

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

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

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ZBA 2020-46

Petition of Blue Hills Fuels LLC
461 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, October 1, 2020 at 7:30 pm, on the petition of Blue Hills Fuels LLC requesting a Special Permit pursuant to the provisions of Section 22A Section 25 of the Zoning Bylaw to reface an existing standing sign and add new LED illumination and LED illuminated price digits, at 461 Worcester Street, in a Business District.

On June 22, 2020, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication. In accordance with Chapter 53 of the Acts of 2020, the hearing was scheduled for October 1, 2020.

Present at the public hearing was Suneet Sharma, representing Blue Hills Fuels LLC, the Petitioner, regarding the Gulf Station at 461 Worcester Street. He said that Gulf came out with a new national brand standard earlier this year and the station is required to upgrade to the new image.

Mr. Sharma displayed a plan showing the existing and proposed layout. He said that the new image incorporates a three dimensional piece on the canopy with two illuminated logos. He said that the request is also for internal illumination of the main identification sign where the Gulf logo is located, similar to the Shell Station that is 2.8 miles away on Worcester Street.

Mr. Sharma displayed on a plan the location of the proposed signs. He said that the site is open from 5 am to 11 pm, so all external lights will be turned off when the site closes at 11 pm. He said that illumination will be limited to the evening hours up until 11 pm.

Mr. Sharma displayed a plan of the main identification sign. He said that the Gulf section of the sign is the only portion that will be illuminated, just the Gulf logo, not the white background. He said that the electronic numbers will be low level LED lights. He said that they will just reface the existing cabinet. He said that the existing sign is externally illuminated.

Mr. Sharma displayed a plan showing the dispensers. He said that they will have a logo that is not illuminated.

The Chairman said that this location is a gateway to the town even though it is not on the border. He said that the site is prominent heading west on Route 9. He said that the sign package seems to be aggressive. A Board member agreed and said that it seems to be over the top with the orange colors. He said that it has been the desire of the town for a long time to maintain the area west on Route 9 beyond the Gulf Station as residential until Weston Road.

Mr. Sharma said that they are asking for the same consideration as other gas stations in town with internal illumination and LED price signs, especially the Shell Station that is two miles away on the same road. He displayed an image of the Shell Station at 987 Worcester Street. He said that the sign on the canopy extends above the height, all three sides are internally illuminated, there are large digits on the LED price sign where the proposed digits on the Gulf sign are significantly smaller on a small sign that is closer to the ground.

A Board member asked about the orange at the top of the columns under the canopy. Mr. Sharma said that those are the number signs so that the attendant inside knows which dispenser a customer is fueling from. The Board asked if it could just be a number on the column. Mr. Sharma said that he can propose not putting them up with Gulf. The Board member said that there is an advantage to seeing the number but not the orange color. He said that the number of the pump is located on the existing pumps rather than at the top of the column. He said that the Applicant may want to consider continuing that practice.

The Chairman said that one of the things that the Board has to consider is safety. He said that this is located at a bend in the road in a highly traveled area. He said that the Shell Station is on a straight away in a more remote area. He said that at this location, cars are turning onto Cliff Road, turning off of Route 16, out of the Fire Station and the Municipal Light Plant. He said that it is a difficult interchange and does not have the standard curb cuts that the Shell Station has. Mr. Sharma said that LED digits make it easier for the customer to read the price sign.

A Board member said that in addition to the signs that are shown as part of the Gulf package, there are currently wall signs all over the face of the building and the windows facing Worcester Street are covered with signs as well. Mr. Sharma said that those signs may have been put up by the dealer, who is new and may not be aware of the regulations. He said that he will make sure that they are removed.

The Chairman said that there is also a free standing sign for inspections. He asked about the signs over the bay doors. Mr. Sharma said that those signs are existing. He said that this is a new dealer who is starting his business. He said that they would like to be able to keep the free standing sign and the signs over the bay doors. The Chairman said that the Board would not be giving permission to have the free standing sign but there may be a provision in the Zoning Bylaw to permit the sign.

A Board member discussed the Zoning Bylaw and internal illumination. Mr. Sharma said that internal illumination is more energy efficient, is an easier design for them and is what all the other gas stations in town have already. He said that it is not fair to exclude this station. The Board member said that those installations probably were done before the current version of the Zoning Bylaw went into effect.

The Chairman confirmed that the requested relief is for internal illumination for the signage. Mr. Sharma said that they are only asking to reface the existing monument sign and add internal illumination. He said that they are requesting relief to illuminate the logos on the canopy. He said that they will just be facing the canopy not replacing it. The Chairman confirmed that the standing sign will have the same footprint, size, and setback. He said that the only change is to change the background color behind the logo and illuminating the logo, two pricing areas instead of one that are digitized.

