

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN  
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WALTER B. ADAMS  
DEREK B. REDGATE  
PETER COVO

ZBA 2025-67

Petition of Linear Retail Wellesley #1 LLC  
74 Central Street

Petition of Linear Retail Properties Wellesley #1 LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for replacement of an existing wall sign with a new sign that will exceed the maximum letter height, maximum height and area allowed by right at 74 Central Street, the Wellesley Square Commercial District.

On November 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 Lauren Rogers, Asset Manager, Linear Retail, and Matt Wilson, Pattison ID.

Ms. Rogers said that three tenants need to have signs on the façade at the back of the building at 74 Central Street. She said that the length of the Shake Shack sign that was originally approved by the Board had to be shortened so that all three signs could fit on the back of the building. She said that the new Shake Shack sign has lettering that is stacked.

Ms. Rogers said that the town approved the One Medical sign that will go to the left of the Shake Shack sign. She said that the sign for a third tenant will take up most of the facade because that tenant will be occupying the entire lower level. She said that the sign design for the third tenant has not been submitted to Linear Retail yet.

Ms. Rogers said that the door all the way to the right on the back of the building is for One Medical and Shake Shack. She said that the door on the left is the lower level entrance door. She said that the lower level tenant does not have a presence on Central Street, so their sign will take up more of the back façade area. She said that it is important to show where to enter from the back because that is where the parking lot is located.

A Board member said that he thought that the previous submission anticipated that all of the signs would be the same height. Ms. Rogers said that the goal is to make them look uniform.

Board members said that they would prefer to see all of the signs at the same time. The Chairman said that a coordinated facade is not necessarily encompassed in the approval process. Ms. Rogers said that leases are done at different times. She said that Linear Retail did not know if one tenant was going to take the whole space.

The Chairman said that the proposed sign should be treated separately. He said that there is nothing before the Board that deals with the other signs. He said that if the other signs need relief, they will have to come back before the Board.

The Chairman said that the letter height for the proposed Shake Shack sign will be 14 ½ inches, and that exceeds the 14 inches that are allowed. He said that the overall size will be reduced from 33 square feet to 29.82 square feet, which exceeds the 25 square feet that is allowed.

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

#### Statement of Facts

The subject property is located at 74 Central Street, in the Wellesley Square Commercial 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 replacement of an existing wall sign with a new sign that will exceed the maximum letter height, maximum height and area allowed by right.

Sign Information, Sign Permit History, Design Revisions, Aerial View, Site Plan, Existing Conditions & Proposed Signage, South Elevation, Wall Sign, and Uplighting Plan, dated 4/3/25, prepared by Pattison ID were submitted.

On October 23, 2025, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the application, as presented.

On December 2, 2025, 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 replacement of an existing wall sign with a new sign that will exceed the maximum letter height, maximum height and area allowed by right 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 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 replacement of an existing wall sign with a new sign that will exceed the maximum letter height, maximum height and area allowed by right, 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.

12/21/2020 11:32:2207  
20120 9412537738  
401105 114814701

ZBA 2025-67

Petition of Linear Retail Wellesley #1 LLC  
74 Central Street

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 (rm)*  
J. Randolph Becker, Chairman

*David G. Sheffield (rm)*  
David G. Sheffield

*Peter Covo (rm)*  
Peter Covo

ZBA 2025-67  
Applicant Linear Retail Wellesley #1 LLC  
Address 74 Central Street

