

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
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

ZBA 2025-01

Petition of Playhouse Nominee Trust
380 Washington Street (Le Petit Four)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, January 9, 2025, at 7:30 pm, on the petition of Playhouse Nominee Trust requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of two wall signs that will exceed the logo height and the number of signs allowed by right at 380 Washington Street, in a Business District.

On December 9, 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 Tom Taricano, Fastsigns, representing Le Petit Four Bakery.

Mr. Taricano said that the request is for a special permit for two signs on the building that is located at the corner of the plaza. He said that the proposed signs will be of the same size and will replace the two previous signs for White's Bakery. He said that the only difference is that White's Bakery's signs were fabric and the proposed signs will be solid metal that will be drilled into the existing brackets.

Mr. Taricano said that the primary sign will go above the entrance door on Forest Street and the secondary sign will be on Washington Street. He said that, in accordance with the Design Review Board recommendation, the logo and lettering will be centered on the signs and is shown correctly on the plan for Secondary Signage. He said that the lettering at the bottom of the signs on the Placement on Building rendering will not be on the signs.

A Board member said that the two signs are appropriate because of the corner lot and where the parking is located.

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

Statement of Facts

The subject property is located at 380 Washington Street, in a Business 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 wall signs that will exceed the logo height and the number of signs allowed by right.

Sign Information, Aerial View, Neighborhood View, Placement of Building, Primary Signage & Secondary Signage Plans, prepared by FastSigns were submitted.

On September 26, 2024, the Design Review Board voted unanimously to accept the application as presented, subject to recommendations.

On January 7, 2025, the Planning Department Staff 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 wall signs that will exceed the logo height and the number of signs allowed by right in a Business 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 wall signs that will exceed the logo height and the number of signs allowed by right in a Business A 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 been issued.

ZBA 2025-01
Petition of Playhouse Nominee Trust
380 Washington Street (Le Petit Four)

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

Walter B. Adams (LM)
Walter B. Adams

Derek B. Redgate (LM)
Derek B. Redgate

ZBA 2025-01
Applicant Playhouse Nominee Trust
Address 380 Washington Street (Le Petit Four)

2025 JAN 23 PM 12:33

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



FASTSIGNS
More than fast. More than signs.™

©2012 FASTSIGNS International, Inc.

Tel 781-444-4889 Fax 781-444-8577 • 310@fastsigns.com

Placement on Building

Le Petit Four

Two ACM signs + Two awnings

Proposed signage:



Previous signage:



380 Washington St, Wellesley, MA 02481

This artwork remains the property of Fastsigns - Needham, MA. It is provided for your consideration in the purchase of products and services built according to these plans. This design and artwork cannot be copied in whole or part, altered, forwarded or exhibited in any manner without the written permission of Fastsigns- Needham. Any unauthorized use of this proof drawing or artwork may result in civil liability. NOTE - This proof is not an accurate representation of printed colors. Fastsigns matches to the Pantone Matching System (PMS), to ensure correct colors please specify PMS C (coated) colors or pick from swatch books at showroom



FASTSIGNS
More than fast. More than signs.™

©2012 FASTSIGNS International, Inc.

Tel 781-444-4889 Fax 781-444-8577 • 310@fastsigns.com

Secondary Signage



Le Petit Four
Two ACM signs + Two awnings
380 Washington St
Wellesley, MA
02481

Single sided 1/4" maxmetal (ACM) sign with printed & laminated vinyl graphics, mounted to existing sign bracket/frame

Detail sizing/measurements:




Text: 9.09" tall

Logo: 15.79" wide x 19" tall

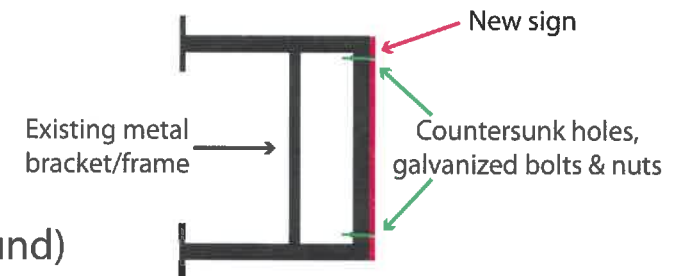
Sign to grade: approx 7ft

Sign square footage: 24sqft

Colors:

-  Black (text & logo)
-  PMS 1375C (logo)
-  PMS 1375C 5% (background)

Mounting Detail:



This artwork remains the property of Fastsigns - Needham, MA. It is provided for your consideration in the purchase of products and services built according to these plans. This design and artwork cannot be copied in whole or part, altered, forwarded or exhibited in any manner without the written permission of Fastsigns- Needham. Any unauthorized use of this proof drawing or artwork may result in civil liability. NOTE - This proof is not an accurate representation of printed colors. Fastsigns matches to the Pantone Matching System (PMS), to ensure correct colors please specify PMS C (coated) colors or pick from swatch books at showroom

ZBA 2025-01

380 Washington St.

R E C E I P T

Printed: February 13, 2025 @ 12:28:5

Norfolk Registry of Deeds

William P O'Donnell

Register

Trans#: 9458

Oper:CMCELMAN

=====

Book: 42249 Page: 577 Inst#: 9008

Ctl#: 267 Rec:2-13-2025 @ 12:28:50p

WELL 380 WASHINGTON STREET

DOC	DESCRIPTION	TRANS AMT
---	-----	-----

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 1062		106.00
---------------	--	--------

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
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

ZBA 2025-01

Petition of Playhouse Nominee Trust

380 Washington Street (Le Petit Four)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, January 9, 2025, at 7:30 pm, on the petition of Playhouse Nominee Trust requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of two wall signs that will exceed the logo height and the number of signs allowed by right at 380 Washington Street, in a Business District.

On December 9, 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 Tom Taricano, Fastsigns, representing Le Petit Four Bakery.

Mr. Taricano said that the request is for a special permit for two signs on the building that is located at the corner of the plaza. He said that the proposed signs will be of the same size and will replace the two previous signs for White's Bakery. He said that the only difference is that White's Bakery's signs were fabric and the proposed signs will be solid metal that will be drilled into the existing brackets.

Mr. Taricano said that the primary sign will go above the entrance door on Forest Street and the secondary sign will be on Washington Street. He said that, in accordance with the Design Review Board recommendation, the logo and lettering will be centered on the signs and is shown correctly on the plan for Secondary Signage. He said that the lettering at the bottom of the signs on the Placement on Building rendering will not be on the signs.

A Board member said that the two signs are appropriate because of the corner lot and where the parking is located.

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

Statement of Facts

The subject property is located at 380 Washington Street, in a Business District.

7249 5