

**ZONING BOARD OF APPEALS**

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

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ZBA 2011-36
Petition of City Sports
475 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 16, 2011 at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of CITY SPORTS requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 3 foot by 9 foot reverse lit wall sign with 18 inch letters and a 3 foot by 4 foot two-sided internally illuminated blade wall sign set at a height of 16.5 feet, at 475 WASHINGTON STREET, in a Business District. The total square footage of the two walls signs will be 51 square feet, which will exceed the maximum allowed by right.

On May 26, 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.

Presenting the case at the hearing was Howard Clark, City Sports (the "Petitioner"). He said that 475 Washington Street is the intended new store location for City Sports. He said that the proposal is for two signs. He said that the main sign on the façade near the entrance requires larger letters because it is set back 100 feet from the street. He said that the proposal is for 18 inch letters.

Mr. Clark said that their initial proposal to the Design Review Board (DRB) involved using the pre-existing nonconforming standing sign. He said that DRB interpreted the Zoning Bylaw as stating that any change to that sign needed to be approved as a Variance. He said that DRB did not like the idea of that sign. He said that this proposal is for a blade sign to be attached to the building. He said that DRB approved the blade sign.

Mr. Clark said that the combination of the two signs will exceed the maximum area allowed by right.

Mr. Clark said that the standing sign is the property of the landlord. He said that the landlord does not want the standing sign to come down. He said that City Sports is looking for approval from the Town of Wellesley for a plan that they can support. He said that DRB suggested the blade sign. He said that City Sports has no interest in having both a blade sign and the standing sign. He said that he could not commit to removing the landlord's property. The Board said that the landlord signed the application. Mr. Clark said that, in speaking with the Building Inspector, he has no authority to force the removal of the standing sign. The Board said that it has that authority.

The Board confirmed that it would be approving Plan V.2.

The Board suggested that the City Sports wall sign be moved closer to the entrance. Mr. Clark said that when you are in the parking lot, it is very clear where the front door is. He said that the existing condition of the building is three garage bays. He said that it was previously a car dealership. He said that they are trying to minimize that look and make it look like a storefront.

Mr. Clark said that, after experimenting with sign locations on the façade, the executive team and the designer came to the agreement that the sign would look best centered on the façade. He said that they looked at various locations for the blade sign as well.

Mr. Clark said that the reason for blade sign is for visibility for traffic coming up the street. He said that they tried to move the sign as far down the street as was practicable to make it as visible from as far away as possible. He said that the blade sign will be double faced with routed aluminum faces and one inch plexi push through with City Sports letters LED halo illumination. He said that it is a hybrid halo look.

The Board asked about the hours of operation. Mr. Clark said that normal store hours are from 10 a.m. to 10 p.m. The Board said that it was concerned with having the lights on beyond 9 p.m. because of the residences across the street.

The Board said that some of the drawings show exterior lighting on the façade. Mr. Clark said that two packages were submitted at the same time. He said that the gooseneck lights on top of the building where the wall sign will be were removed from the plan.

The Board said that one plan shows the height of the wall sign at 2 feet 4 inches and the other plan shows it at 3 feet. Mr. Clark said that DRB asked to see that compliant letters would be less impactful than the larger letters.

Mr. Clark said that the wall sign will consist of 18 inch halo lit LED channel letters, saying City Sports. He said that it will not be a box on the wall. He said that the blade sign will be internally illuminated with push through with the edges of the letters glowing white. He said that the background will be opaque. He said that a channel of light will be created. He said that the body of the letter as well as the perimeter will be illuminated. He said that there will be red letters on a white background. He said that rendering V.2 is correct with respect to coloring.

The Board said that the 18 inch letters are justified because of the distance from the street. The Board said that the letters on the blade sign will be seven inches.

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 3 foot by 9 foot reverse lit wall sign with 18 inch letters and a 3 foot by 4 foot two-sided internally illuminated lit blade wall sign set at a height of 16.5 feet, at 475 WASHINGTON STREET, in a Business District. The total square footage of the two walls signs will be 51 square feet, which will exceed the maximum allowed by right.

Pylon Sign Face Detail, dated 4/20/11, Building Sign Detail, dated 4/20/11, revised 5/5/11, Free Standing Sign, SK-1, dated 4/20/11, Elevation Drawings, dated 4/20/11, revised 5/5/11 and photographs and

rendering, dated 4/20/11, rendering, dated 5/5/11, Projecting Wall Sign Face Detail, dated 5/5/11 were submitted.

On May 11, 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 granted with a condition.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs will be a 3 foot by 9 foot reverse lit wall sign with 18 inch letters and a 3 foot by 4 foot two-sided internally illuminated blade wall sign set at a height of 16.5 feet. The total square footage of the two walls signs will be 51 square feet, which will exceed the maximum allowed by right.

