

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482

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ZBA 2022-37

Petition of FR Linden Square, Inc.
165 Linden Street (Tatte Bakery & Café)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 5, 2022, at 7:00 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of FR Linden Square, Inc. requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for wall signs and window signs that will exceed the number of signs allowed by right at 165 Linden Street, in an Industrial District and the Linden Street Corridor Overlay District.

On April 7, 2022, 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 Daniel Brennan, dpd Design Consultants, who said that he handles licenses and permitting for Tatte Bakery and Café (Tatte). He said that they are under construction on Linden Street at the end cap space that was formerly California Pizza Kitchen. He said that Tatte hopes to open sometime in June.

The Chairman said that the request is for relief for a special permit for wall signs and window signs that will exceed the number of signs allowed by right.

Mr. Brennan said that the signs were reviewed by the Design Review Board (DRB). He said that DRB recommended that a special permit be approved for an additional wall sign on the front façade along with additional window vinyl graphics. He said that letter height is limited to 14 inches. He said that the words Tatte with Bakery & Café underneath is small for the façade. He said that many of their stores have replica signs. He said that the secondary wall sign not be illuminated but the primary sign will have external illumination. He said that the window graphics are not intrusive. He said that three window signs will be 7 1/4 inches by 1 foot 8 inches and one over the patio door will be 4 inches by 11 inches.

The Chairman said that a March 29, 2022 letter talks about what is proposed but does not talk about why it is proposed. He said that since the property was originally developed there was an agreement with Federal Realty about the sign program. He said that what is proposed is not consistent with a petition that

Federal Realty has on tonight's agenda for the sign program. Mr. Brennan said that their original plan showed both of the signs but Federal Realty said that it did not meet the guidelines. He said that Federal Realty is aware that this special permit is being applied for. A Board member said that the new guidelines have not been approved yet and do not impact this petition.

The Chairman said that the window signs are excessive, especially those on the doors and windows to the left of the front door. He said that you cannot really see those doors and windows and he did not understand who those signs were for. He said that there are eight door and window signs proposed for the front façade, which is significantly beyond what is allowed in the bylaws and the existing permits for the site. He asked what they are trying to accomplish with those signs. Mr. Brennan said that the window graphics are part of Tatte branding and all of their stores have it. He said that DRB found it appropriate to have a total of six window graphics, two of which are allowed on the front door.

A Board member said that the proposal is appropriate because there are train tracks behind the building and there are no residences nearby.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The subject property is located at 165 Linden Street, in an Industrial District and the Linden Street Corridor Overlay District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for wall signs and window signs that will exceed the number of signs allowed by right in an Industrial District and the Linden Street Corridor Overlay District.

Letter to Zoning Board of Appeals, dated 3/29/22, from Daniel Brennan, Jr., dpb Design Consultants, Sign Information, Exterior Elevations & Details Plan, ASK1.0, dated 1/18/20, revised 1/12/20, and Signage Exhibit, X5.2, dated 3/7/22, prepared by McMahon Architects, and photographs were submitted.

On May 4, 2022, the Planning Board 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 wall signs and window signs that will exceed the number of signs allowed by right in an Industrial District and the Linden Street Corridor Overlay District will be in harmony with the general purpose and intent of Section 22A of the Zoning Bylaw, as the sign scale 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 design will be in reasonable continuity with the mounting location, height, proportions and materials of other signage on the same or

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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 wall signs and window signs that will exceed the number of signs allowed by right in an Industrial District and the Linden Street Corridor Overlay District, in accordance with the submitted plans:

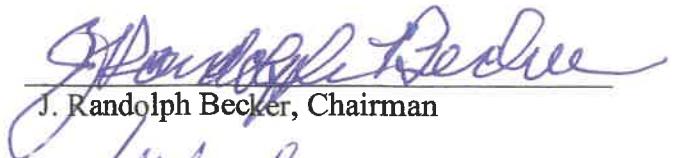
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

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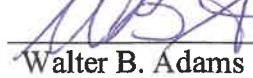
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Petition of FR Linden Square, Inc.
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APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



J. Randolph Becker



Walter B. Adams



Derek B. Redgate

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Applicant FR Linden Square, Inc.
Address 165 Linden Street (Tatte Bakery & Café)

