



ZONING BOARD OF APPEALS

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

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ZBA 2012-37
 Petition of Middlesex Savings Bank
 278 Washington Street

Record Owner of Property: Abbott Estates Inc.

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 3, 2012, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of MIDDLESEX SAVINGS BANK requesting a Special Permit pursuant to the provisions of Section XI and Section XXV of the Zoning Bylaw for installation of two (2) illuminated 13 ¼ inch by 135 ¼ inch signs on a 474 inch wrap around awning, that will exceed 25 percent of the area of the portion of the awning to which such signs will be affixed, at 278 WASHINGTON STREET, in a Business District.

On April 18, 2012, 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 Scott Spaulding, Viewpoint Sign and Awning and Bruce Weisberg, Vice President, Middlesex Savings Bank (the "Petitioner").

Mr. Spaulding said that the request is for a Special Permit for an awning/sign. He submitted additional drawings that showed the proposed awning sign and what it looks like at a similar location lit up at night.

The Board said that it requires that all lighting be shut off when the business is closed.

Mr. Spaulding said that the Bank has a 24 hour ATM. Mr. Weisberg said that it is located inside the front door. The Board confirmed that there is nothing located on the side of the building. The Board said that it did not see the need for an awning on the side of the building.

Mr. Spaulding said that the wrap around awning was more of a matter of design approach. He said that the Applicant went before the Design Review Board (DRB). He said that it was his understanding that having two awning signs would be as of right because the bank is located on the corner of two streets. He said that the Applicant thought that the proposed wrap around awning would be more attractive than two signs.

The Board said that it shared the Planning Board's concerns about the vacant space located next door. The Board said that it seems like there has not been any effort to try to bring some continuity to the signage on what is perceived to be a single building. The Board said that this is a prime example of what

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the Town does not like to see. The Board said that the landlord should talk with the tenants and bring a uniform sign package to the Board for the entire building.

Mr. Spaulding said that there is no consistency. He said that the owner of the property is aware of that.

The Board said that there should be only one sign at the front. A Board member said that he drove to the site and took a picture from his car. He said that signs over the entrance doors were highly visible. He said that there seemed to be no real need for two signs.

The Board said that this part of the building is somewhat unique from the rest of the row of tenant spaces. The Board said that it has a lower roofline and does not have the same sign band that most of the rest of the building has.

The Board questioned if the awning would serve any purpose as an architectural embellishment. The Board said that there is already a nice architectural embellishment at the top of the building. The Board said that the awning will not provide any benefit in terms of keeping rain off of a sidewalk. The Board said that there could be a problem with water running off of the awning onto cars that are parked at the side of the building.

The Board said that the bylaw does not allow signs to be lighted for 24 hours unless the business establishment is open to the public. Mr. Weisberg said that the ATM lobby will be lit.

Mr. Weisberg said that they have soffit lighting under the canopy at their other location. He said that the soffit lighting is left on. Mr. Spaulding said that is part of the design for this awning.

The Board discussed the wrap around awning. Mr. Spaulding said that they looked at the building and tried to class up a small space. The Board said that what is proposed is an improvement. The Board said that this is the worst sign area in the Town. The Board said that there are no other strip malls in Town.

Mr. Spaulding said that they are trying to bring attention to the business respectfully. He said that they are trying to capture people's attention in an attractive, classy manner.

Mr. Spaulding discussed heat sealed lighting on the Sunbrella awning. He said that it is classy and elegant and is not overwhelming. He said that if the Board does not allow the proposed lighting, they would use halo lighting.

Mr. Spaulding said that one of the requests for relief from the Board is due to the length of the Bank's name. He said that the awning serves as the sign. The Board said that it considered the awning to be an architectural element.

The Board discussed lighting of the awning. Mr. Spaulding said that during the fall hours they will need the lighting. Mr. Weisberg said that the bank is also open later a couple of nights.

The Board said that there will be many tenants with different closing hours. The Board said that this is a shopping strip that is begging to be renovated and have a common sign package.

