

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2023-10
Petition of Central Galleria Management, Inc.
73 Central Street (iCode)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, March 2, 2023, at 7:30 p.m. in the Kingsbury Room, 485 Washington Street, Wellesley, on the petition of Central Galleria Management Inc. requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for replacement of a wall sign with a new wall sign with a logo and letter height that exceeds the maximum height allowed by right, at 73 Central Street, in the Wellesley Square Commercial District.

On February 8, 2023, 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 Jeff Kulass, Viewpoint Sign and Awning.

Mr. Kulass said that the sign was previously approved but the logo has changed. He said that the proposed sign was approved by the Design Review Board (DRB). He said that the request is for letter height that matches the previously approved letter height. He said that the sign will now be on a backer to match the William Raveis sign next door.

A Board member said that part of the original approval was to remove the light fixture and it is still there.

A Board member asked about sign lighting. Mr. Kulass said that it will be halo lit on a black background.

Mr. Kulass said that the proposed sign consists of a 16 inch icon and 20 inch letters.

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 73 Central Street, in the Wellesley Square Commercial 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 replacement of a wall sign with a new wall sign with a 16 inch logo and 20 inch letter height that exceeds the maximum height of 14 inches that is allowed by right.

Sign Information, Letter to Zoning Board of Appeals, dated 1/18/23, from Lauren Delarda, Permit Manager, Viewpoint Sign & Awning, Letter of Authorization, dated 11/1/22, signed by Robert A Schlager, Vice President, Central Galleria Trust, Existing Elevation, dated 6/13/19, prepared by FastSigns, Proposed Elevation, dated 12/27/22, prepared by ViewPoint Sign and Awning, and photographs were submitted.

On December 27, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign, subject to recommendations.

On February 23, 2023, 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 replacement of a wall sign with a new wall sign with a 16 inch logo and 20 inch letter height that exceeds the maximum height of 14 inches that is 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 replacement of a wall sign with a new wall sign with a 16 inch logo and 20 inch letter height, subject to the following conditions:

1. The plans shall be in compliance with the recommendations of the Design Review Board, dated December 27, 2022.
2. The existing light bar shall be removed.
3. Illumination of the sign shall be shut off no later than 8 pm.

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.


Robert W. Levy, Acting Chairman


Walter B. Adams


Derek B. Redgate

ZBA 2023-10
Applicant Central Galleria Management, Inc.
Address 73 Central Street (iCode)

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

2023 MAR 16 PM 2:13
TOWN OF WELLESLEY
TOWN CLERK'S OFFICE

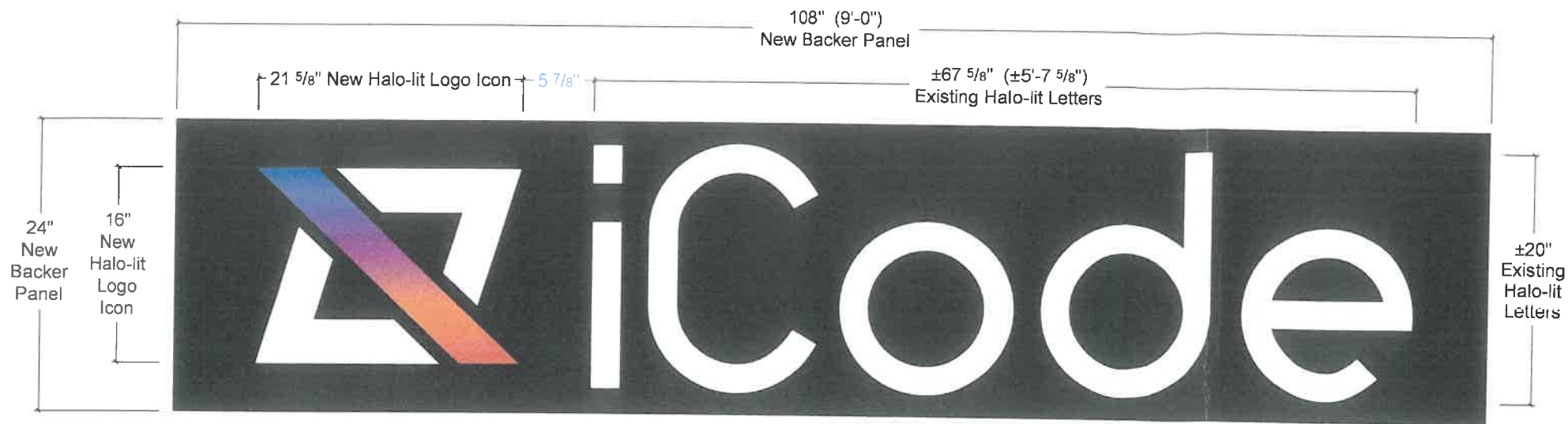
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed,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

