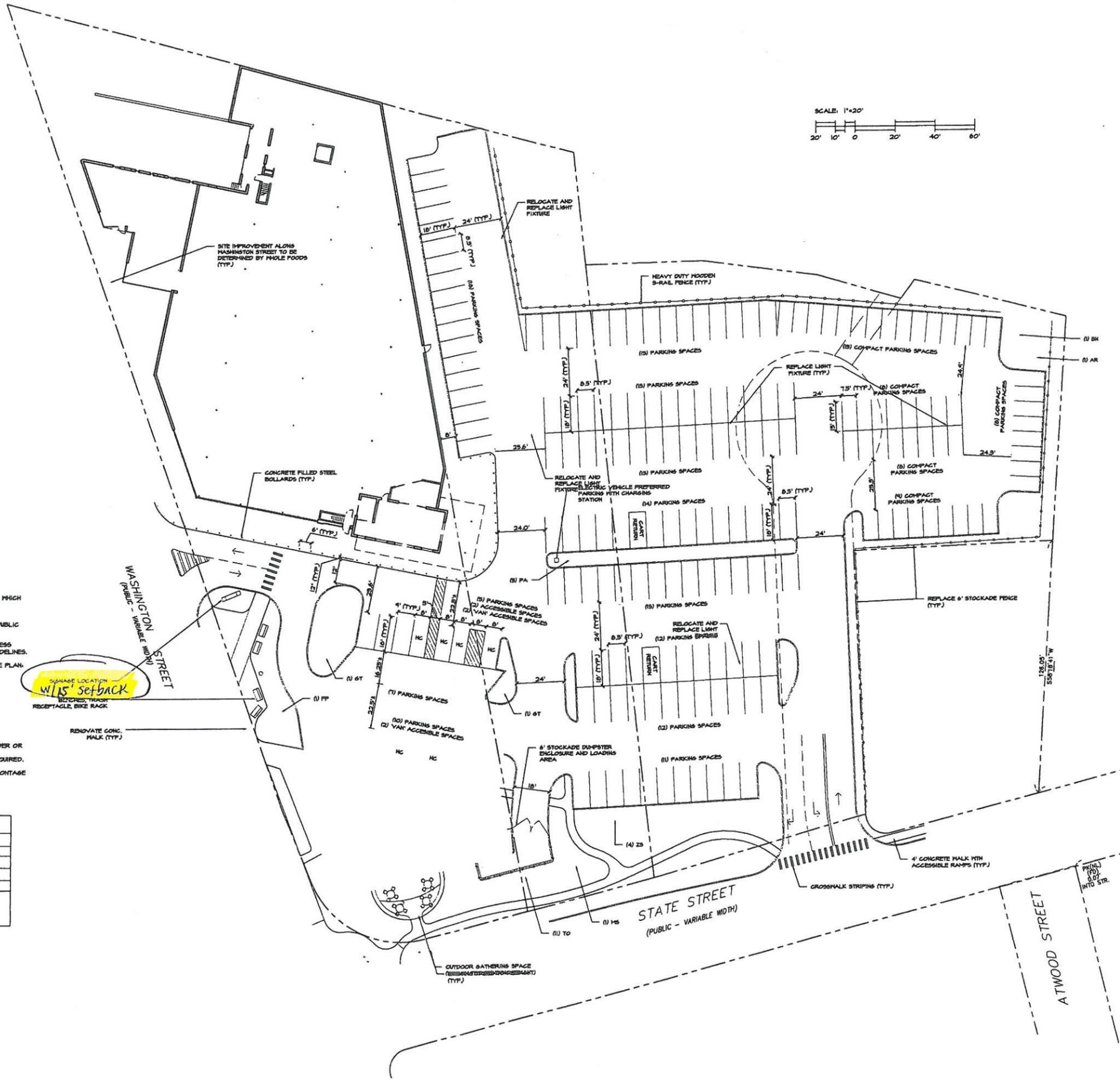
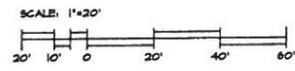
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.

