

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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

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ZBA 2019-01
Petition of Worcester Street 965 Group LLC
965 Worcester Street

2019 JAN 24 P
RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, January 10, 2019 at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Worcester Street 965 Group LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to replace an existing pylon sign that exceeds the height and setback allowed by right, and a second halo lit wall sign on the front elevation that will exceed the letter height and the maximum height allowed by right, at 965 Worcester Street, in a Business District, a 10,000 square foot Single Residence District and a Water Supply Protection District. The wall signs will exceed the maximum area allowed by right.

On December 6, 2018, 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 Joe Shaker, who said that he is the owner of the property and the Wellesley Mazda business. He said that despite having redone the facility eight or nine years ago, they recently updated it again with a higher end look. He said that the Design Review Board (DRB) approved four signs, one of which was a service sign that they decided to not put up. He said that they did put up the Mazda sign in the middle that was allowed by right. He said that the request is to add the Wellesley sign back onto the building, which is what they originally had. He said that the old Wellesley sign was orange but the new one is black. He said that they are also looking to replace a pylon sign that is currently at 15 feet. He said that the replacement pylon sign will match the color, look and feel of the new building.

A Board member said that the new pylon sign is much heavier visually because the pylons appear to be much wider. Mr. Shaker said that the existing sign looks thinner and plainer. He said that currently the facility has white panels on the top and black panels on the bottom, for a two tone look. He said that the building and the free standing sign should have the same flavor. Mr. Jaffin said that the pylon sign will be 15 inches thick. The Chairman said that the change of the building color to more black makes the sign look more sophisticated.

A Board member said that he had trouble coordinating the plans that were submitted with the plans that show the layout of the property. He said that the pylon sign is shown at 11 feet 9 inches from the property line. Mr. Shaker said that they could put the new sign in the same location as the old sign but they were asked to set the pylon sign back to the required setback. He said that the pylon sign is 15 feet high. The Board discussed adding a condition that an as-built be submitted that shows the proposed pylon sign located at the required setback.

Mr. Shaker said that the request is to also put the Wellesley sign at the previous location.

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 pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to replace an existing pylon sign that exceeds the height and setback allowed by right, and a second halo lit wall sign on the front elevation that will exceed the letter height and the maximum height allowed by right in a Business District and a 10,000 square foot Single Residence District. The wall signs will exceed the maximum area allowed by right.

Foundation Certification, dated 11/11/09, stamped by Bradley J. Simonelli, Professional Land Surveyor, Wellesley Mazda Brand Book, and Overview Photos, dated 3/14/18, revised 4/23/18, Code Research, Sign Inventory, Existing Condition and Proposed Signage, Proposed Signage, and Existing Sales & Service Facility, dated 3/14/18, revised 4/23/18 & 7/18/18, prepared by Architectural Graphics, Inc. were submitted.

On May 21, 2018, the Design Review Board reviewed the application and voted unanimously to recommend approval of the project, subject to a condition that all prohibited internal illumination be removed.

On January 9, 2019, 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 signage is replacement of an existing pylon sign that exceeds the height allowed by right, and a second halo lit wall sign on the front elevation that will exceed the letter height and the maximum height allowed by right in a Business District and a 10,000 square foot Single Residence District. The wall signs will exceed the maximum area allowed by right.

It is the opinion of this Authority that installation of a replacement pylon sign that exceeds the height allowed by right, and a second halo lit wall sign on the front elevation that will exceed the letter height and the maximum height allowed by right in a Business District and a 10,000 square foot Single Residence District, where the total area of the wall signs will exceed the maximum area allowed by right, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be 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 replacement pylon sign to be located 15 feet back from the property line, 15 feet in height where 10 feet is allowed, subject to the following conditions:

1. A plot plan that shows the location of the sign on the site shall be submitted.
2. A detail plan that shows the width and depth of the sign be submitted.

Therefore, a Special Permit is granted, in accordance with submitted plans, for installation of a Wellesley wall sign, which is a second wall sign where only one is allowed, with 24 inch letters where 18 inch letters are allowed, and mounted at a height of 23 feet where a 20 foot height is allowed, and the maximum area of the wall signage will be 89.34 feet where 75 feet is allowed.

