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TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN  
ROBERT W. LEVY, VICE CHAIRMAN  
DAVID G. SHEFFIELD

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WALTER B. ADAMS  
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RICHARD L. SEEGL

ZBA 2022-26

Petition of Haynes Management, Inc.  
260-278 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 7, 2022, at 7:00 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Haynes Management, Inc. requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for installation of a wall sign that will exceed the area of the façade that is allowed by right in a Business District at 260-278 Washington Street.

On March 2, 2022, 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 Justin Sousa, Sousa Signs, and Jonathan Tapper, Home Décor Group.

A Board member asked if there are two tenants. Mr. Sousa said that there is one tenant. He said that Home Décor Group is a premium distributor for Benjamin Moore. The Board member said that he did not like the idea of two big signs. He said that it is a long and large space but is still one façade. Mr. Sousa said that they are currently 5 square feet under the allowable square footage.

The Chairman said that the entrance to the store is under the Home Décor sign. He said that there is no entrance under the Benjamin Moore sign. Mr. Sousa said that they are allowed to have two signs because they have two entrances. He said that they are asking to take the sign at the rear and put that in the front.

The Chairman said that advertising a product as if it was a store is not appropriate. He said that there could be a window sign that says Benjamin Moore rather than advertising it on the façade of the building. Mr. Sousa said that his client has several of these stores. He said that the Home Décor Group name does not necessarily speak to what they do. He said that Benjamin Moore is a nationwide brand and is a driving product for them. He said that it is their essential core business. He said that being able to advertise the key product affects the success of this location.

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A Board member said that the Planning Board thinks that the first sign does not satisfy Subsections D and E of the Zoning Bylaw. Mr. Sousa said that they had unanimous support of the Design Review Board (DRB).

Mr. Tapper said that Benjamin Moore is a vital part of their business. He said that it is sold at other locations in Wellesley but not as a main point of business. He said that Benjamin Moore is a Home Décor business. A Board member asked about changing the name to Benjamin Moore Décor. Mr. Tapper said that the Home Décor Group name pre-dates him. He said that it would cost a lot of money to change it at this point and the name has a positive reputation.

A Board member asked about dimensional information for the Home Décor sign. Mr. Sousa said that it is 14 inches tall and 124 inches wide, for a total of 12.1 square feet.

The Chairman asked if there is a way to include Benjamin Moore and the logo as part of the Home Décor sign over the entrance. He said that this is a destination commercial establishment. He said that it is confusing having a separate Benjamin Moore sign on the adjacent storefront. Mr. Sousa said that they could combine the signs and still be within the allowable square footage but it will look a little crowded. He said that it weighed better splitting the signs up over the whole façade. Mr. Tapper said that the DRB asked that the signs be spread out.

A Board member said that signs are supposed to identify the entrance to the store.

Mr. Tapper discussed signage at the other location in Wellesley. He said that Benjamin Moore changes their sign design guidelines every year. A Board member confirmed that Home Décor Group is uniquely tied to this brand, more than other businesses. He asked if Home Décor Group can only sell Benjamin Moore products. Mr. Tapper said that they are Benjamin Moore's largest retailer in the State. He said that they are a full line distributor. He said that the ability to sell products other than Benjamin Moore typically involves square footage of the store. He said that they have not been able to come up with enough square footage in Wellesley to reach that level.

A Board member asked about reducing the letter size of Benjamin Moore and the logo to 10 inches. Mr. Sousa said that with a logo height of 10 inches, the letter height will be 7.5 inches, in accordance with Benjamin Moore's branding requirements for scaling.

The Chairman said that it is an eclectic shopping center. He said that the signs should not confuse people into thinking that it is two stores. He said that the signs need to visually favor Home Décor Group.

There was no one present at the Public Hearing who wished to speak to the petition.

#### Statement of Facts

The subject property is located at 260-278 Washington Street, in a Business District.

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 that will exceed the area of the façade that is allowed by right in a Business District.

Property Owner Authorization, dated 1/28/22, Sign Information, Exterior Sign Package, dated 12/21/21, prepared by Sousa Signs, and photographs were submitted.