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

TOWN OF WELLESLEY  
TOWN CLERK'S OFFICE  
WELLESLEY, MASSACHUSETTS  
02481

SHAKE SHACK  
74 Central St. Unit A  
Wellesley, MA

Sign Item

As Noted

Date: 4/3/25  
Scale: As Noted  
Contact: MSW/JA  
Designer: AC

Revision Note

r1:BV:04/07/25: (A)  
INCREASE PANEL SIZE.  
ADD OPT 2  
R2 JMC 8/21/25: REVISED  
SIGN A

SIGN KEY			
LOCATION	DESCRIPTION EXTERIOR SIGNS	SQ FOOTAGE	
		ALLOWED	PROPOSED
A	SOUTH ELEVATION WALL SIGN	—	25.71

Information Required  
for Production

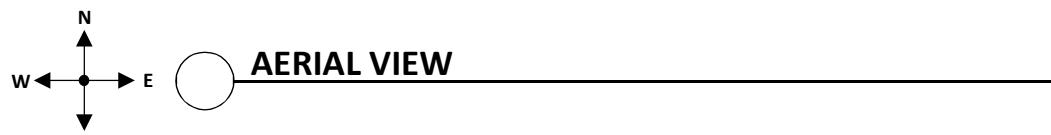
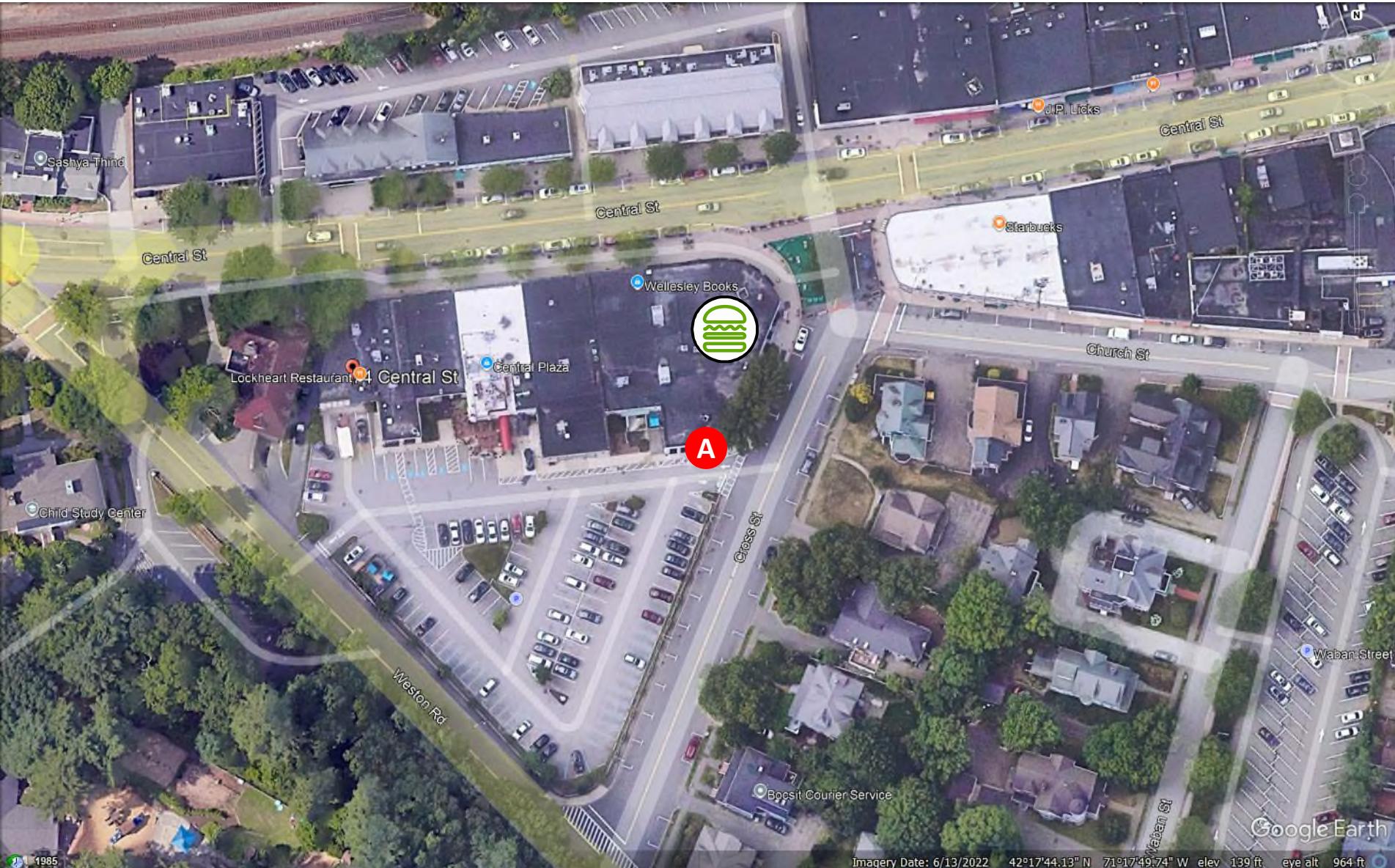
Customer Approval