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

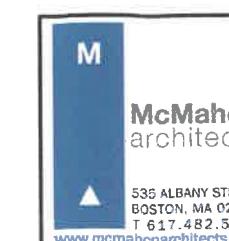
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm



JOB TITLE:
TATTE BAKERY

LOCATION:
165 LINDEN STREET, UNIT G2, WELLESLEY, MA 02481

DRAWING TITLE:
SIGNAGE EXHIBIT - SPECIAL PERMIT

REVISION:

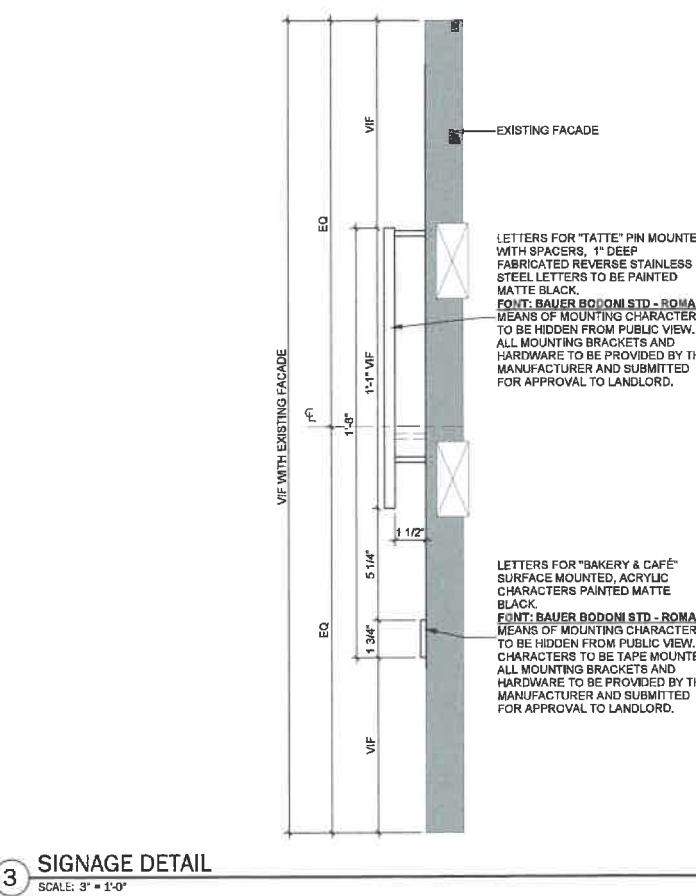
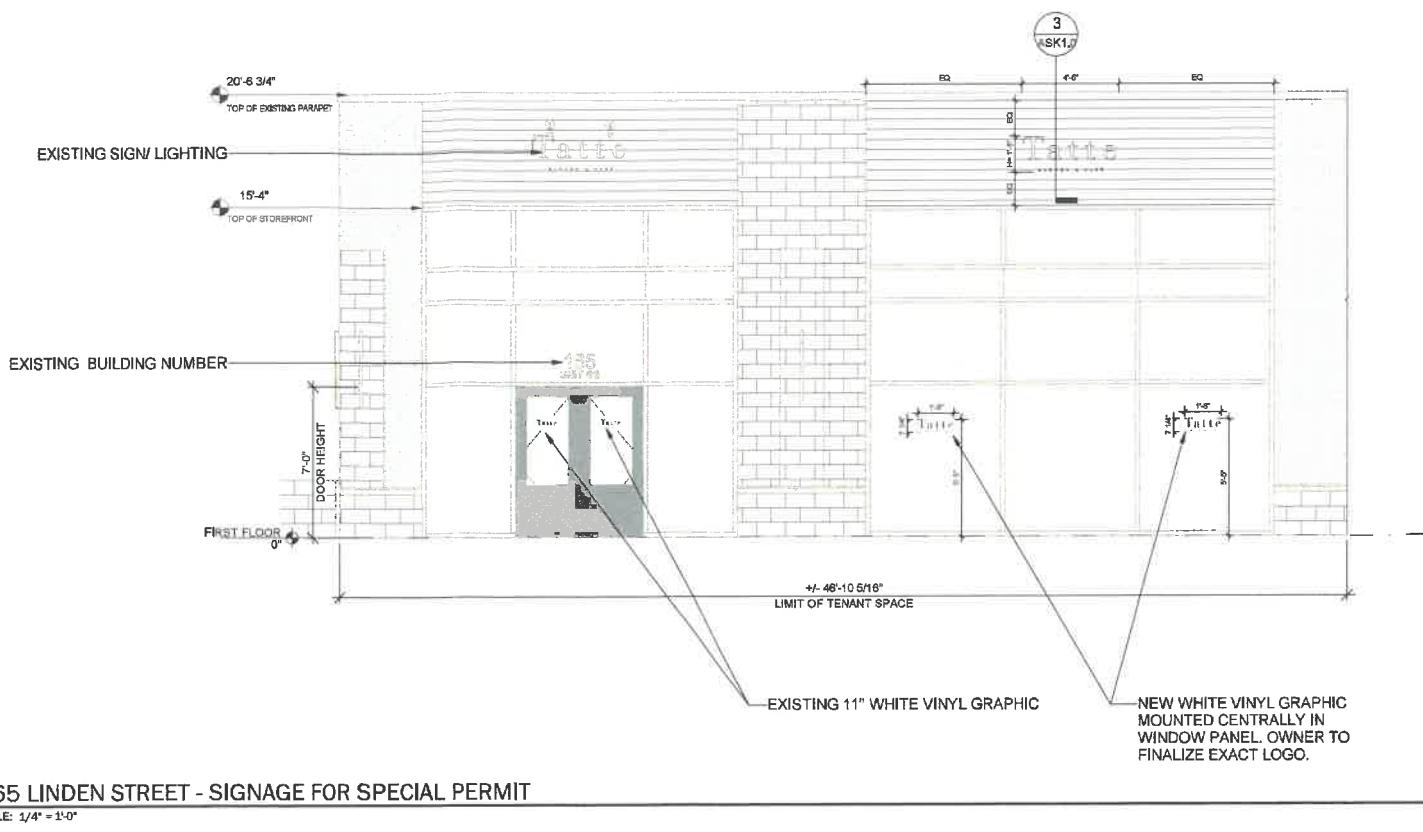
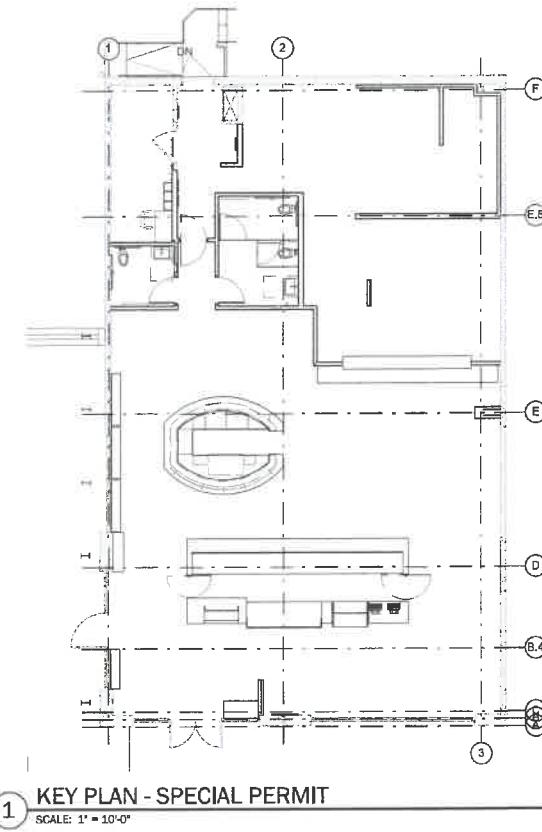
DRAWING NUMBER:
X5.2

DATE:
03/07/22

SCALE:
DRAWN:
2021-3901
AT

CHECK:
AV

NORTH ARROWS:		
PLAN NORTH		TRUE NORTH
ISSUE	DESCRIPTION	DATE
4	CONSTRUCTION SET	2021-12-20
5	SIGNAGE	2022-01-18



JOB TITLE & ADDRESS:
TATTE BAKERY
165 LINDEN STREET, UNIT G2,
WELLESLEY, MA 02481
DANIEL BRENNAN- TATTE PERMIT AGENT
8 STONEGATE LANE, SLAME NH 03079

PROJECT INFORMATION:
SCALE: As indicated
DRAWN BY: AT
CHECKED BY: AV
JOB NO: 2021-3901
SHEET TITLE:
EXTERIOR ELEVATIONS & DETAILS

STAMP:

ASK1.0