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The Board asked about the material of the letters. The Board asked if there will be any reflectivity. Mr. Spaulding said that the letters will be translucent and heat sealed in. He said that when the lights are turned off, the letters will appear to be white.

Mr. Spaulding asked if the awning could extend to the window on the side of building. The Board said that it would consider extending the awning to the end of the first pylon where the lattice work starts.

Mr. Spaulding asked about bylaws regulating awnings without copy. The Board said that it would not be subject to the bylaw but would be subject to review by the Building Inspector.

Mr. Spaulding said that the Applicant would accept not wrapping the awning around the building.

The Board said that one of the conditions of approval would be that the Building Inspector cannot issue a permit until plans are submitted showing what the Board approved.

The Board said that it would approve an awning at the front that will extend to the end of the building. The Board said that the awning must be closed on either end. The Board said that internal illumination will be permitted only during hours of operation.

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 two (2) illuminated 13 ¼ inch by 135 ¼ inch signs on a 474 inch wrap around awning, that will exceed 25 percent of the area of the portion of the awning to which such signs will be affixed.

Option-3: Wrap Around Waterfall Awning, dated 2/28/12, revised 3/1/12, 3/29/12, 4/4/12 & 4/6/12, , Awning Square Footage, dated 4/4/12, revised 4/6/12, Option-3: Wrap Around Waterfall Awning Photosimulation, dated 2/28/12, revised 3/1/12, Daytime View – Wrap Around Waterfall Awning with RF Welded Illuminated Logo, dated 5/3/12, Nighttime View – Wrap Around Waterfall Awning with RF Welded Illumination Logo, dated 5/3/12, prepared by Viewpoint Sign and Awning, and a photograph were submitted.

On April 11, 2012, the Design Review Board voted to recommend that the Zoning Board of Appeals approve the proposed project as presented.

On April 19, 2012, 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 sign will be one (1) illuminated 13 ¼ inch by 135 ¼ inch sign on an awning at the front of the building that will be closed at both ends.

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It is the opinion of this Authority that installation of one (1) illuminated 13 ¼ inch by 135 ¼ inch sign on an awning at the front of the building that will be closed at both ends, 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 one (1) illuminated 13 ¼ inch by 135 ¼ inch sign on an awning at the front of the building that will be closed at both ends, subject to the conditions:

1. The awning shall not continue around the side of the building.
2. The awning shall be closed at both ends.
3. Illumination shall be permitted only during hours of operation.
4. No Building Permit shall issue until revised plans are submitted to the Zoning Board and the Building Inspector.

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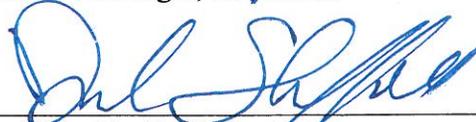
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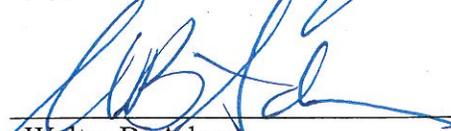
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman



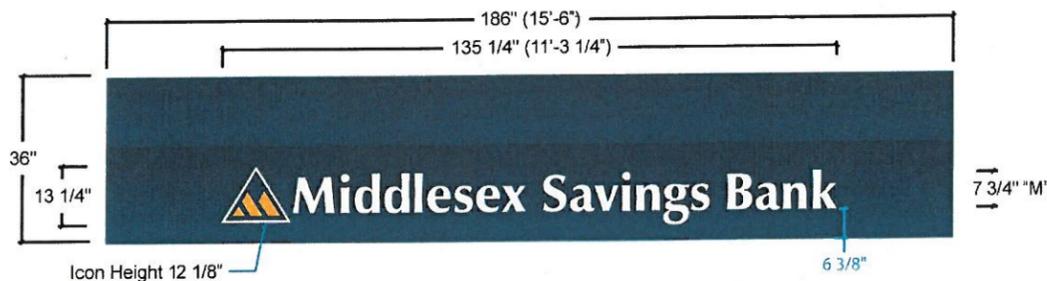
David G. Sheffield



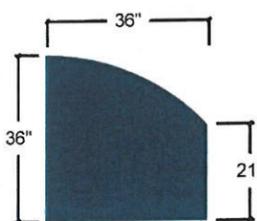
Walter B. Adams

cc: Planning Board
Inspector of Buildings
lrm

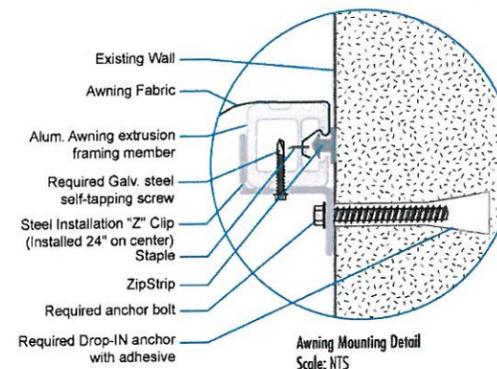
Wrap Around Waterfall Awning



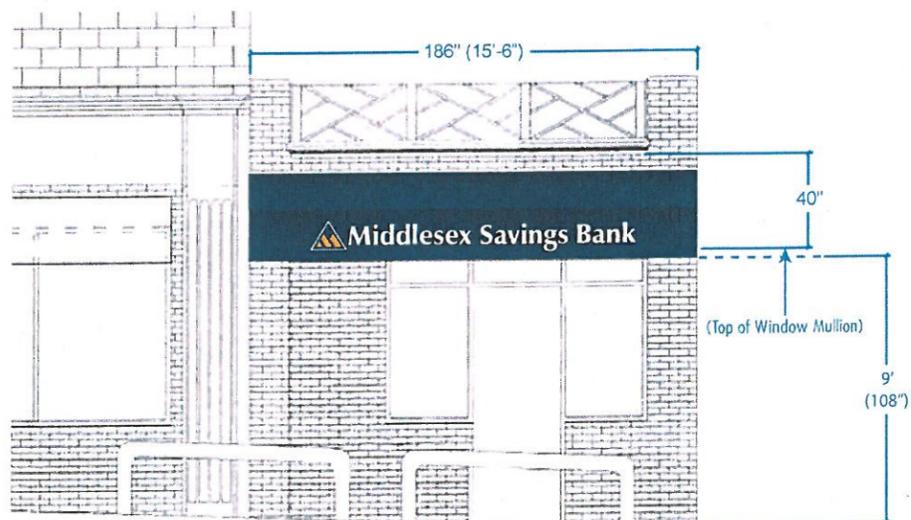
E1 Elevation: (Qty-1) #3242 Wrap Around Waterfall Awning (RF Welded Graphics)
Scale: 3/8"=1' Square Footage of Graphics: 13 1/4" x 135 1/4" = 12.44 sf.



SE Side Elevation
Scale: 3/8"=1'



Proposed



PE Photo Elevation
Scale: NTS

Description:
(Qty-1) Waterfall style awning.
- Awning to have aluminum tube framing.
- Awning wrapped with Sunbrella fabric.
- RF welded heat sealed graphics with fluorescent lighting located inside awning.
- Dibond ceiling panels with recessed down light fixtures.

Typeface / Logo:
Standard logo.

Colors:
Fabric: - 6078 Marine Blue - Sunbrella awning fabric
Ceiling Panels: - 3mm White Dibond
Bottom of Awning: - Painted White
RF welded vinyls: - White Reflections
- Arlon #36 Dark Blue translucent vinyl (2 Layers)
- Arlon #125 Golden Yellow translucent vinyl

Installation:
By ViewPoint.

Job:
Middlesex Savings Bank
Location:
260-278 Washington St. Waltham, MA

Account Manager:
Scott Spaulding
File:
MSB_Waltham_MA_EntanceSign-Op_01_4.ai

Date:
02.28.12 R.25 02.25
Designer:
Steven Manetta

Revisions:
03.01.12 .75
03.29.12 .25
04.04.12 .75

Revisions:
04.06.12 .5
05.08.12 .75

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