



35 Lyman Street  
Northboro, MA 01532

508 393-8200  
508 393-4244 Fax  
signs@ViewPointSign.com  
www.ViewPointSign.com

#### INTERIOR/EXTERIOR SIGNAGE

Electric  
Architectural  
Dimensional  
Wayfinding  
Channel Letters  
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Electronic Message Centers  
Digital Graphics

#### AWNINGS

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Backlit  
Canvas  
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#### SIGN SERVICE

#### ARCHITECTURAL METAL FABRICATION

#### VEHICLE GRAPHICS

#### MEMBERS

Massachusetts Sign Association  
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International Sign Association  
Northeast States Sign Association  
North East Canvas Products  
Association  
Industrial Fabrics Association  
International

February 22, 2024

Town of Norwell  
Board of Appeals  
345 Main St.  
Norwell, MA 02061

TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:13

RECEIVED

Re: Papa Gino's Pizzeria / D'Angelo Grilled Sandwiches — 10 Washington St.

Hello —

Enclosed please find an application and associated documents for a request for a dimensional variance for signage at the above location. We are proposing a re-wrap of an existing awning frame on site — the proposed graphics for the awning exceed what is allowed in the zoning by-laws in both area and letter height.

The property is located near the intersection of Washington St. and Pond St. and is identified as Queen Anne Plaza. Papa Gino's Pizzeria is a long-time tenant at this plaza, and is undergoing a renovation to become a Papa Gino's Pizzeria / D'Angelo Grilled Sandwiches dual location, thus all the associated signage is being updated. The tenant space for the restaurant is located in the northwest corner of the main building. It has an approximate setback of 600' from Washington St., and 65' from Pond St. The restaurant has 55' of frontage on the north elevation (facing Washington St.), and 70' of frontage on the west elevation (facing Pond St.). There is currently a conforming primary wall sign located on the north elevation, as well as pylon panels on the existing double sided pylon sign located on Washington St. However, there is no identifying signage fronting Pond St. despite the business having the most frontage and exposure to the Pond St. driveway entrance. There is an existing awning located on the west elevation facing Pond St. that is blank (no graphics/lettering). We are proposing to re-wrap the existing frame (no change in size or mounting location) with new fabric that includes graphics.

Per Section 201-14.6.B(1) of the zoning ordinance, a business may have one awning sign, "not to exceed 1/2 square foot per linear foot of storefront or building upon which the awning is attached, or 8 square feet, whichever is less, with letter height not to exceed 14 inches." The proposed graphics on the awning are 20"h x 10'6-1/4"w (17.5 SF), with letter heights ranging up to 14-1/2".

There are several hardships which would be resolved by the granting of the variance. First, while the restaurant has sufficient exposure on Washington St. with the pylon sign and the primary wall sign, there is absolutely no exposure or identification of the business to pedestrians/motorists traveling on Pond St. Such difficulties result in customer confusion and distraction, and create potential safety issues. Granting the variance will reduce potential safety problems and improve the provision of transportation by providing ample and visible signage to motorist seeking to identify the site for retail and parking opportunities. The larger graphics would be clear and legible. Second, the lack of clear identification of the business would impact the restaurant financially due

to potential loss of customers or difficulty in a customer's ability to locate the restaurant, especially considering they are remodeling the space and updating their branding and offerings. Overall, the Board may grant desirable relief without substantial detriment to the public good and without nullifying or substantially derogating from the intent or purpose of the by-law.

We are hoping to be included on the next available agenda. Please feel free to call me with any questions or if you need more information. I am primarily working from home, so I've supplied my cell phone number in my signature below. I look forward to hearing from you!

Best Regards,

*Lauren Delarda*

Lauren Delarda

Permit Manager

Viewpoint Sign & Awning

35 Lyman St.

Northboro, MA 01532

Office: 508-393-8200 x21

Cell: 617-872-3064

LCronin@viewpointsign.com

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TOWN OF NORWELL  
TOWN CLERK  
2024 MAR -5 AM 11:19

**TOWN OF NORWELL**  
**BOARD OF APPEALS**

P.O. Box 295  
345 Main Street  
Norwell MA 02061

Tel: 781.659.8018  
Fax: 781.659.1892



**APPLICATION FOR PUBLIC HEARING**  
*Pursuant to MGL Chapters 40A and 41 and Norwell Zoning Bylaw*

**TOWN USE ONLY (Official Date Stamps below):**

Received by Clerk of the Board:

Received by Town Clerk's Office:

**RECEIVED**

**FEB 29 2024**

**TOWN OF NORWELL**  
**ZONING BOARD OF APPEALS**

**Application Fee(s) Paid:** \$500

**Technical Review Escrow** (Amount applicable) \_\_\_\_\_

**RECEIVED**  
**2024 MAR -5 AM 11:11**  
**TOWN OF NORWELL**  
**TOWN CLERK'S OFFICE**

**TO THE NORWELL BOARD OF APPEALS:**

The undersigned hereby submits this application for the following action(s):

- Special Permit and/or Section 6 Finding (Other than an in-law apartment)
- Special Permit for In-Law Apartment (Form ZBA-1B, In-Law Apartment Affidavit, required.)
- Variance ☒ Sign Variance
- Site Plan Review (Form ZBA-1A, Site Plan Review: Supplemental Information, required.)
- Other Powers (Check those applicable below or specify.) \_\_\_\_\_
- Appeal of Decision of Building Inspector/Zoning Official
- Enforcement Action

