



ZONING BOARD OF APPEALS

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

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ZBA 2013-87
 Petition of James Sullivan
 562 Washington Street

2013 DEC 19 P 12:06
 TOWN'S OFFICE
 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 JAMES SULLIVAN requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning for installation of a 3 foot by 3 foot double sided blade sign with a total area of 18 square feet, set at a height of 9 feet above the ground, at 562 WASHINGTON 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 Christina Kauffman, business owner of Blush which is located at 562 Washington Street between Comina and Lorraine's. She said that the door to the business is on the side of the building. She said that the request is for a Special Permit for a sign to project over the public sidewalk.

Ms. Kauffman said that there are currently no plans to light the sign. She said that they may choose to use external lighting in the future.

The Board said that there is currently a temporary sign over the alley. Ms. Kauffman said that is where the previous business owners had their sign. The Board said that location may be more effective than a blade sign, partly because the grandfathered Lorraine sign will obstruct it. Ms. Kauffman said that her sign will be a little lower than the Lorraine sign. She said that the proposed sign will be eight feet off of the ground.

The Board questioned if it might be better to project the sign from the brick column.

The Board asked about adding information that would indicate that the business is located at the lower level. Ms. Kauffman said that she will be going before the Design Review Board to request a temporary sandwich board sign with an arrow to direct people. The Board asked if it made sense to put an arrow on the blade sign.

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 3 foot by 3 foot double sided blade sign with a total area of 18 square feet, set at a height of 9 feet above the ground, at 562 Washington Street, in the Wellesley Square Commercial District.

Letter of Approval, dated 11/12/13, from James M. Sullivan, mock up of proposed sign with dimensions, and a photograph were submitted.

On November 8, 2013, an application for one special permit blade sign was submitted to the Design Review Board. Section XXIA. Signs, of the Zoning Bylaw requires the Design Review Board to act within 30 days of a submittal for review. Since the Design Review Board will not meet until December 11, 2013, the proposed special permit blade sign is constructively recommended for approval.

On December 3, 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 a 3 foot by 3 foot double sided blade sign with a total area of 18 square feet, set at a height of 9 feet above the ground, at 562 Washington Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a 3 foot by 3 foot double sided unlit blade sign with a total area of 18 square feet, set at a height of 9 feet 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 will 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.

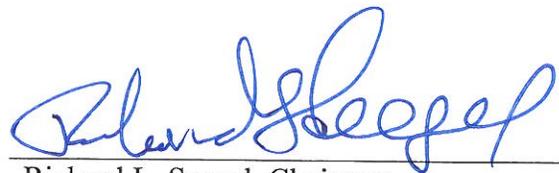
Therefore, a Special Permit is granted for installation of a 3 foot by 3 foot double sided unlit blade sign with a total area of 18 square feet, set at a height of 9 feet above the ground.

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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TOWN CLERK'S OFFICE
WILLETSLEY MA 02482

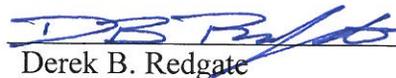
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman



David G. Sheffield



Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm



Lorraine
SHIRTS
DRY CLEANING
LAUNDRY SERVICE
Expert Tailoring

BLUSH
TAN
organic sunless tanning

Shoe Repair
and
All Leather Goods

bracket
under 12"
↓

NOV 18

← ground to white moulding 12 ft →