Richard L. Seegel, Chairman

Cynthia S. Hibbard

David G. Sheffield

cc: Planning Board
Inspector of Buildings



LEGEND

- PROPERTY LINE
- POST MOUNTED SIGN
- PROPOSED CURB RADIUS
- STRIPING CROSSWALK

LAYOUT & MATERIALS NOTES

ALL LINES AND DIMENSIONS ARE PARALLEL OR PERPENDICULAR TO THE LINES FROM WHICH THEY ARE MEASURED UNLESS OTHERWISE INDICATED.

ALL WORK CONDUCTED WITHIN PUBLIC RIGHT-OF-WAYS SHALL CONFORM TO THE REQUIREMENTS AND SPECIFICATIONS OF THE TOWN OF WELLESLEY DEPARTMENT OF PUBLIC WORKS.

ACCESSIBLE CURB RAMPS SHALL BE PER THE MASSACHUSETTS ARCHITECTURAL ACCESS BOARD (AAB) AND THE AMERICANS WITH DISABILITIES ACT (ADA) ACCESSIBILITY GUIDELINES.

THE FOLLOWING LAYOUT CRITERIA SHALL CONTROL UNLESS OTHERWISE NOTED ON THE PLAN. DIMENSIONS FROM BUILDING ARE FROM FACE OF BUILDING. DIMENSIONS ARE TO FACE OF CURB AT GUTTER LINE. DIMENSIONS ARE TO THE CENTER OF PAVEMENT MARKINGS. ALL TIES TO PROPERTY LINES ARE PERPENDICULAR TO THE PROPERTY LINE UNLESS OTHERWISE NOTED.

SEE ARCHITECTURAL DRAWINGS FOR EXACT BUILDING DIMENSIONS AND ALL DETAIL CONTIGUOUS TO THE BUILDING INCLUDING ENTRANCES, DOORWAY PADS, ETC.

ALIGN WALKWAYS CENTERED ON BUILDING EXIT DOORS UNLESS OTHERWISE NOTED.

SCREENED IMAGES SHOW EXISTING CONDITIONS. WHERE EXISTING CONDITIONS LIE UNDER OR ARE IMPAIRED UPON BY PROPOSED BUILDINGS AND/OR SITE ELEMENTS, THE EXISTING CONDITION WILL BE REMOVED, ABANDONED AND/OR CAPPED OR DEMOLISHED AS REQUIRED.

ACCESSORY SIGN LOCATIONS ARE APPROXIMATE AND MAY MOVE ALONG STREET FRONTAGE AS SITE DESIGN EVOLVES.

ZONING SUMMARY:

ZONING DISTRICT: BUSINESS/ SINGLE RESIDENCE A		
PORTION OF SITE IS LOCATED WITHIN THE FEMA FLOOD ZONE 'A'		
BULK & DIMENSIONAL REQUIREMENTS	REQUIRED	PROVIDED
BUILDING FLOOR AREA (S.F.) (2 BUILDINGS)	-	52,601 S.F.
LOT AREA (S.F.) (3 LOTS COMBINED)	-	141,201 S.F.
FLOOR AREA RATIO (F.A.R.)	0.3 (MAX)	0.25
PARKING CALCULATIONS		
COMMERCIAL USE - 52,600 SF (5.2 SPACE/1,000 SF.)	109 SPACES	144 TOTAL SPACES (48 COMPACT (24% OF TOTAL) (6 ACCESSIBLE))

STORAGE LOCATION WITH 5' SETBACK

NO.	DATE	DESCRIPTION	BY

2011 MAR 22 A 9:38

Layout & Materials Plan
Design Review Board Submittal

440 Washington Street
Wellesley, Massachusetts
Prepared For: GravesStar, Inc.



DATE: July, 2010

SCALE: 3/16" = 20'

PROJECT No. 8337

SHEET No. 1 of 3

RECEIVED
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WELLESLEY MA 02482

**WHOLE
FOODS[®]
MARKET**

22"

3.25"

22"

2.37"

