

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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

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ZBA 2017-15 P 12:20

ZBA 2017-53  
Petition of C.E. Holman Partnership  
593 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 1, 2017, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of C.E. Holman LTD Partnership requesting a Special Permit pursuant to the provisions of Section IXC, Section XXIIA and Section XXV of the Zoning Bylaw for installation of a second wall sign that will meet all dimensional requirements, at 593 Washington Street, in the Wellesley Square Commercial District.

On March 28, 2017, 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 Bart Steele, ViewPoint Sign and Awning, and Bradlee Perry, C.E. Holman LTD Partnership, the Petitioner.

Mr. Steele said that the request is for a special permit for a small secondary sign on Washington Street.

A Board member asked about the purpose of the sign. He said that it will be located at the beginning of a path that does not lead anywhere. Mr. Steele said that it will be a modest 9.33 square foot sign. He said that a few months ago, the Board granted a special permit for a sign to identify Church Square. He said that several small businesses identify themselves as Church Square. He said that there is nothing on this elevation to help them identify Church Square. He said that the sign will echo the design and shape of a sign on the same building with the same colors and fonts that were recently approved by the Board.

Mr. Perry said that online retailing is cutting heavily into store retailing. He said that currently, 15 percent of all retail sales in the United States are online. He said that business has been taken away from brick and mortar stores. He said that the estimate is that in three years that number will increase to 25 percent. He said that the store owners are suffering from reduced sales and fewer customers coming to the stores. He said that, as a landlord, he would like to help his tenants attract more shoppers to come to Church Square. He said that they promote Church Square online and hold events that are advertised to attract customers. He said that they want people to be able to find Church Square when they come to it.

Mr. Perry said that the town has a project underway for wayfinding signs for all of the Wellesley Square area. He said that plan does not include a sign on Washington Street for traffic coming in from the west. He said that probably a third of the traffic that comes into Wellesley Square from the west, comes in on Washington Street. He said that when cars get to the first building at Church Square, he wants to have it identified. He said that if there is no sign there, people will drive right by. He said that they have signs on Church Street to identify Church Square. He said that it is important for people who are looking for Church Square to find it. He said that this is at the southwest outer limit of the of the Church Square

complex. He said that they would like to catch attention right away. He said that people who drive through the area go fairly fast. He said that it is important to help the tenants to attract customers by seeing the name when they get to where they want to go. He said that the town will lose tax revenue because the assessments are based on profitability. He said that it is important for the tenants and for the value of the properties.

The Chairman said that the sign will identify an area, not a business. He said that the sign complies with the criteria of the bylaw other than it is a second sign.

Mr. Perry said that the signs will not be crowded together and there will be no clutter of signs.

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 second wall sign that will meet all dimensional requirements, at 593 Washington Street, in the Wellesley Square Commercial District.

Sign Information, Letter to Zoning Board of Appeals, dated 3/24/17, signed by Bart Steele, Viewpoint Sign and Awning, Owner Authorization, dated 3/2/17, signed by H. Bradlee Perry, Option 1. Double Sided, Non-lit Blade Sign Plan, dated 1/9/17, revised 3/23/17, prepared by Viewpoint Sign and Awning, and photographs were submitted.

On March 23, 2017, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign as presented.

On May 16, 2017, 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 second wall sign that will meet all dimensional requirements, at 593 Washington Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a second wall sign that will meet all dimensional requirements, at 593 Washington Street, 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.

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Therefore, a special permit is granted for installation of a second wall sign that will meet all dimensional requirements, at 593 Washington Street, in the Wellesley Square Commercial District, in accordance with the submitted plans.

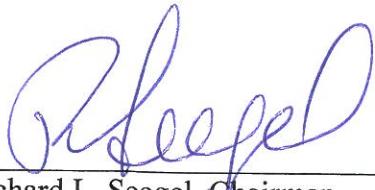
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

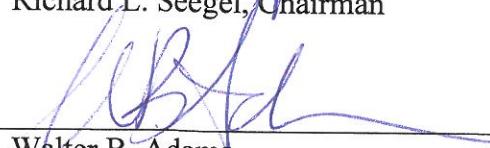
1201 JUN 15 P 12,20  
Wellesley Square Commercial District  
Wellesley, Massachusetts

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593 Washington Street

12/20/2017 12:20 PM P 12/20

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.

