

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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RECEIVED  
10/10/2024  
WELLESLEY MUNICIPAL  
CLERK'S OFFICE  
WELLESLEY, MA 02482  
1400724 P.M.

ZBA 2024-71

Petition of C.E. Holman Limited Partnership  
16 Church Street (Popovers)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, October 10, 2024, at 7:30 pm, on the petition of C. E. Holman Limited Partnership requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of two (2) window signs that will exceed the maximum area allowed by right, at 16 Church Street, in the Wellesley Square Commercial District.

On September 10, 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 Amy Murray, AG Signs & Graphics, who said that the request is for relief for window graphics. She said that there are two picture windows on the storefront. She said that the bylaw allows 10 square feet on one window and less than 1 square foot on the other. She said that the wording on the signs will be by right. She said that the proposed privacy vinyls on the windows pop the lettering and make it more readable. She said that the Design Review Board (DRB) recommended that the signs either be raised up or down from the center of the windows. She said that the customers chose to lower the signs approximately 12 inches from the center.

The Chairman discussed the sign table in Section 5.18 of the Zoning Bylaw. He said that there are requirements for overall signage at the site and for the individual components. He said that a dimensioned plan was submitted for the window signs but no plans were submitted for the wall sign at the top of the building. He questioned whether the Board can come to a conclusion about the overall signage without that information. He said that it looks like the maximum area of the wall and windows signs is probably less than the smaller of 50 square feet or 10 percent of the façade. Ms. Murray said that she believes that the wall sign is well under 50 square feet.

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

### Statement of Facts

The subject property is located at 16 Church 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 installation of two (2) window signs that will exceed the maximum area allowed by right in the Wellesley Square Commercial District.

Sign Information, Letter of Authorization, dated 12/11/23, signed by Steven H. Grindle, President, Drawing No. 1 and Drawing No.2, dated 6/18/24, prepared by AG Signs & Graphics, and photographs were submitted.

On August 1, 2024, the Design Review Board voted unanimously to accept the application as presented, subject to recommendations.

On October 8, 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 two (2) window signs that will exceed the maximum area allowed by right in the Wellesley Square Commercial District 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 two (2) window signs that will exceed the maximum area allowed by right in the Wellesley Square Commercial District, 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~~ RECEIVED  
WELLESLEY MA 02482  
TOWN CLERK'S OFFICE  
16 CHURCH STREET  
10/10/24 OCT 24 PM 1:07 permit has been issued.

ZBA 2024-71  
Petition of C.E. Holman Limited Partnership  
16 Church Street (Popovers)

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 (rm)  
J. Randolph Becker, Chairman

Walter B. Adams (rm)  
Walter B. Adams

Peter Covo (rm)  
Peter Covo

RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02482  
2024 OCT 24 PM 1:07

ZBA 2024-71  
Applicant C.E. Holman Limited Partnership  
Address 16 Church Street (Popovers)

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



Customer:  
**Popovers**  
at Church Square

location:  
-  
order number:  
####  
date:  
6/18/2024  
No print: server/job/  
File

Server:  
Amy  
drawn by:  
SWS

Approved for Fabrication  
 Approved as Noted  
 Revise and Resubmit

approved \_\_\_\_\_ date \_\_\_\_\_

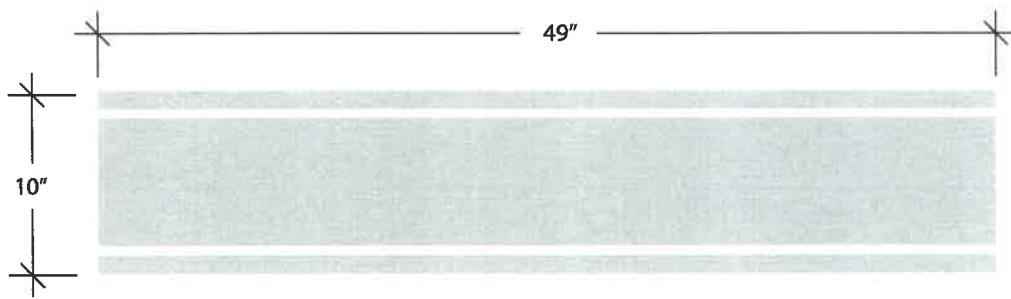
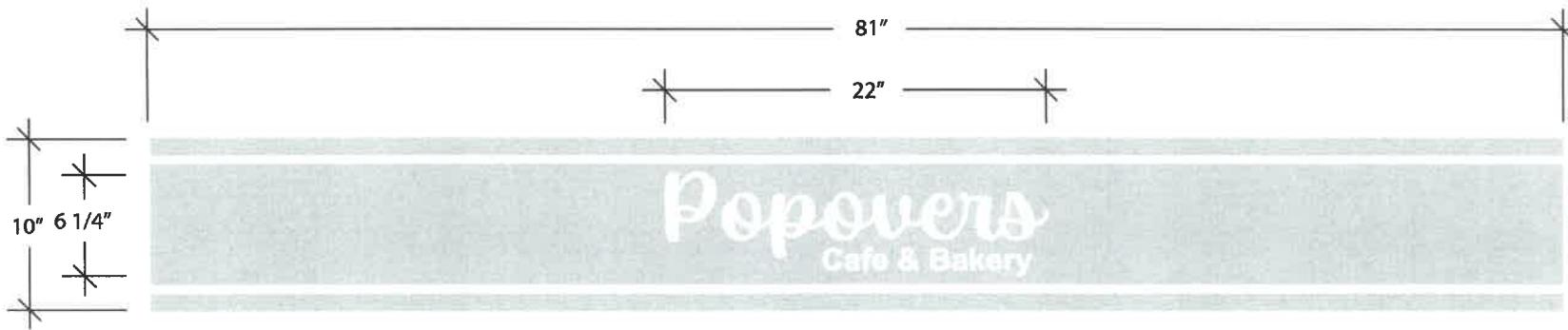


**Signs & Graphics™**

**alphagraphics®**

139B Southbridge Street  
Auburn, MA 01501  
phone: 774.994.9495

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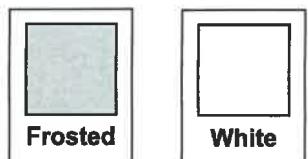


**Window Graphics - Front Elevation**  
Scale: NTS

**Description**

1st surface applied Digital printed white on frosted vinyl graphics to exterior side of existing window surface.

White Logos: 1 Square Feet Each



Customer:  
**Popovers**  
at Church Square

location:  
-  
order number:  
###  
date:  
6/18/2024  
drawn by:  
SWS  
file path: server/jobs/  
File

Approved for Fabrication  
 Approved as Noted  
 Revise and Resubmit

approved \_\_\_\_\_ date \_\_\_\_\_



**Signs & Graphics™**

**alpha**graphics

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