A Board member asked if the level of illumination can be adjusted behind the Gulf sign. Mr. Sharma said that the light level can be reduced if it is too bright. The Chairman said a condition would be that the sign

can be illuminated to an extent to not be a distraction to motorists and if it is found to be too bright, will be adjusted.

There was no member of the public who wished to speak to the petition.

Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 22A Section 25 of the Zoning Bylaw to reface an existing standing sign and add new LED illumination and LED illuminated price digits, at 461 Worcester Street, in a Business District.

Letter of Authorization, dated 6/15/20, signed by Rodney Whitley, Vice President, Blue Hills Fuels LLC, ALTA/NSPS Land Title Survey, dated 8/23/16, Existing and Proposed Canopy, Site Map, Gulf Disc, Canopy Reface, Clearance, Dispensers, Dispensers, MID Sign, Color Specifications, and Paint Specifications, dated 1/15/20, prepared by Big Red Rooster Flow were submitted.

On March 3, 2020, the Design Review Board reviewed the application and voted unanimously to recommend approval of the proposed signage.

On September 23, 2020, the Planning Board reviewed the petition and recommended that the Special Permit be denied.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage consists of re-facing an existing standing sign and adding new LED illumination and LED illuminated price digits.

It is the opinion of this Authority that re-facing an existing standing sign and adding new LED illumination and LED illuminated price digits will be in harmony with the general purpose and intent of Section 22A 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 re-facing an existing standing sign and adding new LED illumination and LED illuminated price digits, subject to the following conditions:

1. Lighting shall be shut off at the earlier of close of business or 11 pm.
2. The orange background color on the columns shall be eliminated.
3. All other signs shall be removed and not replaced on the site, excluding the signs over the bay doors.

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.

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Petition of Blue Hills Fuels LLC
461 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.

Robert W. Levy (l.m.)
Robert W. Levy, Acting Chairman

David G. Sheffield (l.m.)
David G. Sheffield

Derek B. Redgate (l.m.)
Derek B. Redgate

ZBA 2020-46
Applicant Blue Hills Fuels LLC
Address 461 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



BIG RED ROOSTER FLOW

PROJECT LOCATION:

461 Worcester Road
Wellesley, MA 02481

PROJECT OVERVIEW:

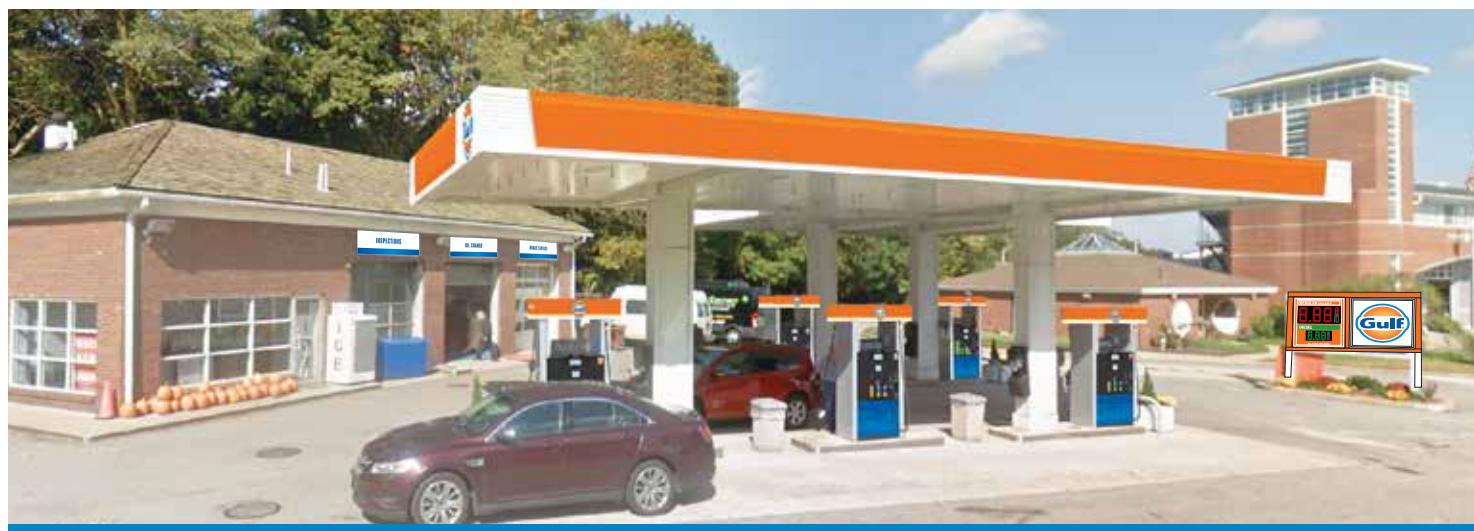
- A** Site Map
- B** Canopy Visuals
- C** Building Visuals
- D** Dispenser Visuals
- E** Main ID Visuals
- F** Color / Paint Specifications

