

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 2025-31

Petition of 29-35 Washington St Wellesley LLC
35 Washington Street (Brookline Bank)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, June 5, 2025, at 7:30 pm, on the petition of 29-35 Washington St Wellesley LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning for installation of two (2) wall signs that will exceed the number of signs allowed by right, at 35 Washington Street, in the Lower Falls Village Commercial District.

On April 30, 2025, 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 were Ed Spinney, SignArt, Inc., and Andrew Schieffelin, Brookline Bank.

Mr. Spinney said that the request is for a special permit to add a second sign on the side of the building facing Columbia Street. He said that many businesses in the area have two signs.

The Chairman discussed the totality of the number of signs on the building or in the lot in front of the building. He said that the proposed signs are only a small part of that number. Mr. Schieffelin said that it is a multi-tenant building with Eastern Bank at 29 Washington Street, some offices and a dental suite in between, and Brookline Bank at 35 Washington Street. Mr. Spinney asked if there is a maximum number of signs allowed per building or business. He said that they were told by the building inspector that the required relief is for a second sign where one is allowed.

The Chairman discussed signs that are allowed by right under the Zoning Bylaw.

Mr. Spinney said that the proposed sign will provide visibility for the bank for traffic coming down Washington Street.

Mr. Schieffelin said that the Board granted a special permit for a second sign at Brookline Bank's other location further up Washington Street. He said that Needham Bank, at the corner of Washington and State Streets, also has signs facing both streets.

Mr. Schieffelin said that the Bank reactivated the drive through window on the side of building. A Board member said that it is not clearly annotated on the plan. He said that a plan should be submitted that identifies the drive-through facility.

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

Statement of Facts

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

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning for installation of two (2) wall signs that will exceed the number of signs allowed by right.

Sign Information, Proposed Dimensioned Sign Plan, Proposed Side and Front Elevation Plan, and Rendering, dated 3/6/25, prepared by SignArt, and a photograph were submitted.

On March 27, 2025, the Design Review Board voted unanimously to accept the application as presented, subject to recommendations.

On June 3, 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 (2) wall signs that will exceed the number of signs 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 two (2) wall signs that will exceed the number of signs allowed by right, subject to the following condition:

- A plan that clearly identifies the drive-through facility on the side of the building facing Columbia Street shall be submitted.

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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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 (km)
J. Randolph Becker, Chairman

Walter B. Adams (km)
Walter B. Adams

Peter Covo (km)
Peter Covo

ZBA 2025-31
Applicant 29-35 Washington St Wellesley LLC
Address 35 Washington Street (Brookline Bank)

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.

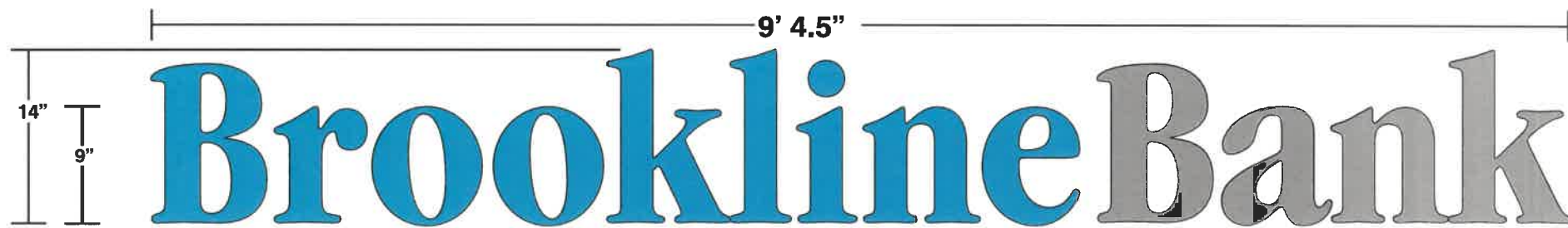
Date:

Attest:

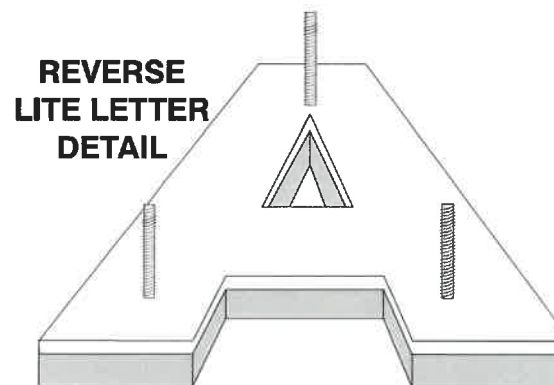
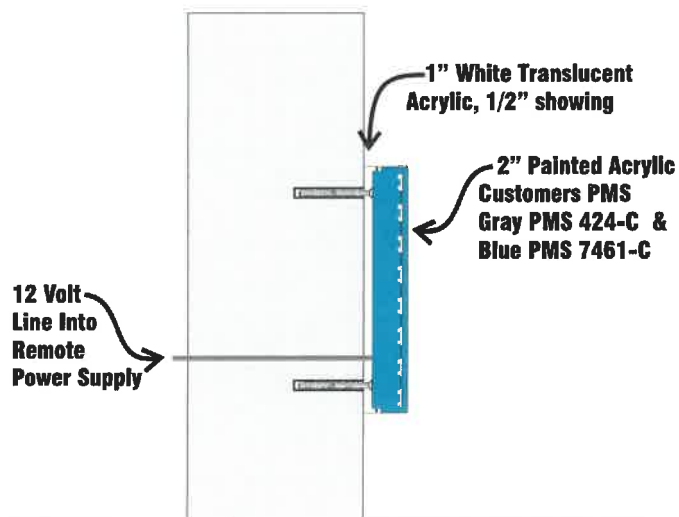
Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

**PROPOSED: 2 - Sets of 14" by 2.5" Reverse Lit Letters
with Remote Power Supplies, 10.9 Sq. Ft. each Set**



SIDE VIEW



**FLUSH MOUNTED
WITH STUDS OR SCREWS**

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66 WINTER ST. NORTH READING, MA 01864 781-322-3785

www.signartboston.com

SALESMAN
Ed Spinney

DRAWN BY
EWS

DATE
3-6-25

CUSTOMER
BrooklineBank / Wellesley

SCALE
AS SHOWN

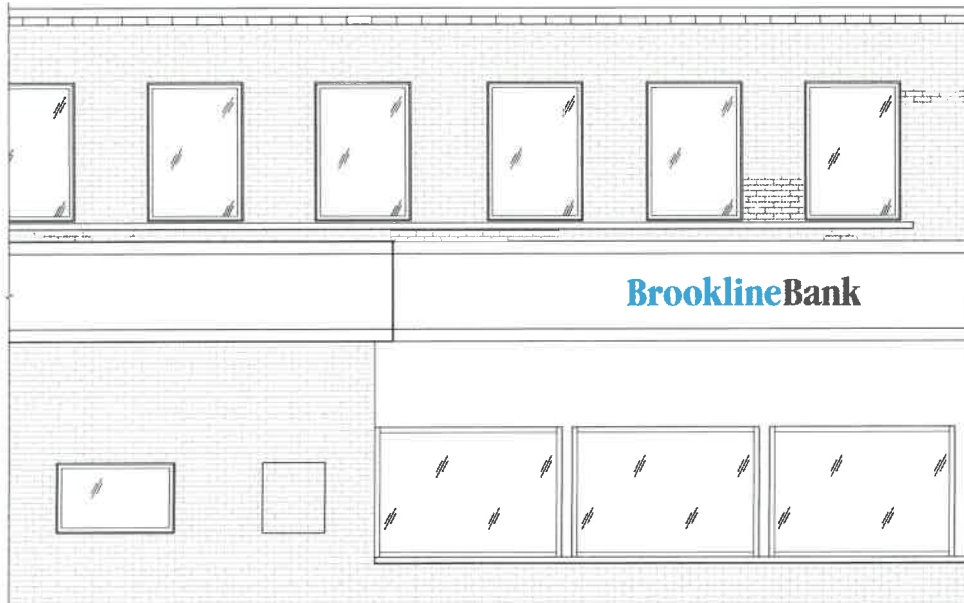
APPROVED BY



10.9 Sq. Ft.

PROPOSED: 2 - Sets of 14" by 2.5" Reverse Lit Letters with Remote Power Supplies, 10.9 Sq. Ft. each Set

Side



Front



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CUSTOMER
BrooklineBank / Wellesley

SCALE
AS SHOWN

APPROVED BY



CERTIFY

William P. O'Donnell
WILLIAM P. O'DONNELL, REGISTER

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