It is the opinion of this Authority that installation of a 3 foot by 9 foot reverse lit wall sign with 18 inch letters and a 3 foot by 4 foot two-sided internally illuminated blade wall sign set at a height of 16.5 feet, with a total area of 51 square feet 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 3 foot by 9 foot reverse lit wall sign with 18 inch letters and a 3 foot by 4 foot two-sided internally illuminated blade wall sign set at a height of 16.5 feet, subject to the following conditions:

1. No new sign shall be erected until the abandoned standing sign is removed from the property.
2. The Board shall retain jurisdiction to ensure that the blade sign appears to the public as proposed.

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.

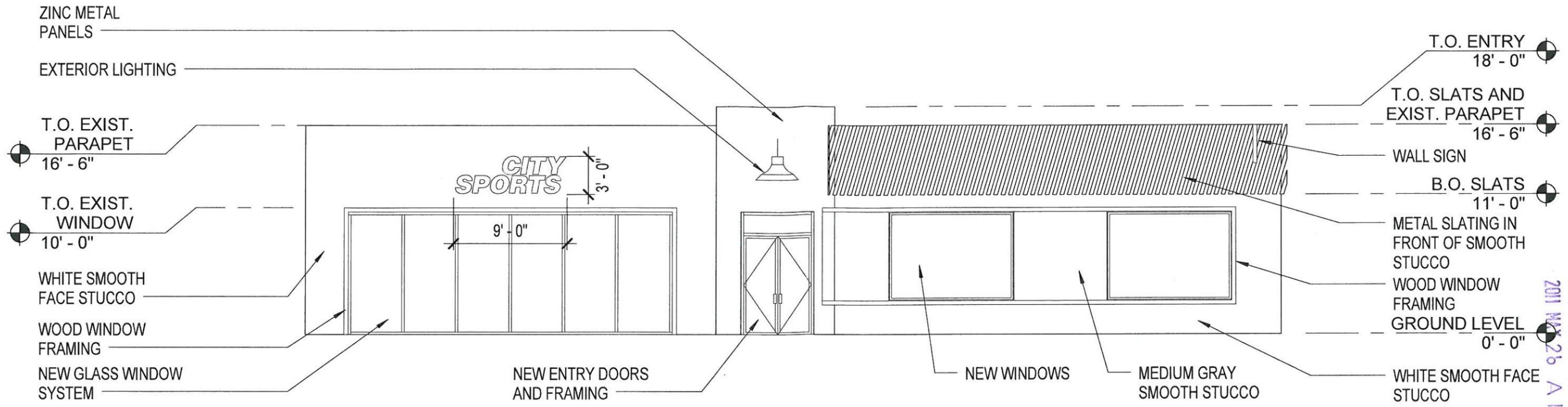
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.

Richard L. Seegel, Chairman

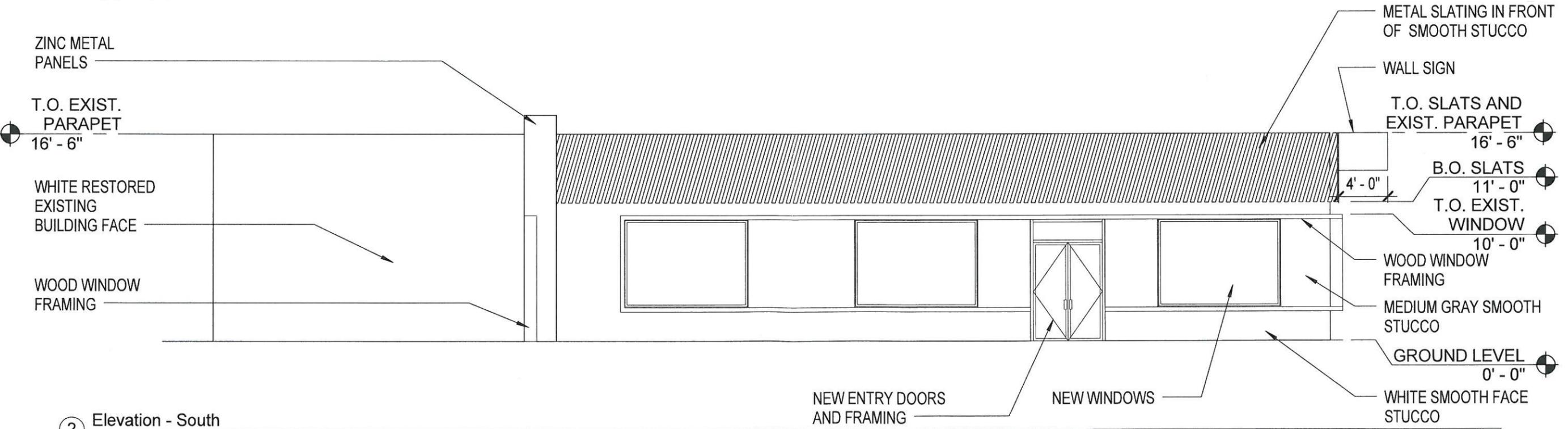
J. Randolph Becker

David G. Sheffield

cc: Planning Board
Inspector of Buildings
lrm



① Elevation - East
1/8" = 1'-0"



② Elevation - South
1/8" = 1'-0"

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