

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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RICHARD L. SEEDEL

ZBA 2023-08
Petition of FR Linden Square, Inc.
180 Linden Street (Atelier)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, March 2, 2023, at 7:30 p.m. in the Kingsbury Room, 485 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 wall signs with letter height that exceeds the maximum letter height allowed by right at 180 Linden Street, in the Linden Square Corridor Overlay District and a Business District.

On February 8, 2023, 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 Ed Spinney, SignArt Inc.

Mr. Spinney said that the proposed sign was reviewed and negotiated with the Design Review Board (DRB). He said that the Zoning Bylaw allows 14 inch letter height by right. He said that they cannot produce the logo and typeface unless they have 17 inch letters. He said that the DRB supports the proposed sign with 17 inch letters. The Chairman said that the DRB recommended approval of Option B.

The Chairman said that the Planning Board recommended that the Board approve the special permit, subject to the conditions of ZBA 2022-38. He said that ZBA 2022-38 was issued to the property owner and covered all of the signs in the complex. Mr. Spinney said that he was told by the landlord that the proposed sign meets all of the specifications.

The Chairman asked about lighting. Mr. Spinney said that there is no lighting proposed. He said that the Linden Square owners are putting light fixtures across the top, facing down over the front of all of the building. The Chairman said that the Board typically restricts when sign lighting goes on and off.

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

MAR 15 PM 2:16

Statement of Facts

The subject property is located at 180 Linden Street, in the Linden Square Corridor Overlay District and a Business 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 wall signs with letter height of 17 inches that exceeds the maximum letter height of 14 inches that is allowed by right.

Sign Information, Letter of Authorization, dated 10/14/22, signed by Laura Polin, Director, Construction & Tenant Services, Federal Realty Investment Trust, Elevation Drawings, Letter Height, Blade Sign Dimensions, Stroke Width, and Letter Visibility Chart by Height Plans, dated 10/2/22, prepared by SignArt were submitted.

On November 22, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign, subject to recommendations.

On February 23, 2023, the Planning Board reviewed the petition and recommended that a special permit be approved, subject to conditions.

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 with letter height of 17 inches that exceeds the maximum letter height of 14 inches that is 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 wall signs with letter height of 17 inches, subject to the following conditions:

1. There shall be no more than two permanent signs per business establishment, per entrance (one projecting, and one wall or awning).
2. All signage permit applications shall first be reviewed by the Design Review Board.
3. Projecting signs shall be:
 - i. At a uniform height, at least 9 feet above ground level;

2023 FEB 15 PM 2:15
TOWN OF LINDEN SQUARE
PLANNING BOARD
MEETING

- ii. Near each business establishment entrance;
 - iii. A maximum area of 4 square feet (exclusive of mounting bracket);
 - iv. Protrude no more than 4 square feet from the building wall; and
 - v. In accordance with Linden Square Design Criteria.
4. Projecting signs shall not be illuminated.
 5. Mounting brackets for projecting signs shall be metal and painted black. Mechanical fasteners shall not be exposed to view unless integral to the sign's design.
 6. All projecting signage shall be of high-quality construction, materials, details and finishes (e.g., metal, acrylic and painted or clear-coated wood).
 7. Content shall be raised or engraved at a minimum of ¼ inch thickness. Paints and finishes shall be UV-protected and clear coated to resist fading.
 8. The sign manufacturer's name, stamps or decals shall not be visible.
 9. Logos and brands shall be permissible on projecting signs, provided such signs include tenant names.


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.

2023 MAR 16 PM 2:17
POWER OF ATTORNEY
WILLIAM J. MAOCCO, III

ZBA 2023-08
Petition of FR Linden Square, Inc.
180 Linden Street (Atelier)

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.


Robert W. Levy, Acting Chairman


Walter B. Adams


Derek B. Redgate

ZBA 2023-08
Applicant FR Linden Square, Inc.
Address 180 Linden Street (Atelier)

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:

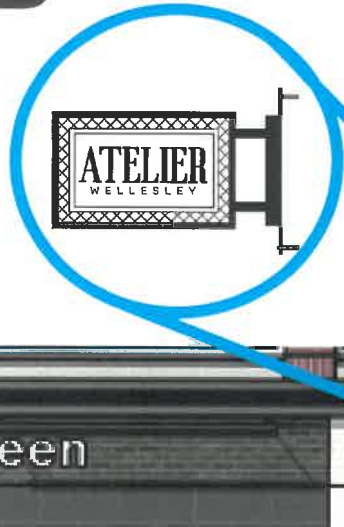
Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

2023 MAR 16 PM 2:17
WELLESLEY
TOWN CLERK

B

**One Set of Face Nom- Lit Letters Satin Black / 2" and 1" Deep Stud Mounted 1/2" Off the Wall.
1 - Blade Sign mounted to a Stainless Steel Woven Wire
with Raised Cut-Out Letter as per Tenant Style B**



