

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2024-21

Petition of FR Linden Square, Inc.

165 Linden Street (Dryft)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, April 4, 2024, at 7:30 pm, on the petition of FR Linden Square, Inc. requesting a Special Permit pursuant to the provisions of Section 3.3, 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 allowed by right at 165 Linden Street, in an Industrial District and the Linden Street Corridor Overlay District.

On February 29, 2024, 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 Michael Aldi, business owner, Dryft.

A Board member asked why the sign could not be made compliant, as the proposed letter height of 14.15 inches is approximately an eighth of an inch over the maximum allowed by right. Mr. Aldi said that certain letter height dimensions are required for LED lighting because wires are threaded through the letters. He said that the letters come in that size and would have to be refabricated to accommodate a smaller size. He said that he was trying to match the aesthetic on the sign at his original restaurant at Revere Beach.

A Board member confirmed that only the Dryft portion of the sign will be halo lit. Mr. Aldi said that the Wellesley portion of the sign will be non-illuminated individual letters installed underneath the main sign. He said that it will be a white façade with black lettering.

The Chairman asked about the octopus tentacle that is shown in the lower right corner on Drawing # 23-5590-1C. He said that according to the definition of sign in the Zoning Bylaw, the tentacle would clearly be part of the sign and that would trigger dimensional requirements. Board members discussed concerns about the scale of the tentacle and proximity to the Dryft lettering. A Board member said that the tentacle creates too much activity and focus on this particular façade to the detriment of other facades that have not been permitted to add decorative elements to their signs. Mr. Aldi said that the tentacle was added for curb appeal but can be eliminated.

Mr. Aldi asked about proceeding with just the sign and not the tentacle. Board members confirmed that the sign design shown on Plan A402 is what will be constructed. A Board member said that the notation about a custom stencil applied to the façade by others will have to be eliminated from Plan A402 and Plan 23-5990-1C will have to be modified to eliminate the photograph that shows the octopus on the wall.

A Board member said that Plan A402 shows the proposed sign over a door at the center of the façade. He asked about the door that is shown on the far left side. Mr. Aldi said that Dryft will be a second generation restaurant in the space and the entrance and vestibule were already in place on the left side. He said that the door at the center is a second egress that will be added with a wind curtain. The Board member said that the Board always tries to have signage over the entry or some indication of entry.

The Chairman asked about the two vertical black bars that are labeled S2 on Plan 23-5990-1C. Mr. Aldi said that the bars are long straight strips that illuminate the building. He said that the existing gold lighting will be changed out to black to match the façade.

No member of the public wished to speak to the petition.

#### Statement of Facts

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

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 3.3, 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 allowed by right.

Letter to Zoning Board of Appeals, dated February 1, 2024, from Demick O'Brien, Operations Manager, Aldi Companies, Letter of Authorization, dated 12/23/23, signed by Laura Polin, Director, Construction & Tenant Services, Federal Realty Investment Trust, Sign Information, Enlarged Exterior Plan & Elevations, dated 1/26/24, prepared by TRIA, Dimensional Letter Sign, dated 1/18/24, and Fabrication Details, dated 12/18/23, prepared by MetroSign, and a photograph were submitted.

On January 25, 2024, the Design Review Board voted unanimously to accept the application as presented.

On March 21, 2024, 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 allowed by right will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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 letter height that will exceed the maximum allowed by right, subject to the following conditions:

1. Plan A402 shall be modified to eliminate the notation, "Custom Stencil Applied to the Façade by Others," on the EXTERIOR FAÇADE ELEVATION.
2. Plan 23-5990-1C shall be modified to show the photograph in the lower right corner labeled, "Proposed," with the Dryft and Wellesley sign only and the octopus tentacle graphic eliminated.

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.

2024 APR 18 PM 12:48  
TOWN OF DRYFT  
WELLESLEY, MA 02148

ZBA 2024-21  
Petition of FR Linden Square, Inc.  
165 Linden Street (Dryft)

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 (A.M.)  
J. Randolph Becker, Chairman

David G. Sheffield (A.M.)  
David G. Sheffield

Walter B. Adams (A.M.)  
Walter B. Adams

ZBA 2024-21  
Applicant FR Linden Square, Inc.  
Address 165 Linden Street (Dryft)

2024 APR 18 PM 12:48  
TOWN CLERK  
WELLESLEY MA 02158

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

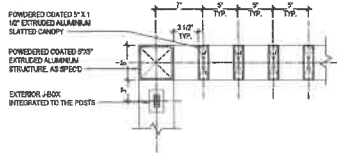
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed,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

