TOWN OF WELLESLEY MASSACHUSETTS

ZONING BOARD OF APPEALS

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

RICHARD L. SEEGEL, 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
DEREK B. REDGATE

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 APR 16 P 12:03

ZBA 2014-20
Petition of Kehoe Chrysler, Inc.
984, 990 & 990R Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 3, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of KEHOE CHRYSLER, INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of two halo illuminated wall signs, with the CVS/Pharmacy sign having 24 and 14 inch letters, the Minute Clinic sign with 18 inch letters, and an awning sign for the Drive-Thru Pharmacy with 8 inch letters, at 984, 990 & 990R WORCESTER STREET, in a Business A District.

On March 17, 2014, 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 Richard Westergren, Poyant Signs, representing CVS.

Mr. Westergren read a narrative that had been submitted into the record.

The Board asked about the standing sign that had been discussed previously. Mr. Westergren said that sign has already been permitted and is under construction. The Board confirmed that the standing sign was a by-right sign.

The Board asked if the standing sign is set in relationship to the right of way turnaround on Route 9. Mr. Westergren said that it is set back far enough so as to not block the sign for the property to the east.

The Board said that it had previously talked about 18 inch letters on the CVS sign. Mr. Westergren said that only three letters will be 24 inches. He said that the sign needs to be recognized at a glance for people traveling up and down Route 9. He said that 24 inch letters are only good for 250 feet. The Board said that there is a standing sign there and 250 feet should be more than enough since vehicles will be coming from a traffic light. Mr. Westergren said that the traffic is not always stopped. He said that he could not emphasize enough the safety aspect of being able to recognize the sign at a glance.

The Board said that the building is set back relatively far from the curb line.

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

ZBA 2014-20
Petition of Kehoe Chrysler, Inc.
984, 990 & 990R Worcester Street

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 two halo illuminated wall signs, with the CVS/Pharmacy sign having 24 and 14 inch letters, the Minute Clinic sign with 18 inch letters, and an awning sign for the Drive-Thru Pharmacy with 8 inch letters, at 984, 990 & 990R Worcester Street, in a Business A District.

Sign Information, Letter of Authorization, dated 12/5/13, signed by Marie Louise Kehoe, President and E. Christopher Kehoe, Manager, Justification, Proposed Sign Package, dated 9/17/10, revised, 9/21/10, 1/8/13, 1/30/13, 2/26/13, 2/28/13, 4/19/13, 6/14/13, 6/27/13, 9/30/13, 10/10/13, 11/15/13, 1/14/14, & 2/19/14, and Site Plan, dated 9/17/10, revised 9/21/10, 1/8/13, 2/26/13, 2/28/13, 4/19/13, 6/14/13, 6/27/13, 9/30/13, 10/10/13, 11/15/13, & 1/14/14, prepared by Poyant, were submitted.

On February 12, 2014, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign package, with the conditions that the awning sign be reduced to 8 inch letters and that the illumination be turned off between 12 am and 6 am.

On March 25, the Planning Board reviewed the petition and recommended that the Special Permit be granted, subject to conditions.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 APR 6 P 12:03

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs are a 33.41 square foot halo illuminated wall sign with 24 and 14 inch letters, a 19.56 square foot halo illuminated wall sign with 18 inch letters, and a 5.86 square foot awning sign with 8 inch letters.

It is the opinion of this Authority that installation of a 33.41 square foot halo illuminated wall sign with 24 and 14 inch letters, a 19.56 square foot halo illuminated wall sign with 18 inch letters, and a 5.86 square foot awning sign with 8 inch letters, 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 installation of a 33.41 square foot halo illuminated wall sign with 24 and 14 inch letters, a 19.56 square foot halo illuminated wall sign with 18 inch letters, and a 5.86 square foot awning sign with 8 inch letters, subject to the condition:

- Illumination of all signage shall be limited to business hours.

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 2014-20
Petition of Kehoe Chrysler Inc.
984, 990 & 990R Worcester Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 APR 16 P 12:03

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.

