

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2022-78

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

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2022, at 7:30 p.m. in the Juliani Room, 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 letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street, at 165 Linden Street (Orvis), in an Industrial District and the Linden Street Corridor Overlay District.

On November 1, 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 on behalf of Orvis was Sandi Leamon, RGLA Solutions, representing the Orvis Company, who recently moved into 165 Linden Street. Ms. Leamon said that 14 inch letter height is allowed by right on the sign and the request is for 17 inch letters for better visibility and for proportion to the façade. She said the landlord encouraged the Petitioner to pursue this, noting that the façade of the building is 155 feet from the curb, which is quite a distance back and makes 14 inch letters hard to read. She said that among the options that they presented to the Design Review Board (DRB), the DRB felt that the 17 inch letter height was appropriate for the site. She said that the sign will be halo lit.

A Board member said that it seems like the sign will be taller than the signs on either side. He said that there are a lot of restrictions on signs in Linden Square. He discussed concerns that the neighboring tenants may want to increase the size of their signs as well. Ms. Leamon said that her understanding is that the property owners have been getting complaints from other tenants that the signs are too small and hard to read. She said that they may be asking for larger signs going forward. She said that every retailer wants to succeed and feels that every inch of their sign will bring them more business.

A Board member said that there are a couple of establishments on that side of Linden Street where the signs are too small to be read from the street.

A Board member said that the current owner may not be fully aware of guidelines that were given when the Board permitted the project many years ago. He said that they seem to be losing the ability to keep the signs comparable and cohesive. He asked that Ms. Leamon ask Federal Realty to contact the Zoning Office to set up a meeting to discuss signage at Linden Square. He said that he did not have a problem with the Orvis sign.

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 (Orvis), 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 letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street.

Letter to Zoning Board of Appeals, dated 10/19/22, from Sandi Leamon, Senior Architect RGLA Solutions, Inc., Letter of Authorization & Letter to Zoning Board of Appeals, dated 10/20/22, from Jason Williams, Director Real Estate, The Orvis Co. Inc., Letter of Support, dated 10/19/22, from Mark Hebert, VP Development Northeast, Federal Realty Investment Trust, Sign Information, Design Review Key Plan & Design Review Adjacent Buildings, dated 10/6/22, revised 10/25/22, Dimensioned Sign Plan & Sign Elevation, dated 10/11/22, prepared by Victory Sign Industries were submitted.

On October 11, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign, subject to recommendations

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 letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street 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 17 inch letters, subject to the following condition:

- Lighting of the sign shall be turned off at 9 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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PLANNING DEPT  
2022 DEC 15 PM 12:28

ZBA 2022-78  
Petition of FR Linden Square, Inc.  
165 Linden Street (Orvis)

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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.

  
David G. Sheffield, Acting Chairman

  
Walter B. Adams

  
Richard L. Seegel

ZBA                    2022-78  
Applicant        FR Linden Square, Inc.  
Address         165 Linden Street (Orvis)

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

RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02460  
2022 DEC 15 PM 12:28

CAMERA READY ART PROVIDED BY OWNER. SIGN FURNISHED & INSTALLED BY EXTERIOR SIGN CONTRACTOR. GC SHALL COORDINATE INSTALLATION WITH SIGN CONTRACTOR. SIGN CONTRACTOR TO PROVIDE SHOP DRAWINGS TO ARCHITECT PRIOR TO FABRICATION. SIGN COMPANY SHALL PULL SEPARATE PERMIT FOR SIGNAGE.

"ORVIS" LETTERS SHALL BE:  
TYPE: HALO-LIT  
FACE OF LETTERS SHALL BE: WHITE  
REVERSE OF LETTERS SHALL BE: (GREEN) FMS 357

ORVIS

SEE ELEVATION

STOREFRONT WORK:  
THE STORE FACADE, GLAZING, ETC. ARE EXISTING TO REMAIN  
WITH NO CHANGES.  
NEW EXTERIOR WORK IS LIMITED TO THE FOLLOWING:  
• STOREFRONT SIGNS

2 SIGN INFORMATION

SCALE  
3/4" = 1'-0"

RGLA

rgla solutions, inc.  
5102 River Road, Ste 125  
Sturbridge, PA 15782  
P: 847.671.7483  
F: 847.671.4333  
www.rgla.com

REVISIONS	DATE
1. WORK REVIEW REQUIRED	11/01/22

robert g. lyon + associates, inc.  
ARCHITECT  
100 N. Main St., Ste 200  
Sturbridge, PA 15782  
P: 847.671.7483  
F: 847.671.4333  
www.rgla.com

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ARE PRELIMINARY AND NOT FOR CONSTRUCTION.  
THEY ARE SUBJECT TO CHANGE WITHOUT NOTICE.  
THEY ARE NOT TO BE USED FOR ANY OTHER  
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THE ARCHITECT. THE ARCHITECT ASSUMES  
NO RESPONSIBILITY FOR THE ACCURACY OF  
THE INFORMATION PROVIDED BY OTHERS.  
THE ARCHITECT'S RESPONSIBILITY IS LIMITED  
TO THE DESIGN OF THE BUILDING AND THE  
PREPARATION OF THE DESIGN DOCUMENTS.  
THE ARCHITECT DOES NOT GUARANTEE THE  
PERFORMANCE OF THE BUILDING OR THE  
QUALITY OF THE WORKMANSHIP OF THE  
CONTRACTOR.

ORVIS

165 LINDEN ST #B2  
WELLESLEY, MA 02482

DESIGN REVIEW

DESIGNED BY  
MLP  
CHECKED BY  
SL  
22472  
11/01/22

1 EXTERIOR ELEVATION

SCALE  
3/4" = 1'-0"