



ZONING BOARD OF APPEALS

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

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ZBA 2014-80
 Petition of Linear Retail Properties, LLC
 74 Central Street

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 WELLESLEY MA 02482
 2014 OCT 23 P 10

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, September 4, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of LINEAR RTAIL PROPERTIES, LLC requesting a Special Permit pursuant to the provisions of Section IXC, Section XXIIA and Section XXV of the Zoning Bylaw for installation of a halo lit wall sign with one foot eleven and one-half inch letters and installation of a second wall sign with one foot seven and three-quarter inch letters where fourteen inch letters are allowed by right, at 74 CENTRAL STREET, in the Wellesley Square Commercial District.

On August 18, 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 was Richard Pretorius, Pretorius Electric & Sign Co., LLC, representing Linear Retail Properties, LLC, (the Petitioner). He said that the GAP would like to replace the existing signs with the same size but with lettering that exceeds the 14 inches that is allowed by right. He said that the request is for the front sign to have 24 inch letters. He said that if they shrunk the patch sign down to 14 inches, it would look like a postage stamp on the store and would not be readable for people driving by. He said that the front of the store is a large wall.

Mr. Pretorius said that the lettering on the new sign is slightly smaller than on the existing sign. He said that the GAP shrunk the width of the strokes on their logo.

The Board said that the Town passed a new sign bylaw since the initial sign went up. The Board said that new signs that it has approved have had nothing over 18 inch letters. The Board said that the GAP needs to look at having an 18 inch letter sign. The Board asked about the sign at back. Mr. Pretorius said that the rear sign is smaller. He said that the GAP letters will be 19¾ inches and the KIDS letters will be 4 3/8 inches. He said that the letters will be halo lit.

The Board said that the impact of the sign is the square not the letters. The Board said that it is only three letters other than the tag line. The Board said that it is a destination in a business district.

Mr. Pretorius said that the original proposal was for a third sign on the radius wall. He said that was withdrawn because they knew that they would not get approval for that. He said that they did shrink the letters slightly from the original drawing.

The Board asked if there is a relationship between the height of the letters and the size of the square. Mr. Pretorius said that there is.

A Board member said that he would be looking for a letter height between 18 and 20 inches. The Board said that it will still be a good sized square. Mr. Pretorius said that it is the same throughout the entire chain. The Board said that the purpose of the sign is not to advertise but to show where the entrance to the store is. The Board said that there is an entrance at the front and one in the back. The Board said that the letter height needs to get closer to the bylaw. A Board member said that he could find that 20 inch letters would be reasonable.

The Board said that it could vote approval of the rear sign at this hearing and then Mr. Pretorius could come back at the next hearing with revised plans for the front sign. The Board if there is a relationship in the size between the main GAP sign and the GAP KIDS sign in terms of a pecking order. Mr. Pretorius said that he did not know if there is. He said that he will be permitting and installing the signs at the same time. He said that he would prefer to continue the hearing for both of the signs.

The Board voted unanimously to continue the hearing to October 9, 2014.

October 9, 2014

Presenting the case at the hearing was Rick Pretorius.

Mr. Pretorius said that they revised the GAP sign drawings to reflect smaller 20 inch letters, as opposed to the 22 inch letters that were previously proposed.

The Board said that the Petitioner did everything that the Board had asked them to do.

The Board asked if all of the signs will be halo lit. Mr. Pretorius said that they will be.

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 X, Section XXIIA and Section XXV of the Zoning Bylaw for installation of a halo lit wall sign with one foot eleven and one-half inch letters and installation of a second wall sign with one foot seven and three-quarter inch letters where fourteen inch letters are allowed by right, at 74 Central Street, in the Wellesley Square Commercial District.