approval signature

I have reviewed the visuals within this document and I approve the designs and scope of work listed within.



EXISTING



PROPOSED

Project Name	Facility #	Customer	Created by
GULF	91186170	GULF	A.AGAM
Revision #	Date	Scale	Page #
R13	10_07_2020	NA	1 OF 11

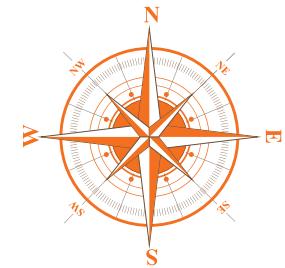
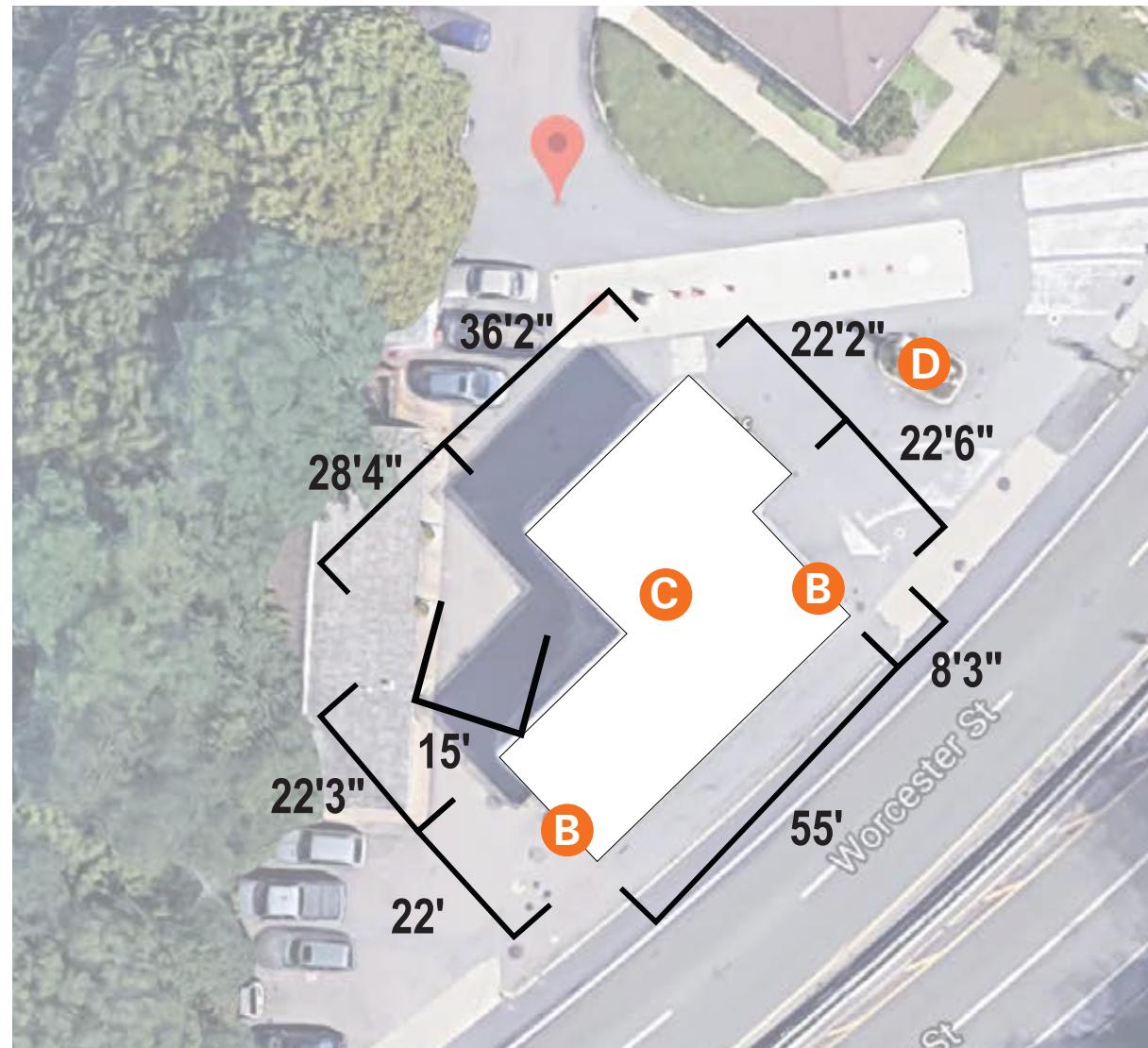
Permit Pack
BIG RED ROOSTER FLOW
2 Northfield Plaza, Ste 250
Northfield, IL 60093
P: (847) 441-1818 F: (847) 592-9564