10.13"

5.5"

98.37"

ILLUMINATED
SIGNAGE

(1) SET OF REVERSE BACK LIT ALUMINUM CHANNEL LETTERS "WHOLE FOODS LOGO"

REVERSE BACKLIT ALUMINUM CHANNEL LETTERS: PAINTED WHOLE FOODS GREEN (TO MATCH 3M TRANS HOLLY GREEN)

CLEAR BACK
WHITE LED ILLUMINATION

DASHED LINE INDICATES
OVERALL COPY AREA 70" X 102.5"
5.83 X 8.54 = 49.79 SQ. FT.

NEW CANVAS
AWNING WITH METAL
FRAME

**WHOLE
FOODS[®]
MARKET**



VIEW FROM WASHINGTON ST.

North Elevation
scale: 1/8" = 1'-0"

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E-Mail: sales@baileysign.com

CUSTOMER / SIGN LOCATION
WHOLE FOODS
442 WASHINGTON STREET
WELLESLEY, MA

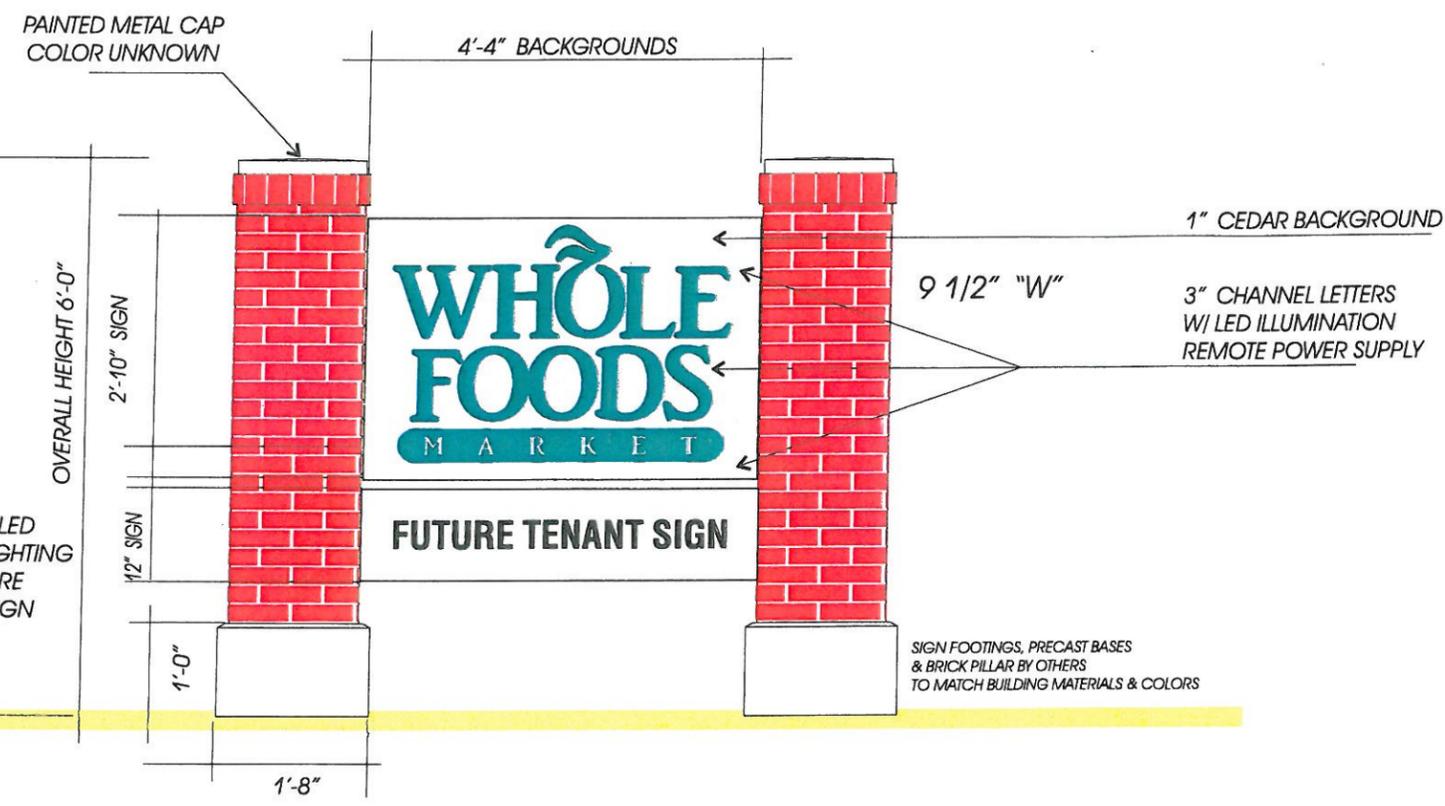
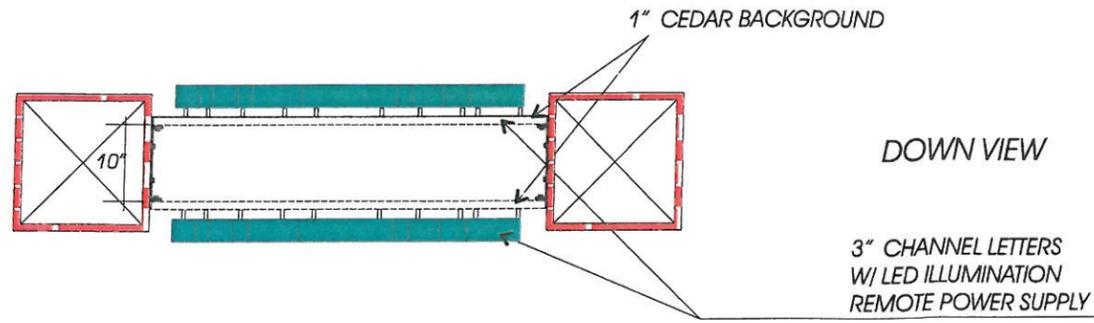
SALESPERSON: BB	DRAWN BY: LWM
PS. # D-796	W.C. #
SCALE 3/4" = 1' 1/8" = 1'	DATE 8/3/10
REVISION # / DATE / NOTES / INITIALS	



