

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2022-76  
Petition of Hills Realty LLC  
267 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2022, at 7:30 p.m. in the Juliani Room, 525 Washington Street, Wellesley, on the petition of Hills Realty LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street, at 267 Washington Street, in a Business District.

On November 1, 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 Dan Gordon, tenant at 267 & 269 Washington Street, representing Hills Realty LLC, the Petitioner. Mr. Gordon said that he is a landscape architect who has been practicing out of this building for over 22 years. He said that his business occupies an office on the first floor and the whole third floor for the studio.

Mr. Gordon said that signage includes the awning, a couple of door signs, and a street sign above the door for 267 and 269 Washington Street. He said that signage is unified on the building and was approved by the Design Review Board (DRB). He said that the sign over the door has 10 inch letters that combine together in a monogram that is two inches larger than the allowed 14 inches.

Mr. Gordon said that there is a numeral on the door and approved signage that says, "Dan Gordon Landscape Architects Studio" at 267 and 269 Washington Street.

Mr. Gordon said that existing lighting on the building will not change. He said that it is consistent with the whole building. He said that there is a light above the door that faces up. The Chairman said that light is not meant to illuminate the sign.

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 267 Washington Street, in a Business District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street.

Letter of Authorization, dated 10/7/22, signed by Robert Walsh, VP of JRD Properties, its Manager, Letter to Zoning Board of Appeals, dated 10/13/22, from Maureen Walsh, Executive Assistant, Dan Gordon Landscape Architects, Sign Information, Drawings E1 Elevation #127912 New Replacement Wall Sign Panel Plan, dated 4/26/22, revised 6/29/22, 7/05/22 & 9/27/22, E1, E2 Elevation #127911 Replacement Door Glass Graphics & PE Photo Elevations: Proposed & Existing Plan, dated 4/26/22, revised 6/29/22, 7/05/22 & 9/02/22 & 9/27/22, prepared by ViewPoint Sign and Awning, were submitted.

On September 19, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign, subject to a recommendation.

On November 16, 2022, the Planning Board reviewed the petition and recommended that a special permit be approved.

### 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 a logo that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street will be in harmony with the general purpose and intent of Section 5.18 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 a 16 ¼ inch logo, 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.

ZBA 2022-76  
Petition of Hills Realty LLC  
267 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

  
David G. Sheffield

  
Richard L. Seegel

ZBA 2022-76  
Applicant Hills Realty LLC  
Address 267 Washington Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02467  
2022 DEC 15 PM 12:25

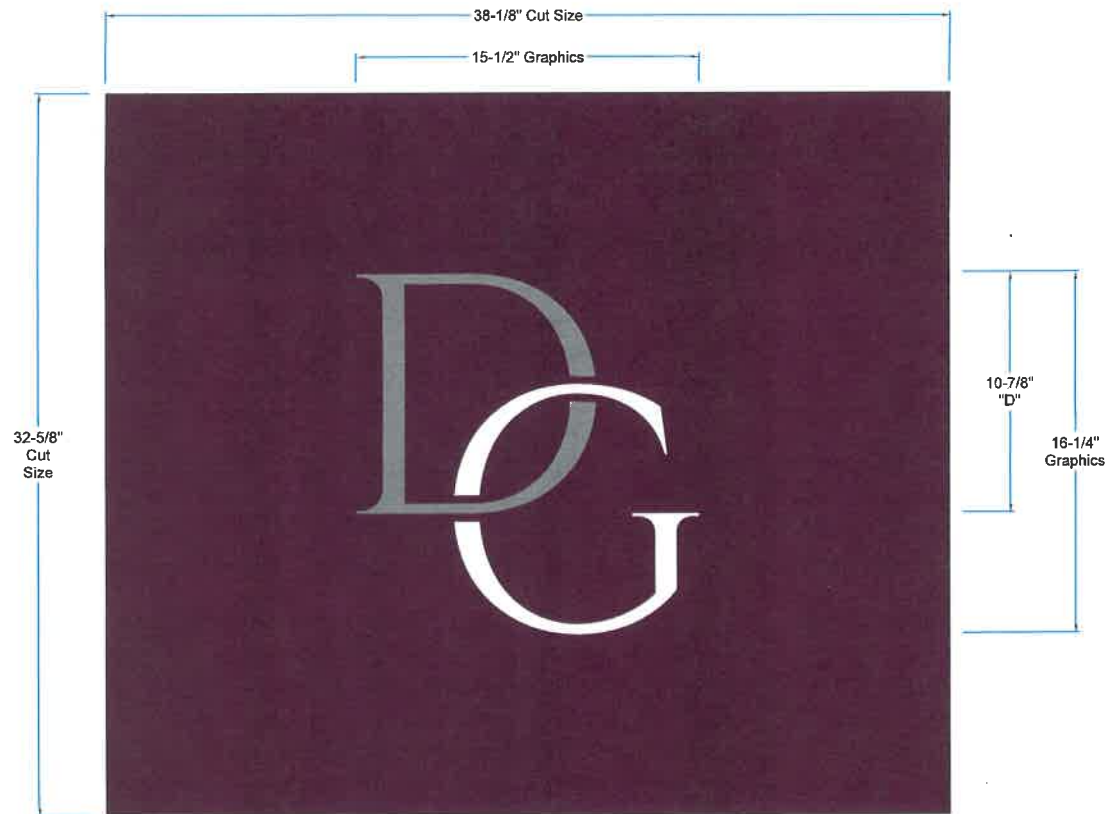
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