Signature

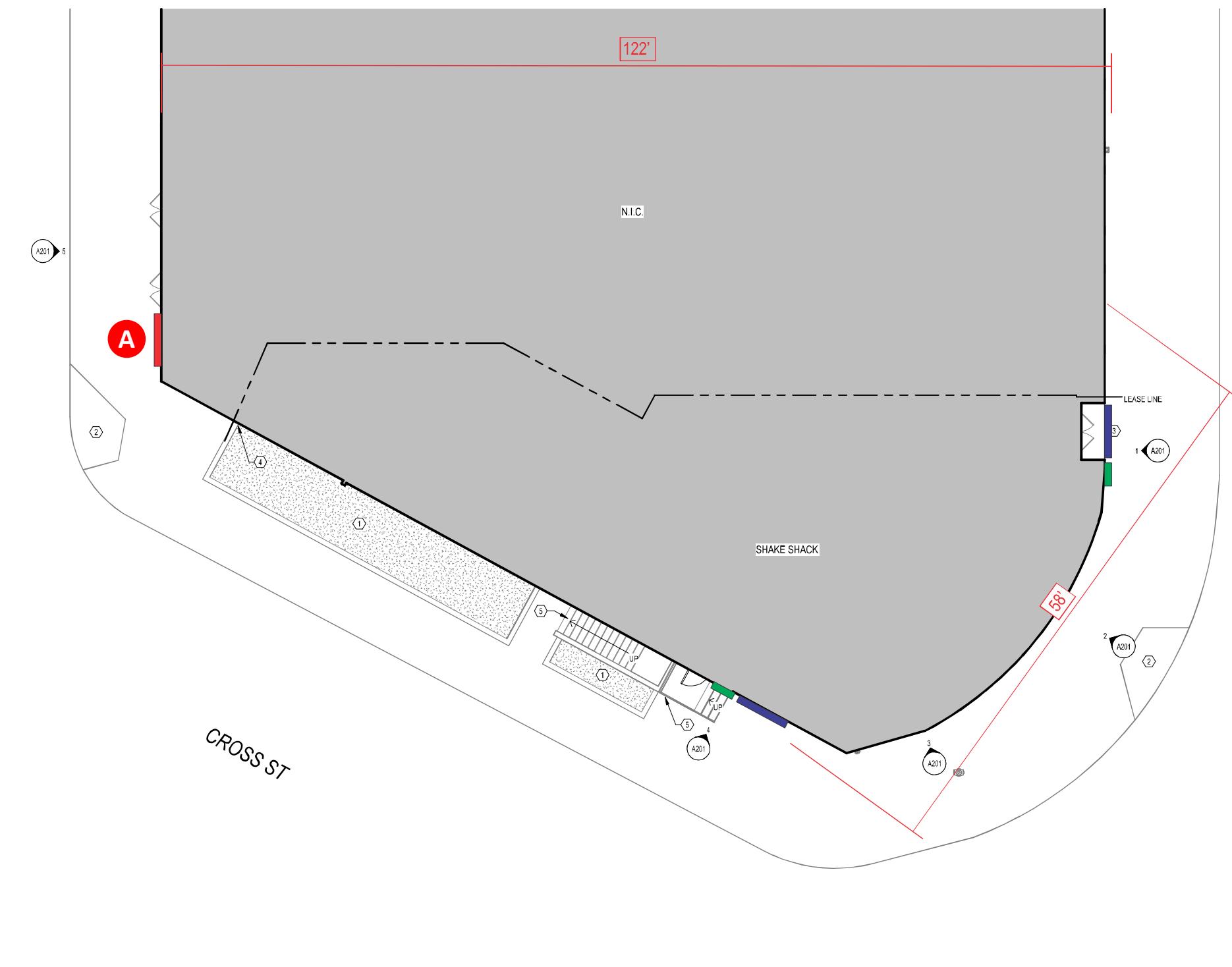
MM/DD/YYYY

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It is the Customer's responsibility to ensure that the sign installation location is suitable to accept and support the installation of the signs being ordered. Notify Pattison ID immediately if further details are required.