Sign Information, Letter of Authorization, dated 7/21/14, from William Beckeman, President, Linear Retail Wellesley #1 LLC, Letter of Authorization, dated 6/4/14, Project Schedule & Revisions (1 of 8), Existing and Proposed – Store Front Elevation – Entry (2 of 8), Existing and Proposed – Store Front Elevation – Rear (3 of 8), Exterior (4 of 8), Exterior (5 of 8), Exterior (6 of 8), Exterior (7 of 8) & Exterior (8 of 8), dated 3/7/14, prepared by Triangle Sign & Service, revised 3/10/14, 3/24/14, 4/18/14, 6/11/14, 7/08/14 & 9/08/14 were submitted.

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On June 30, 2014, the Design Review Board reviewed the application and voted to recommend approval of two wall signs.

On September 3, 2014, the Planning Board reviewed the petition and recommended that the Special Permit 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 halo lit wall sign with one foot eight inch letters and a second halo lit wall sign with one foot seven and three-quarter inch letters and four and three-quarter inch letters where fourteen inch letters are allowed by right, at 74 Central Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a halo lit wall sign with one foot eight inch letters and a second halo lit wall sign with one foot seven and three-quarter inch letters and four and three-quarter inch letters, 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 a halo lit wall sign with one foot eight inch letters and a second halo lit wall sign with one foot seven and three-quarter inch letters and four and three-quarter inch letters, in accordance with:

- Revised Plans, dated 9/08/14

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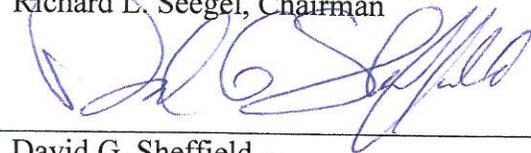
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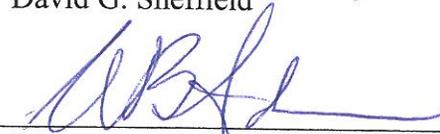
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman



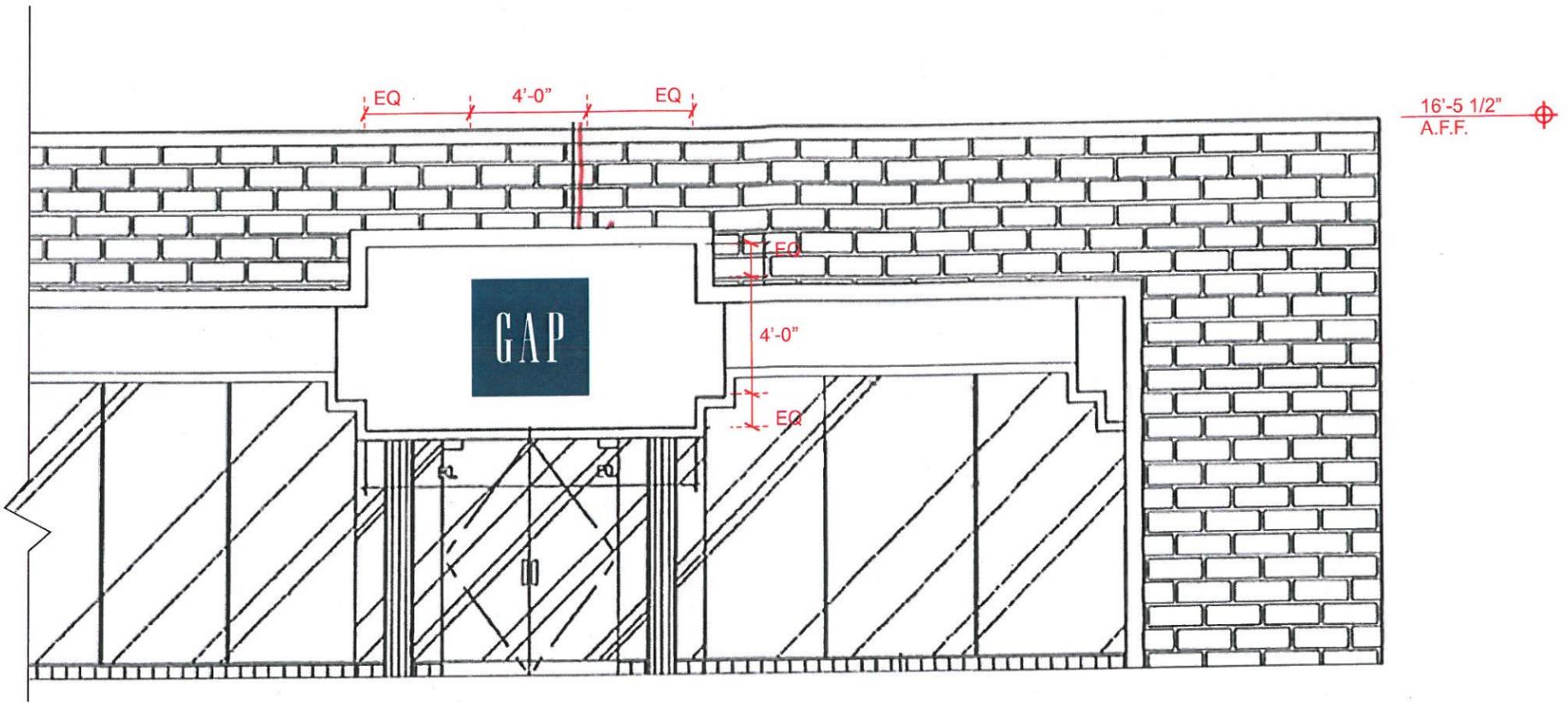
David G. Sheffield



Walter B. Adams

cc: Planning Board
Inspector of Buildings
lrm

PROPOSED - STORE FRONT ELEVATION - ENTRY
SCALE: 3/16" = 1'-0"



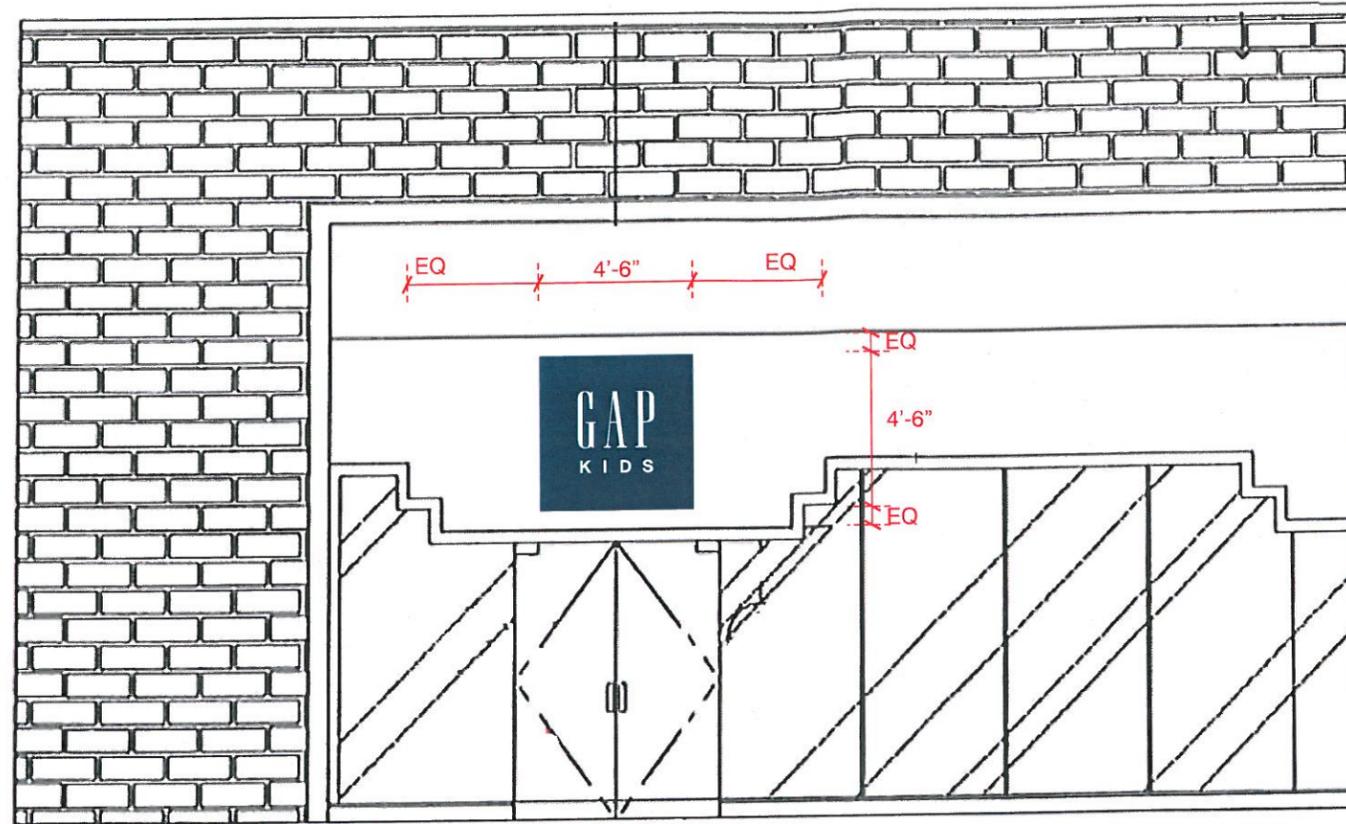
EXISTING - STORE FRONT ELEVATION - ENTRY
SCALE: N.T.S.



