

TOWN OF WELLESLEY



MASSACHUSETTS

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WELLESLEY, MA 02482
JULY 24 2024
PH12:34PM

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
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

ZBA 2024-47

Petition of Wellesley Marketplace Realty Trust
245 Washington Street (Peaceful Pooch)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, July 11, 2024, at 7:30 pm, on the petition of Wellesley Marketplace Realty Trust requesting a Special Permit pursuant to the provisions of 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo height that will exceed the maximum allowed by right at 245 Washington Street, in a Business District.

On June 5, 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 was Bryan Bonina, Signarama, representing the owner of Peaceful Pooch. He said that the request is for approval of a non-illuminated sign with an 18 inch logo. He said that the letters will be flush stud mounted to the façade.

The Chairman said that the rendering that was submitted to the Zoning Board shows 9.5 inch letters for Peaceful Pooch and 5.75 inch letters for Grooming Co.

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

Statement of Facts

The subject property is located at 245 Washington Street, in a Business District.

The Petitioner is requesting a Special Permit pursuant to the provisions of 5.18 and Section 6.3 of the Zoning Bylaw for installation of a wall sign with a logo height that will exceed the maximum allowed by right.

Letter of Authorization, dated 4/26/24, signed by Randy Goldberg, Executive Vice President, Old World Realty Corp., Sign Information, and Dimensioned Sign Plan, dated 4/05/24, prepared by Walpole Signarama were submitted.

On April 12, 2024, the Design Review Board voted unanimously to accept the application as presented, with recommendations.

On July 2, 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 wall sign with a logo height that will exceed the maximum 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 logo height that will exceed the maximum allowed by right, 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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2024 JUL 24 PM12:14

ZBA 2024-47

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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 (cm.)

Robert W. Levy, Acting Chairman

Walter B. Adams (cm.)

Walter B. Adams

Derek B. Redgate (cm.)

Derek B. Redgate

ZBA 2024-47
Applicant Wellesley Marketplace Realty Trust
Address 245 Washington Street (Peaceful Pooch)

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:

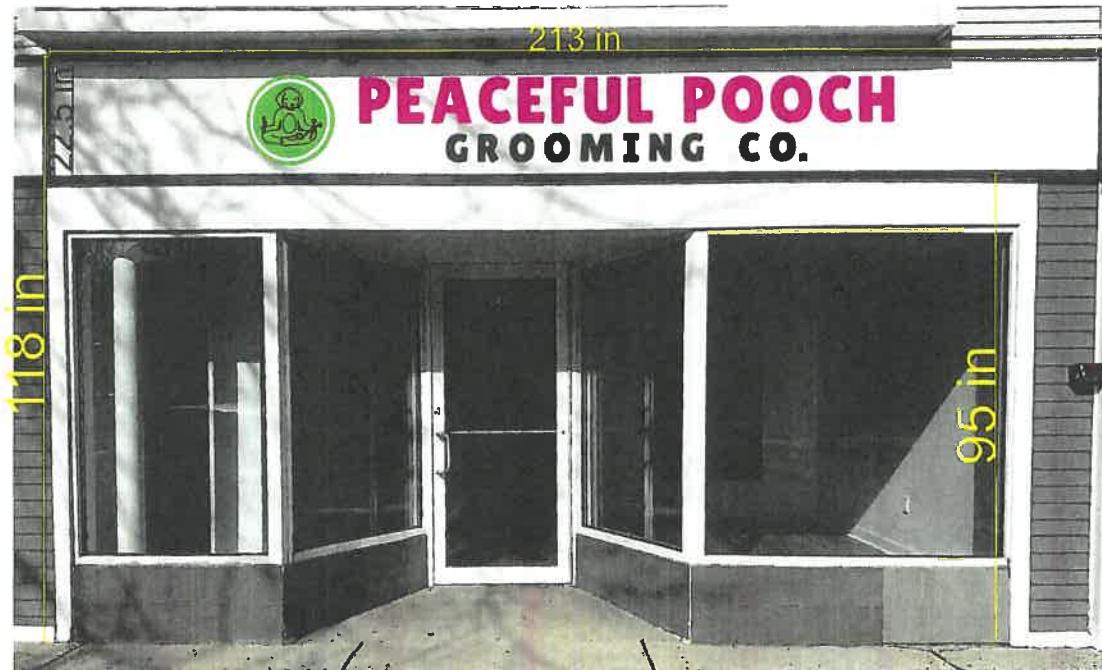
Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MASS.
2024 JUL 24 PM 12:12

The Peaceful Pooch
245 Washington Street
Wellesley, MA

Dimensional Letters 1/2" Thick Laser Cut Acrylic Stud Mounted to MDO Building Facade



375c
226c
Black



Neighboring Business Signage



WALPOLE
Signarama

508-660-1231
signarama-walpole.com

sales@signarama-walpole.com

458 High Plain St. Intersection Rts 1 & 27
Walpole, MA 02081

- Proof colors may vary from monitors & actual sign materials.
- A pdf proof is not a correct representation of printer output color.
- Resolution & Color from files provided by customer are the customers responsibility.
- Hard Proofs can be printed to ensure color satisfaction at a cost to be determined.
- Additional design charges may apply if customer does not proceed with all or part of project

PROOF 1 FREE	PROOF 2 FREE	PROOF 3 \$20.00	PROOF 4 \$25.00	PROOF 5 \$30.00
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**CLIENT
APPROVAL**

- Client signature ensures all spellings & specifications for signage are correct.
- All errors are your responsibility once final approval is received.
- Additional charges apply if you wish to make changes once artwork has been printed, fabricated and/or installed.

Customer: The Peaceful Pooch

Date: 4/05/2024

Approved By:

R E C E I P T
Printed: August 19, 2024 @ 10:58:14
Norfolk Registry of Deeds
William P O'Donnell
Register

Trans#: 55766 Oper:CHRISCHRIS

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Book: 41950 Page: 33 Inst#: 53922
Ctl#: 166 Rec:8-19-2024 @ 10:58:09a
WELL 245 WASHINGTON STREET

DOC	DESCRIPTION	TRANS AMT
<hr/> 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
<hr/> Total fees:		106.00
<hr/> *** Total charges:		106.00
<hr/> CHECK PM 5648		106.00

ZBA 2024-47

Bk 41950 Ps33 #53922
08-19-2024 @ 10:58a

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MASSACHUSETTS

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