**APPLICANT(S)** (Name/Mailing Address): PAPA GINO'S PIZZERIA / O'ANGELO GRILLED

SMOWITCHES c/o VIEWPOINT SIGN & AWNING

35 LYMAN ST NORTHBORO, MA 01532

Tel. 617 872 3064 Fax \_\_\_\_\_ email: LCRONIN@VIEWPOINTSIGN.COM

**PROPERTY OWNER** (include mailing address, if different from applicant): \_\_\_\_\_

FEDERAL REALTY - 455 GRAND UNION BLVD SUITE 600  
SOMERVILLE, MA 02145

Tel. 617 684 1524 Fax \_\_\_\_\_ email: DYORK@FEDERALREALTY.COM

**APPLICANT'S REPRESENTATIVE** (include mailing address, if other than applicant): \_\_\_\_\_

BART STEELE (VIEWPOINT SIGN & AWNING)

LAUREN DELARDA (VIEWPOINT SIGN & AWNING)

Tel. 508 400 2189 Fax \_\_\_\_\_ email: BART@VIEWPOINTSIGN.COM

**PROPERTY LOCATION:** 10 WASHINGTON ST.

**Upland Area** (acres or square footage): \_\_\_\_\_ **Wetland Area:** \_\_\_\_\_

**Total Land Area** (acres or square footage): 17.27 ACRES **Lot Frontage:** 281' (WASHINGTON ST.)  
980' (POND ST.)  
(Page 1 of 3)

Lot conforms to existing zoning bylaw (If no, explain.):

yes

no

Assessors Map, Block, and Lot No. of all parcels 17-15

Registry of Deeds Book and Page No. BOOK 13338 PAGE 0048  
or Certificate of Title number for all parcels (Required for filing of Board's Decision)

ZONING DISTRICT(S) OF PROPERTY (Check all that apply.):

Residential: District A District B  
Business: District A ☒ District B District C \_\_\_\_\_ (specify)  
Overlay Districts and other zones:

- ☒ Aquifer Protection District
- ☐ Salt Marsh Conservation District
- ☐ Flood Plain
- ☒ Watershed and Wetlands Protection District
- ☐ Historic Building, Site, Scenic Street or Vista (See Norwell Historical Commission booklet.)
- ☐ Wireless Facility District
- ☐ Village Overlay District
- ☐ Adult Entertainment District
- ☐ Other \_\_\_\_\_

BUFFER ZONE REQUIREMENTS (Identify for each applicable zoning district): NA

When did owner purchase this property? 12/1994 Year built 1965

Type of Structure(s) (existing or proposed): EXISTING PLAZA

Current Use: COMMERCIAL Proposed Use: NO CHANGE

Status of building permit? (Indicate date issued, denied, or if pending) SIGN PERMIT DENIED 2/5/2024

Has the applicant or former owner made any previous application regarding this property? \_\_\_\_\_

If yes, indicate dates and circumstances and **attach prior decision copies**: \_\_\_\_\_

SEE ATTACHED DECISION

SECTION(S) OF BYLAW from which relief is requested: 201-14.6.B(1) - PLACARDS (1) SIGNING w/ GRAPHICS (0.5 SF LINEAR FOOT, NOT TO EXCEED 8 SF; MAX 14" LETTER HEIGHT)

REASONS FOR APPLICATION (state briefly): RE-WRAP EXISTING SIGNING FRAME w/ NEW FABRIC & GRAPHICS (17.5 SF GRAPHICS w/ 14 1/2" H LETTERS)



**APPLICATION CHECKLIST:** The following information is required to complete the application. Any supplemental material must be submitted to the Board of Appeals *at least five business days in advance of the scheduled hearing date for owner-occupied single-family residences, or, for commercial applications requiring peer review, a minimum of fifteen business days.* Delay in submission of all required documentation may adversely impact the ability of the Board of Appeals to act in a timely manner. Additionally, the applicant shall:

- Provide evidence of legal standing, satisfactory to the Board,
- Provide a copy of a certified Plot Plan, stamped by the professional that prepared it, showing the subject property,
- Comply with the application requirements of all appropriate sections of the Norwell Board of Appeals' *Rules and Regulations and General Information*,
- Provide sufficient copies of the complete application and supporting documentation to satisfy the purposes of the Board of Appeals and the Office of the Town Clerk. A minimum of six (6) copies is required. *Additional copies for other Town Boards or agencies, as required for commercial applications.*
- List of Town Boards or other agencies with dates of scheduled meeting(s).
- Provide general information regarding the proposed project and seek the support of abutters of the subject property.

**Important Note:** All commercial property applicants shall meet the requirements of the Design Review Board, Board of Health, Conservation Commission, Planning Board, Fire Chief, Water Department, and other jurisdictional departments or agencies having authority in this matter. The Board of Appeals reserves the right to (1) continue the public hearing until all such agency recommendations, Conditions, Orders, and/or Decisions are received and reviewed, or (2) in cases where there is undue delay in obtaining required approvals, the Board of Appeals may deny for lack of sufficient information or require that the Applicant withdraw the Application and refile as a new Application.

