

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS
888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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

LENORE R. MAHONEY
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(781) 489-7450

WALTER B. ADAMS
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JUN 20 PH 12:24 PM

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WELLESLEY MA 02482

ZBA 2024-24

Petition of 29-35 Washington St Wellesley LLC
29-35 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, April 4, 2024, at 7:30 pm, on the petition of 29-35 Washington St Wellesley LLC requesting a Special Permit pursuant to the provisions of Section 2.11, Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a double-sided standing sign that will exceed the maximum area allowed by right and with less than required setback, at 29-35 Washington Street, in the Lower Falls Village Commercial District.

On February 29, 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.

April 4, 2024

Present at the public hearing was Jeff Sariff, Batten Bros. Signs, on behalf of Equity Industrial Partners.

Mr. Sariff said that the property is located in the Lower Falls Village Commercial District at the corner of Washington and Columbia Streets. He said that the two-story building is set back 15 feet from the property line. He said that the request is to install a non-illuminated directory sign in a mulched landscape bed that extends from the front of the building with less than required setbacks. He said that the purpose of the directory is to give the second-floor tenants some visibility and allow their patrons to locate the businesses more easily. He said that the tenants on the first floor have wall signs in place.

Mr. Sariff said that the sign measures 6 feet by 6 feet and consists of separated tenant panels with an address panel at the top. He said that the header panel is 10 inches high and the other panels are 8 inches high. He said that they would like to place the proposed sign in the same location as a previous sign that was removed.

A Board member discussed discrepancies between the photo rendering and the dimensioned plan that were submitted.

The Chairman discussed concerns about the location of the property line. He said that a plot plan is typically submitted so that the Board can see what the setback is. He said that there are no landmarks that show where the old sign was located.

The Chairman said that there are only two parking spaces in front of the building and there is a lot of parking at the back. He questioned whether it would be more effective to install a wall sign at the back of the building where more parking is available. Mr. Sariff said that the intent is for the upper floor tenants to have a little bit more visibility at the front of the building in the main traffic area.

A Board member discussed concerns about the height of the sign at 6 feet. He said that it will block vision of the signs on the windows and may not be visible for people driving by.

The Board voted unanimously to continue the matter to June 6, 2024.

June 6, 2024

Present at the public hearing was Richard Batten, Batten Bros. Sign Advertising.

A Board member said that a certified plot plan that is a reprint of a plan from October of 2019 was submitted. He said that it appears that someone, presumably not the person who sealed the plan, placed the location of the sign and a statement about setback distances on the plan.

Mr. Batten said that the plot plan shows the location of the building as 13 feet 10 inches and the location of the edge of the sign as 3 feet 11 inches from the front property line.

Mr. Batten said that they will remove an old structure that was a prior sign. He said that the new sign will consist of two granite posts and aluminum panels for each of the tenants that can be changed out without having to create a whole new sign. He said that the overall height will be 6 feet. The Chairman confirmed that the top panel of the sign will be a single line of lettering.

Mr. Batten said that the previous sign was 8 feet high. He said that with the width of the sidewalk and the setback in the landscaped area, the sign will not create line of sight of issues for traffic. He said that the lettering is an adequate size to read but is not overbearing.

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

Statement of Facts

The subject property is located at 29-35 Washington Street, in the Lower Falls Village Commercial District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 2.11, Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a double-sided standing sign that will exceed the maximum area allowed by right and with less than required setback.

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ALTA/NSPS Land Title Survey, dated 10/16/19, stamped by David A. Dwyer, Jr., Professional Land Surveyor #46707, Letter of Authorization, dated 2/9/24, signed by Mike Hoban, Asset Manager, Equity Industrial Partners, Memorandum from Batten Bros. Sign Advertising, Sign Information, Top View, dated 11/21/23 and Photo Rendering, OPT. #1, dated 9/19/23, prepared by Batten Bros. Sign Advertising, Google Maps, dated 10/20/23, of Proposed Sign Location and Sign to Replace Existing Steel Structure in Same Location, Google Map, dated 2/13/24 of 31 Washington Street, and Assessment Valuation, dated 2/12/24, were submitted

On December 7, 2023, the Design Review Board voted unanimously to accept the application as presented, with a recommendation.

On March 21, 2024, 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 double-sided standing sign that will exceed the maximum area allowed by right and with less than required setback 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 double-sided standing sign that will exceed the maximum area allowed by right and with less than required setback, 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.

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Petition of 29-35 Washington St Wellesley LLC
29-35 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.

