



## ZONING BOARD OF APPEALS

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

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ZBA 2016-55

Petition of C.E. Holman Limited Partnership  
 34 Church Street

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Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 14, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of C.E. Holman Limited Partnership requesting a Special Permit pursuant to the provisions of Section IXC and Section XXIIA of the Zoning Bylaw for installation of a 25 square foot standing sign set at a height of 10 feet with less than required setbacks from Church Street and Abbott Street, at 34 Church Street, in the Wellesley Square Commercial District.

On June 28, 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 were H. Bradlee Perry, C.E. Holman Partnership LLC, the Petitioner, and Bart Steele, Viewpoint Sign and Awning.

Mr. Steele submitted plans, Option 2. Single Sided, Non-lit Directory Pylon Sign and Option 3. Single Sided, Non-lit Directory Pylon Sign.

Mr. Steele said that the request is for a special permit for a sign at the corner of Church and Abbott Streets that will be 10 feet high and closer to the roads than 15 feet. He said that the main sign will be in compliance at 25 square feet and will not be illuminated. He said that the sign will have a lot of the same design elements as the signs that Viewpoint made for Federal Realty at Linden Square. He said that the proposed sign received a positive recommendation from the Planning Department.

Mr. Steele said that the sign will be a reasonable size and in scale with the area. He said that a recommendation of the Design Review Board (DRB) approval was to add a small placard at the back of the sign that says, "Thank you for shopping Church Square."

Mr. Steele said that the sign would not be visible if it were set back 15 feet. He said that the fence is 36 inches high and they would lose half the view of the sign. He said that the Sign Bylaw does not help businesses with more than one tenant because the signs are limited to 25 square feet. He said that, based on the size and height of the sign, it will not be more detrimental and will help out the businesses.

Mr. Perry said that Holman Partnership owns two buildings that front on Washington and Church Streets. He said that there is a small entrance to the rear parking lot for 15 stores and two restaurants. He discussed problems that retail stores are having with the increase in online shopping. He said that his

tenants are doing everything they can to attract shoppers. He said that Holman would like to help the tenants by putting an attractive sign on the outer edge of the property that tells what they have to sell in the stores.

Mr. Perry said that Holman asked Viewpoint to design an attractive sign to attract shoppers. He said that the sign needs to be visible. He said that there are other signs in the area that are three to four feet from the street. He said that they would like to have this sign close enough so that people can see it, which will help the tenants.

Mr. Perry said that as stores become less profitable, assessments will lower and the town will lose taxes. He said that rents are already going down.

Mr. Perry said that this will be a help to Holman and its tenants. He said that the sign is attractive and not obtrusive.

Mr. Steele said that moving the sign back to 15 feet will put it almost in the parking lot. He said that the design is tasteful, there are no logos and no lighting.

Mr. Perry said that they re-landscaped the area to make it attractive. He said that there are more shoppers on Central Street and they would like to attract more to this area.

The Board asked about the DRB recommendation for the Thank You sign on the back. Mr. Steele said that would be more of a decorative element.

A Board member said that he did not have a problem with the setback from the street. He said that it is a small sign for 10 businesses. He questioned why the sign could not be set at six feet. Mr. Steele said that the visibility depends on how close they can go to the street. The Board member said that people on the sidewalk could see the sign at six feet. Mr. Steele said that the sign would not be readable from vehicles at the intersection.

The Board asked if the Petitioner would be willing to compromise. Mr. Perry said that they can take the fence out. He said that it is a landscape feature that adds to the rustic beauty.

Mr. Steele said that if the sign can be right behind the fence, they could make it six feet high.

The Board questioned if having the sign at 10 feet high will block the view of the stores. The Board said that the bottom of the sign will be 5 feet 6 inches. Mr. Steele said that the line of site is impaired by the fence. The Board asked about the effect if the sign was dropped a foot.

A Board member said that he did not understand what advantage the height gives because people will not be able to read the sign. Mr. Perry said that people will be attracted to it. Mr. Steele said that the intent is to draw people in.

A Board member said that people do not know that they can park in the lot to access E. A. Davis and Blue Ginger. He said that the sign will help. He said that he did not have a no problem with the proposed height.

