

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2024-50
Petition of ALP Central LLC
87 Central Street (Dena Pavone-ChocAllure)

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 ALP Central LLC, requesting a Special Permit pursuant to the provisions of 5.18 and Section 6.3 of the Zoning Bylaw for installation of a window sign, and two walls signs that will exceed the number of signs and letter height allowed by right, at 87 Central Street, in the Wellesley Square Commercial 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 Carol Fournier, Fast Signs, representing Dena Pavone and ChocAllure.

Ms. Fournier said that the request is for a special permit for two signs on one storefront. She said that there are two businesses operating within one property. She said that the ChocAllure logo will exceed the 14 inch letter height that is allowed by right.

The Chairman asked about the window sign that was discussed in the Design Review Board (DRB) recommendation. Ms. Fournier said that it will be located on the upper left hand side toward Dena Pavone.

The Chairman said that the DRB approved the signs with the understanding that the molding and the frame are not a part of the construction of the signs, even though they were noted in the application. Ms. Fournier said that it will be a seamless design with a flush edge, consistent with all of the signage around it.

The Chairman said that the required relief is for the size of the ChocAllure logo and for the number of signs. He confirmed that there will be no lighting on the signs.

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

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA 02482
JUL 24 PM 12:10

Statement of Facts

The subject property is located at 87 Central Street, in the Wellesley Square Commercial 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 window sign, and two walls signs that will exceed the number of signs and letter height allowed by right.

Letter of Authorization, dated 5/24/24, signed by Charles Minasian, ALP Central LLC, Sign Information, Dimensioned Sign Plans, Photo Rendering and Examples of Surrounding Signage, dated 5/24/24, prepared by Fast Signs Waltham, were submitted.

On June 14, 2024, the Design Review Board voted unanimously to accept the application as presented.

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 window sign, and two walls signs that will exceed the number of signs and letter height 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 window sign, and two walls signs that will exceed the number of signs and letter height 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.

ZBA 2024-50
Petition of ALP Central LLC
87 Central Street (Dena Pavone-ChocAllure)

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 (L.M.)
Robert W. Levy, Acting Chairman

Walter B. Adams (L.M.)
Walter B. Adams

Derek B. Redgate (L.M.)
Derek B. Redgate

ZBA 2024-50
Applicant ALP Central LLC
Address 87 Central Street (Dena Pavone-ChocAllure)

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02481
2024 JUL 24 PM 12:18

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



CUSTOMER:
Dena Pavone Collection

PROJECT:
Dena Pavone / Choc Allure
Tube Frame

DATE:
05/24/2024

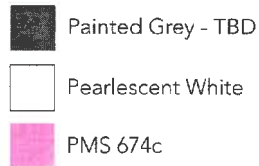
INVOICE NUMBER:
401-43703

SCALE:
As Noted

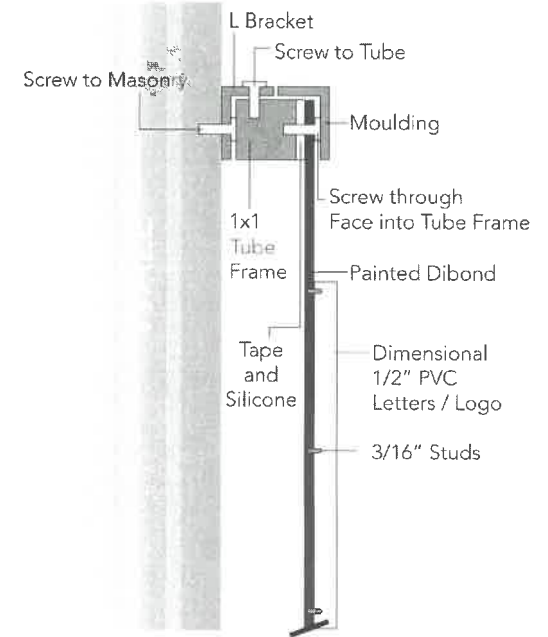
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PROOF V4
PAGE 3 / 5

Dena Pavone Tube Frame Sign
96"w x 30"h | QTY 1



3D VIEW



CUSTOMER:
Dena Pavone Collection

PROJECT:
Dena Pavone Tube Frame

DATE:
05/24/2024

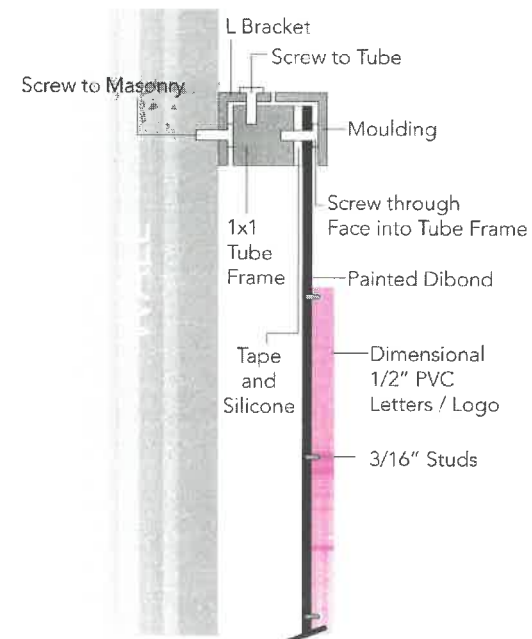
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PROOF V4
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Choc Allure Tube Frame Sign
60"w x 30"h | QTY 1



3D VIEW



CUSTOMER:
Dena Pavone Collection

PROJECT:
Choc Allure Tube Frame

DATE:
05/24/2024

INVOICE NUMBER:
401-43703

SCALE:
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