Further, each applicant shall familiarize him/herself with the Norwell Zoning Bylaw and any other local regulations that may apply, including State and Federal laws. If the applicant designates a representative to act on his/her/its behalf, the applicant shall provide *written authorization* to the Board of Appeals in advance of any appearance by that representative before the Board.

The undersigned under penalties of perjury hereby certifies that (s)he has read and examined the Board of Appeals *Rules and Regulations and General Information* and reviewed this application with all its supporting documentation and certifies that the proposed project is accurately represented. I/We hereby request a public hearing before the Board of Appeals in the matter referenced herein.

Owner SEE ATTACHED LETTER Date \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature) Date \_\_\_\_\_

Applicant: Ramen Delanda - VIEWPOINT SIGN & PAINTING Date 2/22/24  
(Signature if not the property owner)

Applicant's interest is: Owner      Tenant      Agent/Attorney      Other (specify) SIGN CONTRACTOR

**This space reserved for Building Inspector comments. (Please note if such comments are attached.)**

**NORWELL BOARD OF APPEALS**  
**PUBLIC NOTICE AUTHORIZATION**

TO: GateHouse Media, Inc.  
Legal Notice Department

FROM: Norwell Board of Appeals  
Attn: Roberta Mahoney  
Tel: 781.659.8018

DATE: 2/22/24

RECEIVED  
TOWN OF NORWELL  
TOWN CLERK  
2024 MAR -5 AM 11:13

Please publish the attached legal notice of the Norwell Board of Appeals scheduled public hearing in the following newspaper(s) on the date(s) indicated:

☐ *The Patriot Ledger*  
400 Crown Colony Drive  
P.O. 699159  
Quincy MA 02269-9159

1. Date: \_\_\_\_\_

2. Date: \_\_\_\_\_

☐ *Norwell Mariner*  
165 Enterprise Drive  
Marshfield, MA 02050

1. Date: \_\_\_\_\_

2. Date: \_\_\_\_\_

---

**NOTE TO APPLICANT:** Please print the requested information below the line only, including billing address. The undersigned hereby acknowledges and authorizes GateHouse Media, Inc., to bill the advertising costs directly, as follows:

**Article E. PRE-HEARING PROCESS**  
**Section 3. Public Notice and Notification**  
**to Parties in Interest**

a. In accordance with provisions of G.L. c. 40A, §11, notice of a Public Hearing must be advertised by publication in *The Patriot Ledger*, *The Norwell Mariner*, or a newspaper of general circulation in the town once in each of two successive weeks, the first publication to be not less than fourteen days before the day of the hearing, and by posting such notice in a conspicuous place in the Town Hall (by the Town Clerk) for a period of not less than fourteen days before the day of such hearing.

*Rules of the Board of Appeals, adopted 06.25.14*

Kamen Delaida  
Signature

VIEWPOINT SIGN & PRINTING  
Print billing name

35 LYMAN ST.  
P.O. Box or Street Address

NORTH BORO, MA 01532  
Town/State/Zip Code

617 872 3064 / 508 393 8200 x 21  
Contact Phone #



TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:14

RECEIVED

January 24, 2024

Thomas M. Barry, C.B.O.  
Building Inspector  
Town of Norwell  
345 Main Street  
PO Box 295  
Norwell, MA 02061

RE: **PapaGino's**  
**Space 5**  
**Queen Anne Plaza**  
**Norwell, MA**

Dear Mr. Barry:

Please let this letter serve as permission for PapaGinos and /or their representative to apply for a Signage Permit for Space 5 at Queen Anne Plaza with plans prepared by ViewPoint Sign and Awning signed and approved by me.

If you have any questions, please do not hesitate to contact me at 617-684-1524.

Respectfully,



**Dave York**  
SENIOR PROJECT MANAGER  
Federal Realty  
d (617) 684-1524 | c (508) 728-8215  
455 Grand Union Blvd Suite 600  
Somerville MA 02145  
[dyork@federalrealty.com](mailto:dyork@federalrealty.com)

# 10 Washington St



Property Tax Parcels Boundaries

Norwell Aquifer Protection District

DEP Wetlands

- Barrier Beach System
- Barrier Beach-Deep Marsh
- Barrier Beach-Wooded Swamp Mixed Trees
- Barrier Beach-Coastal Beach
- Barrier Beach-Coastal Dune
- Barrier Beach-Marsh
- Barrier Beach-Salt Marsh
- Barrier Beach-Shrub Swamp
- Barrier Beach-Wooded Swamp Coniferous
- Barrier Beach-Wooded Swamp Deciduous
- Bog
- Coastal Bank Bluff or Sea Cliff
- Coastal Beach
- Coastal Dune
- Cranberry Bog
- Deep Marsh
- Barrier Beach-Open Water
- Open Water
- Rocky Intertidal Shore
- Salt Marsh
- Shallow Marsh Meadow or Fen
- Shrub Swamp
- Tidal Flat
- Wooded Swamp Coniferous
- Wooded Swamp Deciduous
- Wooded Swamp Mixed Trees

281' FRONTAGE ON WASHINGTON ST.

980' FRONTAGE ON POND ST.