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A Board member said that he could accept an 8 foot sign that does not meet the 15 foot setbacks.

The Chairman read the findings that the Board must make in order to approve the special permit.

Heather Lamplough, Assistant Planning Director, said that the DRB suggested the Thank You sign, recognizing the need for an additional special permit to put signage on the opposite side that will exceed the area allowed by right. The Board said that could not be granted at this public hearing because it was not advertised.

#### Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section IXC and Section XXIIA of the Zoning Bylaw for installation of a 25 square foot standing sign set at a height of 10 feet with less than required setbacks from Church Street and Abbott Street, at 34 Church Street, in the Wellesley Square Commercial District.

Owner Authorization, dated 5/20/16, signed by H. Bradlee Perry, Sign Information, and Sign Description, dated 4/11/16, revised 4/20/16 and 5/4/16, prepared by ViewPoint Sign and Awning were submitted.

On June 9, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the signs, as presented.

On July 11, 2016, the Planning Department Staff reviewed the petition and recommended that the special permit be approved.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is a 25 square foot standing sign set at a height of 10 feet with less than required setbacks from Church Street and Abbott Street.

It is the opinion of this Authority that installation of a 25 square foot standing sign set at a height of 8 feet with less than required setbacks from Church Street and Abbott Street, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be will 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 25 square foot standing sign set at a height of 8 feet, with less than required 15 foot setbacks, as indicated on a site plan submitted with the application for approval, prepared by Viewpoint (The Holman Block Wellesley, MA Drainage Plan) that identifies the

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location of the sign in the triangular area at the corner of Church and Abbott Streets at 10 feet to the right post and 13 feet to the left post. The sign shall be otherwise compliant with the standards of the bylaw.

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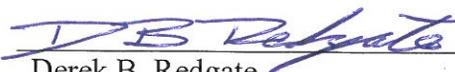
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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

