

WELLESLEY DESIGN REVIEW BOARD  
REGULAR MEETING  
FEBRUARY 13, 2013, 7:00 PM  
PLANNING DEPARTMENT OFFICE, TOWN HALL

Members Present: Bob Broder, Rob Skolnick, Ingrid Carls  
Staff: Erin Heacock  
Also Present: Sue Payne, Tom Cebula, Wayne McNamara, Kim Hutchings,  
Tom Whiteley, Eric Goldberg, Thomas O'Connor, Alison Casey,  
Rob Haskins

Chairman Broder called the meeting to order at 7:00 p.m.

**Crossing Main, 200 Linden Street, Two (2) Awnings (No Signs) and One (1) Wall Sign, DRB 13-10S**

*Documents:*

- Sign Permit Application
- Awning Plan, undated
- Crossing Main Existing Sign Plan, undated

*Discussion:*

Sue Payne, Crossing Main, and Tom Cebula, Dorchester Awning Company, presented the application. Crossing Main recently moved from a space on Church Street to Linden Square.

Ms. Carls asked whether there will be two new awnings. Ms. Payne indicated that there will be two new awnings that meet the specifications of Linden Square. They will be centered over the doorway and over the set of windows.

Ms. Carls asked whether Ms. Payne would be reusing the existing sign from the Church Street location. Ms. Payne will be reusing the sign. Ms. Payne explained the dimensions of the existing sign.

Mr. Broder asked about the dimensions of the awnings. Mr. Cebula explained the awning dimensions. Ms. Payne indicated that the awning would be centered over the set of windows and the wall sign would be centered over the awning.

Ms. Carls asked about the existing blade sign that projects from the façade. Ms. Payne indicated that the blade sign will be removed by Linden Square. She understands that if she would like to have a blade sign, it would require a special permit. If she chooses to pursue a blade sign, it would be relocated closer to the entrance of Crossing Main as it is currently closer to the adjacent business.

Mr. Skolnick moved to accept the proposal as presented. Ms. Carls seconded Mr. Skolnick's motion. The motion passed unanimously (3-0).

**Kidville, 34 Central Street, Two (2) Wall Signs, DRB 13-11S**

*Documents:*

- Sign Permit Application
- Sign Plan, dated December 18, 2012
- Simulated Day and Night Views, dated January 25, 2013

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*Discussion:*

Wayne McNamara, ViewPoint Sign and Awning, presented the sign proposal for Kidville at 34 Central Street. Two wall signs are proposed. The second wall sign is allowed as there is a second public entrance to Kidville. Mr. McNamara indicated that Kidville occupies the space previously occupied by The Rugged Bear.

Mr. Broder asked whether the signs will be halo lit. Mr. McNamara noted that the signs would be reverse halo lit. Mr. McNamara provided the DRB with a night and day simulation of the proposed signs.

Ms. Carls asked where the two entrances are. Mr. McNamara indicated there is the main entrance on Central Street and the second public entrance is on Abbott Street.

Ms. Carls moved to accept the proposal without the second logo on the side panel of the awning. Mr. Broder seconded Ms. Carls' motion. The motion passed unanimously (3-0).

**élan Fine Consignments, 402 Washington Street, Two (1) Wall Signs, DRB 13-12S**

*Documents:*

- Sign Application Form
- Signage and Façade Dimensions

*Discussion:*

Kim Hutchings and Tom Whiteley, owners, presented the signage proposal for élan Fine Consignments at 402 Washington Street. The sign proposal is for two wall signs (one of which is a blade sign). The second wall sign is allowed as there are two public entrances. One is on Washington Street, and the second is at the rear of the building where parking is available.

Ms. Hutchings explained that the shop will sell women's clothes and accessories. Ms. Carls noted that there are two other fine consignment shops in Wellesley.

Mr. Broder asked about lighting. Mr. Whiteley noted that there is existing lighting in the area of the proposed signs that will be used.

Mr. Broder moved to accept the proposal as presented. Mr. Skolnick seconded Mr. Broder's motion. The motion passed unanimously (3-0).

**Baystate Financial, 100 William Street, One (1) Special Permit Wall Sign, DRB 13-13S**

*Documents:*

- Sign Permit Application
- Illuminated Building Letters, Drawing B01B.4, dated January 17, 2013
- Illuminated Building Letters, Drawing B01B.2, dated April 18, 2011

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*Discussion:*

Eric Goldberg, attorney, and Thomas O'Connor, Baystate Financial, presented the proposal for a special permit wall sign at Baystate Financial at 100 William Street. Mr. Goldberg indicated that special permit relief is sought as the proposed wall sign exceeds the maximum height, the maximum area, and the maximum letter height. The sign does exceed the dimension standards for signs with the proposed zoning district; however, Mr. Goldberg noted that due to the location of the building, the Route 9 commercial zoning and signage standards is more befitting. The proposed sign will be blue letters, which are halo lit, mounted on the building façade. There is no other signage on the building.

Mr. Broder asked whether the sign is more visible from Route 128 than Route 9. It will be visible from Route 128.