On March 22, 2022, the Planning Board staff reviewed the petition and recommended that the Zoning Board of Appeals delay action on the special permit.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

It is the opinion of this Authority that installation of a wall sign that will exceed the area of the façade that is allowed by right in a Business District 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 a wall sign that will exceed the area of the façade that is allowed by right in a Business District, subject to the following condition:

- The Benjamin Moore logo shall be reduced to 10 inches and the Benjamin Moore letter height shall be reduced to 7.5 inches.


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.

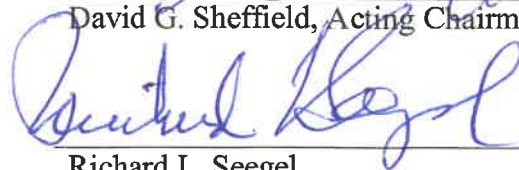
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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

  
\_\_\_\_\_  
David G. Sheffield, Acting Chairman

  
\_\_\_\_\_  
Richard L. Seegel

  
\_\_\_\_\_  
Derek B. Redgate

ZBA                    2022-26  
Applicant        Haynes Management, Inc.  
Address           260-278 Washington Street

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:

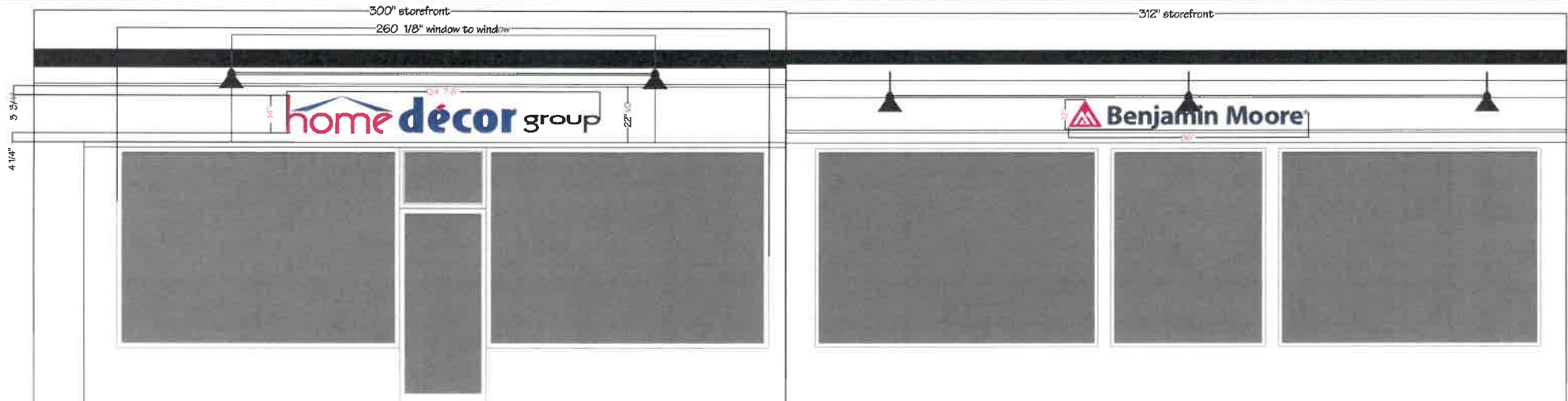
Attest:

\_\_\_\_\_  
Cathryn Jane Kato  
Town Clerk

cc: Planning Board  
Inspector of Buildings  
lrm

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Acrylic standoffs (chemically  
sealed to letters)

Exterior wall

Painted 94% acrylic

A minimum 1/8 inch

\*Visual Rendering - ENLARGED FOR VISUAL



Existing Conditions



## Quantity [1 each]

Produce and install (2 total) non-illuminated, dimensional letter sets to be installed on the Washington St frontage. Signs will be centered between existing goose necks lights. Existing electrical conduit to be moved to accommodate "Benjamin Moore" sign.

- 1/4" acrylic letters
- 5/8" standoffs, chemically fastened
- Painted to match approved pantone colors

DATE: 3-16-22

JOB NAME: Home Decor Group - Exterior Sign Package

REP: Jason

JOB LOCATION: 260-278 Washington St., Wellesley, MA

CONTACT: Jonathan T.

