

**ZONING BOARD OF APPEALS**

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5992

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ZBA 2010-90
Petition of Anchor Sign, Inc.
165 Linden Street

Pursuant to due notice, the Special Permit Granting authority held a Public Hearing on Thursday, December 2, 2010 at 7:30 p.m. at the Town Hall, 525 Washington Street, Wellesley, on the petition of ANCHOR SIGN, INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to install a 9 foot 9 ½ inch by 27 ¼ inch reverse lit wall sign with up to 18 inch letters, in an Industrial District at 165 LINDEN STREET.

Property Owner: FR Linden Square Inc.

On November 15, 2010, the petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Russ Walter, Anchor Sign, Inc. (the "Petitioner"). He said that there is an existing "Unleashed by Petco" sign at 165 Linden Street. He said that they are proposing to install of new sign that has a couple of color changes. He said that the issue before the Board is for the size of the letters. He said that the proposed sign will have three ascending letters, the "L", the "H" and the "D" that they are asking to be 18 inches. He said that the rest of the letters will be 14 inches. He said that the area of the sign will be just over half of the allowable size.

Mr. Walter said that the sign will be reverse lit. He said that the new sign will not have the brown backer panel. He said that the letters will be brown metal with a clear backing and will contain the LED's that will shine back on the building to create a halo, or silhouette.

Mr. Walter said that the sign will be at the same height as the existing sign. He said that it will be centered in the sign band. He said that the proposed sign will be slightly larger than the existing sign. The Board said that the proposed sign without the backer board will appear to be smaller.

The Board said that the proposed sign is better proportioned and the size of the sign is proportional for the viewing distance from the street.

Daniel O'Connor, 49 Oakland Street, said that he liked the idea of the silhouette lighting.

Statement of Facts

The subject property is located at 165 Linden Street, in an Industrial District.

The Petitioner is requesting a Special Permit to install a 9 foot 9 ½ inch by 27 ¼ inch reverse lit wall sign with a combination of 14 inch letters and three 18 inch letters, "L", "H" & "D".

A Site Plan dated 3/1/10, revised 3/16/10 & 10/27/10, Existing and Proposed Rendering, dated 3/1/10, revised 3/16/10 & 10/27/10, Proposed Rendering and Attachment Detail, dated 3/1/10, revised 3/16/10 & 10/27/10, prepared by Anchor Sign, and photographs were submitted.

On November 17, 2010, the Design Review Board voted to recommend approval of the Special Permit for the proposed wall sign.

On December 1, 2010, the Planning Board voted to recommend that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be a 9 foot 9 ½ inch by 27 ¼ inch reverse lit wall sign with a combination of 14 inch letters and three 18 inch letters, "L", "H" & "D".

It is the opinion of this Authority that installation of a 9 foot 9 ½ inch by 27 ¼ inch reverse lit wall sign with a combination of 14 inch letters and three 18 inch letters, "L", "H" & "D" will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the lettering styles, materials and colors will not detract from the area and are appropriate for this specific location.

Therefore, a Special Permit is granted for installation of a 9 foot 9 ½ inch by 27 ¼ inch reverse lit wall sign with a combination of 14 inch letters and three 18 inch letters, "L", "H" & "D".

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 2010-90
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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, Acting Chairman

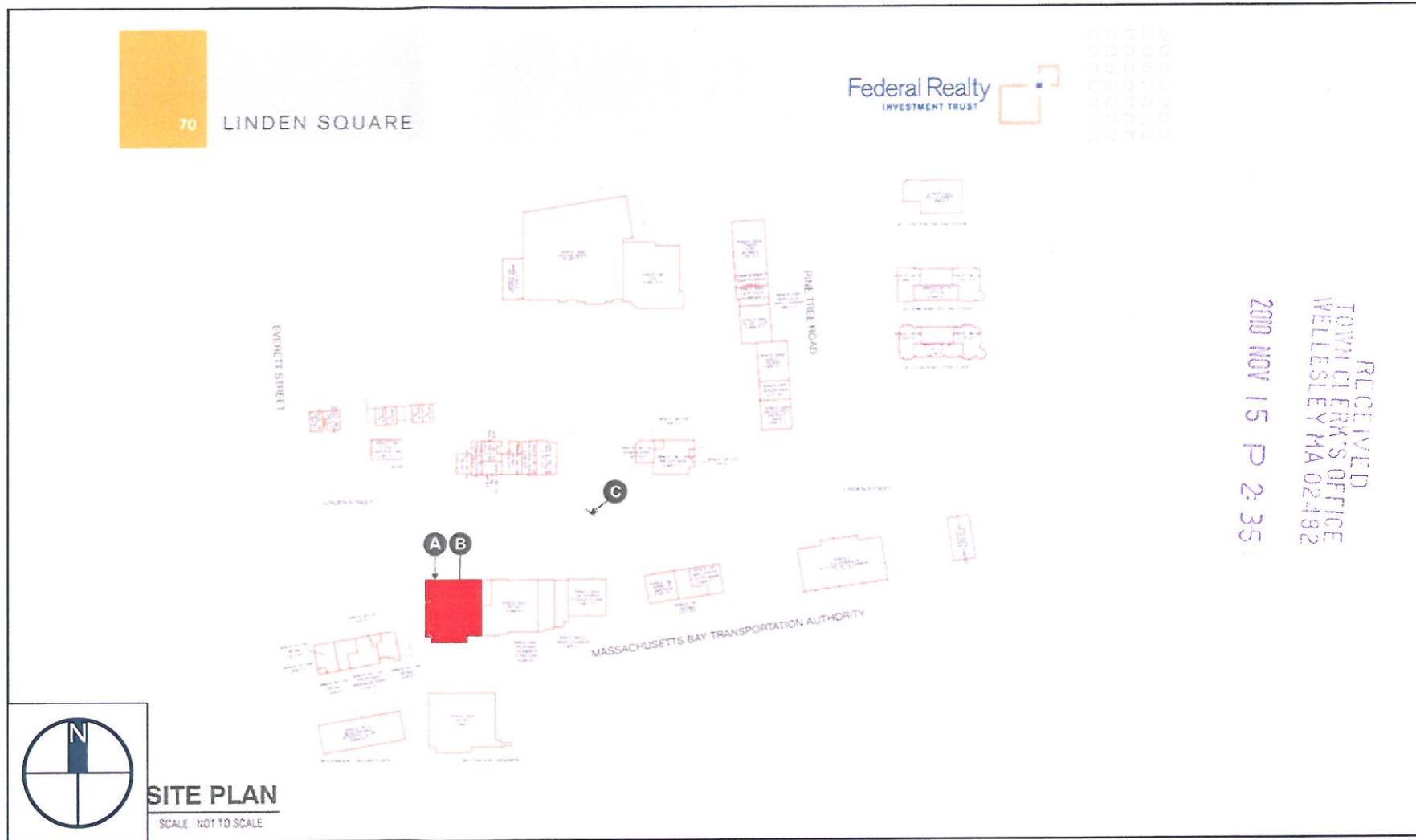
Cynthia S. Hibbard

David G. Sheffield

cc: Planning Board
Inspector of Buildings
lrm

Sign A

Sign:	18" Unleashed
Sign Type:	Reverse Lit Individual Channel Letters & Logo
Illumination:	LED
Square Footage:	22.23



Client:	Petco
Site #:	Petco # 5718
Address:	165 Linden Street Wellesely, MA 02482

REVISION INFO	DATE	DESCRIPTION	BY
	03/01/2010	Original Rendering	BJ
	03/16/2010	Revision	DH
	10/27/2010		TP

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Sign A

Sign:	18" Unleashed
Sign Type:	Reverse Lit Individual Channel Letters & Logo
Illumination:	LED
Square Footage:	22.23

NOTE: DRAWING IS FOR REPRESENTATIONAL PURPOSES ONLY. EXACT DIMENSIONS (FIELD SURVEY) REQUIRED PRIOR TO FABRICATION.



Current Signage



STOREFRONT SIGN SUPER-IMPOSED on PHOTO
SCALE: NOT TO SCALE

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482
 2010 NOV 15 P 2:35

Allowable Square Footage this Elevation:	50
Actual Square Footage this Elevation:	26.41



Client: Petco
 Site #: Petco # 5718
 Address: 165 Linden Street
 Wellesely, MA 02482

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