

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2024-39

Petition of Central Galleria Management, Inc., Trust
77 Central Street (Human Powered Health)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, May 9, 2024, at 7:30 pm, on the petition of Central Galleria Management, Inc., Trust requesting a Special Permit pursuant to the provisions of Section 2.12, Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a letter/logo height that will exceed what is allowed by right, and window signs with a total area that will exceed what is allowed by right, at 77 Central Street, in the Wellesley Square Commercial District.

On April 4, 2024, 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 were Max Walker, Operations Manager, Human Powered Health, and Sam Wiebe.

Mr. Walker said that the request is for approval of a wall sign and for window decal signage at the front and back entrances. He said that the proposed wall sign will be very similar to the temporary sign that is already in place but made with different materials.

The Chairman asked about the lighting bar on the front façade of the building. Mr. Walker said that can be removed once the permanent halo lit sign is installed.

Mr. Wiebe said that the Human Powered Health business is not located on the first floor. He said that windows at the entry show a blank lobby and a business with computers. He said that they thought that it made sense to cover that up a little bit. He said that the proposed perforated prints are adhesive vinyl window stickers that will let light through.

The Chairman asked about lettering on the door. Mr. Walker said that Human Powered Health is co-operating with another business, Wellness in Motion. He said that the existing No Pets sign will remain.

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The Chairman said that the Proposed Entrance Graphics plan for the front door has a lot going on. He said that this will be the only business on the street with that type of signage. He said that the Board has to make findings that include a determination that the sign is reasonably compatible with the neighborhood. Mr. Wiebe said that the ICode business to the right has some colorful banners on the façade. He said that there is a long line of posters on the glass next to the entrance at the business next door. He said that Heroes Fitness is a business down the street that has very large letters that cover the glass windows on either side of the entrance. The Chairman said that the businesses may not have permits for those signs.

A Board member said that once the color and logo is applied to the windows, the entire façade, including the doors, becomes a sign. He said the logo makes it a sign under the bylaw. A Board member said that square footage of signs is regulated.

The Chairman said that the request was for three signs, an exterior wall sign, and window decals on the front and back entrances of the location. He said that his interpretation is that the front and back entrances are the doors. He questioned whether the window graphics need approval by the Board or if they can be done as a matter of right. He said that the graphics are not appropriate in downtown Wellesley. He said that if the graphics are allowed as a matter of right, the Board cannot prevent installation of them.

The Board discussed restricting the time that the back lighting can be on for the wall sign. The Chairman said that the Board typically requires that lighting be shut off when the business is closed. A Board member said that there are restaurants across the street and they are usually allowed to keep their signs lit until 10 pm. He said that it would be good to have lights on so that Central Street looks like it has a bit of life going on there.

No member of the public wished to speak to the petition.

Statement of Facts

The subject property is located at 77 Central Street, in the Wellesley Square Commercial District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 2.12, Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a letter/logo height that will exceed what is allowed by right, and window signs with a total area that will exceed what is allowed by right.

Letter of Authorization, dated 4/2/24, signed by Robert A Schlager, Central Galleria Limited Partnership, Sign Information, Exterior Signage Review V2, dated 3/29/24, including Current Street View, Proposed Signage, Current Entrance, Minneapolis Lab Signage at 50th and France Retail Area, Proposed Entrance Graphics – Front, Proposed Entrance Graphics – Rear, and Sign dimensions and placement, were submitted.

On March 29, 2024, the Design Review Board voted unanimously to accept the application as presented.

On April 30, 2024, the Planning Board reviewed the petition and recommended that a Special Permit be approved.

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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 letter/logo height that will exceed what is allowed by right, and window signs with a total area that will exceed what is allowed by right will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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 letter/logo height that will exceed what is allowed by right, and window signs with a total area that will exceed what is allowed by right, subject to the following conditions:

1. The existing lighting bar shall be removed from the front façade of the building.
2. Halo lighting for the wall sign shall be shut off no later than 10 pm.
3. The Board grants no relief for the window graphics.

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 (Lm)
Robert W. Levy, Acting Chairman

David G. Sheffield (Lm)
David G. Sheffield

Derek B. Redgate (Lm)
Derek B. Redgate

ZBA 2024-39
Applicant Central Galleria Management, Inc., Trust
Address 77 Central Street (Human Powered Health)

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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



Wellesley Performance Lab

Proposed Signage

72 in. x 24 in.

Halo lit letters

Light gray backing board

Logo height: 17 in.

Individual letter height: 5 in.



72 in. x 24 in.



Wellesley Performance Lab

Proposed Entrance Graphics - Front



Front Entrance



Wellesley Performance Lab

Proposed Entrance Graphics - Rear



Back Entrance

R E C E I P T
Printed: June 12, 2024 @ 11:36:13
Norfolk Registry of Deeds
William P O'Donnell
Register

Trans#: 39018 Oper:CHRISCHRIS

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Book: 41825 Page: 152 Inst#: 35919
Ctl#: 177 Rec:6-12-2024 @ 11:36:08a
WELL 77 CENTRAL STREET

DOC	DESCRIPTION	TRANS AMT
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	DECISION	
	10.00 rec fee	10.00
	50.00 Surcharge	50.00
	5.00 Tech.Surcharge	5.00
	Postage/Handling Fee	1.00
	State Fee \$40.00	40.00

	Total fees:	106.00
	*** Total charges:	106.00
	CHECK PM 119	106.00