R7-DECREASE 56" PATCH TO 48" R6-DECREASE 60" PATCH TO 56" R3-DELETE ONE GAP PATCH
 R3-INCREASE ONE G.K. PATCH TO 48"

TRIANGLE SIGN & SERVICE	CLIENT & LOCATION  2014	STORE: #2255 74 CENTRAL ST. WELLESLEY, MA 02482	LEAD NO.	DATE	REVIEWED BY	REVISION	SHEET NO.
			00119829R7	3/7/2014		R7 09/08/2014 JM	
			SALESMAN	DRAWN BY	SEG. NO.		
			B. ALTSCHULER	JM			

PROPOSED - STORE FRONT ELEVATION - REAR
 SCALE: 3/16" = 1'-0"

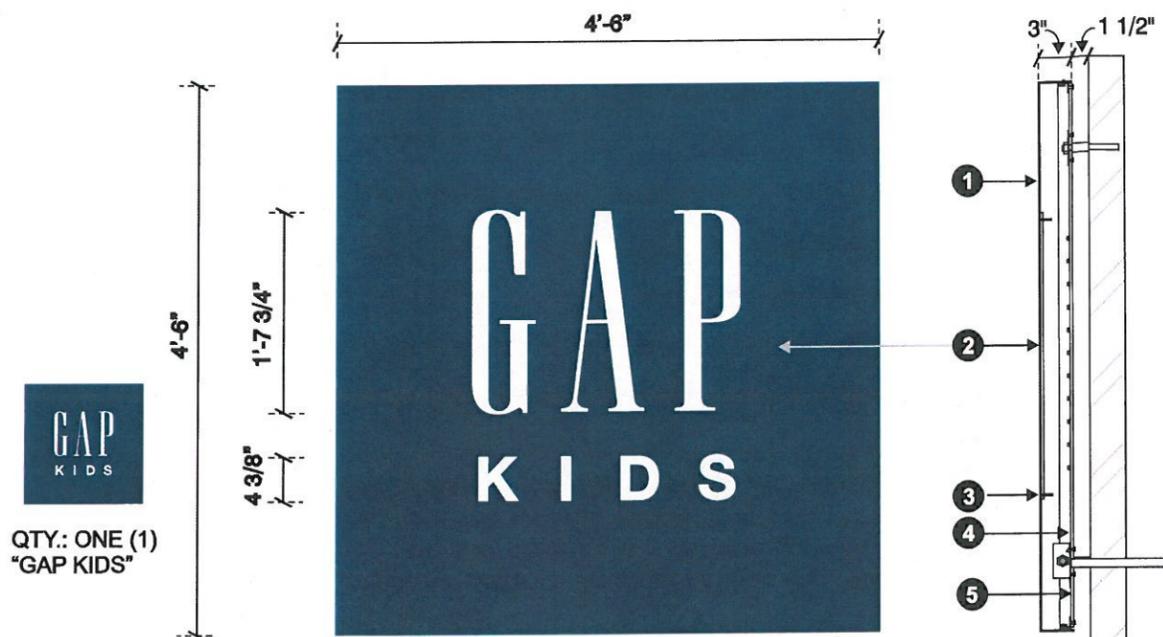


EXISTING - STORE FRONT ELEVATION - REAR
 SCALE: N.T.S.

