

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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

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125  
DEC 15 P 2:48  
WELLESLEY  
MASSACHUSETTS  
02482

ZBA 2016-96  
Petition of Lower Falls LLC  
10 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Lower Falls LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a wall sign to be located on the façade of a different business establishment, at 10 Washington Street, in the Lower Falls Village Commercial District.

On November 14, 2016, 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 was Ed Ferreira, representing Forever Tan. He said that the request is to move their sign 10 feet over to the right. He said that they will forfeit their main sign, as recommended by Design Review Board (DRB). He said that they will add the sign with the directional arrow pointing to the left to get more visibility from the street. He said Forever Tan is located under Zoots on the lower level and this will make it easier for people to find them.

A Board member said that, to reinforce the fact that Forever Tan is located on the lower level, the arrow should go left and then down. Mr. Ferreira said that the entrance door is at the main level to go downstairs. The Board member said that the wording, "Located in Lower Level," does not seem necessary on this sign. He said that the intent is to send people to the door. He said that it will be a stronger sign without the extra wording. Mr. Ferreira said that they can do away with that. He asked if they could increase the letter size to 10 inches if they remove the other lettering. He said that the proposed sign is the same size as Zoots'. The Board said that the size of the proposed sign will probably fit nicely on the building.

The Board confirmed that the proposal is to take off the sign that is currently on the side of the building.

The Board asked about signage at the door itself. Mr. Ferreira said that there is adhesive signage on the door. He said that, as you walk in, there is signage on the wall that you can see from outside to direct people.

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 wall sign to be located on the façade of a different business establishment, at 10 Washington Street, in the Lower Falls Village Commercial District.

Sign Information and S1 Sheet 1 of 1, dated 10/7/16, prepared by FastSigns were submitted.

On October 26, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the wall sign, with conditions.

On November 22, 2016, the Planning Board reviewed the petition and recommended that the Special Permit be granted, with a condition.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is a wall sign to be located on the façade of a different business establishment, at 10 Washington Street, in the Lower Falls Village Commercial District.

It is the opinion of this Authority that installation of a wall sign to be located on the façade of a different business establishment, at 10 Washington Street, in the Lower Falls Village 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.

Therefore, a Special Permit is granted for installation of a wall sign to be located on the façade of a different business establishment, at 10 Washington Street, in the Lower Falls Village Commercial District, subject to the following conditions:

1. The wording, "Located in Lower Level" shall be removed from the sign.
2. Lettering for "Forever Tan" shall not exceed 10 inches in height.
3. The current wall sign shall be removed prior to installation of the new sign.

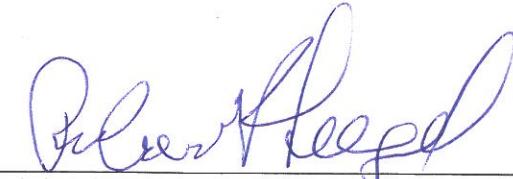
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

2016 DEC 15 P 2:48  
PERMIT NO 02102  
LAW OFFICES OF  
JOHN R. HARRIS, P.C.

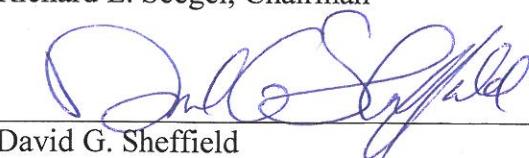
ZBA 2016-96  
Petition of Lower Falls LLC  
10 Washington Street

2016 DEC 15 P 2:48  
MELLETT, ELIZABETH A. 021182  
MELLETT, ELIZABETH A. 021182

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



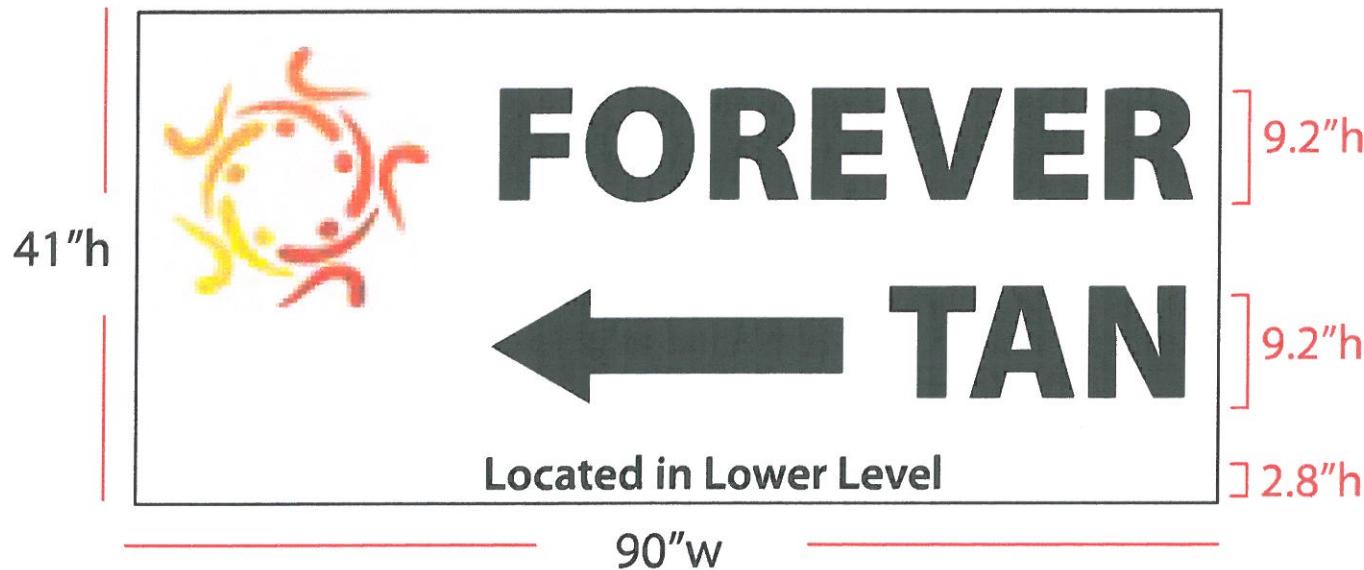
Derek B. Redgate

cc: Planning Board  
Inspector of Buildings  
lrm

# Exterior Aluminum 040 Gauge Sign

Will be mounted to wall with 2 aluminum L-Brackets and Stainless steel screws and self tapping screws into wall with silicone to seal all holes

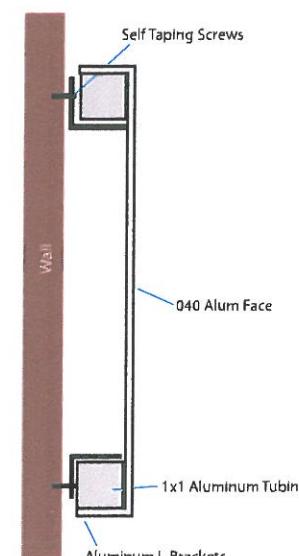
Front View - Overall Size is 42" h x 90" w



## Proposed Sign Placement



## Side View - NTS



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922 Main Street  
Waltham, MA 02451  
Tel: 781-642-7446  
Fax: 781-642-7171

CUSTOMER:  
**Forever Tan**  
**10 Washington St**  
**Wellesley Ma**

PROJECT:  
040 Aluminum Tube Frame.  
Will be mounted to the brick with L-Brackets

DATE:  
10/7/2016

SCALE:  
1/16" = 1'

DRAWS BY:  
Daniel V

VERB ORDER:  
401-68623

DRAWING NO.:  
Version 1

REV:

REVISIONS:

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ST  
SHEET 1 OF 1