ZONING DISTRICT - BUSINESS B1-8

OVERLAY DISTRICTS - NORWELL AQUIFER PROTECTION DIST.  
- DEP WETLANDS (SHRUB SWAMP & WOODED)  
SWAMP DECIDUOUS

RECEIVED

2024 MAR -5 AM 11:14

TOWN OF NORWELL  
TOWN CLERK



TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:14

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Bk: 51366 Pg: 19

The hearing was posted at the Norwell Town Hall and duly advertised in *The Norwell Murret* on April 11, 2019 and April 18, 2019. No one spoke in favor of or in opposition to this application.

The following information was received into the file:

1. Completed Application for Public Hearing signed by the Applicant's agent on March 11, 2019, date stamped by the Board of Appeals on March 11, 2019, and the Town Clerk on March 19, 2019.
2. Approval for the application from the property owner, Route 53 Realty Trust, signed by Trustee Robert D. Sullivan.
3. Narrative with photographs of the existing and proposed signs, describing the current approach from both Washington and Pond Streets.
4. Plans, dated 5/25/18, showing the existing and proposed building signage and drawings, including:
  - a. Front elevation
  - b. Left elevation
  - c. Right elevation
  - d. Free-standing sign
5. Overhead map showing the portion of the property occupied by AT&T.

Heather Hopkins Dudko, Sign Permit Consultant, authorized representative of the Applicant, presented the application on behalf of AT&T with its store manager.

At the opening public hearing on May 1, 2019, the Board requested the Site Plan Review decision, relating to renovation/reconstruction of the existing building that was formerly the location of a gas station, to ensure there were no conditions that could affect the Board's decision. Although the Applicant was unable to produce that document at the continued public hearing on June 5, 2019, the Board was able to locate that decision in its files. There was no signage restriction in that document.

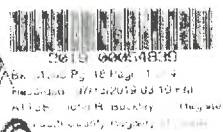
Subsequently, Members Brown, Greene, and Barbour made the following findings:

1. The signage allowance contemplated under the Bylaw results in difficulties in identifying the AT&T location from both the Washington and Pond Street approaches. Such difficulties result in customer confusion and distraction, and create potential safety issues. Granting the variance will reduce potential safety problems and improve the provision of transportation by providing ample and visible signage to motorists seeking to identify the site for retail and parking opportunities.
2. The AT&T building is a freestanding structure, which is not easily distinguishable as a commercial structure from others in Queen Anne's Plaza.
3. The additional signage will allow for and encourage the safe and easy identification of: (i) the AT&T location, and (ii) access to the AT&T's parking. The AT&T building is located in an area of intense commercial activity. The building signage is simple, and in scale with the AT&T building.
4. In order to grant a Variance, the Board must consider the following:
  - a. A literal enforcement of the provisions of this Bylaw would involve a substantial hardship, financial or otherwise, to the petitioner or applicant.

ZBA File No. 19-02, Sign Variance: 10 Washington St - National Sign Corp for AT&T

Page 2 of 4

Bk: 51366 Pg: 18



2019 JUN 19 PM 6:31



TOWN OF NORWELL

445 MAIN STREET, 1ST FLOOR  
NORWELL, MASSACHUSETTS 02061  
(508) 887-0011 • Fax: (508) 887-1892

OFFICE OF  
BOARD OF APPEALS

FINDINGS AND DECISION

The Norwell Board of Appeals

File No. 19-02

A PUBLIC HEARING was held on May 1, 2019, and continued to June 5, 2019, by the Norwell Zoning Board of Appeals, under Massachusetts General Laws, Chapter 40A, s. 10, at the Norwell Town Offices, 345 Main Street, Norwell, MA on the application of:

National Sign Corp for AT&T  
c/o 180 Four Rod Road  
Berlin, CT 06037

For a Sign Variance under Sections 1322 a), b), c), 1340 Signs, 332a (All Business Districts), and 3323 c) Wall Sign of the Norwell Zoning Bylaw, for installation of three wall signs, one measuring 53 sq. ft. and two measuring 34 sq. ft., where 15 sq. ft. is allowed. In addition, the applicant proposes to increase the size of the free-standing street sign to 43 sq. ft. where 25 sq. ft. is allowed. Signs are to be internally illuminated. The Property is located at 10 Washington Street at the southwest corner of Washington and Pond Streets and adjoins Queen Anne's Plaza in Business District B-4, as shown on Assessors' Map 5D, Block 17, Lot B4 and recorded at the Plymouth County Registry of Deeds at Bk 6997 PG 286.

ZBA File No. 19-02, Sign Variance: 10 Washington St - National Sign Corp for AT&T

Page 3 of 4

3BA 19-02 (PAGE 1 OF 2)

TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:14

Bk: 51366 Pg: 21

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BK: 51366 Pg: 20

**FINDING:** The retail owner, A&I, would suffer substantial hardship including financial, and to potential loss of clients or difficulty in clients ability to locate the retail outlet, as well as customer safety.

b. The hardship is owing to circumstances relating to the site conditions, shape or topography of such land or structures and especially affecting such land or structures but not affecting generally the zoning district in which it is located.

**FINDING:** The hardship is related to the siting of this retail outlet on the property, located at the corner of the intersection of Washington and Pond streets with significant east-moving traffic.

c. Desirable signs may be granted without either: (1) substantial detriment to the public good; or (2) nuisance or substantially derogating from the intent or purpose of the Bylaw.