Date:

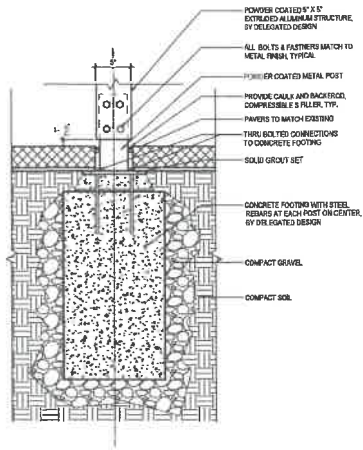
Attest:

\_\_\_\_\_  
Cathryn Jane Kato  
Town Clerk

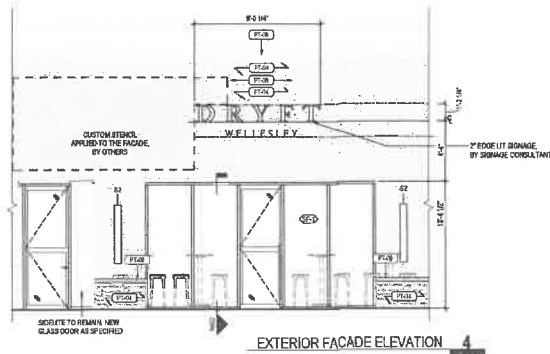
cc: Planning Board  
Inspector of Buildings  
lrn



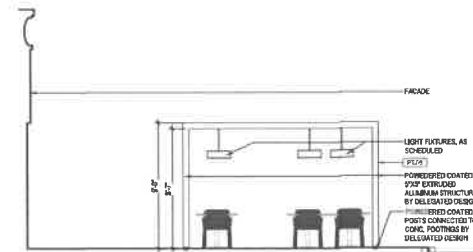
PERGOLA SLATS 6



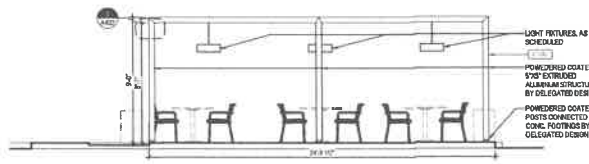
PERGOLA FOOTING 5



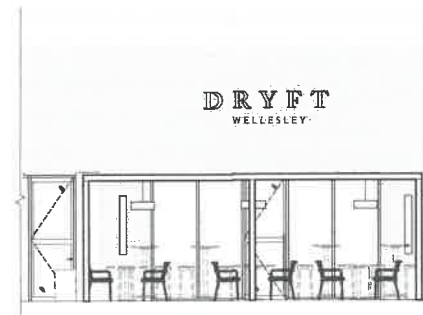
EXTERIOR FACADE ELEVATION 4



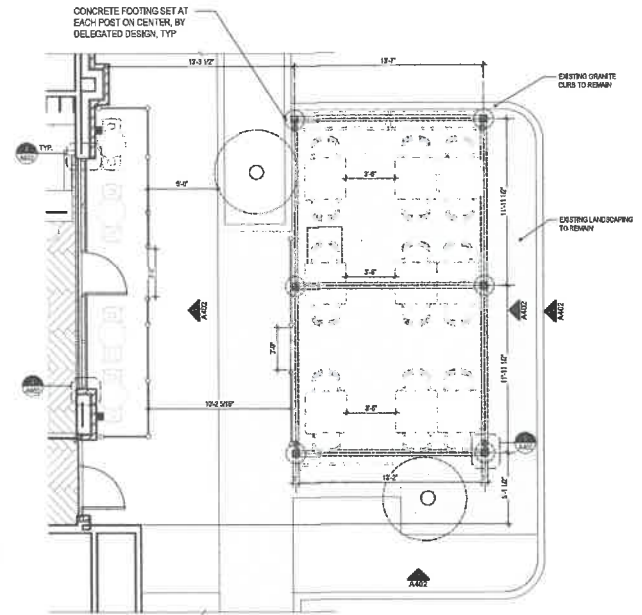
PERGOLA SIDE ELEVATION 3



PERGOLA FRONT ELEVATION 2



Elevation 3 - a 7



CONSTRUCTION PLAN - LEVEL 01 - PATIO ENLARGED PLAN 1

TRIA



ISSUANCES:

NO.	DATE	DESCRIPTION
1	12/16/23	PROPOSED CONSTRUCTION DOCUMENTS
2	01/26/24	CONSTRUCTION DOCUMENTS

ALDI COMPANIES

DRYFT LINDEN SQUARE  
185 91A LINDEN STREET,  
WELLESLEY, MA 02481

230068.00

**A402**

ENLARGED EXTERIOR  
PLAN & ELEVATIONS

## DIMENSIONAL LETTER SIGN

### Location 1

Qty: 1

### A HALO-LIT LETTERS

2" Deep fabricated aluminum letters.