J. Randolph Becker (Am.)
J. Randolph Becker, Chairman

Walter B. Adams (Am.)
Walter B. Adams

Peter Covo (Am.)
Peter Covo

ZBA 2024-24
Applicant 29-35 Washington St Wellesley LLC
Address 29-35 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:

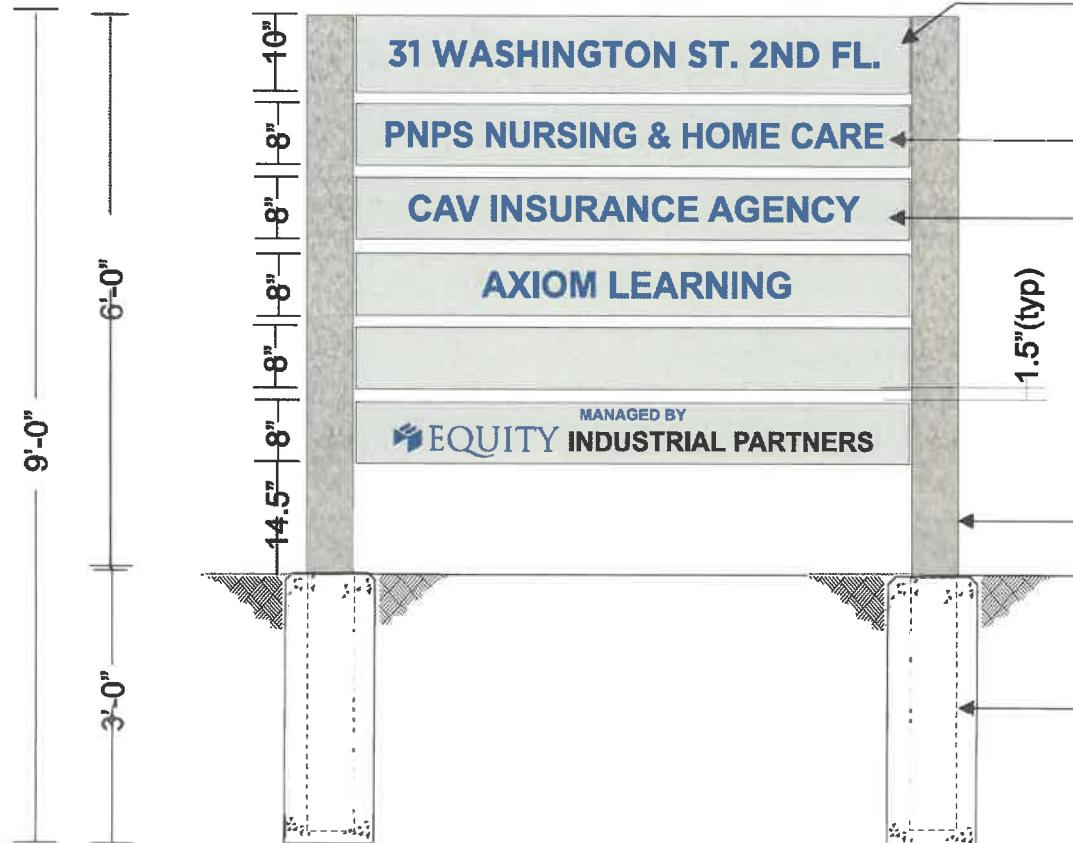
Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