**FINDING:** Granting of this variance would not alter the character of the neighborhood, which is zoned for retail business allowed by right in Business District B. Further, the proposed signage is consistent with other business signs allowed by the Board under similar applications in Business District B. Further, public safety is noted as a Board concern.

#### DECISION

Based upon the findings delineated above and incorporated into this decision by reference, upon a motion duly made and seconded, Members Brown, Barbour, and Greene VOTED unanimously to grant a Sign Variance at the property located at 10 Washington Street, in accordance with the submitted plans, subject to the following:

#### CONDITIONS APPLYING TO ALL DECISIONS

- RECORDING OF THE DECISION:** After receiving certification from the Town Clerk that no appeal has been taken within twenty days, or if appealed then dismissed or denied, a copy of the Board's Decision must be filed with either the Registrar of the Plymouth County Registry of Deeds to be recorded and indexed in the grantor index under the name of the owner of record in the case of unregistered land, or with the Recorder of the Land Court to be registered and noted on the owner's certificate of title in the case of registered land.
- RECORDING RECEIPT:** A copy of the recording receipt must be returned to the Board of Appeals. **NOTE:** No building permit shall be issued without such evidence.
- EFFECTIVE DATE OF APPROVAL:** The Sign Variance granted by this Decision shall take effect only at such time as a copy of this Decision, certified by the Office of the Town Clerk of the Town of Norwell, is recorded with the Registrar of Deeds or Recorder of the Land Court.
- EXPIRATION:** The Applicant must exercise any variance granted within one year from the date this decision is filed with the Town Clerk or by extension it shall lapse.

The remainder of this page is intentionally left blank.

ZBA File No. 19-02, Sign Variance, 10 Washington St. National Sign Corp. vs. A&I

Page 4 of 4

Louis S. Barbour

Philip Y. Brown

Matthew H. Greene

This space for Date  
Stamp of Town Clerk

Date Filed with Office of the Town Clerk

2019 JUN 19 PM 6:31

**NOTICE OF APPELLATE RIGHTS:** Any decision of the Board of Appeals can be appealed to Superior Court within twenty (20) days after filing of the written decision with the Town Clerk. Any construction or pre-construction activity is undertaken at the applicant's risk during the appeal period.

I hereby certify that notice of approval of this application for a Sign Variance submitted by National Sign Corp. for A&I to the Norwell zoning board of Appeals was received and recorded at this office on June 19, 2019, and that no appeal was received during the twenty days next after such receipt and recording of said notice.

TOWN CLERK - ASSISTANT TOWN CLERK

John P. Papp  
Officer

DATE:

July 15, 2019

ZBA File No. 19-02, Sign Variance, 10 Washington St. National Sign Corp. vs. A&I

Page 4 of 4

3BA 19-02 (PAGE 2 OF 2)

TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:16

RECEIVED

Bk. 43831 Pg. 101

100 Sign Service  
100 Sign Service  
100 Sign Service



TOWN OF NORWELL

100 Sign Service  
100 Sign Service  
100 Sign Service

FINDINGS AND DECISION  
OF  
THE NORWELL BOARD OF APPEALS

File No. 13-9

A PUBLIC HEARING was held on June 1, 2013, by the Norwell Zoning Board of Appeals under Massachusetts General Laws Chapter 40A:61 in the Norwell Town Office, 14 Main Street, Norwell, MA, in the application of:

DressBarn  
30 Washington Drive  
Norwell, MA 01901

For a Sign Variance under Sections 12.27 - 12.29, 12.31 All Business District(s) and 12.32(c) Wall Sign. The applicant requested three wall signs: a sign reading "DRESSBARN" measuring 48" x 10", a sign reading "WOMAN" measuring 48" x 10", and a sign reading "MISSES" measuring 48" x 10". The applicant seeks to utilize the sign(s) on the exterior of the building located at 30 Washington Street and shown on assessments Map 2D, Block 17, Lot 18, Replat 2010, Book 13456, Page 98 and Business District B and the register Protection District.

The Public Hearing was duly noticed in *The Norwell Leader* on May 31, 2013, and in *The Norwell Standard* on May 30, 2013, and posted by the Town Clerk as required by the Open Meeting Law.

The following information was received into the file:

1. An Affidavit.
2. A photograph of the Hamlet Supermarket sign at the Hamlet shopping plaza.
3. A site plan.
4. Application for Public Hearing. The aforementioned was filed on May 1, 2013, by the Board of Appeals and the Town Clerk on May 20, 2013.
5. A photograph of the sign as it will exist on the scale as proposed. The aforementioned was prepared by Adart Sign Company of Houston, Texas dated March 7, 2013.
6. A letter from Debbie Benedict an operations representative of DressBarn dated May 17, 2013. Ms. Benedict's correspondence stated that the

File No. 13-9 - 30 Washington St./DressBarn

Page 1 of 2

Bk. 43831 Pg. 102

DressBarn is working with ProSign Service for their signage at the Queen of Norwell.  
Anne's Plaza

JUN 26 2013

FINDINGS:

1. In consideration of the application, the Board determined that permitting the proposed signage as outlined in the application submitted to the Board would not be detrimental to the neighborhood; and denial would cause a substantial hardship to the applicant. The Board further determined that the allowance of the variance would not alter the character of the neighborhood, which is comprised of storefronts, many of which have similarly sized signs.