- Metal faces and sides to be painted "Black".
- White internal LED illumination.
- Mounted offset 1.5" to wall.
- (15' whips, typical).
- *Final primary hook-up by others.*

### B NON-ILLUM. LETTERS

1" deep fabricated aluminum letters.

- Painted "Black".
- Mounted offset to wall with studs & .5" deep spacers.

### PAINT COLORS

- Black
- Spacer color TBD

Sign Sq. Ftg:  
25.3" x 106.25" = 18.7 sq.ft.

Fonts: N/A

### Work Order:

Customer/Job Location:

**DRYFT**  
Wellesley, MA

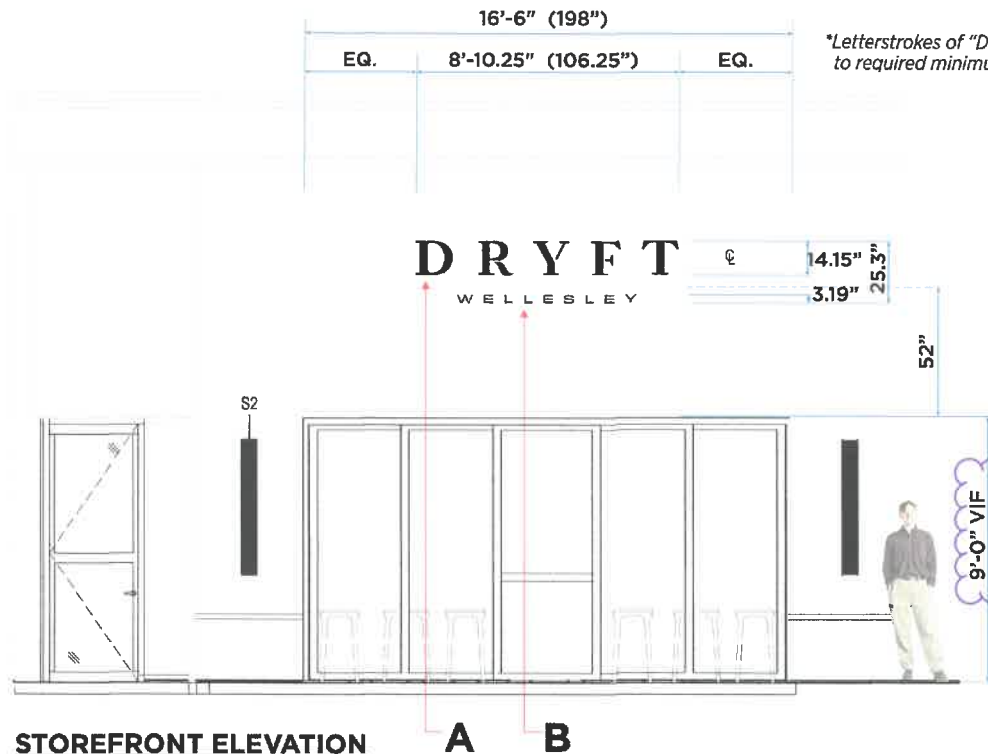
DWG. DATE: 1.18.2024

**APPROVAL** APPROVED X APPROVED AS NOTED

Date 1.18.24 X ALINE TRINDADE

File Name: Dryft Wellesley LLC\_Ext DLS\_5990.cdr

\*Letterstrokes of "DRYFT" are fattened to required minimum .75" wide.

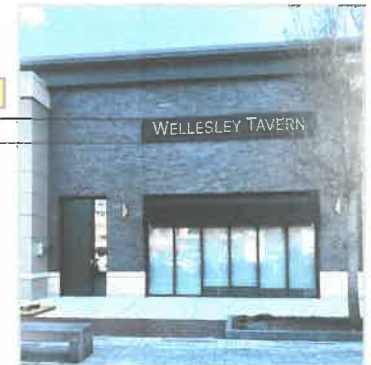


### STOREFRONT ELEVATION

SCALE: 1/4" = 1'-0"

TRIA: white color to match Benjamin Moore HC180 Salin Finish

Painted Pictorial image TBD.



EXISTING



PROPOSED

Sales:  
Gary Bolduc

Design:  
SM

PMgr:

Drawing # **23-5990-1C**

**METROSIGN**