



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

JOHN A. DONOVAN, JR., Chairman  
ROBERT R. CUNNINGHAM  
KENDALL P. BATES

ELLEN D. GORDON  
Executive Secretary  
Telephone  
431-1019 X208

MAR 16 11 50 AM '95

WILLIAM E. POLLETTA  
FRANKLIN P. PARKER  
SUMNER H. BABCOCK

RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY, MA 02181

ZBA 95-20  
Petition of West Side Mobil  
870 Worcester Street

Pursuant to due notice, the Permit Granting Authority and the Special Permit Granting Authority held a Public Hearing on Thursday, February 16, 1995 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of WEST SIDE MOBIL requesting the following relief to install a double-faced, tri-color, internally illuminated standing sign, composed of an upper logo panel with an area of 24.75 square feet per side and a lower price panel with an area of 24.37 square feet per side for a total area of 96.24 square feet; at a height of 14 feet 3 inches; and a minimum right side yard setback of 5 feet at its premises at 870 WORCESTER STREET, in a Business District:

1. Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw are requested for the height of the sign to exceed the allowed height of 10 feet and for the internal illumination of the logo panel of the standing sign.
2. Variances from the terms of Section XXIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw are requested to have less than the minimum setback of 10 feet from any lot line; to exceed the allowed number of two colors for an internally illuminated sign; and for the total area of the two permitted wall signs and the proposed standing sign (122.56 square feet) to exceed the allowed total area of 100 square feet.

On January 30, 1995, the petitioner filed a request for a hearing before these Authorities, and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case at the hearing was Rob St. John, site design consultant, who was accompanied by Carl King of Goldstein & Manello, and George and Michael Alexandropoulis, the petitioners.

Mr. St. John said that the sign, for which approval is requested, will be located at the end of the pump island on the western side of the property. The property configuration makes it difficult to locate a sign in a conforming manner. The prior sign, which has been removed, had been located on the sidewalk. The Design Review Board has reviewed the petition and approved the standing sign, as well as two other wall signs: a Mobil Mart sign to designate the area in which sundries such as candy, coffee, and car care products are sold; and a Mobil Service sign.

ZBA 95-20  
Petition of West Side Mobil  
870 Worcester Street

MAR 16 11 50 AM '95

Mr. St. John said that the sign would exceed the total allowed area for signage on the site. The sign is a standard corporate sign in which only the letters of the logo panel would be internally lit against an opaque ground. The price sign will be externally illuminated.

The Board asked at what distance from the access to the station the sign would be visible. Mr. St. John responded that it would be visible at a distance of 30 feet.

The Board asked what products would be sold at the Mobil Mart and what the hours of operation would be. The installation of a Dunkin Donuts franchise at the Mobil Mart on Washington/Kingsbury Streets has created an unsafe traffic situation on the site and on Washington Street that the Board does not want duplicated at this location.

Mr. Alexandropoulis responded that the station would be open from 6 a.m. to 10 p.m. As to the products sold in the Mobil Mart, only basic commodities would be sold such as coca cola, motor oil and parts. They have been approached by Dunkin Donuts, Starbucks, Coffee Connection, Firestone and Michelin, but are not sure what would be in their best interest.

The Board stated that the station is located on a difficult corner and that it does not want the situation to degenerate. The Board does not want products sold that would attract vehicles separate from those seeking gasoline or service, as the petitioner would not be able to control the traffic or the number of cars parked on the premises. Only products that are accessories to traditional service stations would be allowed. The Board requested the petitioner to submit a list of the products proposed to be sold at the Mobil Mart.

The Board stated that the internal illumination of the logo sign would be restricted to the hours of operation of the service station. In response to the Board's query regarding price signs on the pumps, Mr. Alexandropoulis said that there would be very small signs. The price sign on the standing sign would attract the customers as people stop at a station because they like the brand or the price. The Board expressed its opinion that a larger sign would be safer as it could be seen at a distance sufficient to allow vehicles to change lanes in sufficient time to enter the station.

The Board asked if there was sufficient space for a vehicle to pass to the right of the sign. Mr. St. John said that a car could pass in that location.