DECISION:

Accordingly, the Board VOTED unanimously to approve a Sign Variance for DressBarn located at 30 Washington Street, subject to the following:

SPECIAL CONDITIONS:

1. The applicant is not to exceed the dimensions as identified on the plan prepared by Adart Sign Company dated March 7, 2013 identified by file name 13-0172. Specifically, the DressBarn sign shall be no more than 48 inches tall by 21 ft. 10 1/2 inches long. The WOMEN sign shall be no more than 8 inches tall and 53.5 inches long and the MISSES sign shall be no more than 8 inches high and 48 2 inches long. The proposed sign is to be on the front upper facade of the building located at 30 Washington Street.

CONDITIONS APPLYING TO ALL DECISIONS:

1. **RECORDING OF THE DECISION:** After receiving notification from the Town Clerk that no appeal has been taken within twenty days, or if appealed then dismissed or denied, a copy of the Board's decision must be filed with either the Registrar of the Plymouth County Registry of Deeds to be recorded and indexed in the grantor index under the name of the owner of record in the case of unregistered land, or with the Recorder of the Land Court to be registered and noted on the owner's certificate of title in the case of registered land.
2. **RECORDING RECEIPT:** A copy of the recording fee receipt must be returned to the Board of Appeals. NOTE: No building permit shall be issued without such evidence.
3. **EFFECTIVE DATE OF APPROVAL:** The Sign Variance granted by this Decision shall take effect only at such time as a copy of this Decision, certified

File No. 13-9 - 30 Washington St./DressBarn

Page 2 of 2

3BA 13-9 (PAGE 1 OF 2)

by the Office of the Town Clerk of the Town of Norwell. It is recorded with the Register of Deeds or Recorder of the Land Court.

4. **EXPIRATION:** The applicant must exercise any variance granted within one year from the date of this decision or by extension or it shall lapse.

Michael F. Klemm

David Lee Brown

Philip Y. Brown

Date Filed with Office of the Town Clerk

This space reserved for  
Date Stamp of Town Clerk  
10/10/2014 10:10:11

10/10/2014

**NOTICE OF APPELLATE RIGHTS:** Any decision of the Board of Appeals may be appealed to the Superior Court within twenty (20) days of the filing of the written decision with the Town Clerk. Any construction or pre-construction activities undertaken at the applicants risk during the appeal period.

I hereby certify that notice of approval of this Application for a sign variance submitted by, [redacted] to the Norwell Board of Appeals was received and recorded at this office on June 26, 2014, and that no appeal was received during the twenty (20) day after receipt and recording of said notice.

Town Clerk - Ashley Brown, Town Clerk

Form 10-10 (revised 10/10/2014)

Date: Nov 10 2014

Printed Copy  
Filed

TOWN OF NORWELL  
TOWN CLERK

2024 MAR -5 AM 11:14

RECEIVED

3BA 13-9 (PAGE 2 OF 2)





# TOWN OF NORWELL

145 MAIN STREET, 2ND FLOOR  
NORWELL, MASSACHUSETTS 02061  
(617) 888-1111 • FAX (617) 888-1112

OFFICE OF  
TOWN CLERK

## FINDINGS AND DECISION OF THE NORWELL BOARD OF APPEALS

File No. 11-12

A PUBLIC HEARING was held on October 3, 2011, by the Norwell Zoning Board of Appeals under Massachusetts General Laws Chapter 40A, Sections 9 and 10, at the Norwell Town Office, 245 Main Street Norwell, MA, on the application of:

Hansford Sales, LLC  
100 Bay Road  
MS 9000  
Portland, ME 04104, the Applicant

For a Sign Variance under Sections 10A, 10B, 33B (light), 33C (all business districts) 33C (b) (new standing sign) and 33C (c) (new sign). The Applicant wished to replace the existing wall sign of 67 sq. ft. to a 75 sq. ft. wall sign with internally illuminated illuminated letters and logo cabinet where only 10 sq. ft. is allowed under the Norwell Zoning Bylaws. The Applicant also wishes to add a second free standing sign, measuring 20 square feet and internally illuminated, on the Pond Street frontage of the shopping center. The property is located at Washington Street and shown on Assessor's Map 20, Block 17, Lot 15 Registry of Deeds Book 14336, page 46 in Business District C and the single, Four Season District. A copy of this application (the Application) and all attachments are on file with the Town Clerk's Office.

The public hearing for the application was duly noticed in the Public Ledger on September 18, 2011, and September 26, 2011, and posted at the Norwell Town Hall and distributed as required by law.

The Applicant's representative presented the case and answered questions from the Board. The Clerk spoke in opposition to the Application.

The Application and a two page narrative discussing the requested Variance were reviewed and evidence was marked as Exhibit A. The following were also received and marked as Exhibits as follows:

- EXHIBIT 1 - Unlabeled photo of a portion of the existing storefront.
- EXHIBIT 2 - Sign Company drawing dated 4/25/05 showing storefront and the wall sign that reflects in place as of this application.
- EXHIBIT 3 - Sign Company drawing dated 8/27/11 showing proposed wall signage on the modified building facade.
- EXHIBIT 4 - Aerial image of shopping center neighborhood showing proposed sign location.
- EXHIBIT 5 - Lease Plan of Queen Anne Plaza noting the proposed sign location.
- EXHIBIT 6 - Sign Company drawing dated 8/10/11 of the proposed sign.
- EXHIBIT 7 - MassDOT 2004 Construction Plan showing a portion of Pond Street with the proposed sign location indicated.

