

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482

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ZBA 2021-49  
Petition of CE Holman LP  
c/o Equity Partners  
577 Washington Street

2021 JUN 17 P  
RECEIVED  
SECRETARY  
OFFICE

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, April 1, 2021 at 7:30 pm on the petition of CE Holman LP c/o Equity Partners, Inc. requesting a Special Permit pursuant to the provisions Section 9C, Section 22A and Section 25 of the Zoning Bylaw for replacement of an existing externally illuminated blade sign that projects over a public sidewalk, at 577 Washington Street, in the Wellesley Square Commercial District.

On April 21, 2021, 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 on behalf of Nature Works was Jeff Newman, Signarama. He said that the property at 577 Washington Street was previously occupied by Roger Pelissier Photography. He said that a projecting sign that was approved by the Zoning Board was installed at the site in 2014. He said that the sign was removed a year ago when the business moved. He said that Nature Works is asking to install the same type of sign in the same location. He said that the new sign will be mounted in the previously used frame, identical in size and in the exact same location.

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 Section 9C, Section 22A and Section 25 of the Zoning Bylaw for replacement of an externally illuminated blade sign that projects over a public sidewalk, at 577 Washington Street, in the Wellesley Square Commercial District.

Sign Information, Proposed Sign and Lighting Plan and Photosimulation, dated 2/25/21, prepared by Signarama were submitted.

On April 9, 2021, the Design Review Board reviewed the project and voted unanimously to approve the project.

On June 2, 2021, the Planning Board reviewed and project and recommended that a special permit be approved.

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577 Washington Street

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is replacement of an externally illuminated blade sign that projects over a public sidewalk, at 577 Washington Street, in the Wellesley Square Commercial District.

It is the opinion of this Authority that installation of an externally illuminated blade sign that projects over a public sidewalk will be in harmony with the general purpose and intent of Section 22A 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 an externally illuminated blade sign that projects over a public sidewalk, at 577 Washington Street, 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.

2021 JUN 17 P 1:21  
CITY OF WELLESLEY  
BUILDING DEPARTMENT  
577 WASHINGTON STREET  
WELLESLEY, MA 02481

ZBA 2021-49  
Petition of CE Holman LP  
c/o Equity Partners  
577 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.

J. Randolph Becker (h.m.)  
J. Randolph Becker, Chairman

David G. Sheffield (h.m.)  
David G. Sheffield

Walter B. Adams (h.m.)  
Walter B. Adams

ZBA            2021-49  
Applicant    CE Holman LP c/o Equity Partners  
Address      577 Washington Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

2021 JUN 17 P 1:21

RECORDED  
INDEXED  
FILED  
TOWN CLERK  
WELLESLEY MA 02448

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

JOB #: 64066

PROJECT TYPE: PVC

REVISION DATE: 2.25.21

QUANTITY: 1

PROOF DATE: 2.25.21

REVISION #: 1

30" H x 42" W x 1" D double-sided PVC sign with digitally printed 3M vinyl & clear matte 3M overlaminate applied to two (2) side(s). Includes 1" square tube surround frame on all sides.

Includes a custom fabricated aluminum bracket with 3" Square Tube Arm 46" long with a beveled cap on end & bolting wall plate with gussets.

Bracket to be painted black & includes a pair of 18" projecting arms with a light fixture on each arm. Arms will have a channel to hide the electrical wires for the fixture

**TOTAL SIGN AREA: 17.5 SF**



DETAIL VIEW OF ACTUAL LAMP STYLE  
PAR 16 LAMP PER FIXTURE



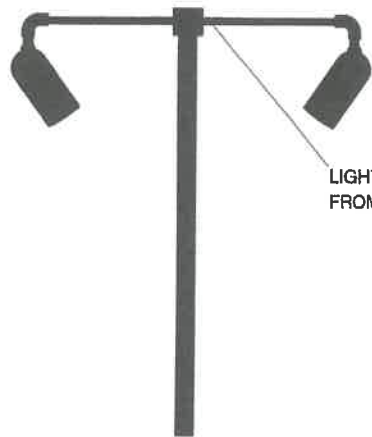
6.1"

1.75"

1.6"

3" square projection bar (46" LENGTH)

light fixture



LIGHTS PROJECT 18" AWAY  
FROM SIGN PANEL

SIDE VIEW

1" square bars

COLOR OF BRACKET TO BE  
PAINTED BLACK



PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.

These plans are the exclusive property of Sign\*A\*Rama and are the result of the original work of its employees. Their sole purpose is for client consideration as to whether or not to purchase the proposed plans or to purchase from Sign\*A\*Rama, a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such exhibition occurs, Sign\*A\*Rama expects to be reimbursed for time and effort entailed in creating these plans.

**IMPORTANT: SUPERIMPOSED PHOTOS ARE NOT TO BE VIEWED AS 100% ACCURATE DEPICTIONS, THEY ARE SIMPLY A ROUGH REPRESENTATION OF SIGN PLACEMENT.**

**Signarama**

The way to grow your business.

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2 SOUTHVILLE ROAD, UNIT C  
SOUTHBOROUGH, MA 01772  
508.875.7446 P 508.875.7470 F



JOB #: 64066  
QUANTITY: 1

PROJECT TYPE: PVC  
PROOF DATE: 2.25.21

REVISION DATE: 3.18.21  
REVISION #: 3



PLEASE NOTE: PRICING INCLUDES UP TO TWO (2) REVISION CYCLES; AN ADDITIONAL COST MAY BE APPLIED FOR EXTRA DESIGN TIME.

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