

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) 431-1019 EXT. 2208

WALTER B. ADAMS
DEREK B. REDGATE
RICHARD L. SEEGLER

ZBA 2022-61

Petition of FR Linden Square, Inc.
180 Linden Street (Oath Pizza)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, September 1, 2022, at 7:00 p.m. in the Great Hall, 525 Washington Street, Wellesley, on the petition of FR Linden Square, Inc. requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of two halo lit wall signs with 30 inch letters, at 180 Linden Street, in a Business District and the Linden Street Corridor Overlay District.

On July 27, 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 Brendan Currier, Barlo Signs, representing Oath Pizza. He said that the request is for a special permit for two halo lit wall signs on a corner unit at 180 Linden Street. He said that Oath Pizza's brand and identity are important to them and they want to be consistent from location to location. He said that they worked closely with the Design Review Board (DRB) to keep the logo in scale with the façade. He said that the DRB agreed that this is the best size to ensure proper readability and will fit in elegantly with the surrounding architecture. He said that the signs were designed to be well within code, both totaling 27.48 square feet. He said that because of the branding, the letter height is over 14 inches. He said that DRB reviewed an option that was made to code and said that it was impossible to read and would cause more distractions and potential for accidents for the wayfinding public. He said that the store is located at a busy corner and there are many vantage points that need to be captured to achieve successful wayfinding. He said that having a second wall sign will aid in wayfinding and will anchor and balance the building architecturally to keep the area visually pleasing. He said that the proposed signs fit nicely with the architecture of the building and are a positive reflection on neighboring businesses. He said that they have a smaller footprint than most other signs in the area. He said that the signs create harmony with the area.

The Chairman said that the letter height on the sign at CVS is the same size.

The Board discussed the tenant sign that is shown on the rendering close to the building where Oath is located. A Board member said that the rendering did not show the trees at the planting area.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2022 SEP 15 AM 10:48

A Board member confirmed that lighting will be turned off when the store is not open.

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 180 Linden Street, in a Business District and the Linden Street Corridor Overlay 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 halo lit wall signs with 30 inch letters, where 14 inch letter height is allowed by right.

Letter of Authorization, dated 5/25/22, signed by Laura Polin, Director, Construction & Tenant Services, Federal Realty Investment Trust, Letter to Zoning Board of Appeals, dated 7/14/22, from Brandon Currier & Jenn Robichaud, Barlo Signs, Sheet 1.1, dated 5/13/22, prepared by Barlo International, and Sign Information were submitted.

On July 28, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the two wall signs.

On August 31, 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 two halo lit wall signs with 30 inch letters, where 14 inch letter height is allowed by right, will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scale will be will 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 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.

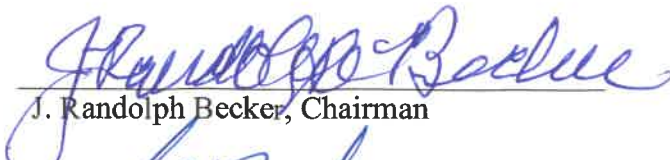
Therefore, a Special Permit is granted for installation of two halo lit wall signs with 30 inch letters, subject to the following condition:

- Sign lighting shall be turned off when the store is closed.

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 2022-61
Petition of FR Linden Square, Inc.
180 Linden Street (Oath Pizza)

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, Chairman


Walter B. Adams


Richard L. Seegel

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2022 SEP 15 AM 10:48

ZBA 2022-61
Applicant FR Linden Square, Inc.
Address 180 Linden Street (Oath Pizza)

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

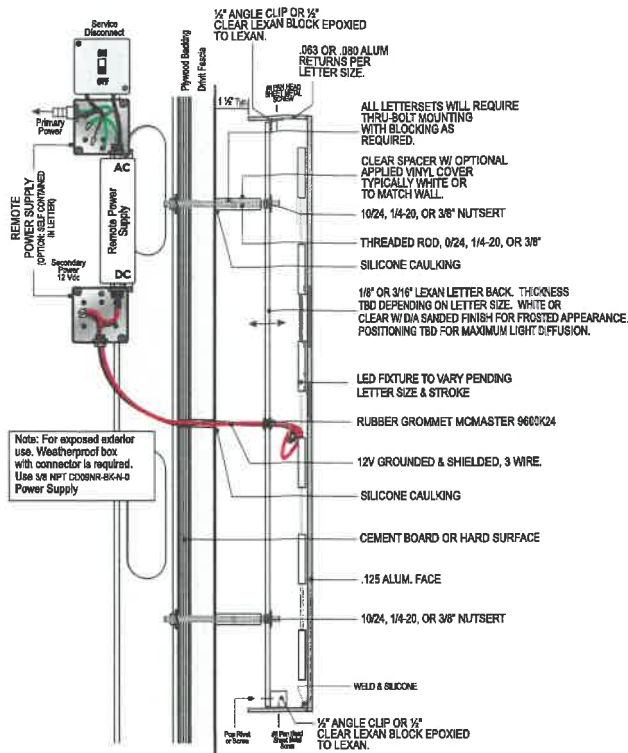
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed,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

Date:

Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm



SECTION DETAIL
HALO-LIT LED
WALL MOUNTED

SIMULATED NIGHT VIEW



SCOPE OF WORK

MANUFACTURE & INSTALL: (2) SET HALO LIT CHANNEL LETTERS

TOTAL SQUARE FEET: 13.74 SQ FT

COLOR SCHEDULE - CLIENT TO VERIFY

PTM 7725-197 LIGHT NAVY VINYL



150 Greeley St. Hudson, MA 02051 P: (508) 882-2328 F: (508) 882-7000
© COPYRIGHT 2022
THIS DESIGN CONCEPT IS THE PROPERTY OF
BARLO SIGNS INTERNATIONAL, INC.

PROPOSED SIGNS ARE INTENDED TO BE INSTALLED IN ACCORDANCE
WITH ARTICLE 8.08 OF THE NATIONAL ELECTRICAL CODE AND/OR
OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING
& BONDING OF ALL ELECTRICAL ITEMS. ELECTRICAL ITEMS WILL HAVE
UL LABELS.

PROJECT APPROVAL

Client:	Date:
Design:	Date:
Sales:	Date:
Updating:	Date:
Production:	Date:

DESIGNER: SS
SALES REP: HARN
PM: TBM

OATH PIZZA
LINDEN SQUARE
180 LINDEN STREET
WELLESLEY, MA 02482
05.13.2022

ITEM
A/B

SHEET 1.1

RECEIVED AND RECORDED
NORFOLK COUNTY
REGISTRY OF DEEDS
DEDHAM, MA

CERTIFY A N
William C. O'Donnell
WILLIAM C. O'DONNELL, REGISTER

Bk 40857 Pg 341 #87739
10-07-2022 @ 11:58a

N O T
A N
O F F I C I A L
C O P Y

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) 431-1019 EXT. 2208

WALTER B. ADAMS
DEREK B. REDGATE
RICHARD L. SEEGL

ZBA 2022-61
Petition of FR Linden Square, Inc.
180 Linden Street (Oath Pizza)

2022 SEP 15 AM 10:47
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
RECEIVED

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, September 1, 2022, at 7:00 p.m. in the Great Hall, 525 Washington Street, Wellesley, on the petition of FR Linden Square, Inc. requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of two halo lit wall signs with 30 inch letters, at 180 Linden Street, in a Business District and the Linden Street Corridor Overlay District.

On July 27, 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 Brendan Currier, Barlo Signs, representing Oath Pizza. He said that the request is for a special permit for two halo lit wall signs on a corner unit at 180 Linden Street. He said that Oath Pizza's brand and identity are important to them and they want to be consistent from location to location. He said that they worked closely with the Design Review Board (DRB) to keep the logo in scale with the façade. He said that the DRB agreed that this is the best size to ensure proper readability and will fit in elegantly with the surrounding architecture. He said that the signs were designed to be well within code, both totaling 27.48 square feet. He said that because of the branding, the letter height is over 14 inches. He said that DRB reviewed an option that was made to code and said that it was impossible to read and would cause more distractions and potential for accidents for the wayfinding public. He said that the store is located at a busy corner and there are many vantage points that need to be captured to achieve successful wayfinding. He said that having a second wall sign will aid in wayfinding and will anchor and balance the building architecturally to keep the area visually pleasing. He said that the proposed signs fit nicely with the architecture of the building and are a positive reflection on neighboring businesses. He said that they have a smaller footprint than most other signs in the area. He said that the signs create harmony with the area.

The Chairman said that the letter height on the sign at CVS is the same size.

The Board discussed the tenant sign that is shown on the rendering close to the building where Oath is located. A Board member said that the rendering did not show the trees at the planting area.