Date:

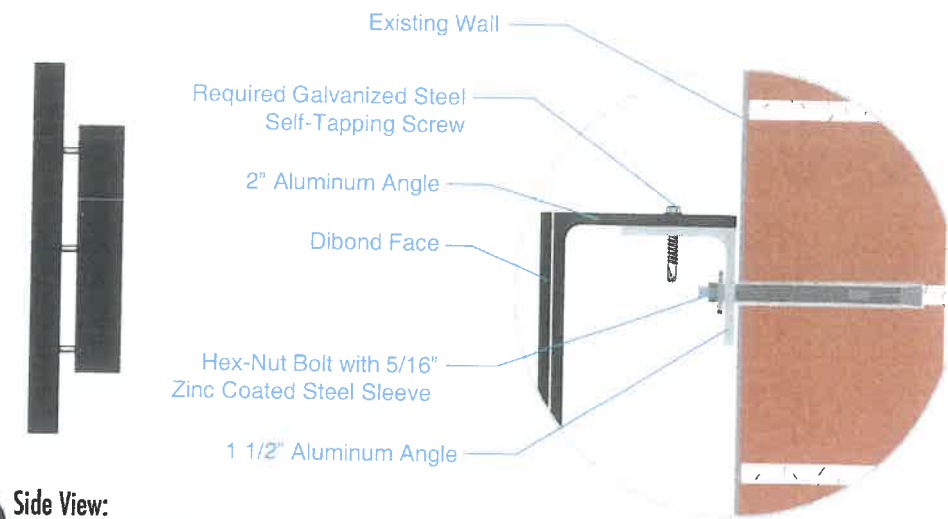
Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm



E1 Elevation: #13220.1 (Qty 1) Wall Sign
Scale: 1" = 1'



S Side View:
Scale: 1" = 1'

Mounting Detail:

Description:

(Qty 1) Wall Sign

New Halo-lit Logo Icon:

- Internally illuminated with LEDs. (halo-lit)
- Faces and returns are fabricated aluminum.
- Backs are 3/16" Clear polycarbonate.
- Faces are flooded with digitally printed vinyl and white vinyl.
- Attached to backer panel with 1" spacers for halo.

Existing "iCode" Halo-lit Channel Letters:

- Attached to backer panel with 1" spacers for halo.

New Backer Panel:

- Fabricated aluminum backer panel.
- Power supplies conceal inside.
- Backer panel is flush mounted to exterior building wall.

Logo:

Supplied by Customer

Colors:

New Halo-lit Logo Icon:

- Illumination - White LEDs (halo-lit)
- Returns - painted Black
- Backs - Clear polycarbonate

Face Floods:

- Color Gradient - digitally printed at 720 dpi on 3M IJ1 80c Controltac vinyl with 3M 8518 Clear Gloss over-laminate.
- White - Oracal 751-010 White opaque vinyl

Existing "iCode" Halo-lit Channel Letters:

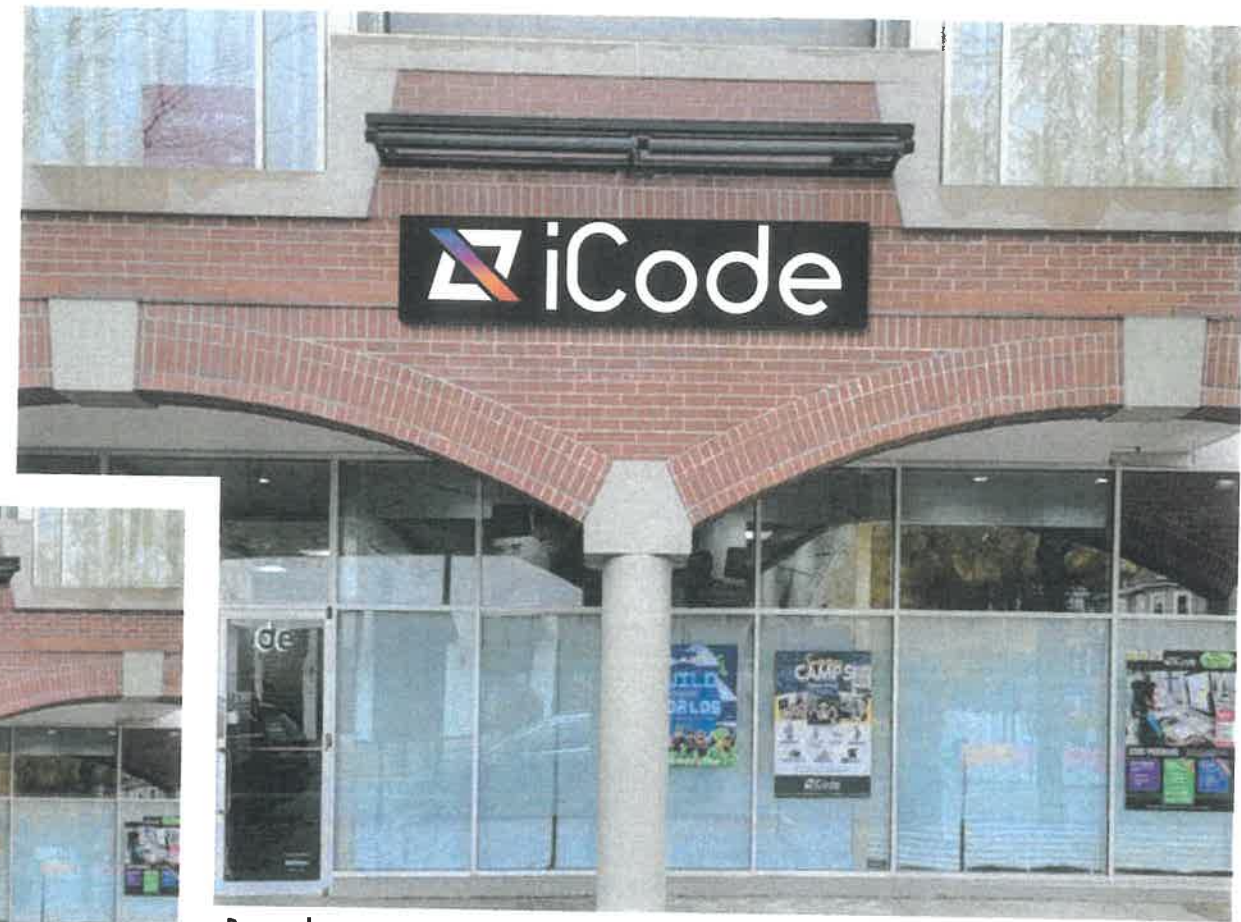
- Existing Illumination - White LEDs (halo-lit)
- Existing Returns - painted Black
- Existing Backs - Clear polycarbonate
- Existing Faces - White

New Backer Panel:

- Backer Panel - painted Black with matte finish for halo

Installation:

By Viewpoint.
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.



Existing:

Proposed:

Photo Scale VIF

Job: Park Press - iCode	Account Manager: Jack Floyd	Date: 10.25.22 1.5	Revisions: 10.25.22 .75	Revisions: 12.09.22 .75
Location: 73 Central Street - Wellesley, MA	File: ParkPress-icode_WelMA_WallSign_1.dwg	Designer: Mathew Hoard	12.27.22 .5	

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ViewPoint SIGN AND AWNING 1.508.393.8200
FAX 1.508.393.4244

Customer Approval	Acct. Manager Approval	Production Approval
		VIF