

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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

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ZBA 2019-63
Petition of Central Galleria Management Inc.
73 Central Street (iCode)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 11, 2019 at 7:30 pm in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Central Galleria Management, Inc., on behalf of iCode, requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a halo lit wall sign with 20 inch letters, at 73 Central Street, in the Wellesley Square Commercial District.

On June 10, 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 Steve Schwede, FastSigns, who said that he represents iCode and the building owners.

Mr. Schwede said a sign with letter size that conforms to the bylaws was approved by the Design Review Board (DRB). He said that because the sign was so small, it would not be attractive on the building. He displayed a photosimulation of the proposed sign with 20 inch letters, which the DRB also approved. A Board member said that DRB recommended that the letter size be 20, not 21 inches, which would be consistent with the abutters. He confirmed that the sign will be aligned with the William Raveis sign.

The Chairman said that the weak and thin letters need to be taller to make the sign look right.

The Board asked about the iCode business. Mr. Schwede said that they teach kids about software apps, websites and robotics.

Mr. Schwede said that the sign will be halo lit. A Board member questioned the need for the light fixture over the sign. Mr. Schwede said that it is existing and they have been asked to remove it.

The Board asked about hours of operation. Mr. Schwede said that the business operates as an after school program and is probably open until around 8 pm.

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 halo lit wall sign with 20 inch letters, at 73 Central Street, in the Wellesley Square Commercial District.

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2019 JUL 25 P 2:54

Sign Information, Letter of Authorization, dated June 3, 2019, from Robert A. Schlager, Vice President, Bufinch, Email to Lenore Mahoney, dated June 4, 2019, from FastSigns of Needham, Existing Site and Proposed Signage with 20" Letters, Existing Site and Proposed Signage with 14" Letters, Surrounding Signage, dated 6/3/19, Grade from Ground, and Photosimulation, prepared by FastSigns were submitted.

On April 5, 2019, the Design Review Board reviewed the project and voted unanimously to approve the project with recommendations.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a halo lit wall sign with 20 inch letters.

It is the opinion of this Authority that installation of a halo lit wall sign with 20 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 20 inch letters, subject to the following conditions:


1. Illumination of the sign shall be shut off no later than 8 pm.
2. The existing overhead light fixture shall be removed.

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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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


Derek B. Redgate

ZBA 2019-63
Applicant Central Galleria Management, Inc.
Address 73 Central Street (iCode)

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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

6/3/19

20" tall

67.6" wide

iCode

Colors	Black	CMYK = 14.24/86.13/89.05/3.68
	CMYK = 3.71/2.46/2.46/0	CMYK = 77.33/9.97/82.09/.61
	CMYK = 9.34/20.4/90.72/0	CMYK = 90.3/65.22/.054/0
	CMYK = 0/63.32/78.76/0	