File No. 11-12 to Washington Street

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TOWN OF NORWELL  
TOWN CLERK

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EXHIBIT 8 - Photo of the front of the building that shows the relationship of the sign to the building size.  
EXHIBIT 9 - View of Pond Street of the proposed location of the sign.  
EXHIBIT 10 - Copy of legal notes.  
EXHIBIT 11 - Signage List.

All Exhibits are in the file for this Decision.

## FINDINGS.

1. The signage allowed as contemplated under the Bylaw results in difficulties in identifying the Applicant as well as the timely identification of the Applicant's store front Pond Street. Such difficulties result in customer confusion and distraction, and the potential for safety issues. Granting the variance will reduce potential safety problems and improve the provision for identification by providing ample and visible signage to motorists seeking to identify Applicant's facility on the site.
2. The additional signage will allow for, and encourage, the safe and easy identification of parking and service amenities, from both Washington and Pond Streets, in a busy commercial parking field. The building is located in an area of intense commercial activity. The building signage is simple, in scale with the building and yet easy to read.
3. Granting the variance will not alter the character of the neighborhood, which is comprised of commercial buildings.
4. Granting the variance is consistent with other business signs allowed by the Board for similar applications in the Business District B.

## DECISION OF THE BOARD:

Based on the evidence presented and its findings above, upon a motion duly made and seconded, the Board VOTED unanimously to grant a Sign Variance at the property located at 10 Washington Street in accordance with the Application and submitted plans, subject to the following:

## CONDITIONS APPLYING TO ALL SPECIAL PERMITS:

1. **RECORDING OF THE DECISION.** After recording notification from the Town Clerk that no appeal has been taken within twenty days, or if appealed then dismissed or denied, a copy of the Board's decision must be filed with either the Registrar of the Plymouth County Registry of Deeds to be recorded and indexed in the grantor index under the name of the owner of record in the case of unregistered land, or with the Recorder of the Land Court to be registered and noted on the owner's certificate of title in the case of registered land.
2. **RECORDING RECEIPT.** A copy of the recording fee receipt must be returned to the Board of Appeals. **NOTE:** No building permit shall be issued without such evidence.
3. **EFFECTIVE DATE OF APPROVAL.** The Special Permit granted by this Decision shall take effect only at such time as a copy of this Decision, certified by the Office of the Town Clerk of the Town of Norwell, is recorded with the Registrar of Deeds or Recorder of the Land Court.
4. **EXPIRATION:** The applicant must exercise any Special Permit granted by the ZBA within two (2) years from the date of the decision or it shall lapse.

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TOWN OF NORWELL  
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CONDITIONS APPLYING TO ALL VARIANCES:

1. **RECORDING OF THE DECISION:** After receiving certification from the Town Clerk that no appeal has been taken within twenty days, or if appealed then dismissed or sustained, a copy of the Board's decision must be filed with either the Registrar of the Plymouth County Registry of Deeds to be recorded and indexed in the grantor index under the name of the owner of record in the case of unregistered land, or with the Recorder of the Land Court to be registered and noted on the owner's certificate of title in the case of registered land.
2. **RECORDING RECEIPT:** A copy of the recording fee receipt must be returned to the Board of Appeals. **NOTE:** No building permit shall be issued without such evidence.
3. **EFFECTIVE DATE OF APPROVAL:** The sign variance granted by this Decision shall take effectivity at such time as a copy of this Decision, certified by the Office of the Town Clerk of the Town of Norwell, is recorded with the Registrar of Deeds or Recorder of the Land Court.
4. **EXPIRATION:** This appeal must expire any variance granted within one year from the date of this decision, or by extension if it shall appear.

*David Lee Turner*  
David Lee Turner

Philip Y. Brown

*Michael E. Kiernan*  
Michael E. Kiernan

Date Filed with Office of the Town Clerk

This space reserved for  
Date Stamp of Town Clerk

1 True Copy  
- Recd

**NOTICE OF APPELLATE RIGHTS:** Any decision of the Board of Appeals may be appealed to Superior Court within twenty (20) days after filing of the written decision with the Town Clerk. Any construction or pre-construction activity is undertaken at the applicant's risk during the appeal period.

I hereby certify that notice of approval of this application for a sign variance submitted by Mainroad Bros. Co. to the Norwell Board of Appeals was received and recorded at this office on October 16, 2014 and that no appeal was received during the twenty days next after such receipt and recording of said notice.

