

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2025-39

Petition of FR Linden Square, Inc.  
200 Linden Street (FP Movement)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, August 7, 2025, at 7:30 pm, on the petition of Fr Linden Square, Inc. requesting a Special Permit pursuant to the provisions of Section 3.13, Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of 2 wall signs and 2 window signs that will exceed the maximum number of signs, wall sign letter height, number of window signs, window sign area and window sign letter height that is allowed by right in a Business District in the Linden Street Corridor Overlay District, at 200 Linden Street.

On July 3, 2025, 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 Gary McCoy, Poyant Sign Company, and Patrick Stinger, representing FP Movement.

Mr. McCoy said that the Design Review Board (DRB) reviewed the plans in May and recommended approval of the signage. He said that the matter is before the Zoning Board to address the letter height and some of the vinyl on the windows. He said that the proposed signs are consistent with the plaza and other tenants.

Mr. McCoy said that the proposed wall sign contains a letter that will exceed 14 inches. He said that, whereas the CVS next door has 20 inch tall letters of consistent height, this sign will have varying letter height with only one letter exceeding 14 inches. He said that halo illumination will be minimal because the lettering is thin and they will use low voltage and output letters. He said that the volume of the sign and the lettering is in keeping with prior approvals.

Mr. McCoy said that three vinyl window signs are proposed, including an archway, a tree logo, and a menu that lists fitness, wellness and happiness.

The Chairman asked about proposed hours of illumination. He said that the goal is for something that is uniform within Linden Square. Mr. Stinger said that they will work with the landlord to coordinate the lighting. He said that the store's lighting is tied to a timeclock system.

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A Board asked about the location of the wall sign. Mr. Stinger said that the sign is not centered over the opening because there is a large trellis to the left that would obscure part of the sign.

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

#### Statement of Facts

The subject property is located at 380 Washington Street, in a Business District in the Linden Street Corridor Overlay District, at 200 Linden Street.

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 2 wall signs and 2 window signs that will exceed the maximum number of signs, wall sign letter height, number of window signs, window sign area and window sign letter height that is allowed by right.

Letter of Authorization, dated 6/17/25, from Laura Polin, Director, Construction & Tenant Services, Federal Realty Investment Trust, Sign Information, Cover Page, Key Plan & Vicinity Map, Store Front-Elevation, Store Front Halo Lit Letters on Canopy Mounted Background-Detail, Store Front Halo Lit Letters-Detail, Window Vinyl-Iridescent Vinyl, Interior Elevation-Cash Wrap-Iridescent Bhutti Logo, Interior Cash Wrap-Iridescent Bhutti Logo, Double-Faced-Non-Illuminated Under Canopy Sign, Store Front-Window Vinyl & Fitting Room Tags, dated 4/1/25, and Store Front-Window Vinyl Area, dated 7/18/25, prepared by Forman Signs, and Storefront Finishes were submitted.

On May 15, 2025, the Design Review Board voted unanimously to accept the application as presented.

#### 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 2 wall signs and 2 window signs that will exceed the maximum number of signs, wall sign letter height, number of window signs, window sign area and window sign letter height that is 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 2 wall signs and 2 window signs, in accordance with the submitted plans.

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 2025-39  
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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.

Robert W. Levy (km)  
Robert W. Levy, Acting Chairman

David G. Sheffield (km)  
David G. Sheffield

Peter Covo (km)  
Peter Covo

ZBA                      2025-39  
Applicant            FR Linden Square, Inc.  
Address               200 Linden Street (FP Movement)

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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

**STORE FRONT - ELEVATION**

**Front sign - see detail pgs. 4 & 5**

**Blade sign - see pg. 9**

**Iridescent Window Vinyl - see pg. 6**

**2nd surface window vinyl - WHITE - see pg. 10**

**Iridescent Bhutti Window Vinyl - see pg. 10**

**forman signs**

LOCATION: Linden Square  
200 Linden St.  
Wellesley, MA 02482

SCALE: 3/8" = 1' - 0"

PG: 3 of 11

DATE: 4-1-25

DRAWN BY: ebf

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10047 Dwyerwood Rd., Philadelphia, PA 19136

for movement

LOCATION: Linden Square  
200 Linden St.  
Wellesley, MA 02482

SCALE: 3/8" = 1' - 0" PG: 3 of 11

PG: 3 of 11

DATE: 4-1-26

FILE FPM\_Waterbury\_VA\_Under-Sq\_Signage\_4-1-26

DRAWN BY

215-827-8000 • 215-827-8611 fax  
 5001 North 30th Street, Suite 200  
 Phoenix, AZ 85018-3200