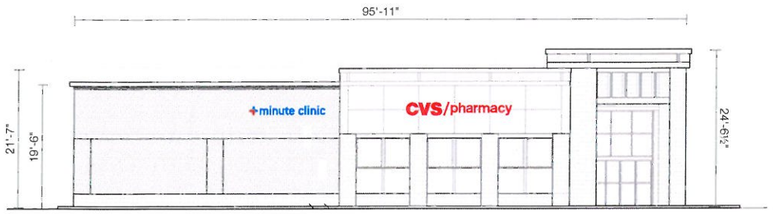
Richard L. Seegel, Chairman

David G. Sheffield

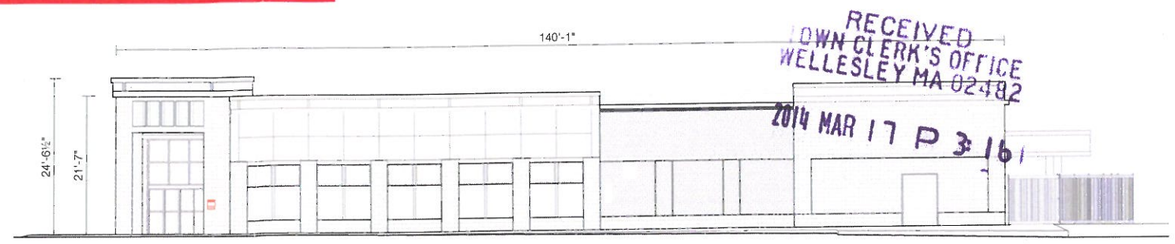
Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm

PROPOSED SIGN PACKAGE

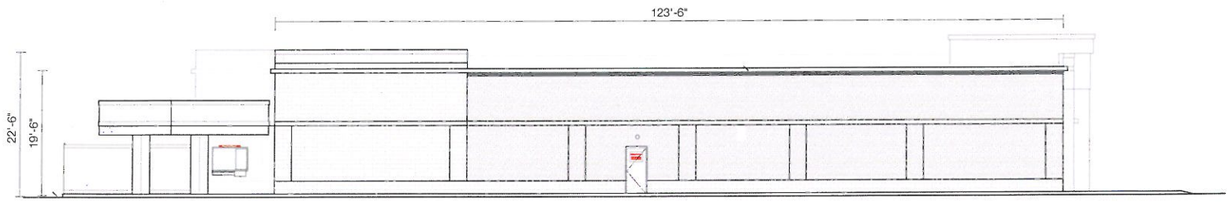


A NORTH ELEVATION - WORCESTER TURNPIKE (ROUTE 9)
SCALE: 3/32" = 1'-0"

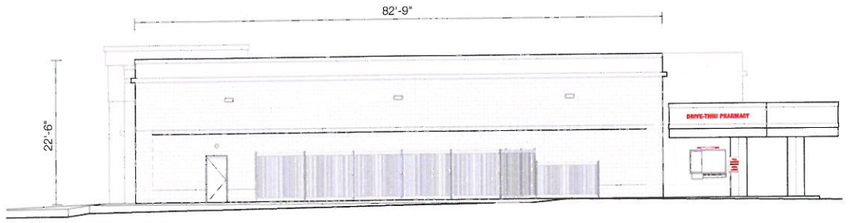


RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 MAR 17 P 3:16

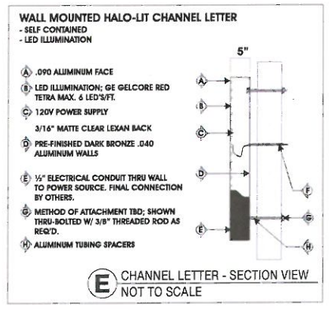
B WEST ELEVATION
SCALE: 3/32" = 1'-0"



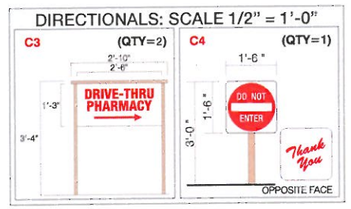
C EAST ELEVATION
SCALE: 3/32" = 1'-0"



D SOUTH ELEVATION
SCALE: 3/32" = 1'-0"



