

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET, SUITE 160, WELLESLEY, MA 02482

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WALTER B. ADAMS  
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RICHARD L. SEEGL

ZBA 2022-47  
Petition of Wellesley (E & A) LLC  
50 Central Street

RECEIVED  
CLERK'S OFFICE  
WELLESLEY MA 02482  
AUG 28 PM 12:21

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, August 4, 2022, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Wellesley (E & A) LLC 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 a 24 inch logo, 16 3/8 inch and 11 3/6 inch letters, at 50 Central Street, in the Wellesley Square Commercial District.

On June 9, 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.

### July 7, 2022

At the request of the Petitioner, the Board voted unanimously to continue the hearing to August 4, 2022.

### August 4, 2022

Present at the public hearing was Lauren Delarda, Viewpoint Sign & Awning, representing Wellesley (E & A) LLC, the Petitioner. Ms. Delarda said that the request is for a special permit for letter height on a wall sign for Lululemon. She said that the revised request is for a logo that is 18 inches and letters that are below 14 inches at 12 1/4 inches and 8 3/8 inches. She said that the sign was approved by the Design Review Board (DRB) in July with revisions to fit it between architectural details on the storefront, as shown on the plans dated June 14, 2022.

The Chairman commended the Applicant for their letter explaining why they were asking for relief. He asked about signage on the awnings. Ms. Delarda said that there is no text on the awnings. She said that the awnings were approved by the DRB.

A Board member asked about hours of sign illumination. Ms. Delarda said that it will be restricted to business hours.

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 50 Central Street, in the Wellesley Square Commercial 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 with an 18 inch logo, 12 1/4 inch and 8 3/8 inch letters in a district where 14 inch letter height is allowed by right.

Letters to Zoning Board of Appeals, dated 5/25/22 and 7/29/22, from Lauren Delarda, Permit Manager, Viewpoint Sign & Awning, Sign Information, Letter of Authorization, dated 5/16/22, from Ben Davis, Tenant Construction Manager, Landlord Review 04/22/2022, plans 2.0, Conceptual Storefront, 2.1, Storefront Elevation 2.2, Storefront Section View, 3.0, NL.1 S/F Non-Lit YOGO (Qty 1), 3.1, WL.1 Non-Lit Wordmark Letters (Qty 1), dated 4/5/22, revised 6/14/22, prepared by Jones Sign, and photographs were submitted.

On August 2, 2022, the Planning Board reviewed the petition and recommended that a special permit be approved.

On July 15, 2022, the Design Review Board reviewed the petition and submitted a recommendation.

#### 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 with an 18 inch logo that will exceed the letter height that is allowed by right in the Wellesley Square Commercial 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 letter height that is allowed by right in the Wellesley Square Commercial District, subject to the following condition:

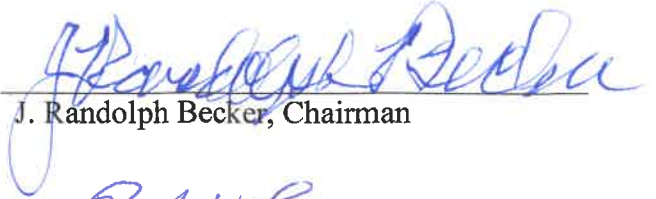
- Illumination of the wall sign shall not exceed business hours.

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.

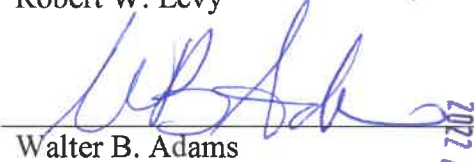
ZBA 2022-47  
Petition of Wellesley (E & A) LLC  
50 Central Street

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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.

