

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN
ROBERT W. LEVY, VICE CHAIRMAN
DAVID G. SHEFFIELD

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

ZBA 2025-03

Petition of Delanson Realty Partners, LLC
100 Linden Street (Terrazza)

2025-03-23 P

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, January 9, 2025, at 7:30 pm, on the petition of Delanson Realty Partners LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a temporary double-sided standing sign with less than required setback to the nearest property line at 100 Linden Street, in a General Residence District and a Residential Incentive Overlay.

On December 9, 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 were Dartagnan Brown, Embarc, and Ryan Speaker, Trax, representing Delanson Realty Partners, LLC, the Petitioner.

Mr. Brown said that the request is for temporary marketing signage as they complete the sales of the units in the building. He said that sales have taken a little bit longer with the state of the market and the end of the winter season. He said that they are hoping that the temporary signs will help them to close the project out in the upcoming spring season. He said that with the building now complete, people assume that it is all sold out. He said that the construction sign had sales information and that really seemed to help drive a lot of traffic.

Mr. Brown said that the proposed sign will be 24 square feet, 4 feet tall by 6 feet wide. He said that the two-sided sign will be located to the left of the garage entry in the planting bed that is next to the bike racks. He said that the two-sided sign will give them visibility going both east and west on Linden Street. He said that it will be perpendicular to the building. He said that it will not block sight visibility for vehicles or pedestrians on the sidewalk.

A Board member asked if the sign will be at grade. Mr. Brown said that there will be a couple inch gap because it will be in a planting bed.

The Chairman said that the Zoning Bylaw allows for three 30 day consecutive approvals for temporary signs. He said that not only is this building located in a General Residence District, it's in a Residential Incentive Overlay (RIO) where the requirements drop down significantly. He said that the Zoning Bylaw talks about maximum total area in a RIO but not about area for a temporary sign. He said that the bylaw does say that there has to be a 15 foot setback, whether it is a permanent or a temporary sign. He said that because it is a double sided sign, its area is 48 square feet, not 24 square feet.

Mr. Brown said that they did not realize what the process involved with the signage would be when they started it back in May of last year. He said that they thought it would be quick because they saw what the signage that the Bristol on Weston Road had up. He said that they did not catch the provision in the RIO. He said that they would be willing to push the sign back three feet to a 15 foot setback, if that makes a difference. He said that they were trying to keep the sign in a balanced location for the site for visibility and sight lines in and around the site.

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

Statement of Facts

The subject property is located at 100 Linden Street, in a General Residence District and a Residential Incentive Overlay.

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 temporary double-sided standing sign with less than required setback to the nearest property line.

Sign Information, Plan T1, dated 3/18/24, prepared by Boston Building Wraps, and Master Deed Parking Level, dated 4/4/24, prepared by Embarc, were submitted.

On November 21, 2024, the Design Review Board voted unanimously to accept the application as presented, subject to recommendations.

On January 7, 2025, the Planning Department Staff 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 temporary double-sided standing sign with less than required setback to the nearest property line 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 temporary double-sided standing sign with less than required setback to the nearest property line.

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.

ZBA 2025-03
Petition of Delanson Realty Partners, LLC
100 Linden Street (Terrazza)

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 (lm)

J. Randolph Becker, Chairman

Walter B. Adams (lm)

Walter B. Adams

Derek B. Redgate (lm)

Derek B. Redgate

ZBA 2025-03
Applicant Delanson Realty Partners, LLC
Address 100 Linden Street (Terrazza)

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.