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TOP VIEW



TOP PANEL IS 10" HIGH

(5) 15" H X 72" W X 1.5" THICK
DOUBLE SIDED FABRICATED ALUMINUM
TENANT PANELS 427C LT. GRAY

COPY TO MATCH PMS 294U

GRAY GRANITE POSTS
SAWN TWO/SPLIT TWO

CONCRETS FOOTINGS

DOUBLE SIDED TENANT DIRECTORY
- STANDARD COPY

OPT. #1



BATTEN BROS.
Sign Advertising

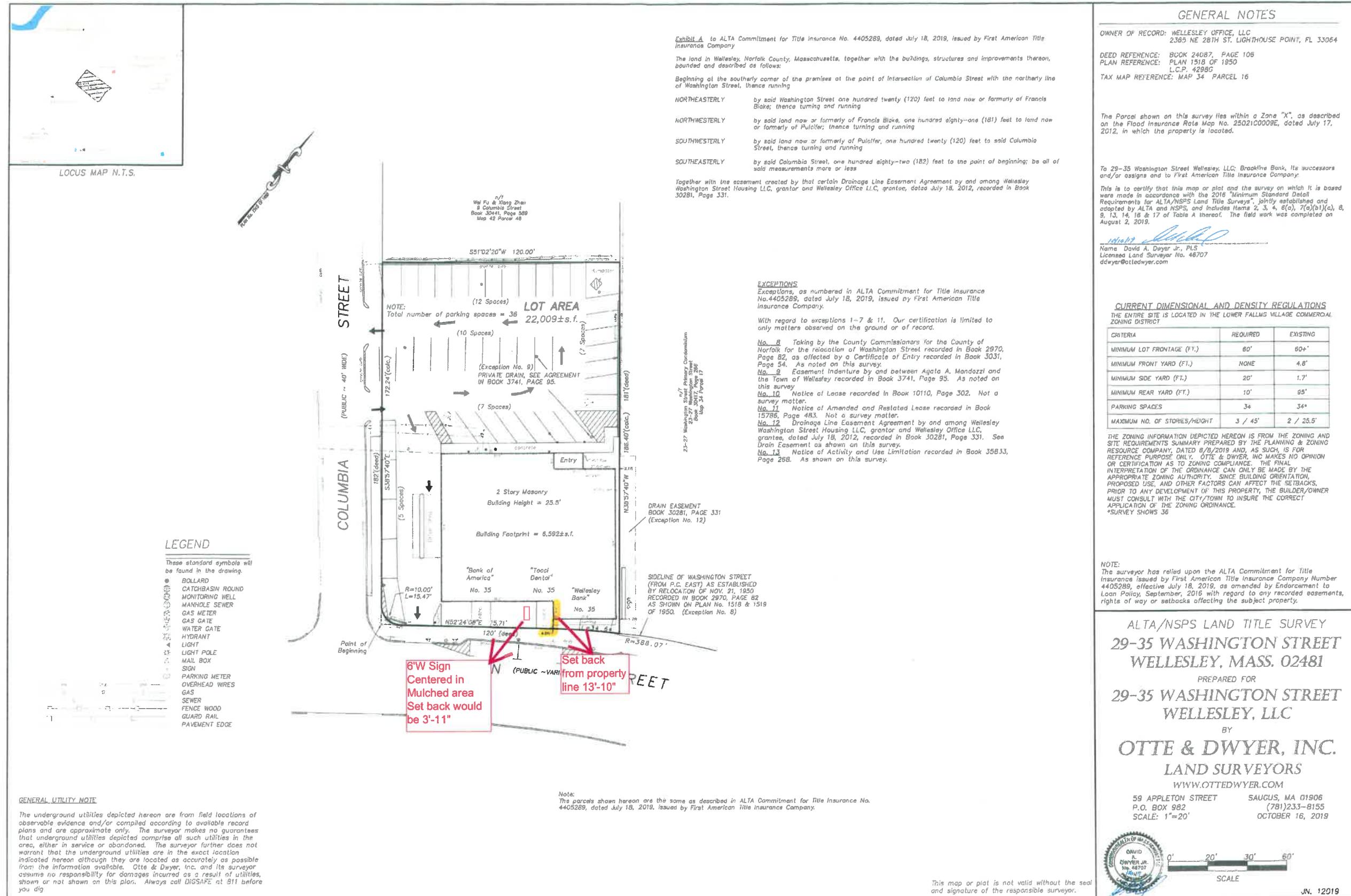
893 MAIN STREET, WAKEFIELD, MA 01880
(781) 245-4800

Project: Equity Industrial	Location:	Job Description:	Revised
Salesman: Rich	Designer: Ronald	29-35 Washington St	
Scale: 1/2"=1'-0"		Wellesley, MA	D.F. Directory Sign
Date: 11/21/23	Sketch #: 64954	File Name: Equity Industrial D.F. Directory Sign.cdr	

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code. The location of the disconnect switch after installation shall comply with Article 600.6 (A) (1) of the National Electrical Code.

Note: This is an original copyright drawing created by and owned by Batten Bros. Inc. It is submitted for your personal use in connection with a project being planned for you by Batten Bros. Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied, or exhibited in any fashion.

Customer Approval:



R E C E I P T
Printed: July 16, 2024 @ 13:21:45
Norfolk Registry of Deeds
William P O'Donnell
Register

Bk 41889 Pg 69 #45021
07-16-2024 @ 01:21p

Trans#: 47447 Oper:LEAH

Book: 41889 Page: 69 Inst#: 45021
Ctl#: 322 Rec:7-16-2024 @ 1:21:42p
WELL 29-35 WASHINGTON STREET

DOC	DESCRIPTION	TRANS AMT
DECISION		10.00
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 416		106.00

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Wellesley LLC

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MARGINAL REFERENCE

BOOK 37254 PAGE 185