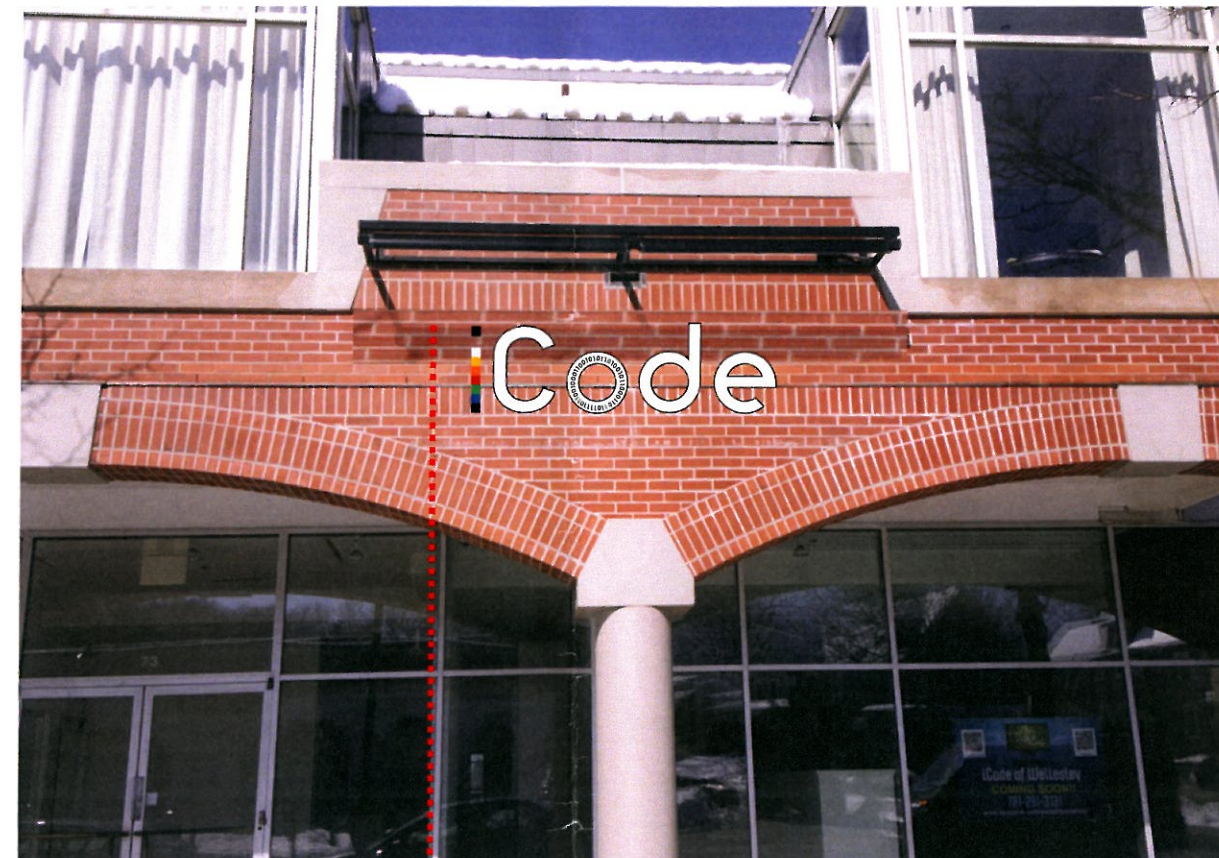
Reverse Channel Letters
LED Illuminated with LEDs in white
Faces painted to set CMYK colors as listed
Returns Painted Black for added contrast
Individual Pin Mounted Letters
UL Listed

Scale 1":1'



Existing site

image above is 1/80th scale



Grade from ground 13'

Proposed Signage

image above is 1/40th scale

iCode

LED Reverse Channel Letters

73 Central St.

Wellesley, MA 02482

"i" Height = 19in

"C" Height = 19in

"e" Height = 13.4in

Sign Height = 20 in

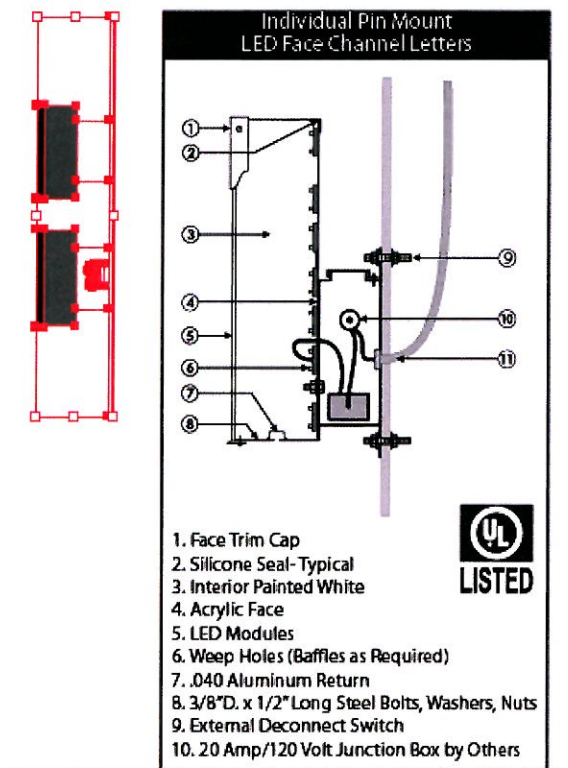
Sign Width = 67.6 in

Sign Square Footage = 9.3 sq'

Grade = 13' from top of sign to ground

Overall Depth of Sign = 3 in

Left Side Mounting Detail



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