R1-INCREASE SIDE & REAR SIGNS TO 40'

TRIANGLE SIGN & SERVICE	CLIENT & LOCATION GAP 2014	STORE: #2255 74 CENTRAL ST. WELLESLEY, MA 02482	LEAD NO. 00119829R7	DATE 3/7/2014	REVIEWED BY	REVISION R1 03/10/2014 JM	SHEET NO. 3 OF 8
			SALESMAN B. ALTSCHULER	DRAWN BY JM	SEG. NO.		

EXTERIOR



A TYPE "A-1" LED ILLUM. FACE LIT HALO LIT SIGN - FRONT ELEVATION AND SECTION
Scale: 3/4" = 1'-0"

1. FACE 1/8" THK. ALUM. PAN-SCORED AT INTERIOR FACE AND BEND. WELD INSIDE CORNERS. NO VISIBLE SEAMS AT CORNERS. PAINT PPG DELTRON 2000 "GAP 2004 BLUE" HIGH GLOSS FINISH
2. CLEAR PLEXI PUSH-THRU ROUTED OUT LETTERS W/ PEENED FINISH ON FACE, PUSH THRU FACE TO BE FLUSH W/ SIGN FACE.
3. 1/8" THK. WHITE PLEXI BACK UP #2447 MOUNTS W/ 10/24 x 1" ALUM. STUDS AS NEEDED TO HOLD IN PLACE.
4. ENTIRE INSIDE OF SIGN BOX TO BE PAINTED WHITE EXCEPT LEXAN.
5. 1/4" THK. WHITE LEXAN BACKING.

NOTE: TYPE "A-1" W/ 3" RETURNS IS FOR SIGNS 4'-0" THRU AND INCLUDING 6'-0"

HIGH POLISH PAINT FINISH STEPS
NOTE: ALL STEPS TO TAKE PLACE IN A COMPLETELY DUST FREE CONTROLLED ENVIRONMENT.

