



ZONING BOARD OF APPEALS

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

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ZBA 2013-85
 Petition of Eden's
 1 Abbott Street

2013 DEC 19 P 12:00
 ZONING BOARD OF APPEALS
 TOWN OF WELLESLEY MA 02482

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 5, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of EDEN'S requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 1.5 foot by 6.5 foot internally illuminated wall sign with a total area of 10.56 square feet, set at a height of 21 feet 4 ¾ inches above the ground, and installation of a 1.5 foot by 3 foot internally illuminated double sided blade sign with a total area of 9.6 square feet, set at a height of 18 feet 11 5/8 inches above the ground, at 1 ABBOTT STREET, in the Wellesley Square Commercial District.

On November 18, 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 Jennifer Luoni, representing the tenant at 1 Abbott Street, Alex and Ani, and Eden's (the "Petitioner") and building owner. Ms. Luoni said that the request is for additional signage for the retail store that opened on October 12, 2013. She said that the entrance is located on 1 Abbott Street. She said that the front entrance is recessed. She said that they installed a by-right wall sign. She said that the request is for two additional signs because of the store's location. She said that people have been having difficulty finding the store since it was opened. She said that they would like to have a sign on Central Street above the new "Kidville" sign and another blade sign on Abbott Street because of the recessed entry. She said that the total area of all three signs will be less than the maximum allowed area for the district.

The Board said that the proposed wall sign facing Central Street would exceed the height allowance in the bylaw. The Board said that sign might mislead people into thinking that the entrance is directly below. The Board said that there was no way to make the Central Street sign conforming because there is a window there that prevents the sign from being lowered. The Board said that Talbots and Wellesley Bank both have signs mounted high up but those signs are grandfathered and pre-date the new sign bylaw.

The Board confirmed that the new window on Central Street is for Alex and Ani. Ms. Luoni said that they are using that window for interchangeable graphics set back inside.

The Board said that internal illumination of the blade sign would not be allowed. The Board said that they can use external or halo lighting, with the permission of the building owner. The Board said that lighting must be shut off when the business is closed or no later than 8 pm.

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 pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 1.5 foot by 6.5 foot internally illuminated wall sign with a total area of 10.56 square feet, set at a height of 21 feet 4 ¾ inches above the ground, and installation of a 1.5 foot by 3 foot internally illuminated double sided blade sign with a total area of 9.6 square feet, set at a height of 18 feet 11 5/8 inches above the ground, at 1 Abbott Street, in the Wellesley Square Commercial District.

Letter to Zoning Board of Appeals, dated 9/16/13, re: One Abbott Street Sign Permit Application, and Letter to Zoning Board of Appeals, dated 11/5/13, re: 1 Abbott Street Special Sign Permit Application, from Larry Gill, Tenant Coordinator, Letter to Zoning Board of Appeals, dated 11/5/12, re: 1 Abbott Street Special Sign Permit Application Justification, from Kristen Roodvoets, Transitional Operations Coordinator, Abbott Street and Central Street Elevation Drawings, Internally Illuminated Reverse Channel Letters –Mount to Background Pan, D/F Internally Illuminated Blade Mount Sign, and D/F Internally Illuminated Blade Mount Sign, dated 9/6/13, prepared by Imageworks, and a photograph were submitted.

On September 11, 2013, the Design Review Board reviewed the application and voted unanimously to recommend approval of the signs, with one member abstaining from the vote.

On December 3, 2013, the Planning Board reviewed the petition and recommended that the Special Permit be granted for the blade sign and that the Special Permit for the wall sign on Central Street be denied.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs are a 1.5 foot by 6.5 foot internally illuminated wall sign with a total area of 10.56 square feet, set at a height of 21 feet 4 ¾ inches above the ground, and a 1.5 foot by 3 foot internally illuminated double sided blade sign with a total area of 9.6 square feet, set at a height of 18 feet 11 5/8 inches above the ground, at 1 Abbott Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a 1.5 foot by 3 foot externally or halo illuminated double sided blade sign with a total area of 9.6 square feet, set at a height of 18 feet 11 5/8 inches above the ground, 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,

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WELLESLEY MA 02482
CITY OFFICE

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 a 1.5 foot by 3 foot externally or halo illuminated double sided blade sign with a total area of 9.6 square feet, set at a height of 18 feet 11 5/8 inches above the ground.

