

TOWN OF WELLESLEY



MASSACHUSETTS

**ZONING BOARD OF APPEALS**  
888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2024-42  
Petition of Linear Retail Wellesley #2 LLC  
65 Central Street (Black & Blue)

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JUN 20 2024 PM 12:32  
TOWN CLERK'S OFFICE  
WELLESLEY, MA 02482

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, June 6, 2024, at 7:30 pm, on the petition of Linear Retail Wellesley #2 LLC requesting a Special Permit pursuant to the provisions of 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 65 Central Street, in the Wellesley Square Commercial District.

On April 4, 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 Charles Fitzsimmons, who said that the request is for relief for a sign on the front of the building. He said that the logo is Black & Blue Steak and Crab. He said that the sign type is reverse halo lit individual letters. He said that the lower case "b", "l" and "k", "b", and "l" letters in Black & Blue will be 27 inches tall. He said that the sign will be very difficult to see if they shrink the letter height to the maximum allowed height of 14 inches. He said that the sign is subtle and tasteful and will not have a negative impact on that area of Central Street and will add nicely to what is already there.

The Chairman asked if the combination of colors has been used before with the dark gray textured background, the word "Black" in white letters and "& blue" in blue letters. Mr. Fitzsimmons said that they have not used that exact color combination before. A Board member questioned whether the blue letters will show up. Mr. Fitzsimmons said that the business is primarily open for dinner. He said that the extruded plastic letters will have a subtle glow. He said that the wood background is clear coated and sealed but may lighten from the sun over time. He said that the style of the restaurant is seamless glass on the outside, so when you drive by as the sun goes down, the whole space should glow. A Board member said that the location of the restaurant is a destination, so people will know where they're going. He said that the Black & Blue sign identifies the entry to the restaurant.

The Chairman said that "Steak and Crab" is written out in a couple of different ways in the documents. He confirmed that the letters are all upper case and are separated by the word "and" between them, not an ampersand.

A Board member asked about the "B" handles on the doors. Mr. Fitzsimmons said that they are extruded aluminum with the B cut out on handle. He said that there will be no lighting there.

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

Statement of Facts

The subject property is located at 65 Central Street, in the Wellesley Square Commercial District.

The Petitioner is requesting a Special Permit pursuant to the provisions of 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.

Sign Information, black & blue STEAK AND CRAB – 65 Central St Sign Plan, dated 4/2/24, Original Drawing Submitted to Design Review Board, and renderings of black & blue at 65 Central Street were submitted

On March 29, 2024, the Design Review Board voted unanimously to accept the application as presented, with recommendations.

On June 4, 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, in accordance with the submitted plans, subject to the following dimension:

- The letter height shall not exceed 24 inches.

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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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 (cm.)  
J. Randolph Becker, Chairman

David G. Sheffield (cm.)  
David G. Sheffield

Peter Covo (cm.)  
Peter Covo

ZBA 2024-42  
Applicant Linear Retail Wellesley #2 LLC  
Address 65 Central Street (Black & Blue)

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

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WELLESLEY, MA 02482  
2024 JUN 20 PM 12:29

cc: Planning Board  
Inspector of Buildings  
lrm

BLACK & BLUE steak and crab – 65 Central St – (applicant: Charlie Fitzsimmons 585-370-8271)

Design : 2" deep x 24" tall B&B letter size LED halo illuminated letters, and 3" deep 12.5" x 88" formed aluminum pan with routed out Steak abd Crab letters in push through acrylic and opaque white faces,

(Overall area 3'-3.75" h x 12'2" w for a total of 40.3 sf)

(variance required for exceeding 14" max letter height but does not exceed 50sf area allowed)



## Profile view