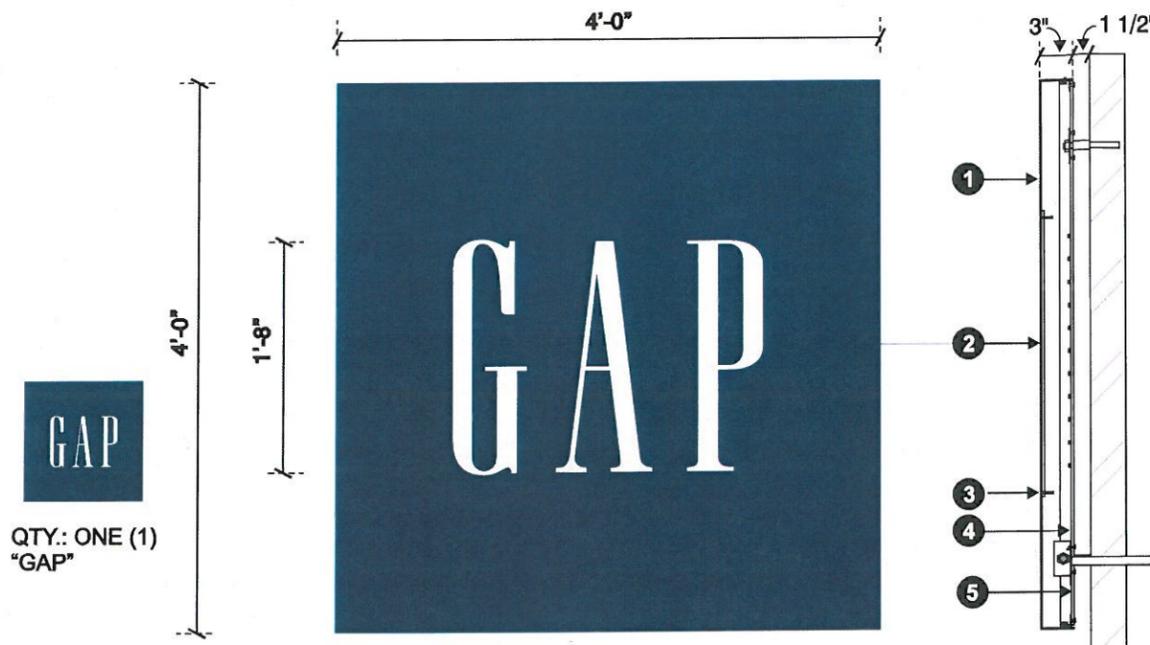
1. SAND RAW ALUMINUM WITH 80 GRIT, THEN 180 GRIT & PROGRESS TO 360 GRIT TO ACHIEVE A SMOOTH FINISH.
2. CLEAN WITH PPG METAL ETCH.
3. RINSE WITH CLEAR WATER & DRY THOROUGHLY.
4. APPLY 3 COATS OF EPOXY PRIMER.
5. ALLOW 2 HOURS DRY TIME.
6. APPLY 3 COATS PPG BASE COAT.
7. APPLY 3 COATS PPG CATALYZED URETHANE CLEAR.
8. ALLOW 48 HOURS CURE TIME.
9. WET SAND WITH 1500 GRIT SAND PAPER.
10. WET SAND WITH 3000 GRIT SAND PAPER.
11. MACHINE POLISH WITH 3M RUBBING COMPOUND.
12. MACHINE GLAZE WITH 3M MACHINE GLAZE.
13. HAND POLISH WITH 3M MACHINE GLAZE.
14. COVER SURFACE TO PROTECT SIGN.

2009 LOGO
LAYOUT OF SIGN BOX TO FOLLOW CUSTOMER SUPPLIED ARTWORK

R3-INCREASE ONE G.K. PATCH TO 48"

TRIANGLE SIGN & SERVICE	CLIENT & LOCATION 	STORE: #2255 74 CENTRAL ST. WELLESLEY, MA 02482	LEAD NO. 00119829R7	DATE 3/7/2014	REVIEWED BY	REVISION R3 04/18/2014 JM	SHEET NO. 4 OF 8
			SALESMAN B. ALTSHULER	DRAWN BY JM	SEG. NO.		

EXTERIOR



A TYPE "A-1" LED ILLUM. FACE LIT HALO LIT SIGN - FRONT ELEVATION AND SECTION
Scale: N.T.S.

1. FACE 1/8" THK. ALUM. PAN-SCORED AT INTERIOR FACE AND BEND. WELD INSIDE CORNERS. NO VISIBLE SEAMS AT CORNERS. PAINT PPG DELTRON 2000 "GAP 2004 BLUE" HIGH GLOSS FINISH
2. CLEAR PLEXI PUSH-THRU ROUTED OUT LETTERS W/ PEENED FINISH ON FACE, PUSH THRU FACE TO BE FLUSH W/ SIGN FACE.
3. 1/8" THK. WHITE PLEXI BACK UP #2447 MOUNTS W/ 10/24 x 1" ALUM. STUDS AS NEEDED TO HOLD IN PLACE.
4. ENTIRE INSIDE OF SIGN BOX TO BE PAINTED WHITE EXCEPT LEXAN.
5. 1/4" THK. WHITE LEXAN BACKING.

NOTE: TYPE "A-1" W/ 3" RETURNS IS FOR SIGNS 4'-0" THRU AND INCLUDING 6'-0"

HIGH POLISH PAINT FINISH STEPS
NOTE: ALL STEPS TO TAKE PLACE IN A COMPLETELY DUST FREE CONTROLLED ENVIRONMENT.

