



ZONING BOARD OF APPEALS

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

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2013 NOV 21 P 3:01
TOWN CLERK'S OFFICE
WELLESLEY MA 02482

ZBA 2013-75
Petition of Federal Realty
200 Linden Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, November 7, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of FEDERAL REALTY requesting a Special Permit pursuant to the provisions of Section XXIIIA and Section XXV of the Zoning Bylaw for installation of a 5 square foot blade sign, which in combination with another wall sign will exceed the number of wall signs allowed by right, at 200 LINDEN STREET, in a Business District.

On September 25, 2013, 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 Kevin Duggan, Metro Sign & Awning, representing Pure Barre, tenant, and Federal Realty, (the "Petitioner").

Mr. Duggan said that they have received permits for all but one sign. He said that this sign will exceed the number of signs allowed by right. He said that the proposed sign is a blade sign.

Mr. Duggan said that the Design Review Board recommended that the sign be larger than what was originally proposed to conform to the other signage on the strip.

Mr. Duggan said that the total square footage of the proposed sign is less than five square feet.

Mr. Duggan said that the sign will be 20 inches high by 36 inches wide with 4.25 inch letters. He said that the proposed sign will be the same size as the Hercules blade sign, as recommended by the Design Review Board.

The Board said that the difference with the Hercules sign is that it is attached to the roof. The Board said that this will be the only blade sign on a flat building that does not have an overhang.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 5 square foot blade sign, which in combination with another wall sign will exceed the number of wall signs allowed by right, at 200 Linden Street, in a Business District.

Existing and Proposed Blade Sign, Drawing # 12-9766-3r2, dated 6/17/12, prepared by METRO Sign & Awning, and a photograph were submitted.

On June 28, 2013, the Design Review Board reviewed the application and voted unanimously to recommend approval of the blade sign, subject to a condition.

On October 8, 2013, the Planning Board reviewed the petition and recommended 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 is a 5 square foot blade sign, which in combination with another wall sign will exceed the number of wall signs allowed by right.

It is the opinion of this Authority that installation of a 5 square foot blade sign, which in combination with another wall sign will exceed the number of wall signs allowed by right, will be in harmony with the general purpose and intent of Section XXIIA 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 design 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 5 square foot blade sign, which in combination with another wall sign will exceed the number of wall signs allowed by right, subject to the condition:

- The sign shall be no larger in square foot area or different in shape than the adjacent Hercules Dry Cleaners blade sign.

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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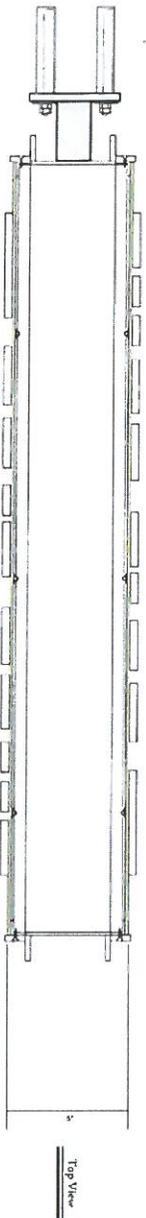
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.


Richard L. Seegel, Chairman

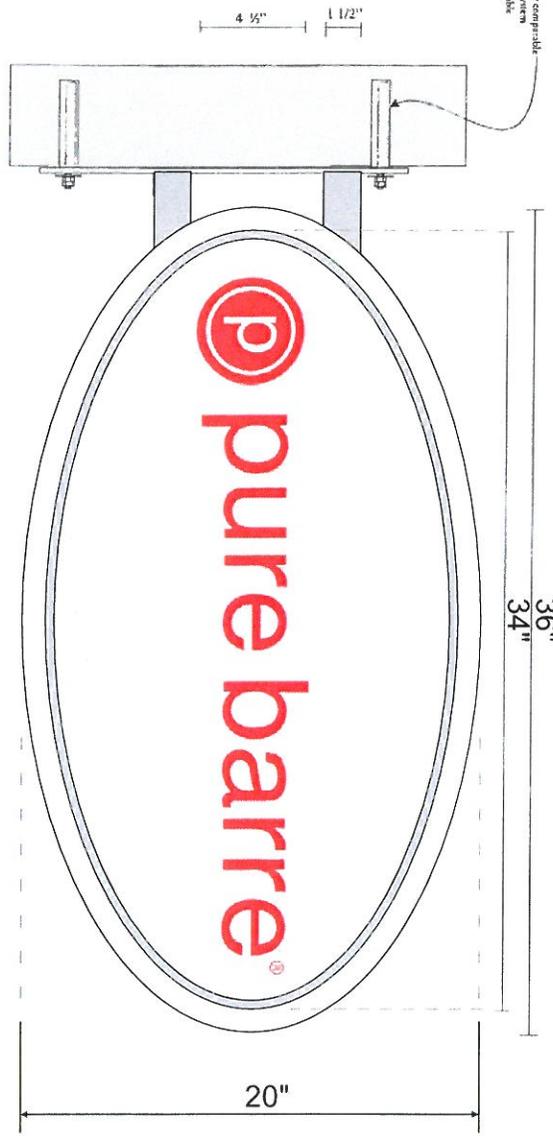

J. Randolph Becker


Walter B. Adams

cc: Planning Board
Inspector of Buildings
lrm



1/4" Mounting Straps
 1/2" Threaded Rod Anchoring system
 1 1/2" Easy Adhesive or comparable
 Minimum (4) points of attachment



One (1) Exterior Blade Sign
 Scale: 1 1/2" = 1' - 0"



D/E Blade Sign:
 Frame to be 1 1/4" aluminum angle, miter and weld corners. Mount to wall with plate and aluminum tube as shown.
 1/8" aluminum sign faces to slip into cabinet. Logo to be 1/4" aluminum painted "pure barre" red pantone 1797C. Paint display Matthews brushed aluminum.

Signs Location
 Sign positioned to line up with neighbor's hanging blade sign.



www.metrosign.net Fax: 978-851-2022
 Customer/Job Location: Pure Barre
 200 Linden St. Unit 103, Wellesley, MA 02457
 Date/Revisions: 6-17-2012
 (for permit application)
 Rev. 1: sign shape to be oval
 Rev. 2: sign required to be taller

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 Add: 0001: Approved Approved As Noted Revise and Resubmit

File Name: Purebarre_Wellesley_200 Linden St_New Awning_9766 11-07
 Sales Rep.: Tom Dunn
 Designer: JR PM:
 Invoice: 11783
 Drawing #: 12-9766-312



2013 SEP 25 A 11:33
 WELLESLEY MA 02482
 METRO SIGN & AWNING'S OFFICE