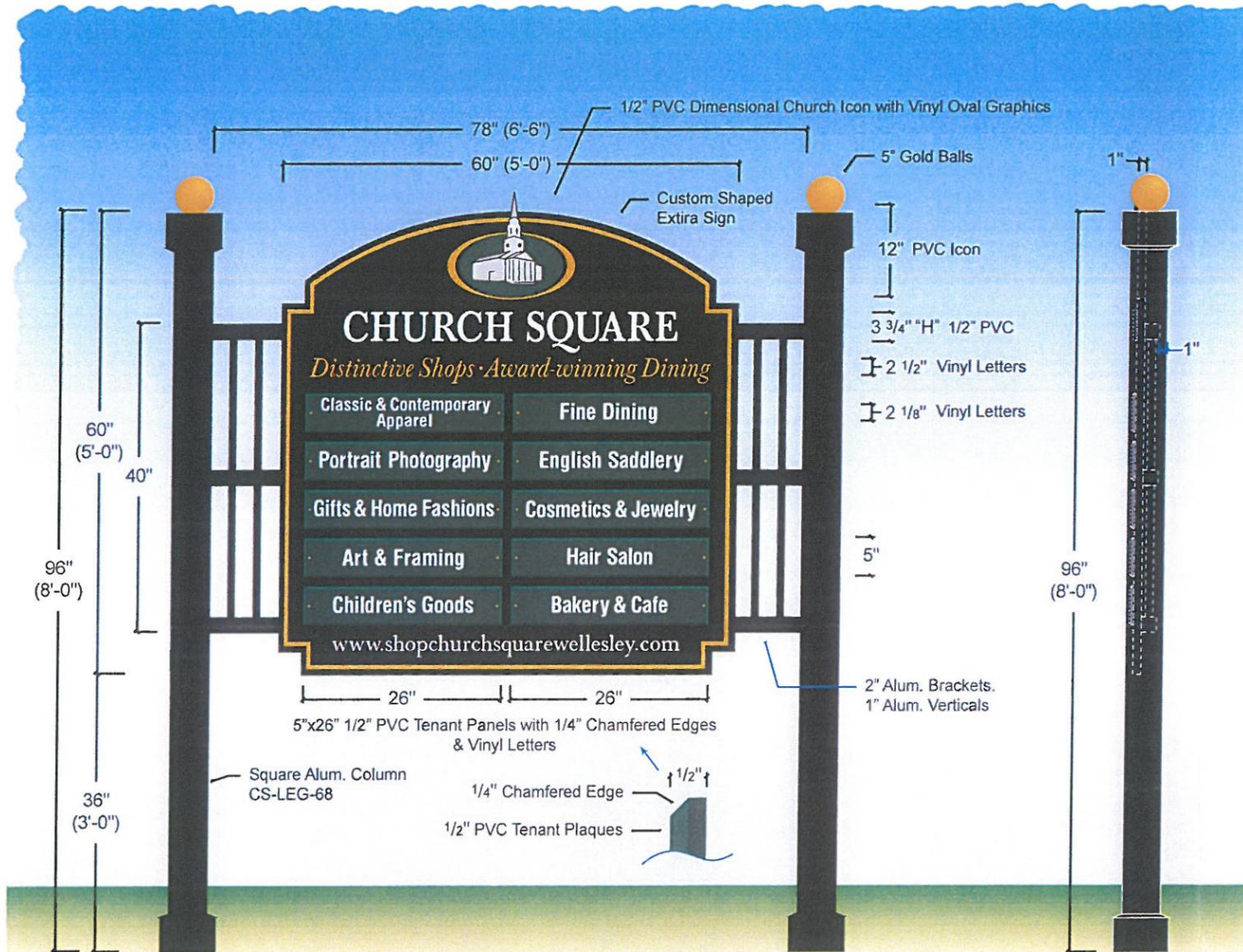
  
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Robert W. Levy, Acting Chairman

  
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Walter B. Adams

  
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Derek B. Redgate

cc: Planning Board  
Inspector of Buildings  
lrm

Option 2. Single Sided, Non-lit Directory Pylon Sign



**E1** Elevation: (Qty-1) #7678 Directory Pylon Sign  
Scale: 5/8"=1' Square Footage: 60"x60"=25 sf.

**SE** Side Elevation  
Scale: 5/8"=1'

Proposed

Exact Scale & Location (TBD)



Approx. 36"

**PE** Photo Elevation  
Scale: NTS

**Description:**  
(Qty-1) Single sided, non-lit directory pylon sign.  
- Painted 1" (thick) custom shaped extra sign panel.  
- (10) 1/2" (thick) PVC tenant panels with chamfered edges and vinyl letters.  
- (2) Extra painted, per-drilled 1/2" (thick) tenant panels for in-stock use.  
- Tenant panels mounted to sign body with nutserts and bolts with decorative brass acorn nuts (2-per tenant panel).  
- Painted 1/2" (thick) PVC church icon with vinyl graphics.  
- Painted 1/2" (thick) PVC "Church Square" (flush mounted).  
- Remaining graphics, letters and border to be vinyl.  
- (3) 2" square aluminum horizontal and (8) 1" square vertical accent brackets.  
- Painted aluminum columns (CS-LEG-68) with internal aluminum direct buried posts.  
- 5" Painted gold balls mounted to top of posts.

- Colors:**
- Panel (all sides): - Painted Black
  - Brackets/Posts: - Painted Black
  - Post Balls: - Painted to match Arlon 59 Imitation Gold vinyl
  - Church: - 1/2" PVC Painted Black (face & returns)
  - Church (vinyls): - Arlon 28 Dove Gray vinyl  
- Arlon 50 Medium Gray vinyl
  - Tenant Panels: - Painted to match Arlon 24 Dark Green vinyl
  - Remaining Graphics: - Arlon 24 Dark Green vinyl  
- Arlon 59 Imitation Gold vinyl  
- Arlon 02 White vinyl
  - Acorn Heads: - Brass

**Installation:**  
By ViewPoint.  
Direct bury in concrete footings.

**Logo/Typeface:**  
Logo icon by VP.  
BaskervilleTMed / BaskervilleT Italic / Baskerville Reg.  
Tenant Typeface: Helvetica Condensed Bold