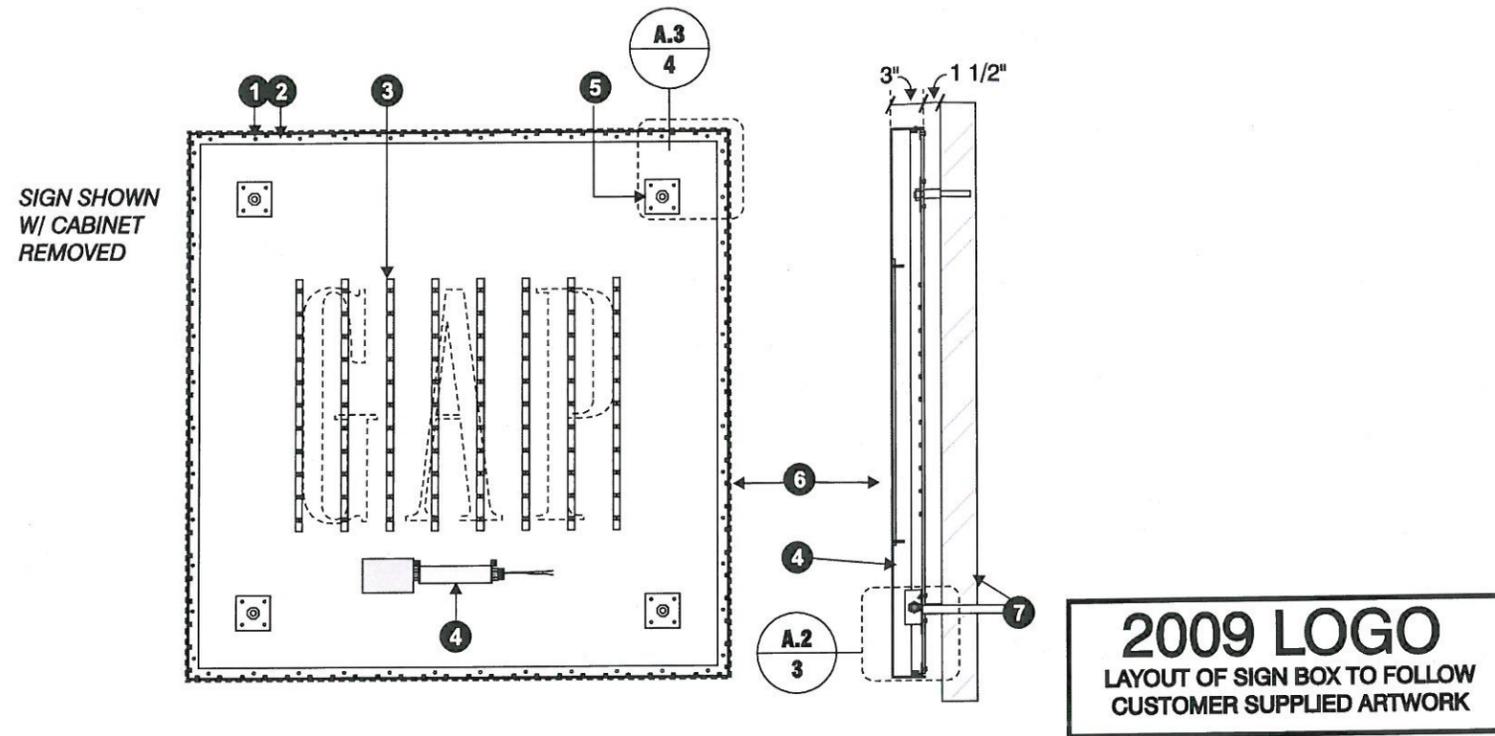
1. SAND RAW ALUMINUM WITH 80 GRIT, THEN 180 GRIT & PROGRESS TO 360 GRIT TO ACHIEVE A SMOOTH FINISH.
2. CLEAN WITH PPG METAL ETCH.
3. RINSE WITH CLEAR WATER & DRY THOROUGHLY.
4. APPLY 3 COATS OF EPOXY PRIMER.
5. ALLOW 2 HOURS DRY TIME.
6. APPLY 3 COATS PPG BASE COAT.
7. APPLY 3 COATS PPG CATALYZED URETHANE CLEAR.
8. ALLOW 48 HOURS CURE TIME.
9. WET SAND WITH 1500 GRIT SAND PAPER.
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13. HAND POLISH WITH 3M MACHINE GLAZE.
14. COVER SURFACE TO PROTECT SIGN.