  
J. Randolph Becker, Chairman

  
Robert W. Levy

  
Walter B. Adams

2022 AUG 28 PM 12:21  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02482

ZBA 2022-47  
Applicant Wellesley (E & A) LLC  
Address 50 Central 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



CONCEPTUAL STOREFRONT



**JONES SIGN**  
Your Vision. Accomplished.  
A MORTENSEN COMPANY

JOB #: **274085-R5**  
DATE: 04.05.2022  
DESIGNER: J. Sotka  
SALES REP: X. Xxxxxx  
PROJECT MGR: T. Silva

REV.	DATE	BY	DESCRIPTION
1	04.08.22	MW	CREATE FACILITY COVER
2	04.13.22	JS	WALK AT 10:00AM/10:00AM/10:00AM/10:00AM
3	04.19.22	JS	ADD EXTERIOR LIGHTING (LUMPS TO JONES LOGO)
4	06.13.22	JS	UPDATE NL 1 & WL 1 TO 10' RIT IN BETWEEN COLUMNS
5	06.14.22	JS	UPDATE NL 1 & WL 1 TO HAVE STANDOFFS AGAIN
6	06.15.22	JS	
7	06.06.00	JS	
8	06.06.00	JS	
9	06.06.00	JS	
10	06.06.00	JS	

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE

 **lululemon**

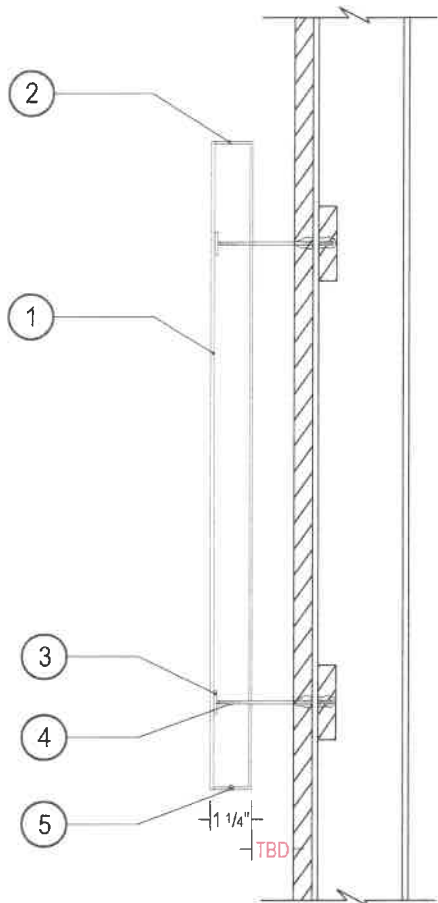
LULULEMON - WELLESLEY, MA  
50 CENTRAL STREET  
WELLESLEY, MA 02482

SHEET NUMBER

**2.0**

WL.1 NON-LIT WORDMARK LETTERS (Qty 1)

SQUARE FOOTAGE 11.71 (YOGO/WORDMARK)



LULULEMON  
CROSS SECTION DETAIL  
SCALE: NTS

DEPTH OF COLUMNS REQUIRED FOR PIN DEPTH

SPECIFICATIONS

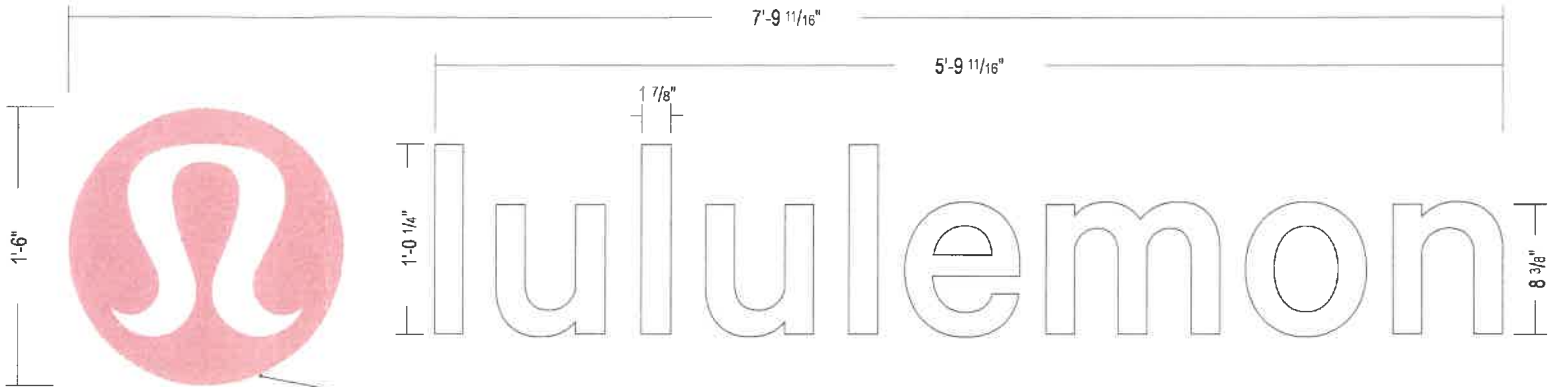
- .125 MILL FINISH ALUMINUM FACE / PAINTED P-1
- .063" MILL FINISH ALUMINUM RETURN / PAINTED P-1 / WELDED TO ALUMINUM FACE
- PAD ATTACHED TO STUD / FASTENED TO LETTERS WITH WELD ON
- 1/4" X 20 THREADED RODS EMBEDDED IN SILICONE ADHESIVE
- 1/4" WEEP HOLES w/ TEEPEES (EXTERIOR APPLICATIONS ONLY)
- EXTERNALLY ILLUMINATED w/ (4) HEVI LITE HL-716 MR16 HALOGEN LAMPS