No other person present had any comment on the petition.

#### Statement of Facts

The subject property is located at 870 Worcester Street, in a Business District, and is owned by G & J Realty Trust of which George Alexandropoulis is a Trustee.

ZBA 95-20  
Petition of West Side Mobil  
870 Worcester Street

MAR 16 11 50 AM '95

The petitioner is requesting to install a double-faced, tri-color, internally illuminated standing sign with a total area of 96.24 square feet at a height of 14 feet 3 inches and a minimum right side yard setback of 5 feet to identify the West Side Mobil Station.

Special Permits are requested for the height of the sign and to internally illuminate the letters of the 24.75 square foot logo portion of the sign. Variances are requested to exceed the allowed number of colors for an internally illuminated sign, to have less than the required right side setback and to exceed the total area of signage allowed as the total area of the two wall signs and the standing sign will be 122.56 square feet.

A Site Plan prepared by Andrews Survey & Engineering; Front elevation of Primary I.D. Sign with Price Board and photographs were submitted. A list of products proposed to be sold at the Mobil Mart, dated March 2, 1995, was received from Jonathan Moll at Goldstein & Manello, pursuant to the request of the Board at the Public Hearing.

On January 26, 1995, the Design Review Board reviewed the standing sign and voted to approve the sign as presented.

On February 7, 1995, the Planning Board reviewed the petition and voted to recommend that the total area of signage not be allowed to exceed 100 square feet, and that the request for internal illumination be carefully examined.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The petitioner is requesting the aforementioned Special Permits and variances to construct the proposed sign at 870 Worcester Street to identify West Side Mobil.

It is the opinion of this Board that the height of the sign and the internal illumination of the sign are necessary for visibility and to increase safety of vehicles entering the site.

It is the further opinion of this Authority that due to the configuration of the lot, relief from the minimum setback requirement can be allowed; that the use of three colors for an internally illuminated sign advertising a national logo has precedents; and that the total area of the three signs can exceed 100 feet as reduction of the area of the proposed standing sign would decrease its visibility to oncoming traffic.

Therefore, it is the unanimous decision of this Authority to grant all of the requested Special Permits and variances subject to construction in accordance with the submitted Site Plan and the construction sketch, and further subject to the following conditions:

ZBA 95-20  
Petition of West Side Mobil  
870 Worcester Street

MAR 16 11 50 AM '95

RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY, MA 02157

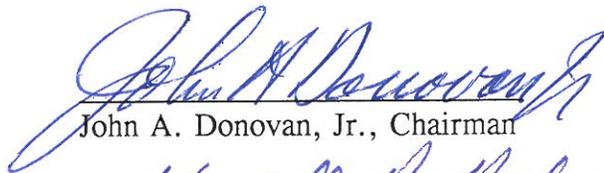
1. The logo portion of the standing sign shall be internally illuminated only during the hours of operation from 6 a.m. to 10 p.m.
2. The standing sign shall be enclosed in a painted white circle to provide additional safety for vehicles entering from the westerly curb cut.
3. The premises shall be used only for the service and repair of motor vehicles, for the storage and sale of gasoline, petroleum and petroleum products, and such other services and products customarily provided or sold by or at gasoline service stations, including the following:
  - a. Automotive parts and accessories
  - b. Automotive fluids and additives
  - c. Road maps and travel guides
  - d. Pens and pencils
  - e. Tobacco products and lighters
  - f. Flashlight batteries
  - g. Flash cubes and related camera products
  - h. Health and beauty aids
  - i. Newspapers and the Want Advertiser

4. No foods or beverages requiring a Food Service Permit issued by the Board of Health can sold on these premises at any time.
5. No pre-packaged food or beverages can be sold on the premises without a Retail Food Permit issued by the Board of Health.

The Inspector of Buildings is hereby authorized to issue a permit for construction of said sign upon receipt and approval of an application. No sign can be installed on the premises prior to the issuance of said permit.

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.

cc: Planning Board  
Board of Health  
Inspector of Buildings



John A. Donovan, Jr., Chairman



Kendall P. Bates



Robert R. Cunningham