



ZONING BOARD OF APPEALS

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

RICHARD L. SEEDEL, CHAIRMAN
 J. RANDOLPH BECKER, VICE CHAIRMAN
 DAVID G. SHEFFIELD

LENORE R. MAHONEY
 EXECUTIVE SECRETARY
 TELEPHONE
 (781) 431-1019 EXT. 2208
 web: www.wellesleyma.gov

ROBERT W. LEVY
 WALTER B. ADAMS

ZBA 2012-73
 Petition of Global Companies LLC
 453 Washington Street

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482
 2012 OCT 16 AM 10:56

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 4, 2012, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of GLOBAL COMPANIES LLC requesting a Special Permit pursuant to the provisions of Section XII, Section XXIIA and Section XXV of the Zoning Bylaw for replacement of two existing wall signs and one two-sided internally illuminated identification panel on a standing sign, and installation of a 13.25 square foot new wall sign that, in combination with existing signs will have a total square footage of 199.12 square feet, at 453 WASHINGTON STREET, in a Business A District.

On September 18, 2012, 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 John Lanata, as agent for Global Companies LLC (the "Petitioner").

Mr. Lanata said that the request was for a Special Permit to change the signage on the Mobil on the Run gas station at 453 Washington Street. He said that it is part of a rebranding process throughout New England for Global Properties.

Mr. Lanata said that there is currently 182.71 square feet of signage. He said that the proposal is to increase that to 199.12 square feet. He said that is almost a direct result of the stripes in the name, "Wellesley". He said that the lighting will remain the same.

The Board said that it had a problem with the number of colors in the proposed pylon sign. The Board said that black and white are considered to be colors. Mr. Lanata said that there will be four colors in the sign.

The Board asked why there will be two horizontally formed names on the pylon sign. The Board said that will make each of the names quite small and will look much more cluttered than the existing sign even though they will be the same size. Mr. Lanata said that the sign is part of the rebranding process. The Board said that the Special Permit request includes an "Alltown" sign on the front of the building. The Board said that everyone knows what that building is.

The Board said that it would prefer to see the "Mobil" pylon sign left as is. The Board said that it did not see any advantage to adding, "Alltown" to the sign. The Board said that "Alltown" is a totally unknown

name to people who travel this road. The Board said that it would be acceptable to put an "Alltown" sign on the building.

The Board said that the glass windows show people what is in the store. The Board said that if the Petitioner really felt that they needed both names on the pylon sign, it would to urge the Petitioner to continue this hearing and go back and redesign the sign so that one name would be above the other and, in that case, reduce the size of the sign.

The Board said that the proposed pylon sign has too much information. The Board said that the proposal is to add an unfamiliar name and an unfamiliar logo.

Mr. Lanata asked to retain the existing "Mobil" pylon sign and to apply for the other proposed signage.

The Board said that it did not object to the other proposed signage. The Board asked if there were any changes proposed to the pumps. Mr. Lanata said that there were no changes proposed to the pumps.

The Board asked about the change from the "Wash n' Run" sign to the "AutoWash" wall sign. Mr. Lanata said that it will be approximately the same size with the same lighting.

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 for replacement of two existing wall signs and installation of a 13.25 square foot new wall sign that, in combination with existing signs will have a total square footage of 199.12 square feet.

Existing and Proposed Sign Schedule, Store #2723 Wellesley, MA – Exterior – Main Identifier, Store #2723 Wellesley, MA – Exterior – Main ID Pole Sign, Store #2723 Wellesley, MA – Exterior – Car Wash, Photographs & dimensions of Existing Signs, and Color System, dated 9/10/12, were submitted.

On August 13, 2012, the Design Review Board voted to recommend that the Zoning Board of Appeals approve the proposed project as presented.

On October 2, 2012, 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 signs will be replacement of two existing wall signs and installation of a 13.25 square foot new wall sign that, in combination with existing signs will have a total square footage of 199.12 square feet.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2012 OCT 16 AM 10:36

It is the opinion of this Authority that replacement of two existing wall signs and installation of a 13.25 square foot new wall sign that, in combination with existing signs will have a total square footage of 199.12 square feet, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be will 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 replacement of two existing wall signs and installation of a 13.25 square foot new wall sign that, in combination with existing signs will have a total square footage of 199.12 square feet, subject to the condition:

- The existing "Mobil" pylon sign shall not be changed.

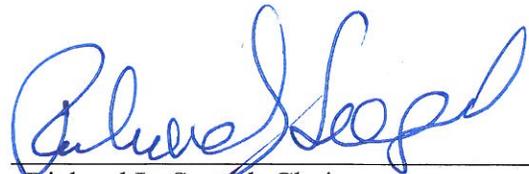
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2012 OCT 16 A 10: 37 1

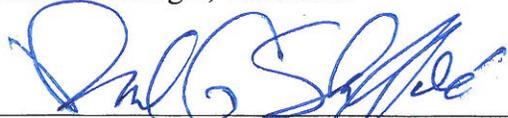
ZBA 2012-73
Petition of Global Companies LLC
453 Washington Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2012 OCT 16 A 10:37

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



David G. Sheffield



Walter B. Adams

cc: Planning Board
Inspector of Buildings
lrm

Store # 2723 Wellesley, MA - Exterior - Main Identifier



Existing On the Run
6.45 square feet

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2012 SEP 18 A 10:47

Area of striping
53" x 36" = 13.25 square feet



City Name
45.5" X 4.125"
= 1.3 square feet
453 Washington St. Wellesley, MA Store #2723 Permit Set



Triangle and name
72" x 15"
7.5 square feet

Plastic-faced channel letters - **NOT** internally lit
Use existing lighting and move to center over entrance