# EXTERIOR SITE PLAN



Project ID  
0429274Ar2

SHAKE SHACK  
74 Central St. Unit A  
Wellesley, MA

## Sign Item

### As Noted

Date: 4/3/25  
Scale: As Noted  
Contact: MSW/JA  
Designer: AC

### Revision Note

r1:BV:04/07/25: (A)  
INCREASE PANEL SIZE.  
ADD OPT 2  
R2 JMC 8/21/25: REVISED  
SIGN A

### EXTERIOR SIGN KEY

ID	QTY	SIGN TYPE/DESCRIPTION	PAGE #
A	1	WALL SIGN	7

### Information Required for Production

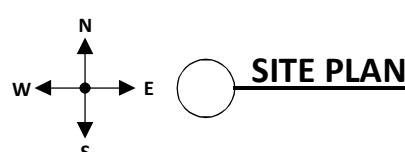
### Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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SCALE: SEE LEGEND

SHAKE SHACK  
74 Central St. Unit A  
Wellesley, MA

Sign Item

As Noted

Date: 4/3/25  
Scale: As Noted  
Contact: MSW/JA  
Designer: AC

Revision Note

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INCREASE PANEL SIZE.  
ADD OPT 2  
R2 JMC 8/21/25: REVISED  
SIGN A

Information Required  
for Production

Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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**EXISTING CONDITIONS**

REMOVE EXISTING SIGN & LIGHTING FIXTURE & DISPOSE -  
PATCH HOLES & SPOT PAINT FAÇADE AS REQ'D -  
BRING NEW "SHAKE SHACK" LETTERS TO MOUNT TO NEW CABINET AS SHOWN  
NOTE: PAINT COLOR TO BE PROVIDED BY LANDLORD (TBD)



**A PROPOSED SIGNAGE**

Project ID  
0429274Ar2

SHAKE SHACK  
74 Central St. Unit A  
Wellesley, MA

Sign Item

As Noted

Date: 4/3/25  
Scale: As Noted  
Contact: MSW/JA  
Designer: AC

Revision Note

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INCREASE PANEL SIZE.  
ADD OPT 2  
R2 JMC 8/21/25: REVISED  
SIGN A

Information Required  
for Production

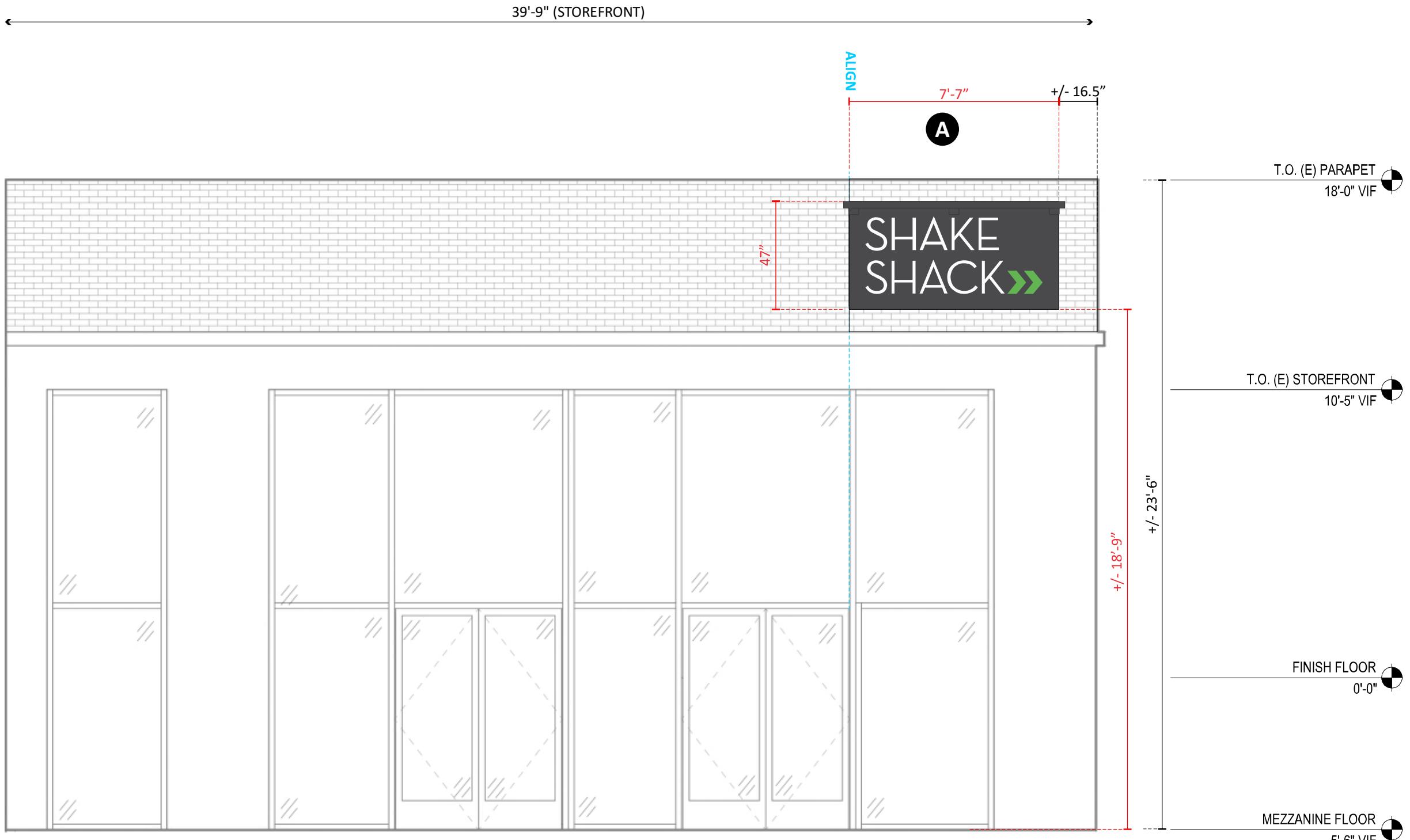
Customer Approval

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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 **SOUTH ELEVATION - 4.0**

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

Project ID  
0429274Ar2

SHAKE SHACK  
74 Central St. Unit A  
Wellesley, MA

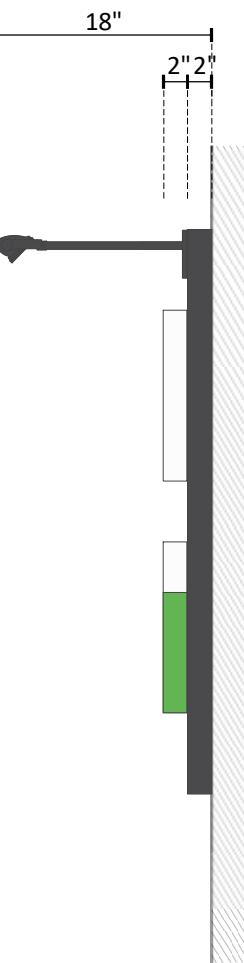
**Sign Item**

**As Noted**

Date: 4/3/25  
Scale: As Noted  
Contact: MSW/JA  
Designer: AC

**Revision Note**

r1:BV:04/07/25: (A)  
INCREASE PANEL SIZE.  
ADD OPT 2  
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SIGN A



**A WALL SIGN**

ONE [1] SET REQUIRED - MANUFACTURE & INSTALL

SCALE: 3/4" = 1'-0"

SQ. FT. = 29.82

2" DEEP FABRICATED ALUM. PAN PANEL  
PAINTED BLACK W/ SEMI-GLOSS FINISH TO MATCH  
EXISTING LIGHT FIXTURES

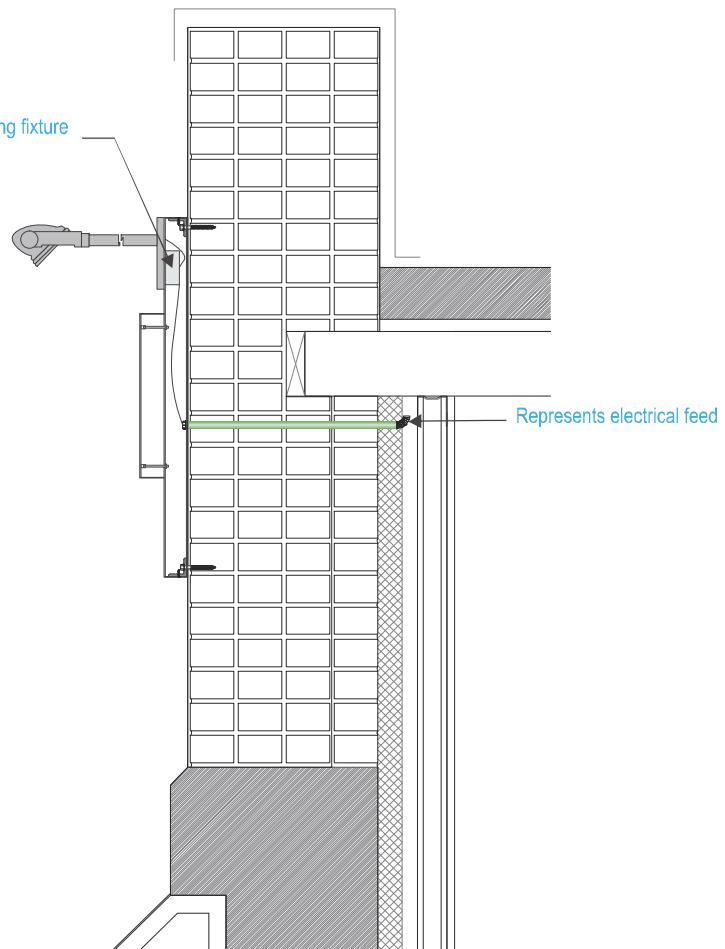
NEW 2" DEEP FABRICATED ALUM. DIMENSIONAL LETTERS  
INSTALLED TO NEW PANEL

NEW 2" DEEP FABRICATED ALUM. ARROWS PAINTED TO  
MATCH 3M 3630-106 BRILLIANT GREEN

3500K (VERIFY) LED LIGHTING FIXTURE  
PAINTED BLACK W/ SEMI-GLOSS FINISH  
& HFC-O CANTILEVER MOUNTING ARM  
TO MATCH EXISITING INSTALLED TO TOP  
PORTION OF WIREWAY - POWER SUPPLY  
TO BE LOCATED IN PANEL

INSTALL FLUSH TO FASCIA USING NON-CORROSIVE  
FASTENING AS REQ'D

**END VIEW**



**Information Required  
for Production**

**Customer Approval**

Signature \_\_\_\_\_

MM/DD/YYYY \_\_\_\_\_

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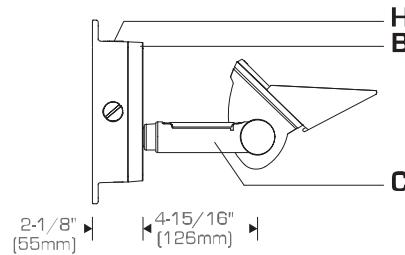
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SIGN A

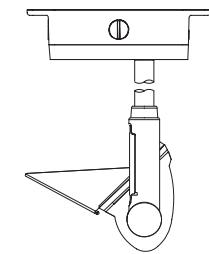
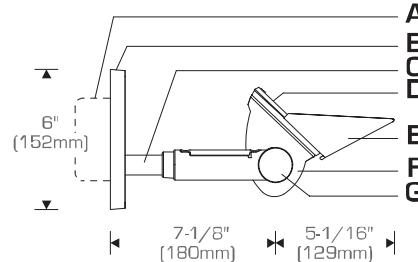
# Uplighting

## Small outdoor, integral driver

### Cantilever Hanger (Lighting Upward)



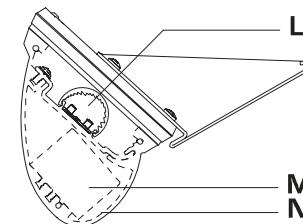
### Surface Hanger (Lighting Upward)