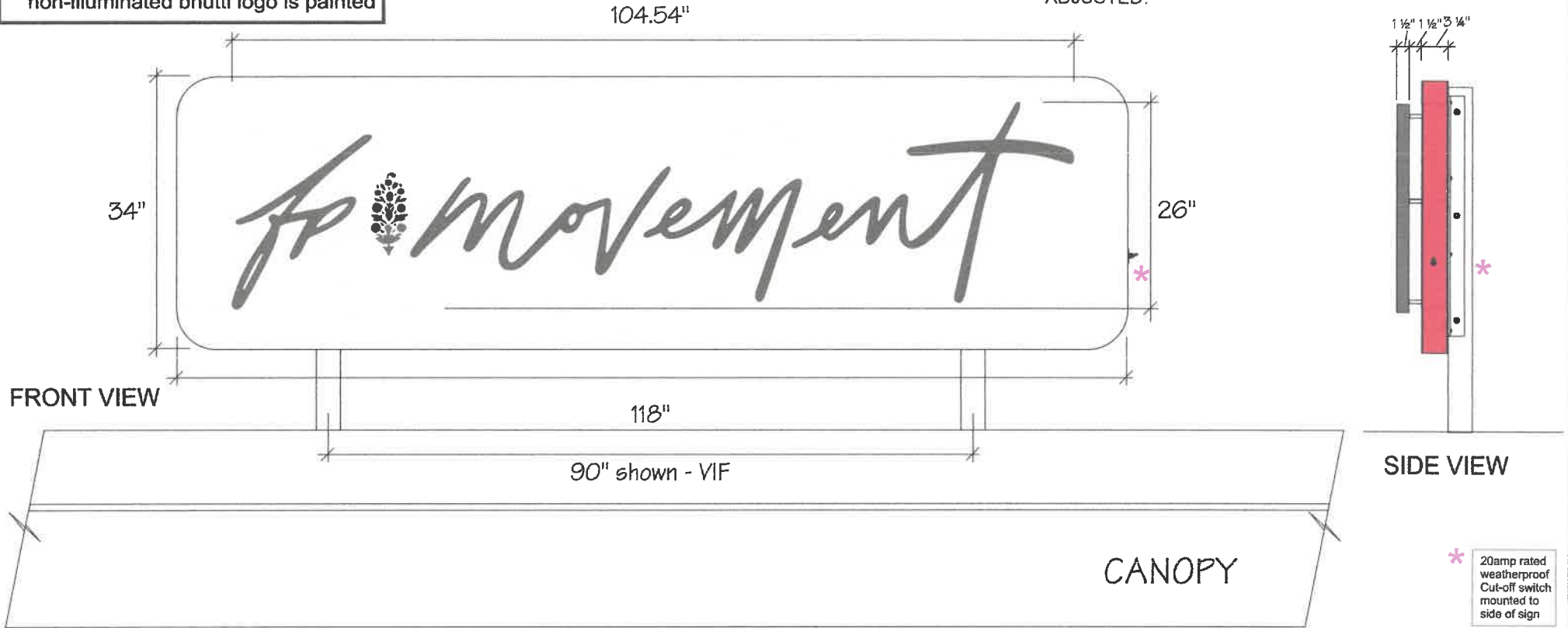


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# STORE FRONT HALO LIT LETTERS ON CANOPY MOUNTED BACKGROUND - DETAIL

1) Set of halo lit letters pin mounted to non-illuminated background, non-illuminated bhutti logo is painted

- ALIGN T.O. PLAQUE SIGN WITH ADJACENT TENANTS' THROUGHOUT CENTER. NOTIFY BRAND IF PLAQUE SIZE NEEDS TO BE ADJUSTED.



- BM #1191 - LOVE & HAPPINESS - SATIN
- Golden Paintworks "Fluid Fluorescent" Red, w/ Clear Gloss top coat
- Painted Kendall Charcoal, satin finish

NOTE: Illuminated signage to be on during mall hours on separate circuit wired to tenant meter

NOTE: All UL labels to be placed on top of cabinet

fo movement

LOCATION: Linden Square  
200 Linden St.  
Wellesley, MA 02482

SCALE: 1" = 1' - 0"

PG: 4 of 11

DATE: 4-1-2011

FILE: RPN\_Wellesley\_MA\_LindenSq\_signage 4-1-11

DRAWN BY: ebf

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