2025 JUN 23 PM 12:35
98-20140

Date:

Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

Project: 0224_12 Advisors Living - Terrezzza / 100 Linden St, Wellesley Signage

Details:

- (1) 72" w x 48" h V-SIGN SAV w/matte lam with wrapped edges mounted to 1/2" MDO



MOCKUPS FOR REFERENCE
NOT TO SCALE



DOUBLE SIDED WITH
BLACK PAINTED POSTS

Boston Building Wraps Inc Right to Authorship Credit. Client and/or Commissioner, hereafter referred to as User, and Boston Building Wraps Inc, hereafter referred to as BBWInc, agree that when asked, User must properly identify BBWInc, as the creator of artwork for future reproduction. Both parties agree that authorization to proceed with project whether per written estimate or verbal authorization will act as User's naming of BBWInc; as vendor for said services. User does not have a proactive duty to display BBWInc's name together with Work, but User may not seek to mislead others that Work was created by anyone other than BBWInc. User request of BBWInc. to create project relevant drawings, sketches and/or artwork includes only the final, deliverable art, and not any preliminary Work or sketches. In the event of Termination. Either party may terminate the contract at any time through written request. The User shall upon termination pay BBWInc. all unpaid amounts due for Services completed prior to notice of termination.

**BOSTON
BUILDING
WRAPS[®]**

General Notes

Client:

Mary Beth Canova
136 Newbury Street
Boston MA 02116

mcanova@advisorsliving.com
Cell: 508-479-5688

dan@traxboston.com
dan@traxboston.com

Ryan Speaker
rspeaker@traxboston.com

DESIGN COMPANY:

Dartagnan Brown
dbrown@embarcdesign.com

Project Location:

100 Linden St.
Wellesley, MA

Artist:

Nick R.