Date: Nov 30, 2014

Town of Norwell, Massachusetts

*Philip Y. Brown*  
TOWN CLERK

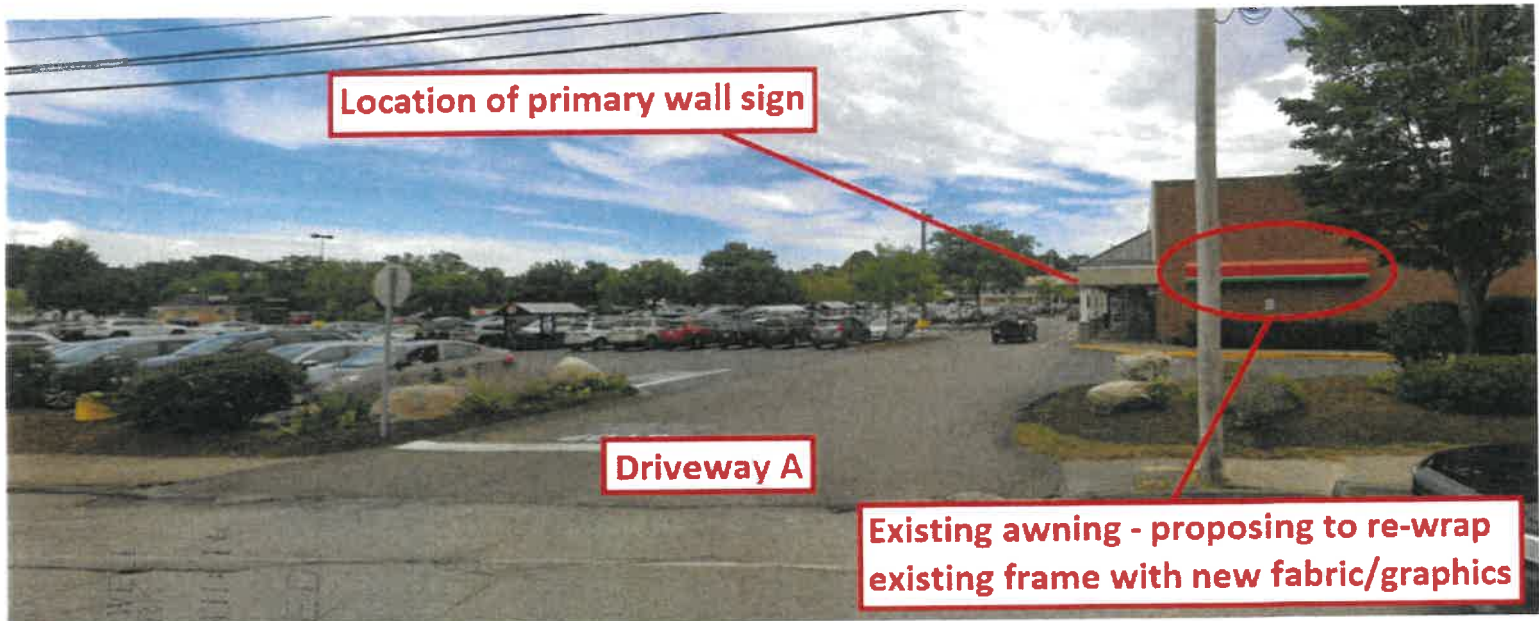
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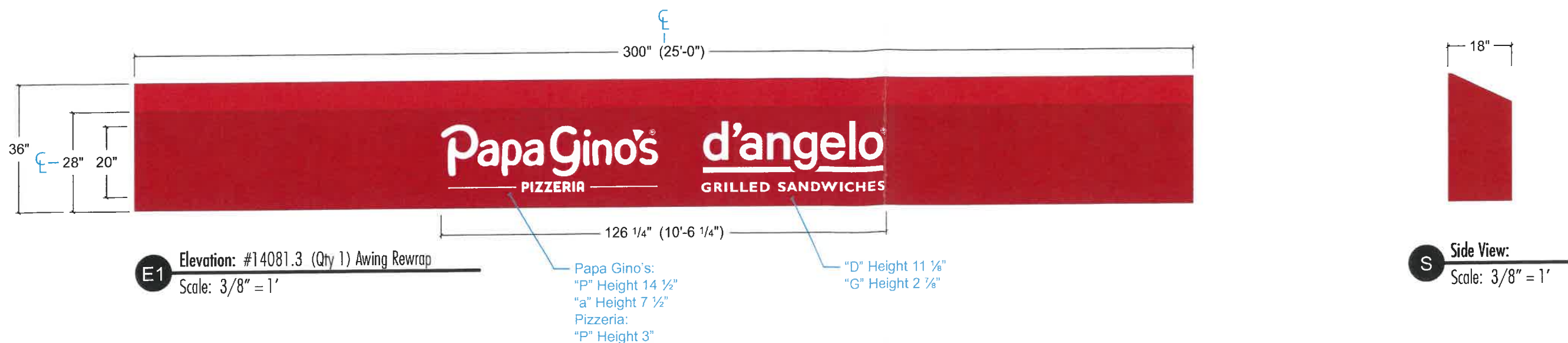
View of storefront from Washington St.



EXISTING SIGNAGE ON WASHINGTON ST.



Store #1022 - Norwell, MA - Awning Rewrap



**Description:**  
Rewrap existing awning frames with Weathertyte dark red fabric and RFW heat-sealed (backlit) graphics.  
- Modify existing frame for proper lighting of graphics.  
- Relamp with LEDs

**Logo:**  
Supplied Papa Gino's (Woonsocket Logo - Supplied 01-14-20)  
ViewPoint Added Register Trademark

Supplied by Dangelo (Edited by ViewPoint - Coventry Logo)

**Colors:**  
Frame - unpainted/rework as needed  
Fabric - Weathertyte - Dark Red  
Logo - Brite Awn 10 White #812690  
LEDs - White

**Installation:**  
By Viewpoint; Mount in same location with hardware as required.

Existing front awnings will be removed.



Existing:

Proposed: