

**ZONING BOARD OF APPEALS**

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WALTER B. ADAMS
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RICHARD L. SEEGEL

June 1, 2021

7:30 pm

Remote Public Hearing

Zoning Board of Appeals Members Present: J. Randolph Becker
Richard L. Seegel
Derek B. Redgate

ZBA 2021-37, FR LINDEN SQUARE, LLC., 161-200 LINDEN STREET

Present on behalf of the Petitioner were Mark Hebert, Federal Realty, Peter Tamm, Esq. and Michael Wallace, Esq., Goulston & Storrs, and Brian Pearce, Sign Consultant.

Mr. Tamm discussed the things that changed since the previous public hearing. He said that the petition before the Board is for a comprehensive special permit sign package that encompasses nine signs, with eight standing signs along Linden Street where five exist today, and one wall sign. He said that the signs were reviewed in detail at the previous session. He said that the Board asked the Petitioner to focus on the height and scale of two standing signs that were of concern. He said that they submitted an updated proposal on the two specific signs.

Mr. Hebert discussed the new id signs on the northerly side of the property fronting Linden Street. He said that they reduced the square footage of the two signs by approximately 30 percent and have agreed to have one sign on the northeasterly side face in just one direction.

Mr. Hebert said that Federal Realty wants to be great neighbors. He said that they worked in collaboration with the Design Review Board. He said that the goal is to fill the vacancies that are difficult to fill and minimize potential turnover, particularly in areas that are not seen from Linden Street.

Mr. Hebert said that issues concerning pedestrian and vehicle access were brought up by the neighbors. He said that wayfinding on the property is important. He said that Federal Realty will work on that issue and come back before the Board at a later time.

Mr. Pearce discussed two vertical signs that were problematic in their height at the previous hearing. He displayed a plan showing the existing wall sign, the originally proposed standing sign and the alternative sign. He said that the existing sign is 25 feet long, 7.2 feet high, and a total of 59 square feet. He said that the original goal was to open up the wall to enliven the seating area behind and provide opportunities for

seating on the wall itself while providing a clear identity of Linden Square and honor some of the leasing agreements with four panels for tenants. He discussed the constraints of working with panel size and height for the alternative sign. He said that the alternative sign has a condensed logo and other elements and the open mesh design was preserved. He said that they were able to shave approximately three feet from the height and got it down to nine feet, which is two feet higher than the original sign. He said that the total area will be reduced to 48.5 square feet, which is less than the original area of 59 square feet. He said that the new sign will sit six feet further away from the intersection. Mr. Seegel said that the proposed changes to the two signs were very responsive to the Board's concerns.

Mr. Becker asked if any member of the public wished to speak to the petition.

David Himmelberger said that the standing signs are a huge improvement. He said that he was disappointed that they were not located interior to the parking lot. He said that he was concerned about the wall signage that appears at the end of the 200 block and the Roosters end. He said that the buildings are apparent because you are already in the facility.

Mr. Becker discussed sign AW3. He said that the bylaw specifically prohibits wall signs that are painted on the wall. He discussed justifying that in terms of the Zoning Bylaw.

Mr. Seegel moved, Mr. Redgate seconded the motion, and the Board voted unanimously to close the public hearing.

Mr. Seegel voted aye.
Mr. Redgate voted aye.
Mr. Becker voted aye.

Mr. Becker discussed holding a public meeting at which the Board can review a draft decision.

Mr. Seegel moved, Mr. Redgate seconded the motion, and the Board voted unanimously to continue the petition for review at a business meeting on June 8, 2021 at 9 am.

Mr. Redgate voted aye.
Mr. Seegel voted aye.
Mr. Becker voted aye.

As there was no further business to come before the Board, the hearing was adjourned at 8:07 pm.

Respectfully submitted,

Lenore R. Mahoney
Executive Secretary