



ZONING BOARD OF APPEALS

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

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ZBA 2014-42
 Petition of CE Holman LP
 577 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 5, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of CE HOLMAN LP 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 blade sign that will project over a public sidewalk, at 577 WASHINGTON STREET, in the Wellesley Square Commercial District.

On May 19, 2014, 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 were Alan Young, Signarama, representing CE Holman LP, (the "Petitioner") and Roger Pelissier, business owner.

Mr. Young said that the request is for a special permit for a blade sign that will project over a walkway. He said that the purpose of the sign is to increase visibility of the shop and make it safer for pedestrians. He said that currently the only signage is on the front of the awning. He said that it is hard for people walking down the sidewalk to see the sign. He said that the proposal is to cover the awning sign when the blade sign is installed.

The Board confirmed that the picture that was submitted with the application is looking toward E.A. Davis and Blue Ginger, so the awning is behind the blade sign. The Board said that the E.A. Davis awning will be an obstruction because it is lower. Mr. Pelissier said that the awning will be above the sign. He said that he hardly ever extends his awning.

The Board asked why the proposal was for a lighted sign. Mr. Pelissier said that E.A. Davis, Blue Ginger and Dover Saddlery have similar signs coming off of the building that are lighted. He said that he thought that his proposed sign would be uniform with the rest of the signs on the street. The Board said that it typically puts a condition on a special permit for signs to have the lighting turned off when the business is not open. Mr. Pelissier said that the lighting will be on a timer. The Board said that the E.A. Davis, Blue Ginger and Dover Saddlery signs were permitted before the sign bylaw and the requirements have changed since that time.

The Board said that the Lyn Evans sign around the corner is at a similar height and is unlit.

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 IXC, Section XXIIA and Section XXV of the Zoning Bylaw for installation of an externally illuminated blade sign that will project over a public sidewalk, at 577 Washington Street, in the Wellesley Square Commercial District.

Letter to Zoning Board of Appeals, dated 5/1/14, from Jeffrey H. Newman, Signarama, Letter of Authorization, dated 4/24/14, from Steven H. Grindle, Project Proof, dated 8/16/13, revised 1/31/14, prepared by Signarama, and photographs were submitted.

On April 24, 2014, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign, as proposed.

On May 30, 2014, the Planning Department Staff 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 blade sign that will project over a public sidewalk in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of an externally illuminated blade sign that will project over a public sidewalk 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 blade sign that will project over a public sidewalk in the Wellesley Square Commercial District, subject to the following condition:

- Lighting for the sign shall be shut off no later than 7 pm.

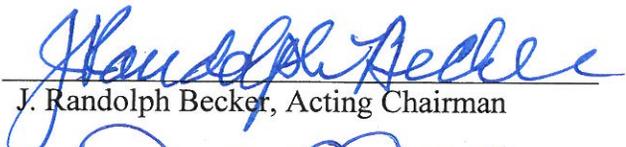
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

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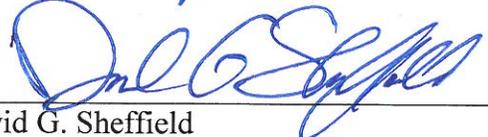
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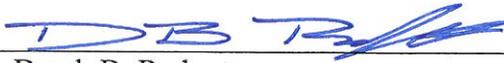
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