Mr. Skolnick thought that the size of the sign is in proportion to the façade. Mr. Broder agreed that the sign size is appropriate and is consistent with other signage in the area.

Mr. Broder asked about other tenants in the building occupied by Baystate Financial. Mr. O'Connor noted that there are several other tenants on the first and second floors; however, that office space is divided up. Baystate Financial is the only tenant that occupies an entire floor.

Mr. Broder moved to accept the proposal as presented. Ms. Carls seconded Mr. Broder's motion. The motion passed unanimously (3-0).

**Haskins Automotive, 463 and 469 Washington Street, Two (2) Special Permit Standing Signs, DRB 13-14S and 13-15S**

*Documents:*

463 Washington Street, DRB 13-14S:

- Sign Permit Application
- Sheet 2.0, Item B, Profile, prepared by Barlo Signs, dated January 29, 2013
- Sheet 2.1, Proposed Sign Elevation, prepared by Barlo Signs, dated January 17, 2013
- Sheet 2.1, Proposed Elevations for Item B, prepared by Barlo Signs, dated January 17, 2013

469 Washington Street, DRB 13-15S:

- Sign Permit Application
- Sheet 1.0, Item A, Profile, prepared by Barlo Signs, dated January 29, 2013
- Sheet 1.1, Proposed Sign Elevation, prepared by Barlo Signs, dated January 17, 2013
- Sheet 1.1, Proposed Elevations for Item B, prepared by Barlo Signs, dated January 17, 2013

*Discussion:*

Although there are two separate applications due to Haskins being made up of multiple lots, the DRB considered the two special permit standing signs as one proposal.

Rob Haskins presented the proposal for two standing signs at Haskins Automotive. The two standing signs require special permits for a number of reasons, but both are located within the 15 feet setback required for standing signs.

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Mr. Broder indicated that the removal of the large red “Body Shop” standing sign is good; however, he felt that there was too much content on both of the proposed standing signs. He asked if the information could be simplified. Ms. Carls agreed with Mr. Broder’s statement. She wondered if all of the information presented on the two signs is pertinent.

Mr. Haskins noted that there has been a transition in the business. Haskins Automotive is now in a position to make an investment in marketing and branding. There has been an internal debate on what to present as a message on new signage.

Mr. Haskins explained that there is preference to keep the “since 1929” information since that distinguishes the business from other similar businesses in Wellesley and elsewhere. There has been an internal discussion to remove the “Service, Sales, and Autobody” and website address from the smaller sign at 469 Washington Street. The larger standing sign at 463 Washington Street could be revised to remove the website address which would make room for the words “Collision and Paint Center”, which are services that are being invested in by the company.

Ms. Carls noted that if those revisions were made the two signs would have different text and messaging. She also thought that the website is not necessary since most people just Google information now.

Ms. Carls asked about the green column shown to support the larger standing sign. She asked what the purpose of the column is and what the materials are. Mr. Haskins noted that the green pylon is a covering that would be constructed around the pylon of the existing standing sign. Ms. Carls suggested that the pylon be black to be less distracting.

Mr. Haskins explained that the two locations proposed for the standing signs were chosen due to the existing footings and foundation. Reusing these foundations, although located within the setback, would reduce the cost.

Mr. Skolnick agreed with Mr. Haskins’ decision to reuse the footings. Mr. Skolnick agreed that Mr. Haskins needs to propose simpler signs. He suggested that “Leslie T.” be removed and to move “Since 1929” to a different location perhaps on the pylon, and take off “Since 1929” on the smaller standing sign altogether.

Mr. Broder agreed with the removal of “Leslie T.”. He thought that it should be even simpler. Mr. Broder suggested removing “Automotive” allowing “Haskins” to be larger letters. He thought that a simple sign that stated “Haskins” might be effective and would be similar to the wall signs on the buildings.

Mr. Skolnick thought that “Sales, Service, and Autobody” could remain on both standing signs. Mr. Haskins noted that he would prefer one to state “Collision and Paint Center.”

Mr. Haskins stated that “Since 1929” is the most important information. “Leslie T.” is less important, and the website address is even less important. He stated that he did not feel that a sign with just the word “Haskins” on it would be effective.

Mr. Skolnick responded that removing “Leslie T.” would be appropriate. However, he felt that the two signs should have the same message presented. He thought that it would provide a clearer message to motorists on Washington Street to be able to read the same message while driving by the property. Mr. Haskins stated that he understood the suggestion but would still prefer to have one sign state “Collision and Paint Center.”

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Mr. Broder noted that the proposed refurbishment on the site and the signage is a good plan but needs some more thought on a clearer message as the signs proposed are cluttered.

Mr. Skolnick stated that he still thought that the same message and the redundancy on the signage is important.

The DRB decided to not vote on the proposal since the DRB felt that the signs need some additional thought by the Haskins Automotive company. The DRB asked Mr. Haskins to return to the next regularly scheduled DRB meeting with revised plans.

The Board adjourned at approximately 8:00 pm.

Erin L. Heacock  
Planner

Minutes Approved: February 27, 2013