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90 SHARON ST. MALDEN, MA 02148 781-322-3785

www.signartboston.com

SALESMAN

Ed Spinney

CUSTOMER

Atelier Salon / Wellesley, MA

SCALE

AS SHOWN

APPROVED BY

DRAWN BY

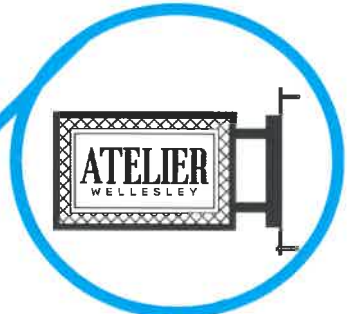
EWS

DATE

10-2-22

PARKING LOT SIDE

One Set of Face Nom- Lit Letters Satin Black / 2" and 1" Deep Stud Mounted.
 2 - Blade Signs mounted to a Stainless Steel Woven Wire
 with Raised Cut-Out Letter as per Tenant Style B
 Back Wall Lettering Shown at 22" High



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INC.
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SALESMAN
 Ed Spinney

CUSTOMER
 Atelier Salon / Wellesley, MA

SCALE
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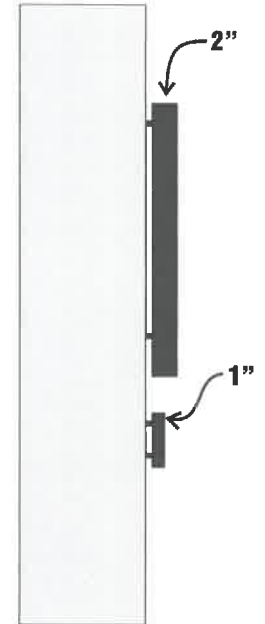
DATE
 10-2-22

STREET SIDE

Proposed : 2" & 1" Deep Cut-Out Raised Letters, Painted Matte Black stud mounted off the wall 1/2"



Side View



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SALESMAN

Ed Spinney

DRAWN BY

EWS

DATE

10-2-22

CUSTOMER

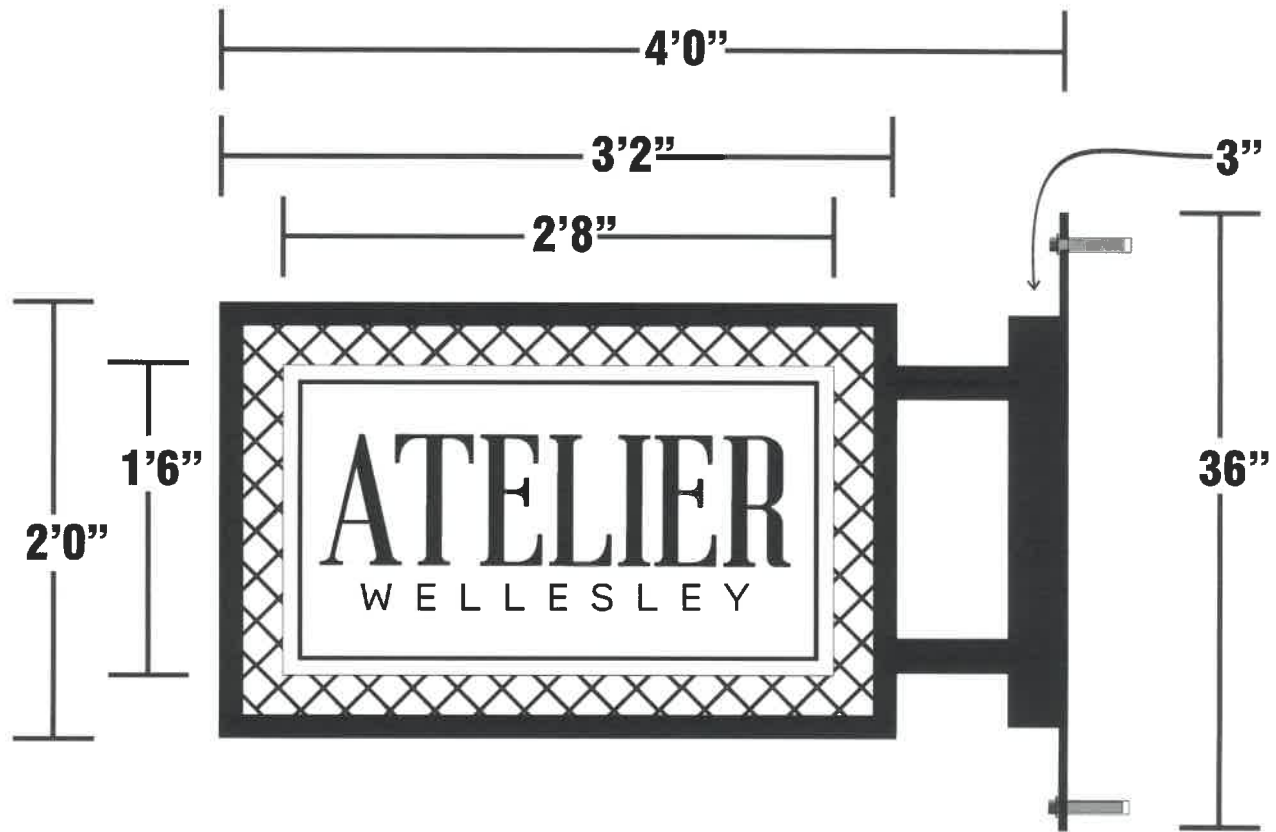
Atelier Salon / Wellesley, MA

SCALE

AS SHOWN

APPROVED BY

**2 - Blade Signs mounted to a Stainless Steel Woven Wire
with Raised Cut-Out Letter as per Tenant Style B**



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10-2-22