E CHANNEL LETTER - SECTION VIEW
NOT TO SCALE

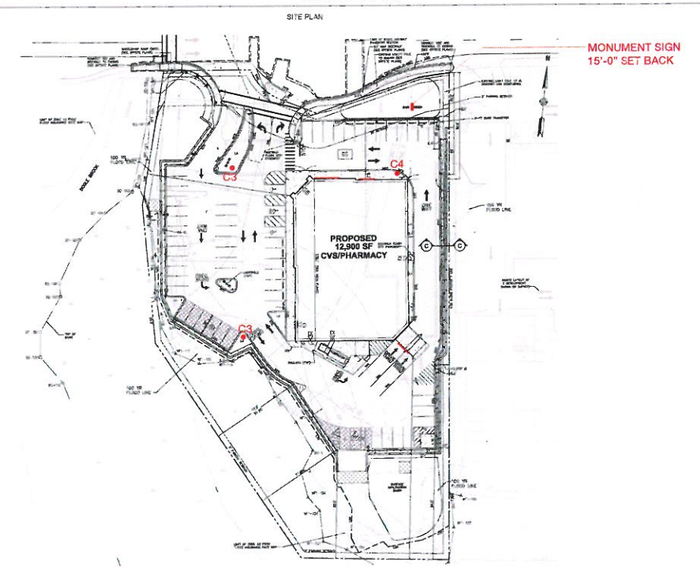


SQUARE FOOTAGE CHART OF ELEVATION SIGNS			
	SIGN TYPE & SIZE	HEIGHT(S)	PROPOSED SQ. FOOTAGE
A: NORTH ELEVATION - WORCESTER TURNPIKE (ROUTE 9)			
CVS/pharmacy	INTERN. ILLUM C/L 2'-0" H. x 16'-3" W.	24" H. 14" H.	32.41 SQ. FT.
+minute clinic	INTERN. ILLUM C/L 1'-6" H. x 13'-0½" W.	18" H.	19.56 SQ. FT.
	TOTAL		52.97 SQ. FT.
	TOTAL SIGNAGE		52.97 SQ. FT.

SQUARE FOOTAGE CHART OF DIRECTIONAL SIGNS			
	SIGN TYPE & SIZE	HEIGHT(S)	PROPOSED SQ. FOOTAGE
CANOPY ELEVATION			
DRIVE-THRU PHARMACY	NON ILLUM STUD MOUNTED LETERS	8" H.	5.86 SQ. FT.
	TOTAL		5.86 SQ. FT.
DIRECTIONALS			
DTP (Qty. 2)	1'-3" H. x 2'-6" W.		3.00 SQ. FT. (EA.)
DO NOT ENTER (Qty. 1)	1'-6" H. x 1'-6" W.		2.00 SQ. FT. (EA.)
	TOTAL		8.00 SQ. FT.
	TOTAL SIGNAGE		13.86 SQ. FT.

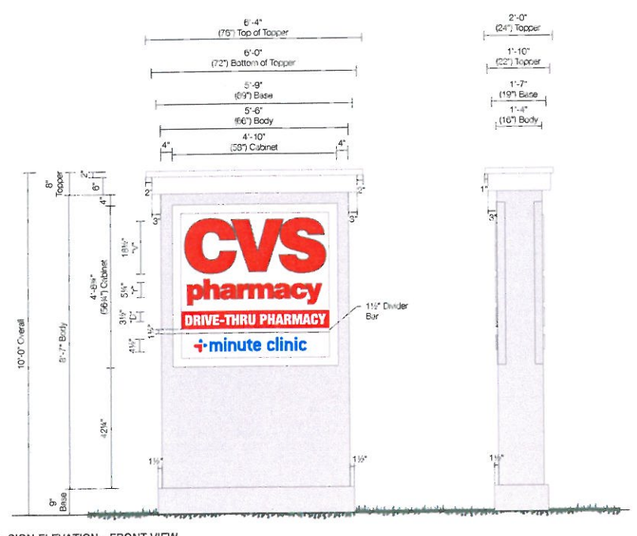
SQUARE FOOTAGE CHART OF DIRECTIONAL SIGNS		
	SIZES	PROPOSED SQ. FOOTAGE
MONUMENT		
MONUMENT	4'-5¾" H. x 4'-10" W.	22.85 SQ. FT.
	TOTAL	22.85 SQ. FT.
	TOTAL SIGNAGE	22.85 SQ. FT.

