



ZONING BOARD OF APPEALS

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

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ZBA 2013-29
 Petition of Soolman Nutrition and Wellness, LLC
 555 Washington Street

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 MAY 16 P 3:09

Record Owner of Property: East-West Enterprises Co. Ltd c/o Wight & Company

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 2, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of SOOLMAN NUTRITION AND WELLNESS LLC requesting a Special Permit pursuant to the provisions of Section IXC, Section XXIIA and Section XXV of the Zoning Bylaw for installation of an externally illuminated second wall sign on a business façade, at 555 WASHINGTON STREET, in the Wellesley Square Commercial District.

On April 16, 2013, 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 Jonah Soolman, (the "Petitioner"). He said that he and his wife are registered dietitians who have a private nutrition counseling practice in Wellesley. He said that the request is for a Special Permit for a sign on the façade of the 1st floor of the building even though the business is located on the 2nd floor.

Mr. Soolman said that when you walk into the building, there is no store immediately in front. He said that there are stores on the left and stores on the right.

The Board confirmed that the landlord requested the sign location to allow for other tenants. Mr. Soolman said that there is another vacancy in the building and they are saving space for a future sign.

The Board said that the sign is well in keeping with other signs on the street.

Mr. Soolman said that the business is generally open from 9 am to 5 pm, Monday through Friday. He said that occasionally there are some exceptions to that. He said that they are open one Saturday and one Sunday a month. He said that the business is by appointment. He said that the latest scheduled appointment would be at 7 pm and would run for one hour.

Mr. Soolman said that the landlord has control over the sign lighting.

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 an externally illuminated second wall sign on a business façade, at 555 Washington Street, in the Wellesley Square Commercial District.

Explanation of Request, dated 4/1/13, from Soolman Nutrition and Wellness, LLC, Attachments A, B, C, D, E, F, G, H, I, & J were submitted.

On April 24, 2013, the Design Review Board reviewed the application and voted unanimously to accept the proposal as presented.

On April 24, 2013, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is an externally illuminated second wall sign on a business façade, at 555 Washington Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of an externally illuminated second wall sign on a business façade, at 555 Washington Street, in the Wellesley Square Commercial District, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale 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 design 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 an externally illuminated second wall sign on a business façade, at 555 Washington Street, in the Wellesley Square Commercial District.

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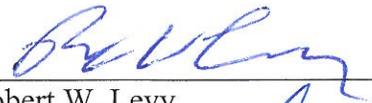
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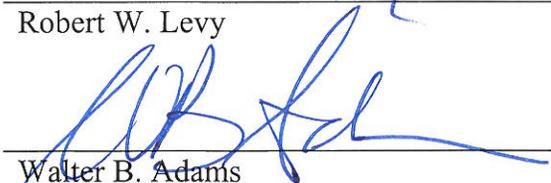
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman



Robert W. Levy



Walter B. Adams

cc: Planning Board
Inspector of Buildings
lrm