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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INSPECTOR'S OFFICE
100 STATE STREET
BOSTON, MA 02482

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Petition of Eden's
1 Abbott Street

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TOWN'S OFFICE
WILMINGTON MA 02482

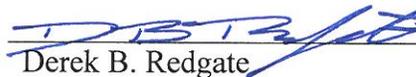
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman

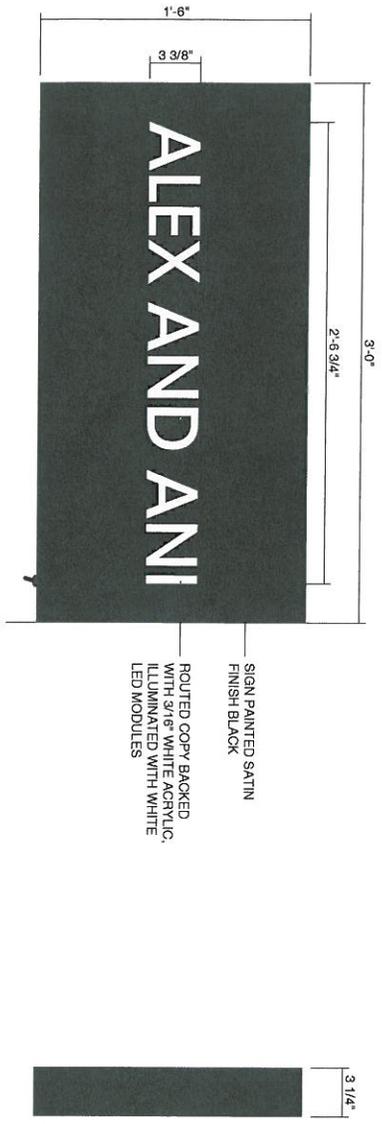


David G. Sheffield



Derek B. Redgate

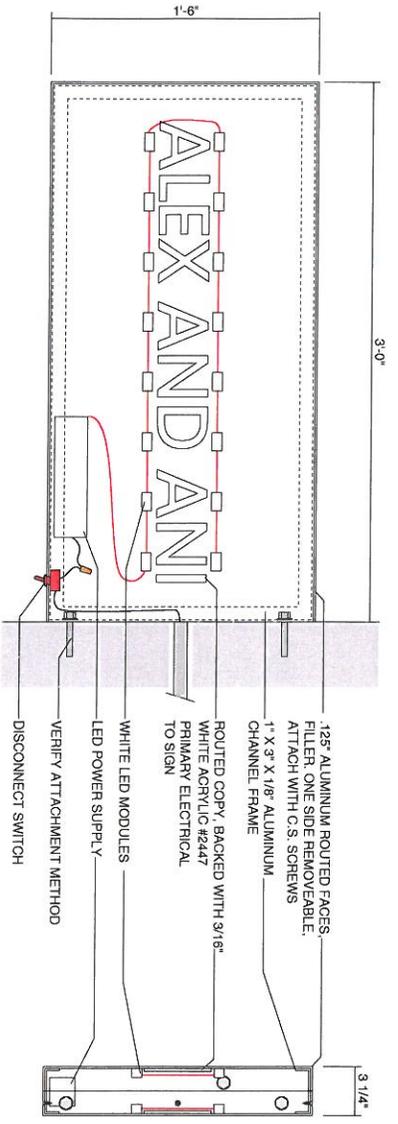
cc: Planning Board
Inspector of Buildings
lrm



D/F INTERNALLY ILLUMINATED BLADE MOUNT SIGN
 (1) REQUIRED
 4.5 SQ. FT.
 1 1/2"=1'-0"

END VIEW

PAINT
 SATIN FINISH BLACK



D/F INTERNALLY ILLUMINATED BLADE MOUNT SIGN
 (1) REQUIRED
 4.5 SQ. FT.
 1 1/2"=1'-0"

END VIEW

I HAVE CAREFULLY REVIEWED AND HEREBY ACCEPT THE DRAWING(S) AS SHOWN. I REALIZE THAT ANY AFTER PRODUCTION CHANGES MADE BEFORE OR AFTER PRODUCTION WILL BE AT THE SIGNER'S RISK. ALL CHANGES MUST BE IN WRITING AND APPROVED BY BOTH PARTIES PRIOR TO PRODUCTION.

SIGNATURE & DATE

THE CUSTOM ARTWORK DERIVED HEREIN IS FOR REPRESENTATIONAL PURPOSES ONLY AND MAY NOT EXACTLY MATCH THE COLORS OF THE MATERIALS PROPOSED FOR USAGE.



ELECTRIC SIGNS PRODUCED AT IMAGE WORKS CONFORM TO UL 48 STANDARDS AND DISPLAY THE UNDER WRITERS LABORATORIES LABEL.

ALL ONSITE PRIMARY ELECTRICAL CONNECTIONS BY OTHERS.

DATE	REVISION DESCRIPTION	DESIGNER
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ALEX AND ANI
 WELLESLEY, MA
 KARL UFTENING
 WAM
 9.6.13
 NOTED
 A&A-WELLESLEY-01
 BLADE SIGN
 DRAWING IDENTIFICATION