



ZONING BOARD OF APPEALS

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

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ZBA 2020-11
Petition of South Water Signs
276 Washington Street

2020 FEB 20 12:20 PM
TOWN OF WELLESLEY
MASSACHUSETTS

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, February 6, 2020 at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of South Water Signs requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for installation of a wall sign with 23 5/8 inch letters where 14 inches is allowed by right, in a Business District, at 276 Washington Street.

On January 8, 2020, 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 Michael Ditullio, owner of Loyal Companion, representing South Water Signs, the Petitioner. He said that the request is for a special permit for a sign. He said that after a sign was approved by the Design Review Board (DRB) on November 4, 2019, the sign company made the sign and put it up. He said that Michael Grant, Building Inspector, did a site review and said that the sign was too big. He said that the sign was taken down. He said that the L in Loyal Companion is high because of the logo. He said that it is not a channel set but more of a logo sign. He said that the sign will be attractive and not invasive on the building. He said that it is smaller than the previous For Lease sign.

Mr. Ditullio said that the proposed letter size is nonconforming at greater than 14 inches. He said that the L will be 1 foot 11 inches, or approximately 24 inches. A Board member said that all of the letters in Loyal except for the O will be larger than 14 inches. He said that the Companion letters will be smaller. He asked if the sign was designed before looking at the sign bylaw. Mr. Ditullio said that they thought that the sign was conforming. He said that DRB approved the sign but Mr. Grant said that it was bigger than what is allowed by right.

The Chairman asked about the nature of the business. Mr. Ditullio said that it is pet supplies and services such as day care, training and self-serve grooming. He said that he has been operating in Massachusetts for 32 years. He said that Loyal Companion is a rebranding of Especially for Pets.

A Board member said that the sign is appropriate and is attractive. Another Board member said that the sign looks awkward with the white background in the triangle. He said that a neutral background would look better. Mr. Ditullio said that they were told that the background needed to blend with the white. He said that the sign was originally blue with white letters. He said that they can paint the sign to match the color of the building.

Mr. Ditullio said that the sign will be illuminated externally by gooseneck lighting.

A Board member asked what the side entrance is used for. Mr. Ditullio said that it is a second egress and access to a training room. He said that there is an entrance at the back for loading. He said that they cannot use the basement because of handicapped issues.

John Hedges, 16 Eaton Court, said that he is an abutter who has lived there for the past 25 years. He said that the prior tenant, Whole Foods, was not a good neighbor. He said that delivery trucks would come all night in front of his bedroom windows and use their backup alarms. He said that hopefully that does not happen again.

Mr. Ditullio said that they have been operating in this location for several months. He asked if Mr. Hedges currently has any issues. Mr. Hedges said that so far there have been no issues with nighttime deliveries. Mr. Ditullio said that Loyal Companion stores are located in neighborhoods for customer convenience. He said that they want to be good neighbors.

Mr. Hedges said that he was interested to see the design of the sign. The Chairman said that the sign has been reviewed by the DRB, the Planning Board, and now the ZBA.

Mr. Ditullio submitted a plan with dimensions of the sign.

Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for installation of a wall sign with 23 5/8 inch letters where 14 inches is allowed by right, in a Business District, at 276 Washington Street.

Letter of Authorization, dated 1/6/20, signed by Mary R. Butler, President, Abbott Estates, Inc., Sign Information, FCO Letterset on Backer Panel – Option 1, dated 4/18/19, revised 11/21/19, FCO Letterset on Backer Panel – Option 1, Front Awning Recovering, and Rear-Awning Recovery/Move, dated 4/18/19, revised 10/5/19, prepared by SouthWaterSigns were submitted.

On November 4, 2019, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign.

On February 5, 2020, the Planning Board reviewed the petition and recommended that the Special Permit with the changes outlined by DRB be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a wall sign with 23 5/8 inch letters where 14 inches is allowed by right, in a Business District.

