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RECOMMENDATION

October 30th, 2019

Zoning Board of Appeals
Town Hall
Wellesley, MA 02482

Re: 3 Burke Lane, 40B Development Project: Signage discussion

Members of the Zoning Board of Appeals,

The Design Review Board reviewed the proposed signage for 3 Burke Lane at their regular meeting on October 16th, 2019. The Board raised concerns that the proposed sign did not suit or reflect the residential setting, and was targeted more at vehicular traffic than at the pedestrian traffic that should be prioritized in a residential neighborhood. It was recommended that any signage should be of a monumental style, more solid and lower to the ground, as well as integrated effectively with landscape elements. Following discussion among Board members, the following changes were recommended:

1. The Board would prefer a lower sign with stone for support rather than wood/vinyl posts.
2. The sign should be 20-30% smaller, and no taller than 4 feet.
3. The sign should be single-sided and placed parallel to the street, oriented towards pedestrian traffic rather than vehicle traffic.
4. Signage should be integrated with landscape elements.
5. All lighting should be Dark Sky compliant.

The Board noted that in the absence of firm knowledge of sign placement, it would be difficult to offer further recommendation.

Sincerely,

Tucker Beckett, Planner
On Behalf of the Design Review Board