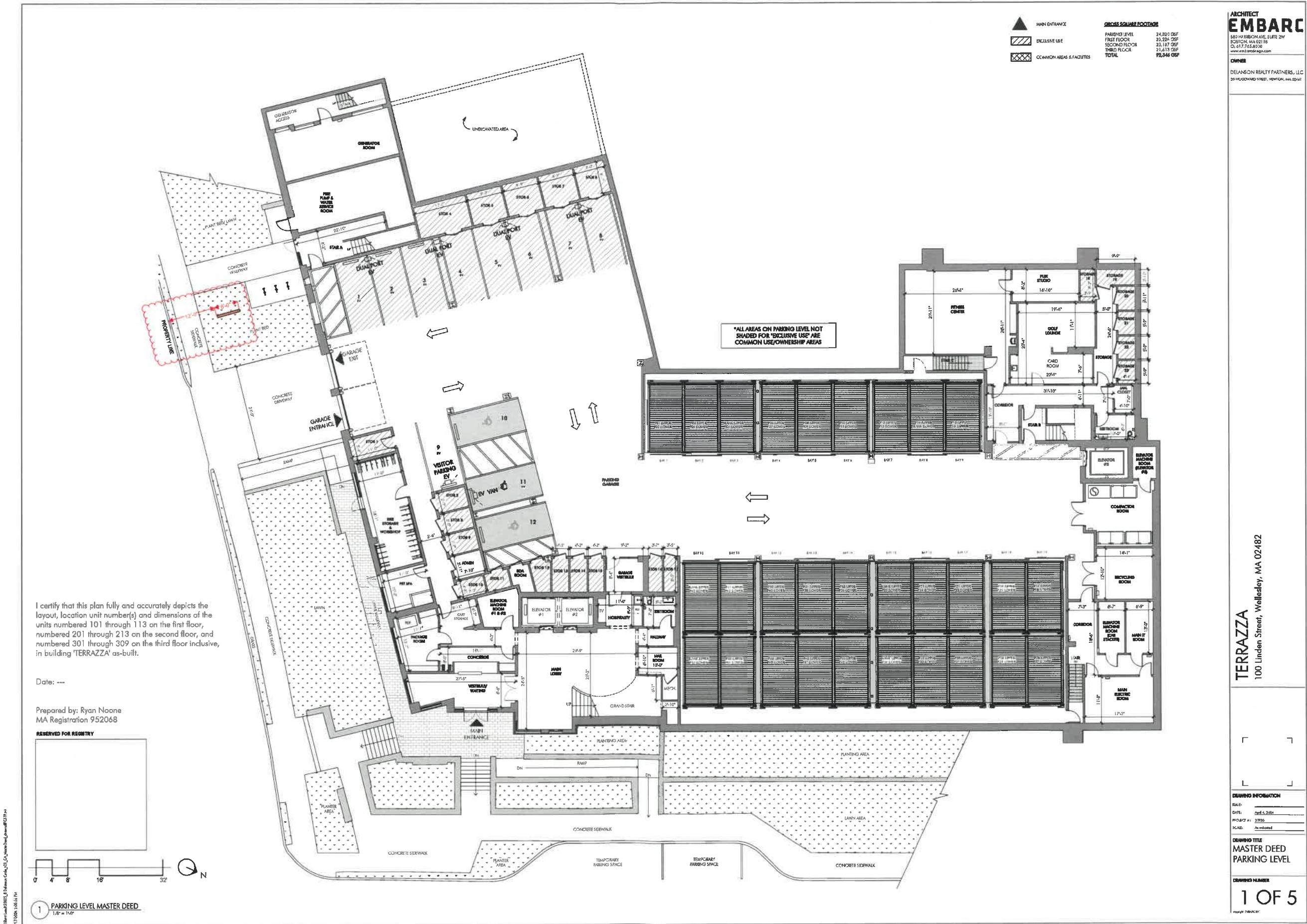
Revision

● ● ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Date: 03/18/2024 Drawing No.

Scale: multiple

T1



R E C E I P T
Printed: February 18, 2025 @ 11:42:0
Norfolk Registry of Deeds
William P O'Donnell
Register

Bk 42254 Pg 103 #9662
02-18-2025 @ 11:41a

Trans#: 10179 Oper:SSNAPE

=====
Book: 42254 Page: 103 Inst#: 9662
Ct#: 299 Rec: 2-18-2025 @ 11:41:33a
WELL 100 LINDEN STREET

DOC	DESCRIPTION	TRANS AMT
DECISION		
10.00	rec fee	10.00
50.00	Surcharge	50.00
5.00	Tech. Surcharge	5.00
Postage/Handling Fee		1.00
State Fee \$40.00		40.00
Total fees:		106.00
*** Total charges:		106.00
CHECK PM 2178		106.00

EY



MASSACHUSETTS

ZING BOARD OF APPEALS

R STREET • SUITE 160 • WELLESLEY, MA 02482

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

WALTER B. ADAMS
DEREK B. REDGATE
PETER COVO

J.C

Granting Authority held a Remote Public Hearing on Thursday, January 11, 2024, of Delanson Realty Partners LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of a temporary double-sided standing sign with less than required setback to the nearest property line at 100 Linden Street, in a General Residence District and a Residential Incentive Overlay.

On December 9, 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 were Dartagnan Brown, Embarc, and Ryan Speaker, Trax, representing Delanson Realty Partners, LLC, the Petitioner.

Mr. Brown said that the request is for temporary marketing signage as they complete the sales of the units in the building. He said that sales have taken a little bit longer with the state of the market and the end of the winter season. He said that they are hoping that the temporary signs will help them to close the project out in the upcoming spring season. He said that with the building now complete, people assume that it is all sold out. He said that the construction sign had sales information and that really seemed to help drive a lot of traffic.

Mr. Brown said that the proposed sign will be 24 square feet, 4 feet tall by 6 feet wide. He said that the two-sided sign will be located to the left of the garage entry in the planting bed that is next to the bike racks. He said that the two-sided sign will give them visibility going both east and west on Linden Street. He said that it will be perpendicular to the building. He said that it will not block sight visibility for vehicles or pedestrians on the sidewalk.

A Board member asked if the sign will be at grade. Mr. Brown said that there will be a couple inch gap because it will be in a planting bed.

The Chairman said that the Zoning Bylaw allows for three 30 day consecutive approvals for temporary signs. He said that not only is this building located in a General Residence District, it's in a Residential Incentive Overlay (RIO) where the requirements drop down significantly. He said that the Zoning Bylaw talks about maximum total area in a RIO but not about area for a temporary sign. He said that the bylaw does say that there has to be a 15 foot setback, whether it is a permanent or a temporary sign. He said that because it is a double sided sign, its area is 48 square feet, not 24 square feet.