## Small outdoor, integral driver

- A** Recessed outlet box (by others)
- B** Die-cast aluminum mounting plate
- C** Aluminum surface hanger stem
- D** Extruded aluminum door frame with mitered corners, tempered micro-prismatic glass lens
- E** Aluminum cutoff visor
- F** Die-cast aluminum end plate
- G** Die-cast aluminum hub with splice compartment
- H** Die-cast aluminum splice box
- J** Aluminum splice/access cover
- K** Schedule 40 galvanized steel cantilever arm (7/8" O.D.)  
25-7/8" (656mm), 37-1/2" (952mm),  
49-1/8" (1248mm), 62" (1574mm),  
73-5/8" (1870mm), 85-1/4" (2166mm), or 97" (2462mm)
- L** Field serviceable light engine with asymmetric optic
- M** Integral high power factor constant current driver
- N** Extruded aluminum heat sink/housing

### Internal Components



**Ordering information for hubs with hangers and splice boxes:**  
Order two hangers and one HFE end of row kit (two end caps, ordering info in hubs, below) for each individually mounted luminaire or each row. For a continuous row, order a hanger for each additional luminaire in the row.  
**Example:** one row of four reflectors requires five hangers and one HFE kit.

**HF** **O** = Hub mounting hangers

**Length** in inches (see below for maximum pendant and cantilever lengths); enter "00" for HFA hangers  
**5 Finish**

**0** = mounting plate, no splice box

**1** = mounting plate with surface splice box

**A** = Surface hanger (standard length is 7-1/8")

**C** = Cantilever or pendant hanger  
(24" maximum horizontal for cantilever mount)  
(60" maximum vertical for pendant mount)

### Information Required for Production

### Customer Approval

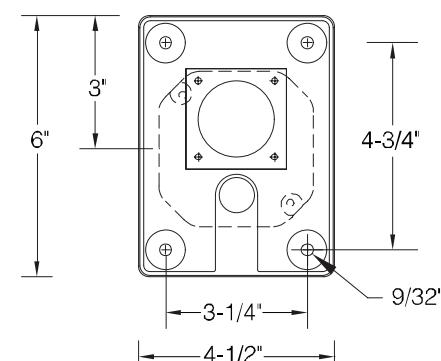
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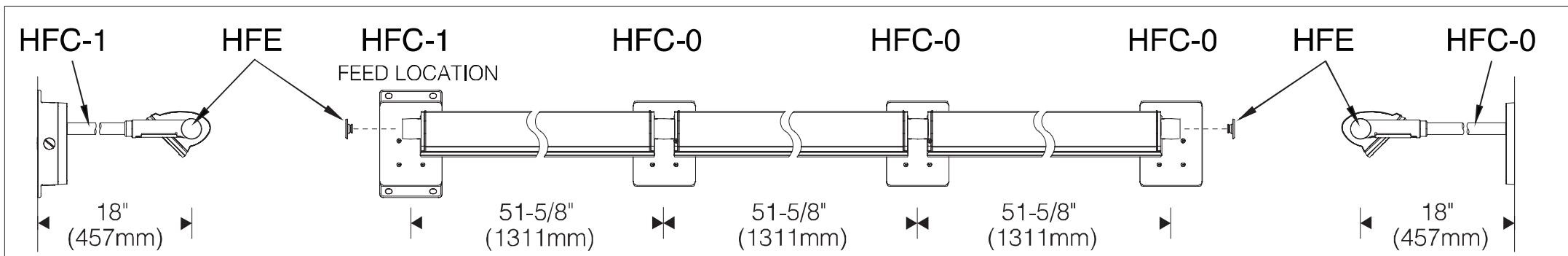
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### WALL MOUNTING PLATE



**Example 1:** 12ft row with (3) 4ft S175 fixtures and (4) 18" wall wash cantilevers, surface conduit feed at first hanger. Order (3) S175-R04\_fixtures, (1) HFC-1 surface hanger with splice box, (3) HFC-0 surface hangers and (1) HFE end kit.



### A FIXTURE DETAILS

TOWN OF WELLESLEY



MASSACHUSETTS

**ZONING BOARD OF APPEALS**  
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\* Title Reference - See Deed at Book 24960, Page 127