DRAWING #
06447 B

SHEET _____ OF _____

CONCEPT DRAWING



EACH FACE IS A 2'-10" X 4'-4" X 1" CEDAR PANEL BACKGROUND W/ REVERSE BACK LIT CHANNEL LED LETTERS

BACKGROUND COLOR NATURAL CEDAR
 REVERSE BACK LIT ALUMINUM CHANNEL LETTERS: PAINTED WHOLE FOODS GREEN (TO MATCH 3M TRANS HOLLY GREEN)

CLEAR BACK
 WHITE LED ILLUMINATION
ONE SIDE SQ. FT.: 2.83 X 4.33 = 12.25 / TOTAL OF TWO SIDES: 12.25 X 2 = 24.5

FUTURE TENANT SIGN: 1'-0" X 4'-4" X 4" TO BE DETERMINED

COPY: CUT OUT COPY
 COLORS: TO BE DETERMINED

FUTURE TENANT SIGN ONE SIDE SQ. FT.: 1 X 4.33 = 4.33 / TOTAL OF TWO SIDES: 4.33 X 2 = 8.66



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 IF AN ELECTRIC SIGN, THEN INSTALLATION MUST BE ACCOMPLISHED IN TOTAL COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE, THE REQUIREMENTS OF UNDERWRITERS LABORATORY, CANADIAN STANDARDS ASSOCIATION AND/OR ANY APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.
 ALL ELECTRICAL SIGNS REQUIRE ROUTINE MAINTENANCE.

