



ZONING BOARD OF APPEALS

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ZBA 2012-23
Petition of Ready Imaging, Inc.
168 Linden Street

Record Owner of Property: FR Linden Square Inc.

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 5, 2012, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of READY IMAGING, INC. requesting a Special Permit pursuant to the provisions of Section XIVG, Section XXIIA and Section XXV for installation of two (2) 21 inch by 88 5/8 inch wall signs with 21 inch letters with a total area of 25.8 square feet, at 168 LINDEN STREET, in an Industrial A District and the Linden Street Corridor Overlay District.

On March 20, 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 Albert Whiting, Ready Imaging, Inc., (the "Petitioner") who said that he was representing Citgo and the owner of the business. He said that the Citgo Station at 168 Linden Street is on the company's list of stations to be upgraded to the current image called "Centennial". He said that the request is for two sets of Citgo plastic letters on the canopy. He said that the existing letters are 24 inches high. He said that the request is for 21 inch letters.

Mr. Whiting said that 21 inches is the smallest size that Citgo has for its letters. He said that the fascia on the canopy is 44 inches high. He said that 14 inch letters would look silly. He said that the proportions would be off and the letters would be lost in the field of the canopy.

Mr. Whiting said that there are already Citgo signs on the pumps. He said that the request is to replace those valences. He said that those letters will be five inches high.

Mr. Whiting said that the canopy will not be lit when the station is closed

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 installation of two (2) 21 inch by 88 5/8 inch wall signs with 21 inch letters with a total area of 25.8 square feet and replacement of existing valence signs on the gas pumps.

CITCO Wellesley Loc. 21831029 44" Canopy, Photosimulation of 184 CITGO Canopy Image Upgrade, Photosimulation of 184 Linden St. New CITGO Image, and 21" Non-Illuminated Formed Citgo Channel Letters Flush Mounted/White Option, dated 8/31/10, prepared by Federal Heath Sign Company were submitted.

On March 14, 2012, the Design Review Board voted to recommend that the Zoning Board of Appeals approve the proposed project.

On April 4, 2012, the Planning Board reviewed the petition and recommended that the Special Permit be granted with a condition.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs will be two (2) 21 inch by 88 5/8 inch wall signs with 21 inch letters with a total area of 25.8 square feet and replacement valence signs on the gas pumps

It is the opinion of this Authority that installation of two (2) 21 inch by 88 5/8 inch wall signs with 21 inch letters with a total area of 25.8 square feet will exceed the 14 inch maximum allowed letter height and replacement of existing valence signs on the gas pumps will exceed the maximum of one (1) sign allowed per out of store marketing device to allow four (4) signs per device, 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 two (2) 21 inch by 88 5/8 inch wall signs with 21 inch letters with a total area of 25.8 square feet and replacement of existing valence signs on the gas pumps.

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.

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

David G. Sheffield

cc: Planning Board
Inspector of Buildings
lrm