Attest:

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

cc: Planning Board  
Inspector of Buildings  
lrm



Description:  
 (Qty: 1) New replacement wall sign panel with vinyl graphics.  
 • Stock White .080 aluminum panel  
 • Flooded with Burgundy vinyl (background)  
 • First surface applied vinyl graphics, "D" to be digitally printed on 3M Controltac with laminate  
 • Panel to replace existing, overlay on existing panel if possible, with VHB tape and silicone adhesives

Typeface/Logo:  
 • Art Supplied by Customer

Colors:  
 • Panel - Stock White .080  
 • Graphics - Burgundy HP Arlon #12 (background)  
 - White HP Oracal 010  
 - Printed Cool Gray 7c ("D")

Installation:  
 • By ViewPoint

**E1** Elevation: #127912 (Qty: 1) New Replacement Wall Sign Panel  
 16'-1/4" x 15'-1/2" = 17 Sq. Ft. of Graphics

Job:  
 Dan Gordon Landscape Arch.  
 Location:  
 267 Washington St. Wellesley, MA

Account Manager:  
 Jeff Kwass  
 File:  
 DanGordon WelIMA 267Wash wall panel 1a.plt

Date:  
 04.26.22 0.5  
 Designer:  
 Pete Rivera

Revisions:  
 06.29.22 0.25  
 07.05.22 0.25

Revisions:  
 09.27.22 0.25 JPT



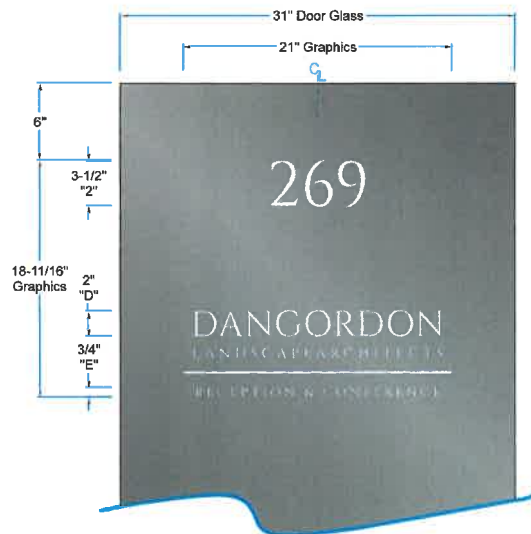
**ViewPoint**  
 SIGN AND AWNING

1.508.393.8200

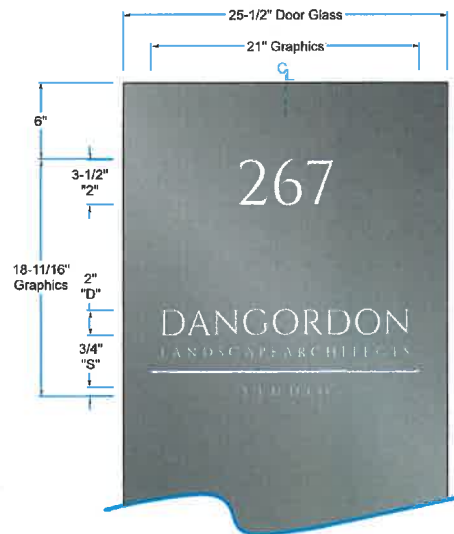
FAX 1.508.393.4244

Customer Approval Acct. Manager Approval Production Approval

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**E1** Elevation: #12791.1 (Qty: 1) Replacement Door Glass Graphics  
18-11/16" x 21" = 2.7 Sq. Ft. of Graphics (Left Door)  
(4 Sq. Ft. Allowed)



**E2** Elevation: #12791.1 (Qty: 1) Replacement Door Glass Graphics  
14-7/8" x 21" = 2.1 Sq. Ft. of Graphics (Right Door)  
(3.1 Sq. Ft. Allowed)

**Description:**  
(Qty: 2 Total, 1 for each door)  
New replacement vinyl door glass graphics.  
• First surface applied high performance vinyl graphics  
• Existing graphics to be removed prior to installation

**Typeface/Logo:**  
• Art Supplied by Customer  
• Note: Supplied Graphics Manipulated by VP to Meet Square Footage Limits and Customer Preferred Letter Spacing

**Colors:**  
• Graphics - White HP Oracal 010  
**Installation:**  
• By ViewPoint



**PE** Photo Elevations: Proposed & Existing



**Job:**  
Dan Gordon Landscape Arch.  
**Location:**  
267 Washington St. Wellesley, MA

**Account Manager:**  
Jeff Kwass  
**File:**  
DanGordon WelIMA 267Wash door gtx 1a.plt

**Date:**  
04.26.22  
**Designer:**  
Pete Rivera

**Revisions:**  
06.29.22 D.75  
07.05.22 D.25  
09.02.22 D.25 MH

**Revisions:**  
09.27.22 D.25 JPT



**ViewPoint**  
SIGN AND AWNING

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FAX 1.508.393.4244

Customer Approval Acct. Manager Approval Production Approval

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