CLIENT _____
 ACCEPTANCE SIGNATURE _____ DATE _____

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 APPROVED _____ DATE _____

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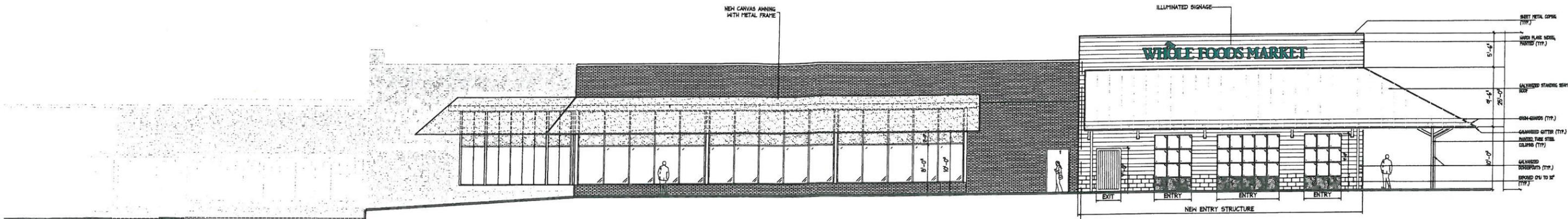
CUSTOMER / SIGN LOCATION
WHOLE FOODS
 442 WASHINGTON STREET
 WELLESLEY, MA

SALESPERSON: BB	DRAWN BY: LWM
PS. # D-796	W.C. #
SCALE 1/2" = 1'	DATE 8/3/10

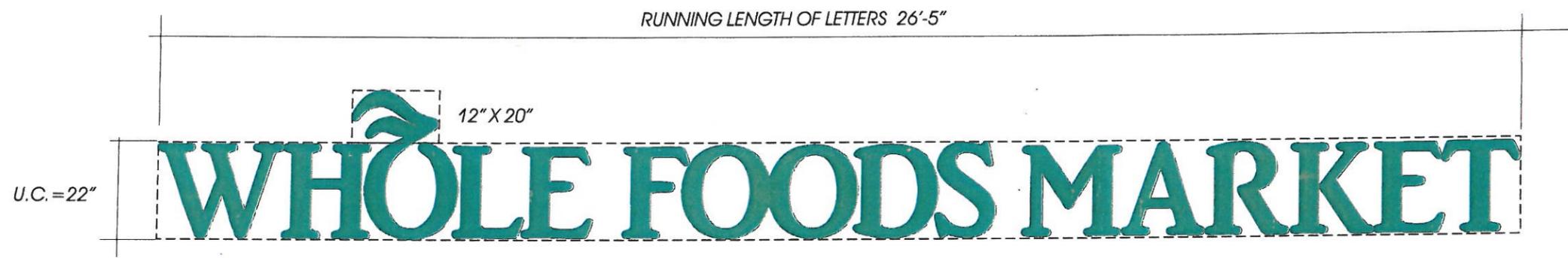
REVISION # | DATE | NOTES | INITIALS
 R1 1/28/11 TENANT CAB. HT. & POSSIBLE ILLUMINATION

DRAWING #
06447 AC R1
 SHEET _____ OF _____

CONCEPT DRAWING



VIEW FROM STATE ST. **West Elevation**
 scale: 1/16" = 1'-0"



(1) SET OF REVERSE BACK LIT CHANNEL LETTERS "WHOLE FOODS LOGO"

REVERSE CHANNEL LETTERS: PAINTED WHOLE FOODS GREEN (TO MATCH 3M TRANS HOLLY GREEN)

CLEAR BACK
 WHITE LED ILLUMINATION

TOTAL SQ. FT. PER SET (1 x 1.66) + (1.83 X 26.41) = 49.99

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CUSTOMER / SIGN LOCATION
WHOLE FOODS
 442 WASHINGTON STREET
 WELLESLEY, MA

SALESPERSON: BB DRAWN BY: LWM

PS.# D-796 W.O.#

SCALE 1/16" = 1' / 3/8" = 1' DATE 8/3/10

REVISION # / DATE / NOTES / INITIALS

R1 10/5/10 INCLUDE ASCENDER IN SQ. FT.



DRAWING #
06447 C R1

SHEET _____ OF _____

CONCEPT DRAWING