2009 LOGO
LAYOUT OF SIGN BOX TO FOLLOW CUSTOMER SUPPLIED ARTWORK

R7-DECREASE 56" PATCH TO 48" R6-DECREASE 60" PATCH TO 56" R3-INCREASE ONE G.K. PATCH TO 48"

	CLIENT & LOCATION 	STORE: #2255 74 CENTRAL ST. WELLESLEY, MA 02482	LEAD NO. 00119829R7	DATE 3/7/2014	REVIEWED BY	REVISION R7 09/08/2014 JM	SHEET NO. 5 OF 8
			SALESMAN B. ALTSHULER	DRAWN BY JM	SEG. NO.		

EXTERIOR



A.1 TYPE "A-1" LED ILLUM. FACE LIT HALO LIT SIGN - FRONT ELEVATION AND SECTION W/ FACE REMOVED
Scale: 3/4" = 1'-0"

1. POP RIVETS 4" O.C.
2. 1" x 1" x 1/8" ALUM. ANGLE POP RIVET TO LEXAN BACKING AT TOP, BOTTOM AND SIDES.
3. WHITE LEDS, SPACED 4" ON CENTER COMPONENTS MOUNTED TO BACK & ANGLE RETURNS AS NEEDED FOR EVEN ILLUM. OF LETTERS & HALO.
4. POWER PACK WITH J-BOX.
5. 3" x 3" x 1/8" ALUM. PLATE W/ A 1/2" NUT WELDED TO BACK, PLATE POP RIVETS TO LEXAN BACK.
6. DASHED LINE INDICATES CABINET.
7. 3/4" CONDUIT TO EXISTING J-BOX

120	INSTALLATION NOTE: G.C. TO PROVIDE ADEQUATE WOOD OR MTL. BLOCKING IN CORRELATION W/ FACADE FRAMING AS REQUIRED	INSTALLATION NOTE: SEAL ALL FACADE PENETRATIONS WATERTIGHT FOR EXTERIOR CONDITIONS, HARDWARE TO BE NON-CORROSIVE.	LIGHTING NOTE: PLACEMENT OF LEDS FOR OPTIMUM ILLUMINATION OF LETTERS TO BE DETERMINED IN PRODUCTION.
	MECHANICAL INSTALLATION NOTE: INSTALLER IS REQUIRED TO VERIFY ACTUAL FIELD CONDITIONS & PROVIDE NECESSARY MOUNTING HARDWARE & METHOD OF ATTACHMENT TO ENSURE SAFE INSTALLATION. INSTALLATION TO MEET N.E.C., UL & LOCAL CODES	ELECTRICAL NOTE: IT IS THE CUSTOMERS RESPONSIBILITY TO PROVIDE PRIMARY ELECTRICAL SERVICE. ONE (1) 120VOLT / 20AMP DEDICATED CIRCUIT PER SIGN, INCLUDING GROUND WIRING DIRECTLY FROM PANEL BOX WITHIN 6'-0" OF SIGN. INSTALLATION TO MEET N.E.C., UL & LOCAL CODES	ELECTRICAL INSTALLATION NOTE: THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE W/ THE REQUIREMENTS OF ARTICLE 600 OF THE N.E.C. AND/ OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

	CLIENT & LOCATION 	STORE: #2255	LEAD NO.	DATE	REVIEWED BY	REVISION	SHEET NO.
		74 CENTRAL ST. WELLESLEY, MA 02482	00119829R7	3/7/2014			
			SALESMAN	DRAWN BY	SEG. NO.		6 OF 8
			B. ALTSHULER	JM			