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.

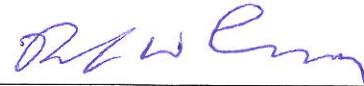
2019 JAN 24 P 3:11
RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA 02482

ZBA 2019-01
Petition of Worcester Street 965 Group LLC
965 Worcester Street

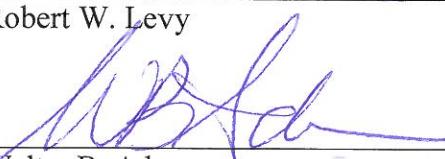
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



David G. Sheffield, Acting Chairman



Robert W. Levy



Walter B. Adams

2019 JAN 24 P 3: 11
RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA 02482

ZBA 2019-01
Applicant Worcester Street 965 Group LLC
Address 965 Worcester Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

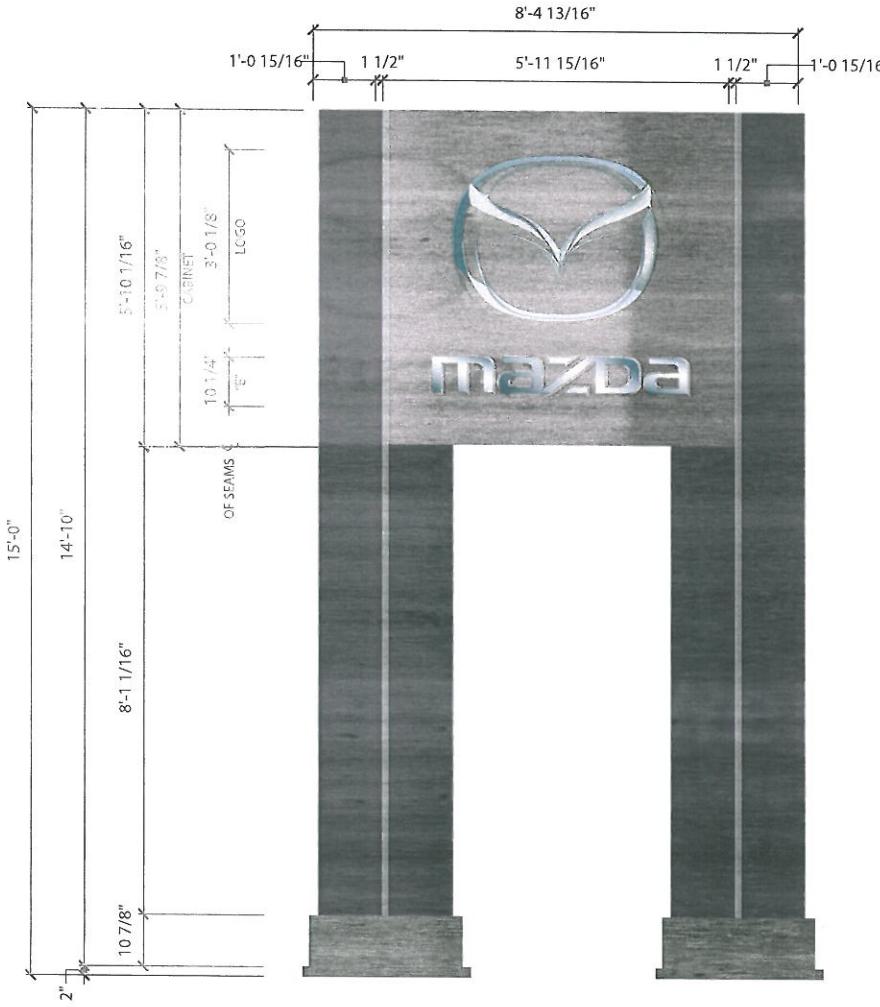
In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