J. Randolph Becker, Acting Chairman



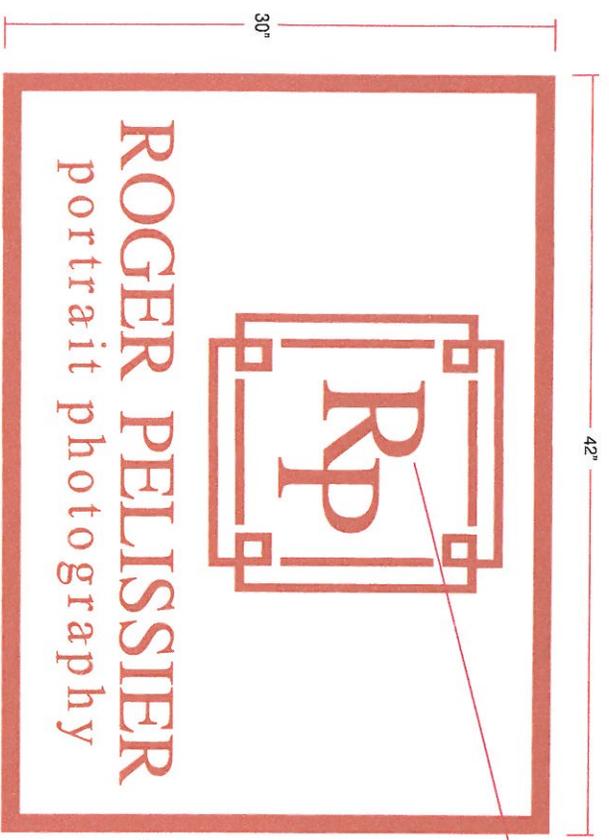
David G. Sheffield



Derek B. Redgate

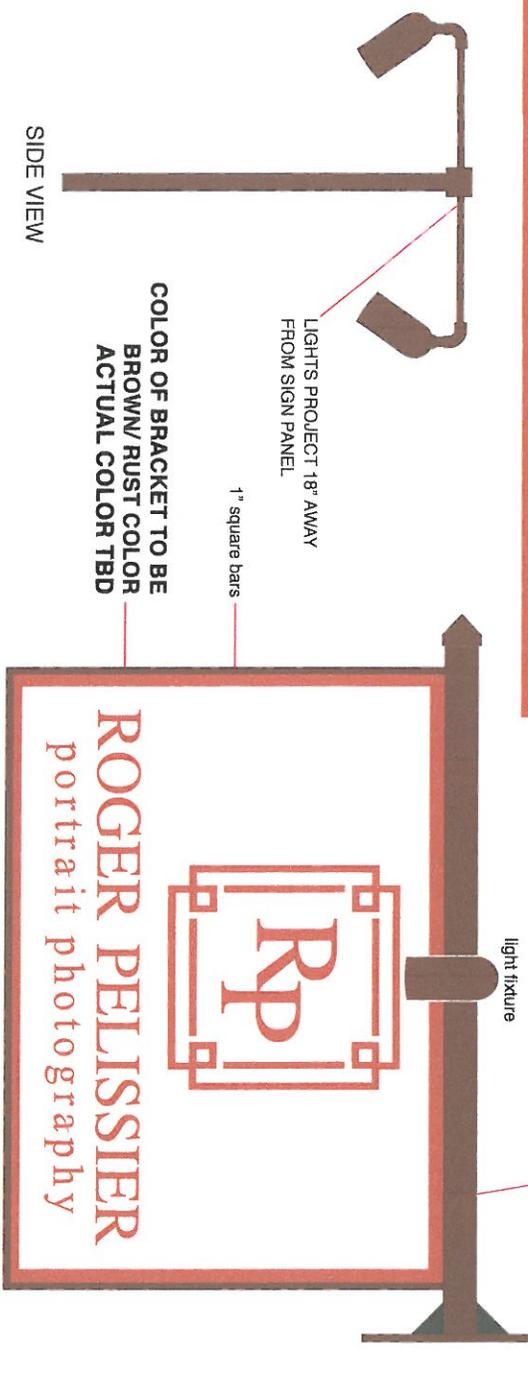
cc: Planning Board
Inspector of Buildings
lrm

JOB #: 52318 | **PROJECT TYPE:** PROJECTING | **REVISION DATE:** 1.31.14
QUANTITY: 1 | **PROOF DATE:** 8.16.13 | **REVISION #:** 5



TOTAL SIGN AREA: 17.5 SF
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 2014 MAY 19 2:21

DETAIL VIEW OF ACTUAL LAMP STYLE
 PAR 16 LAMP PER FIXTURE



PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.

These plans are the exclusive property of Sign*A*rama and are the result of the original work of its employees. Their sole purpose is for client consideration as to whether or not to purchase the proposed plans or to purchase from Sign*A*rama, a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Sign*A*rama expects to be reimbursed for time and effort entailed in creating these plans.

IMPORTANT: SUPERIMPOSED PHOTOS ARE NOT TO BE VIEWED AS 100% ACCURATE DEPICTIONS, THEY ARE SIMPLY A ROUGH REPRESENTATION OF SIGN PLACEMENT.

Customer: ROGER PELLISSIER
Contact: ROGER PELLISSIER
Address: 577 WASHINGTON ST
City/State: WELLESLEY, MA
Phone: 781.235.5955
Fax:

PROJECT NOTES:

- 30" H x 42" W x 1" D double-sided v-grooved carved PVC sign, per the approved sign proof.
- Includes a custom fabricated aluminum bracket with a 46" long cross arm at the top & 1" aluminum square down bars down the two 30" sides for support (bracket color TBD).
- Includes a pair of 18" arms to connect light fixtures to. Arms will have a channel to hide the electrical wires for the fixture.

- Please carefully review and proofread all content pertaining to this project.
 - Please note, if any, the necessary changes directly on the proof and fax back directly to Sign*A*rama.
 - Proofs are not intended to be used for color matching purposes. Actual vinyl/print color samples can be provided before final production.
 - Customer is fully responsible for the content of the proof once signature of approval is given. Once production has begun, any changes may incur additional costs and/or production time.
- CHECK ONE AND SIGN BELOW**
- APPROVED
 APPROVED W/CHANGES
 REQUIRE A NEW PROOF

.....
 SIGN AND DATE
 Please Review All Proof Details Before Approving

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JOB #: 52318 **PROJECT TYPE:** PROJECTING
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 APPROVED W/ CHANGES
 REQUIRE A NEW PROOF

Sign AND DATE _____

Please Review All Proof Details Before Approving

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