SITE PLAN



NOTES
* BLOCKING INFO: ALL BLOCKING TO BE DONE BY OTHERS.

10'-0" HIGH HALO ILLUMINATED MONUMENT SIGN



F SIGN ELEVATION - FRONT VIEW
SCALE: 1/2" = 1'-0"

Poyant
Building Your Brand
125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

CVS/pharmacy

Store#
Worcester Turnpike (Rt. 9)
& Kimball Road
Wellesley, MA

Project: 4401
CVS Pharmacy
Exterior Signage Package

Sales: Gary McCoy
Date: 09.17.2010
Designer: NM

Note:
This is an original unpublished drawing created by Poyant Signs, Inc. It is submitted for your personal use in connection with a project being planned for you by Poyant Signs, Inc. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied or exhibited in any fashion until transferred.

Revisions:
09.21.2010 NM - revised per request; revise Monument Sq.
01.06.13 PJM - new elevs., less canopy signage, no enter & exit
01.30.13 NLM Rev Elevations
02.26.13 NLM Rev Site Plan
02.28.13 NLM New Site Plan
04.19.13 NLM Rev Monument Sign
06.14.13 NLM Added Minute Clinic
06.27.13 NLM Rev Marks
09.20.13 NLM Rev Sign Placement
10.10.13 DRL Monument Location
11.15.13 NLM Rev
01.14.14 NLM Rev CL Size & Monument
02.13.14 NLM Rev

Comments:
- Sign Package Approved Gary McCoy 01.29.13

- Relocated Monument Sign & Added 15'-0" Set Back 02.26.13

- ZBA Meeting with Rick Westergren Relocated Minute Clinic from West Elevation to North Elevation

-Relocated Monument Sign due to flood zone 10-10-13

- Sign Package approved at DRB Meeting on February 12, 2014 Rick Westergren in attendance.
1. Signs turned off at 12 am thru 6 am.
2. The maximum letter height for the DRIVE THRU PHARMACY sign on the canopy to be 8".

Approved By:

Date:

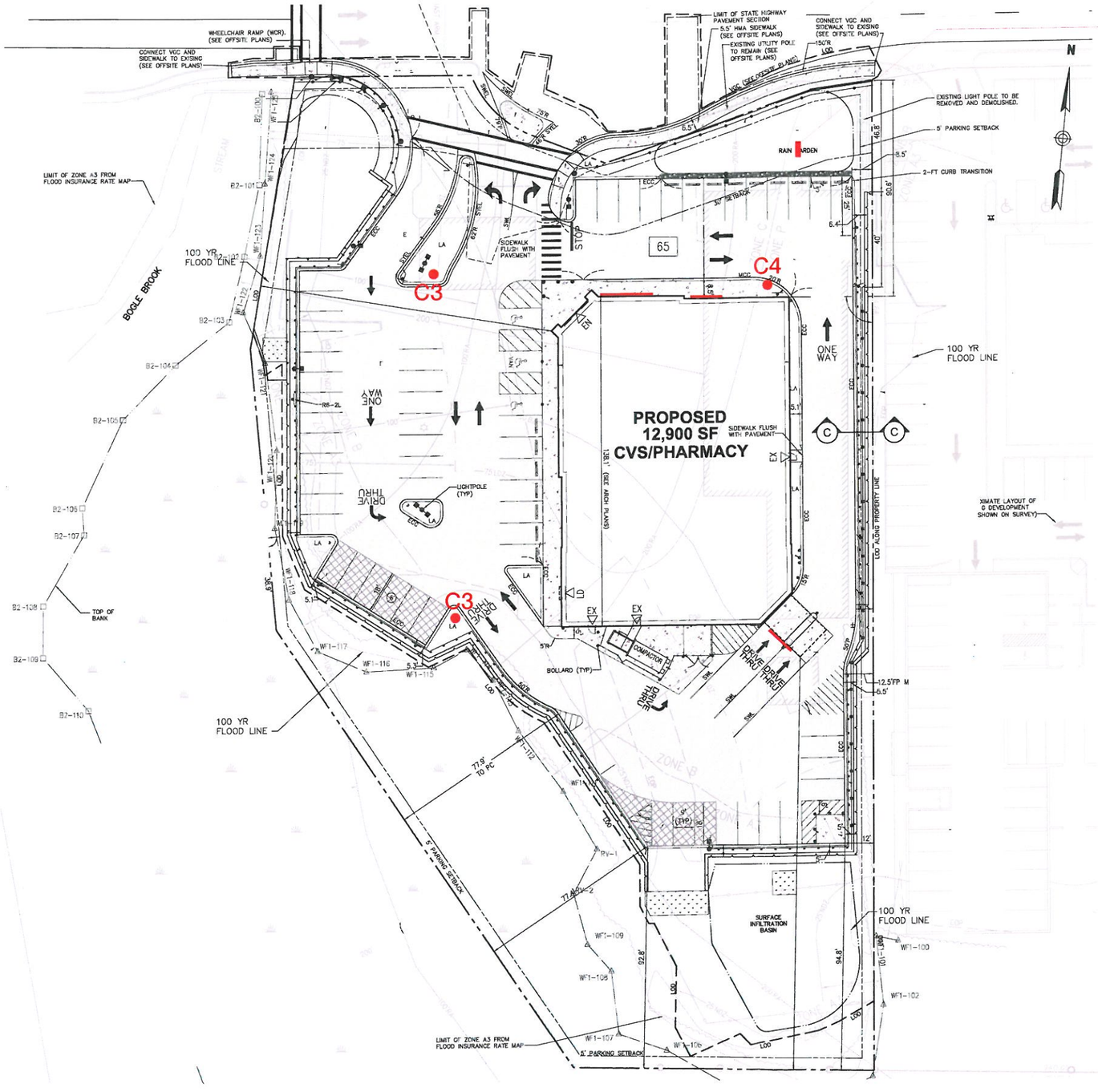
Building Signage

Sign Elevation

4401-R12 | 1.1

SITE PLAN

SITE PLAN



MONUMENT SIGN
15'-0" SET BACK

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 MAR 17 P 3:16

Poyant
Building Your Brand

125 Samuel Barnet Boulevard
New Bedford, MA 02745
800.544.0961 | poyantsigns.com

CVS/pharmacy

Store#
Worcester Turnpike (Rt. 9)
& Kimbell Road
Wellesley, MA

Project: 4401
CVS Pharmacy
Exterior Signage Package

Sales: Gary McCoy
Date: 09.17.2010
Designer: NM

Note:
This is an original unpublished drawing created by Poyant Signs, Inc. It is submitted for your personal use in connection with a project being planned for you by Poyant Signs, Inc. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied or exhibited in any fashion until transferred.

Revisions:
09.21.2010 NM - revised per request; revise Monument Sg.
01.08.13 PJM - new elevs., less canopy signage, no enter & exit)
02.25.13 NLM Rev Site Plan
02.28.13 NLM New Site Plan
04.15.13 NLM Rev Monument Sign
06.14.13 NLM Added Minute Clinic
05.27.13 NLM Rev Marks
09.30.13 NLM Rev Sign Placement
10.10.13 DRL Monument Location
11.15.13 NLM Rev
01.14.14 NLM Rev CL Size & Monument

Comments:
- Sign Package Approved Gary McCoy 01.28.13

- Relocated Monument Sign & Added 15'-0" Set Back 02.26.13

- ZBA Meeting with Rick Westergren Relocated Minute Clinic from West Elevation to North Elevation

-Relocated Monument Sign due to flood zone 10-10-13

- Sign Package Approved at DRB Meeting on February 12, 2014 Rick Westergren in attendance.
1. Signs turned off at 12 am thru 6 am.
2. The maximum letter height for the DRIVE THRU PHARMACY sign on the canopy to be 8".

Approved By:

Date:

Building Signage

Siteplan

4401-R12 | 1.2