It is the opinion of this Authority that installation of a wall sign with 23 5/8 inch letters where 14 inches is allowed 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 wall sign with 23 5/8 inch letters where 14 inches is allowed, subject to the following conditions:

1. The background panel of the wall sign shall match the color of the storefront.
2. Lighting shall be limited to business hours.

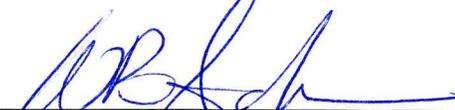
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

RECEIVED
BUILDINGS DEPARTMENT
WILLESTON, MA 02480
2020 FEB 20 P 12:05

ZBA 2020-11
Petition of South Water Signs
276 Washington Street

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.


Robert W. Levy, Acting Chairman


Walter B. Adams


Derek B. Redgate

ZBA 2020-11
Applicant South Water Signs
Address 276 Washington Street

2020 FEB 20 P 12:50
TOWN CLERK'S OFFICE
WELLESLEY MA 02461

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

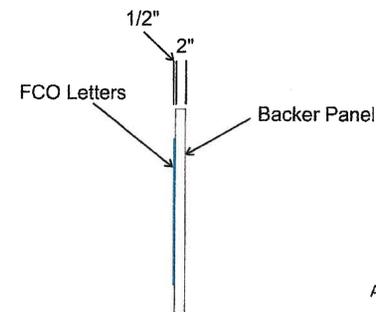
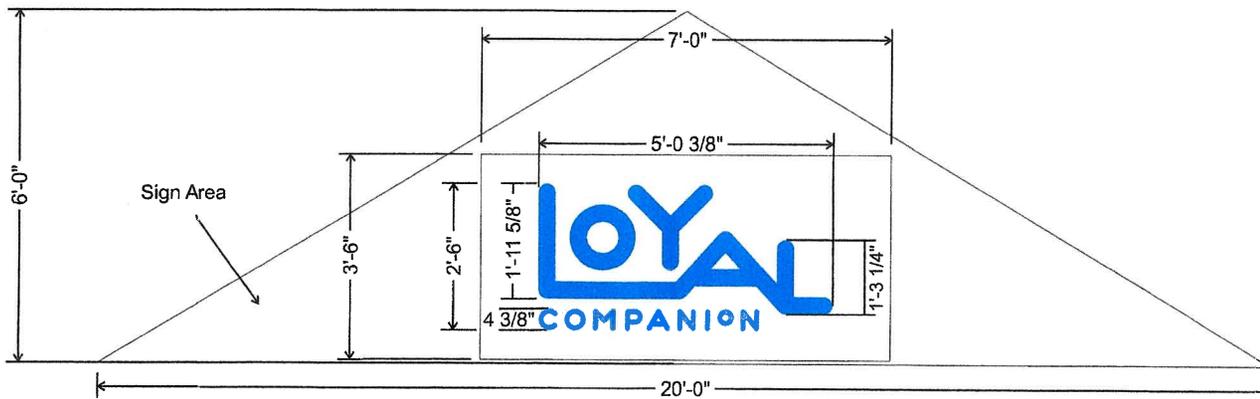
cc: Planning Board
Inspector of Buildings
lrm

Allowable SQ.FT.	N/A SQ FT	FCO Letterset on Backer Panel
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Existing Sign

Proposed Sign



Colors to Match

Aluminum Faces Painted to match PMS 300U

Returns - Standard White

FCO Letterset on Backer Panel - OPTION 1

Scale: 1/2" = 1'

- 1/2" Acrylic Flat Cut Out Letters Painted PMS 300U
- 2" Deep Fabricated Aluminum Backer Panel Painted White
- FCO Letterset Flush Mounted to Backer Panel
- Backer Panel Mounted to Fascia with Appropriate Hardware

Client LOYAL COMPANION		MEMBER 	ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.		
Job # 7034814	Signs # N/A	NEW YORK STATE LICENSED			
Designed by SJV		276 Washington St Wellesley, MA		934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915	
Date: 4-18-19		Listed			
Laborer Name: 11.21.19 NKR					