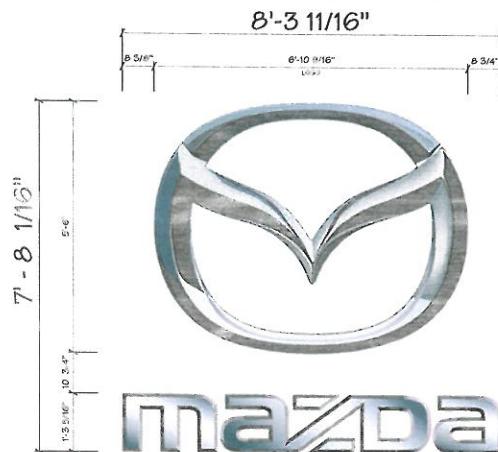
Attest:

Cathryn Jane Kato
Town Clerk

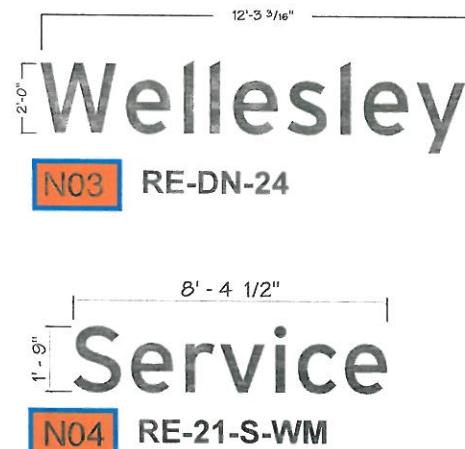
cc: Planning Board
Inspector of Buildings
lrm



N01 BP-30-15



N02 MS66/ML15.3



N03 RE-DN-24



N04 RE-21-S-WM

Sign Inventory

Sign	Existing	Action	Proposed	Qty	Electrical Requirements
E01	Mazda Pylon	Remove/ Dispose	Dealer to remove and dispose of existing Mazda pylon. Dealer responsible to remove existing foundation if required. Dealer responsible for any patching	1	N/A
N01	N/A	Supply/ Install	AGI to supply and install BP-30-15 Pylon, @15' OAH, Chrome, Non-Illuminated, on a new foundation. Dealer to provide electrical within 5' of electrical hookup	1	(1) 20 Amp Circuit, 120 Volts
N02	N/A	Supply/ Install	AGI to supply and install MS66/ML15.3, 66" Chromed Brand Symbol & 15.3" Mazda Logotype Letters (Stacked), Halo Lit. Dealer to provide electrical within 5' of electrical hookup and proper access	1	(1) 20 Amp Circuit, 120 Volts
N03	N/A	Supply/ Install	AGI to supply and install custom RE-24-DN, 24" Dealer Letters, Black faces, reading "Wellesley", Halo Lit. Dealer to provide electrical within 5' of electrical hookup and proper access	1	(1) 20 Amp Circuit, 120 Volts
N04	N/A	Supply/ Install	AGI to supply and install RE-21-S-WM, 1' 9" "Service" Wall Mount Letters, Black faces, Non-Illuminated.	1	N/A



Dealer Identification Program

Site: 51553- Wellesley Mazda

Address:
Wellesley Mazda
965 Worcester Road
Wellesley, MA 02482

File Name: 51553 Wellesley Mazda Brandbook_031418

Page: 4 of 7

Drawn By: GLH

Creation Date: 03/14/18

Rev. 1: 04/23/18 glh Rev. 6:

Rev. 2: 07/18/18 mgl Rev. 7:

Rev. 3: Rev. 8:

Rev. 4: Rev. 9:

Rev. 5: Rev.10:

IMPORTANT APPROVAL NOTIFICATION
ONCE APPROVAL HAS BEEN RECEIVED, YOU WILL BE HELD FINANCIALLY RESPONSIBLE FOR ANY ADDITIONAL CHANGES OR ADJUSTMENTS TO THE RECOMMENDED SIGNAGE.

Authorized Signature: _____

Print Name: _____

Date: _____

Approved As Shown
 Approved with Changes Noted

This Brand Book represents the Mazda North American Operations approved location placement for proposed signs. No variation will be permitted.

Drawings are the exclusive property of Architectural Graphics Incorporated. Any unauthorized use or duplication is not permitted.

AGI YOUR IMAGE. OUR PRIORITY.
Architectural Graphics, Inc.

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