COLORS/FINISHES

P-1 MATTHEWS WS 41-306 JET BLACK

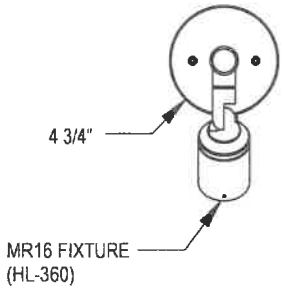
NOTES

- AS NOTED PER SITE / LL REQUIREMENTS
- ALL SEAMS TO BE FILLED

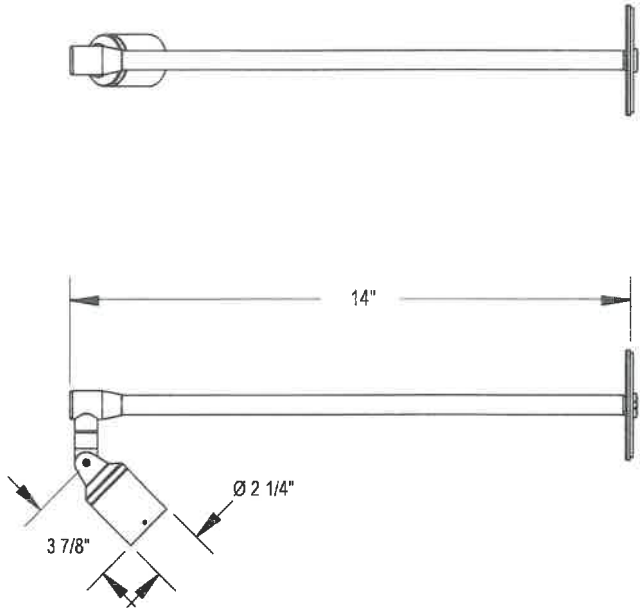


FRONT VIEW  
SCALE: 1"=1'-0"

NON LIT YOGO  
YOGO AND WORDMARK TO BE SCALED PROPORTIONATELY



EXTERNAL LIGHTING  
SCALE: 1 1/2"=1'-0"



**JONES SIGN**  
Your Vision. Accomplished.  
A MORTENSEN COMPANY

JOB #: **274085-R5**  
DATE: 04.05.2022  
DESIGNER: J. Solka  
SALES REP: X. Xxxxxx  
PROJ MGR: T. Silva

REV.	DATE	BY	DESCRIPTION
1	04.08.22	MM	SPORTS RACQUET COLOR
2	04.13.22	JS	IGNL LIT YOGOWORDMARK MOUNTED W/ PINS
3	04.19.22	JS	ADD EXTERIOR LIGHTING LAMPS TO JONES SIGNS
4	05.13.22	JS	UPDATE NL.1 & WL.1 TO 18" SPACING BETWEEN COLUMNS
5	06.14.22	JS	UPDATE NL.1 & WL.1 TO HAVE STANDOFFS AGAIN
6	08.11.22	XA	
7	10.10.22	JS	
8	09.09.22	JS	
9	01.06.23	JS	
10	02.07.23	XX	

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE



LULULEMON - WELLESLEY, MA  
50 CENTRAL STREET  
WELLESLEY, MA 02482

SHEET NUMBER

3.1