

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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2022 OCT 17 AM 10:50

ZBA 2022-72

Petition of FR Linden Square, Inc.
165C Linden Street (Fleuri)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, November 3, 2022, at 7:30 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 a wall sign with lettering height that will exceed the maximum allowed by right in a commercial district fronting streets other than Worcester Street, at 165C Linden Street (Fleuri), in an Industrial District and the Linden Street Corridor Overlay District.

On September 29, 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 John Peterson, Metro Sign & Awning, representing Fleuri at 165 Linden Street. He said that the request is for a special permit for a wall sign with a logo that is 23.9 inches high. He said that the logo is part of the branding. He said that the letter height will be 14 inches. He said that the façade is one of the larger ones in the plaza and a 14 inch logo did not look right there. He said that the sign was approved by the Design Review Board (DRB).

Brian Forbes said that he is one of the co-owners of Fleuri, which was started by his wife about 15 years ago and was operated out of their home in Wellesley. He said that they just opened up the store and are hoping to continue with the logo and branding that his wife put in place when she started the business. He said that the flower logo is not discernable if you shrink it and would be more difficult to light. He said that they are hoping to maintain it consistent with how it has been.

A Board member said that it is a small store with a very large sign. He discussed a prior agreement that the developer committed to that required signage to be small, neat and have no logos. Mr. Peterson said that the façade on this store is bigger than the façades on the other businesses in the plaza. He said that it will fit there better. He said that anything smaller will look too small.

A Board member said that Federal Realty has been coming up with a new sign design concept on the south side of Linden Street. He said that the lettering for the name of the business is compliant. He said that the logo is larger but is also a thinner width of material and is perfectly spaced between the letters. He said that the design works and has the advantage of the additional height, which is an existing condition. He said that the sign would look out of place if it was smaller.

Mr. Forbes said that the sign is set back and is blocked by the tree line.

Mr. Forbes discussed hours of business. He said that they would like to have their sign lit up while restaurants across the way and businesses in the plaza are open. He said that they can shut the lighting off at 10 pm.

Mr. Forbes said that the Post Office notified them that the address has been changed to be now known as 165 G1 Linden Street.

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 165C Linden Street (Fleuri), in an Industrial 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 a wall sign with lettering height that will exceed the maximum allowed by right in a commercial district fronting streets other than Worcester Street.

Letter of Authorization, dated 9/7/22, signed by Brian Forbes, Sign Information, Drawings 22-01234-1r10, 22-01234-3r10, 22-01234-4r9, 22-4113-7, & 22-4113, prepared by MetroSign, and a photograph were submitted.

On August 23, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign.

On November 1, 2022, the Planning Board 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 a wall sign with a 23.9 inch logo and 14 inch letter height, will be in harmony with the general purpose and intent of Section 5.18 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 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 a wall sign with a 23.9 inch logo and 14 inch letters, subject to the following condition:

- Lighting of the sign shall be turned off at 10 pm.


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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2022 NOV 17 AM 10:50

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Petition of FR Linden Square, Inc.
165C Linden Street (Fleuri)

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

ZBA 2022-72
Applicant FR Linden Square, Inc.
Address 165C Linden Street (Fleuri)

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

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WELLESLEY MA 02409
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HALO-LIT CHANNEL LETTERS

Location 1

Qty: 1 SET

A

1" deep fabricated aluminum, halo-lit channel letters painted White (satin finish) on the faces and returns. Internally illuminated with 7500k LEDs (standard).

Letters stud mount to building facade with 1.5" spacers.

Photocell/Timer/Dimmer by others.

Power supply, daisy chain wiring and whips located behind wood composite wall, assumes access.

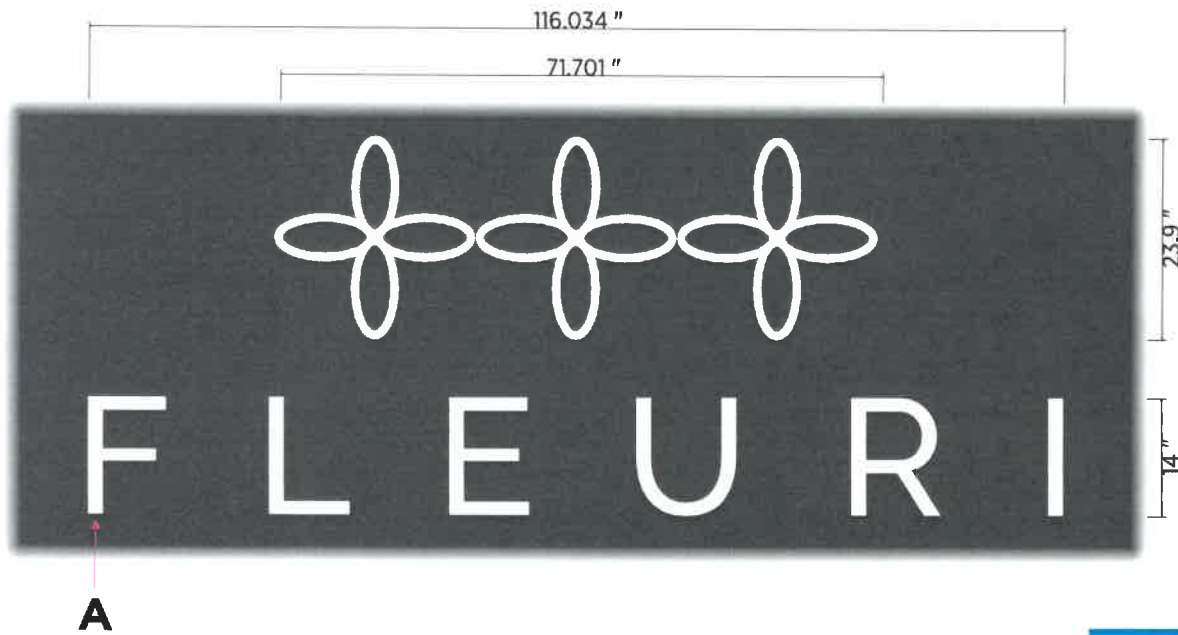
SURVEY REQUIRED

Survey to confirm electrical access and mounting details.

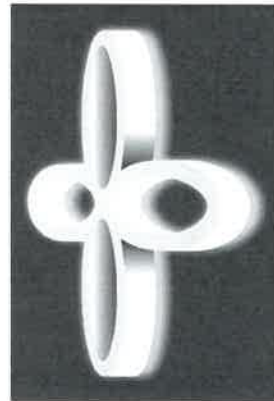
PAINT COLORS

☐ White (satin)

Sign Sq Ftg: 23.2



(3D VIEW)



Customer/Job Location:

FLEURI

165C Linden Street • Wellesley, MA

DWG. DATE: 8.1.2022

APPROVAL

☐ APPROVED ☐ APPROVED AS NOTED

Date: _____ X _____

File Name: Fleuri Designs_Wellesley_Ext Signs_22-04113

Sales: TL Design: JP PMgr: PR

Drawing # **22-01234-1r10**