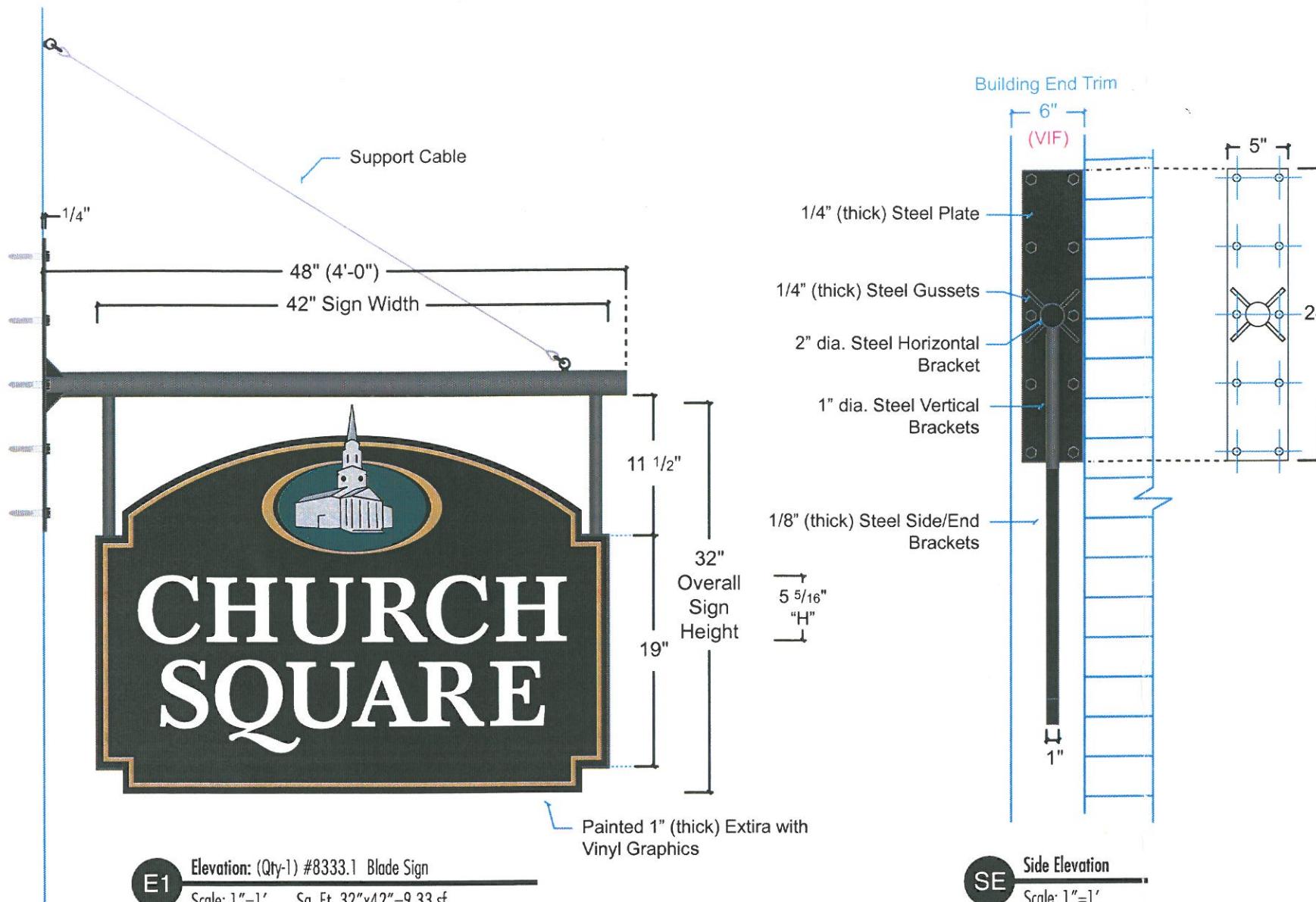
  
Richard L. Seegel, Chairman

  
Walter B. Adams

  
Derek B. Redgate

cc: Planning Board  
Inspector of Buildings  
lrm

## Option 1. Double Sided, Non-lit Blade Sign



Proposed

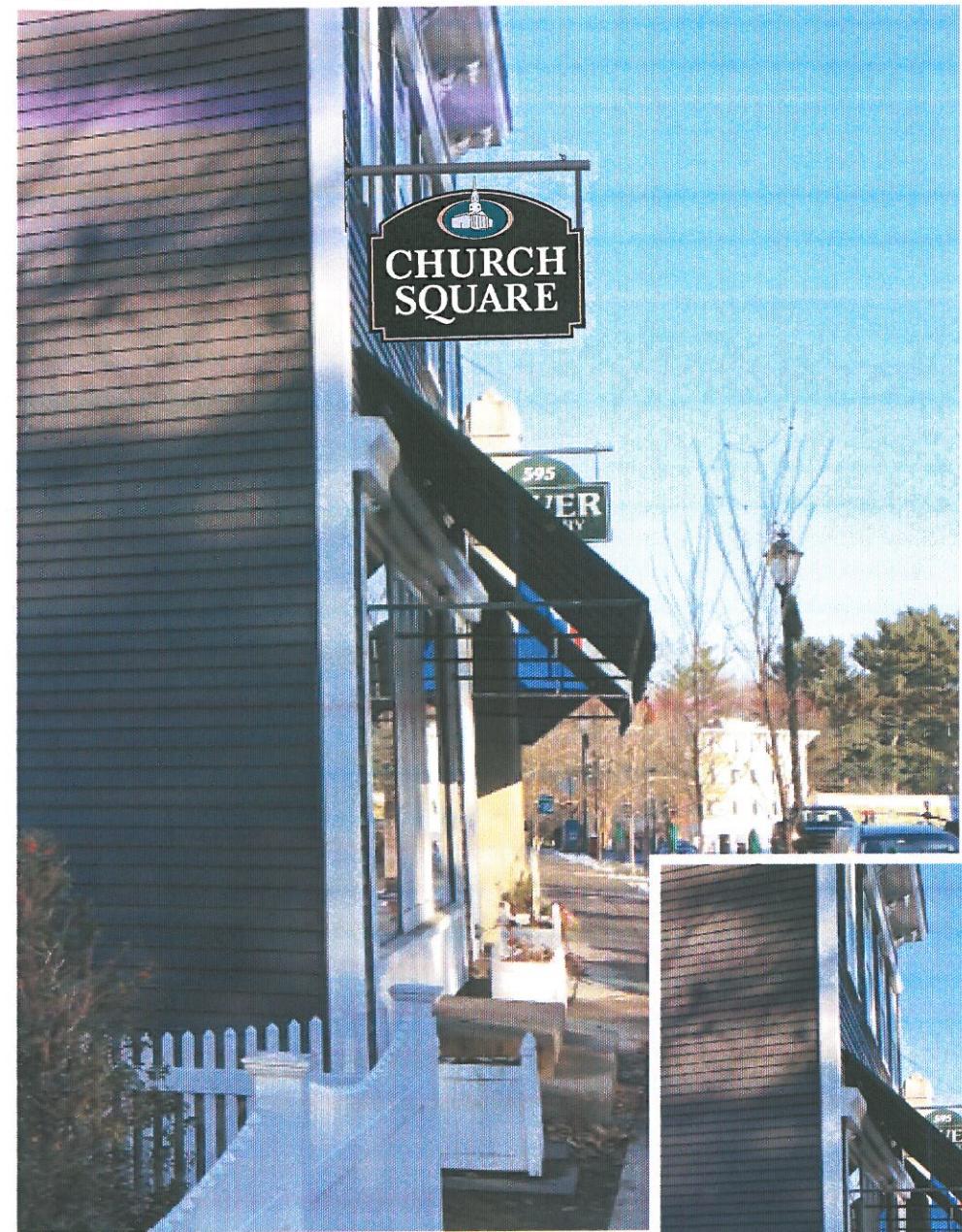
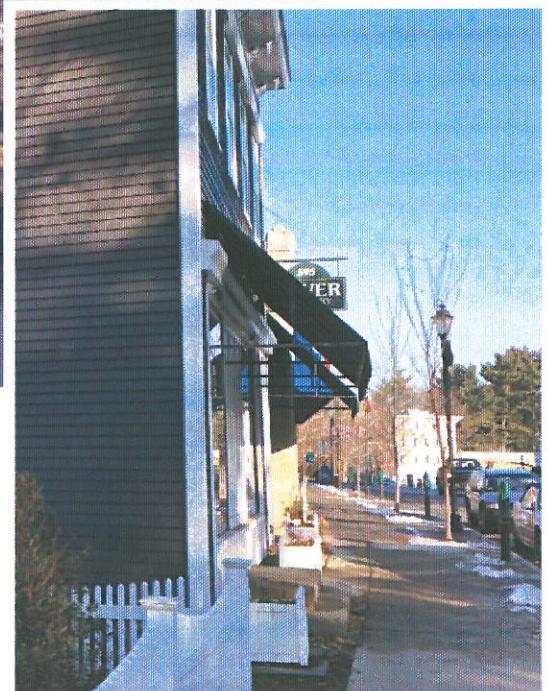


Photo Elevation  
Scale: NTS



### Description:

(Qty-1) Double sided, non-lit blade sign.

- Painted 1" (thick) custom shaped extria sign panel.
- Vinyl graphics applied to both sides of sign.
- 2" dia. steel horizontal bracket.
- 1/4" (thick) steel wall bracket with steel gussets.
- 1" dia. steel vertical brackets with 1/8" (thick) end/side brackets.
- Support cable with eye hooks as needed.

### Logo/Typeface:

Logo on file.  
BaskervilleTMed

### Installation:

By ViewPoint