

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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

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ZBA 2019-31  
Petition of C.E. Holman Limited Partnership  
26 Church Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, March 7, 2019 at 7:30 p.m. in the Juliani Meeting Room; 525 Washington Street, Wellesley, on the petition of CE Holman Limited 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 two-sided blade sign that will exceed the number of wall signs allowed by right, and will hang over a public sidewalk, street or way, at 26 Church Street, in the Wellesley Square Commercial District.

On February 1, 2019, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Present at the public hearing was Richard Pretorius, Pretorius Electric & Sign Co., representing the Fat Face clothing store. He said that the request is to add a third sign which will be a blade sign projecting over the sidewalk. He said that there is currently a building sign set high up and flat on the wall. He said that they need something for pedestrian and automotive traffic to identify where the store is. He said that they have a small sign at the rear entrance, which is their second sign. He said that the proposal is for a 2 foot by 2.4 foot carved wood sign on a bracket with no illumination, similar to other blade signs on the street. He said that the dimension from the sidewalk to the underside of the blade sign will be approximately ten feet.

A Board member said that the existing signage is integrated nicely with the building.

A Board member said that the relief that the Board will be granting is for the number of signs and for a sign that projects over a sidewalk. He said that the Design Review Board voted unanimously to approve it.

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 a two-sided blade sign that will exceed the number of wall signs allowed by right, and will hang over a public sidewalk, street or way, at 26 Church Street, in the Wellesley Square Commercial District.

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ZBA 2019-31  
Petition of C.E. Holman Limited Partnership  
26 Church Street

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Sign Information, Existing Storefront Photos and Adjacent Properties, Blade Sign Design, Examples of Brackets, Existing Signs, Sign Dimension Plan, Photo of Existing Wall Sign, and Dimensions of Wall Sign were submitted.

On November 16, 2018, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign.

On February 28, 2019, the Planning Board reviewed the petition and recommended that the Special Permit be granted, subject to a condition.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a two-sided blade sign that will exceed the number of wall signs allowed by right, and will hang over a public sidewalk, street or way, at 26 Church Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of a two-sided blade sign that will exceed the number of wall signs allowed by right, and will hang over a public sidewalk, street or way, 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 two-sided blade sign that will exceed the number of wall signs allowed by right, and will hang over a public sidewalk, street or way, at 26 Church 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.

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TOWN CLERK'S OFFICE  
WELLESLEY MA 02402  
2019 MAR 22 A 2:34  
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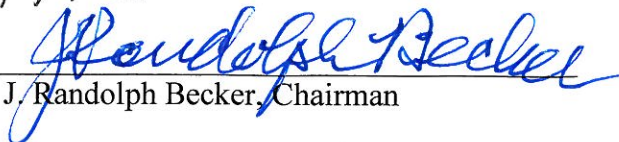
ZBA 2019-31  
Petition of C.E. Holman Limited Partnership  
26 Church Street (Fat Face)


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WELLESLEY MA 02462

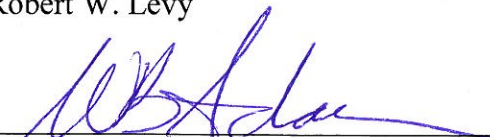
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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

  
J. Randolph Becker, Chairman

  
Robert W. Levy

  
Walter B. Adams

ZBA 2019-31  
Applicant C.E. Holman Limited Partnership  
Address 26 Church Street (Fat Face)

**NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK**

In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

Attest:

\_\_\_\_\_  
Cathryn Jane Kato  
Town Clerk

cc: Planning Board  
Inspector of Buildings  
lrm



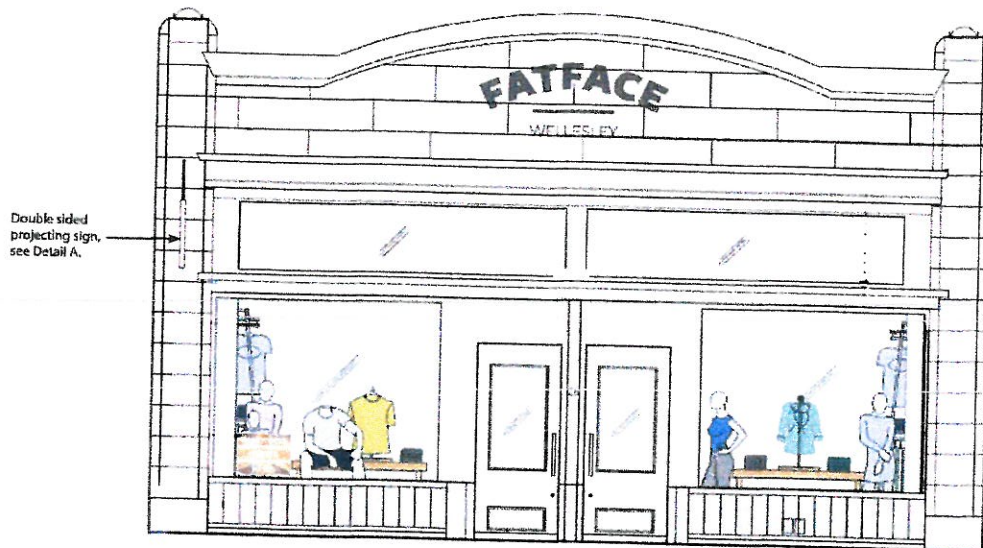


FatFace  
DESIGN REVIEW APPLICATION

26 CHURCH STREET  
WELLESLEY, MA 02482

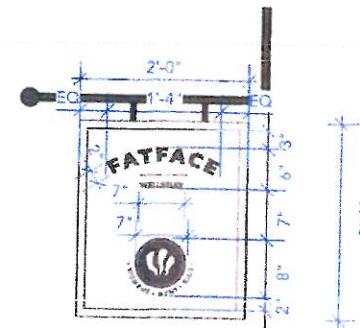
October 31, 2018

## BLADE SIGN DESIGN



PROPOSED ELEVATION

External grade timber sign with 2" square bead to edges as shown. Metal frame to edge of sign. Metal wrapped edge. All painted to match PT01. SW7103 Whitetail. Stencilled letters applied to both sides of projecting sign FATFACE, line, 'WELLESLEY, logo and womens | mens | kids to be handpainted PT02 SW6993 Black of Night. New bracket - signage contractor to ensure fit for purpose.



DETAIL A: PROJECTING SIGN