Signature:

AUTHORIZED SIGNATURE REQUIRED TO BEGIN PRODUCTION

**SOUSA**  
**Signs**

 225 East Industrial Park Dr. Manchester, NH 03109  
 603-622-5067 FAX 603-624-6188

## GENERAL LETTER SPECIFICATIONS

☐ LETTERS: 1/4" Acrylic, White

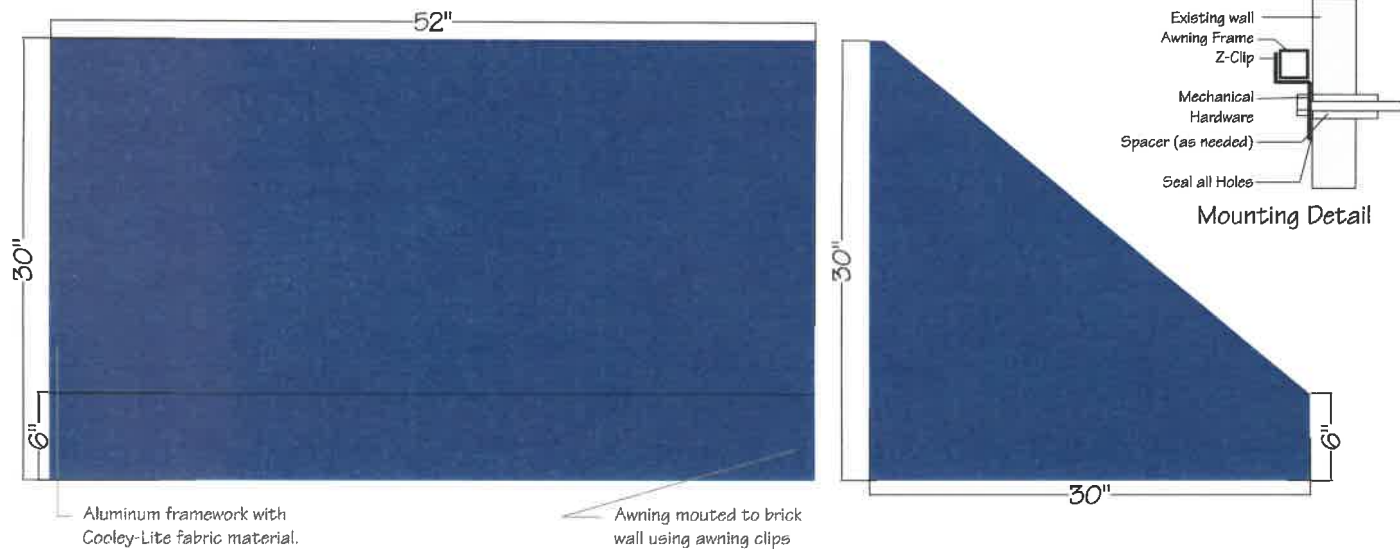
☐ COLOR: Painted Black

☐ COLOR: Painted to Match Pantone 166c or 200c

☐ COLOR: Painted to Match Pantone 281c or 289c

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Proposed Signage



## Quantity [1]

Produce and install (1) custom awning on the rear entrance. \*\*"Customer Pick-Up" verbiage has been removed.

- Welded aluminum frame
- Cooley Brite awning material
- Flush mounted to brick wall

Existing Conditions



## Quantity [1]

Produce and install (1) new "Customer Pick-Up" verbiage for door.  
- 3M white, HP vinyl, first surface

DATE: 3-16-22  
 REP: Jason  
 CONTACT: Jonathan  
 AUTHORIZED SIGNATURE REQUIRED TO BEGIN PRODUCTION

JOB NAME: Home Decor Group - Exterior Sign Package  
 JOB LOCATION: 266 Washington St., Wellesley, MA  
 Signature:

**SOUSA**  
**Signs**

225 East Industrial Park Dr. Manchester, NH 03109  
 603-622-5067 FAX 603-624-6188

## AWNING SPECIFICATIONS

- ☒ CANVAS: Cooley Brite, Navy Blue CBL-5 Fabric
- ☐ FRAME: 1x1 Welded Aluminum, RAW Coloring
- ☐ COLOR: 3M White, HP Vinyl

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