A

Site Map

SITE PLAN

- A** Gulf Word Mark
- B** Gulf Disc
- C** Canopy
- D** Main ID

**Project Name**

GULF

Facility #

91186170

Customer

GULF

Created by

A.AGAM

Revision #

R13

Date

10_07_2020

Scale

NA

Permit Pack**BIG RED ROOSTER FLOW**2 Northfield Plaza, Ste 250
Northfield, IL 60093

P: (847) 441-1818 F: (847) 592-9564

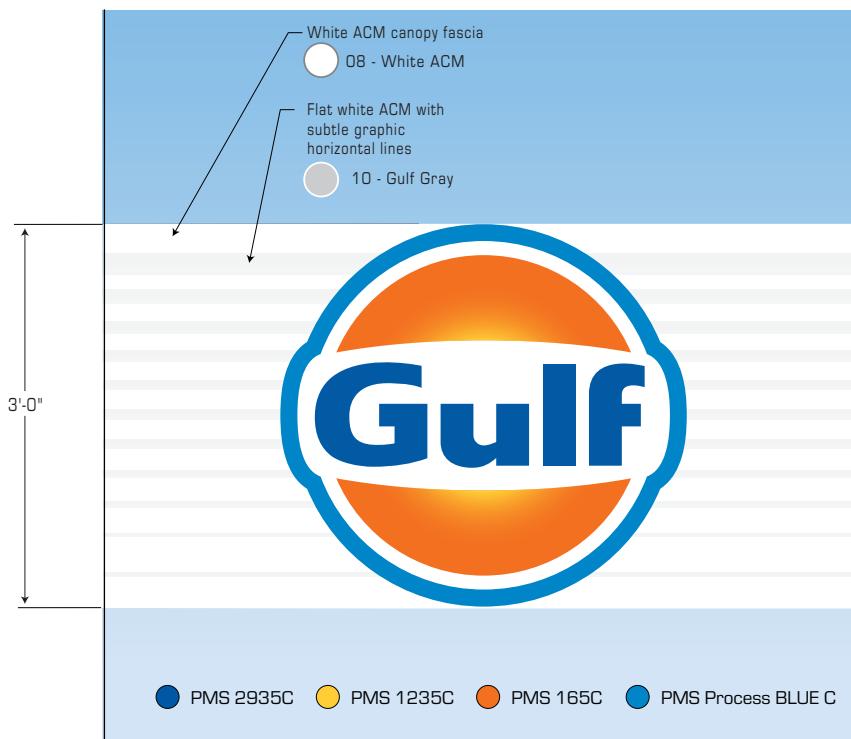
B

Gulf Disc

36" CONTAINED DISC

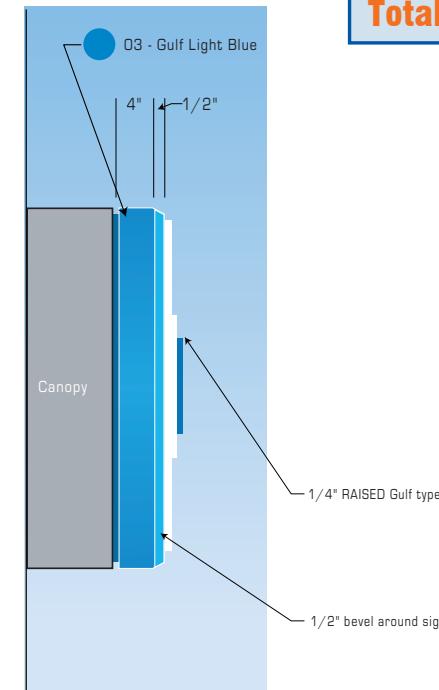
disc sign elevation

Scale: 1" = 1' - 0"



Side Elev

Scale: 1" = 1' - 0"



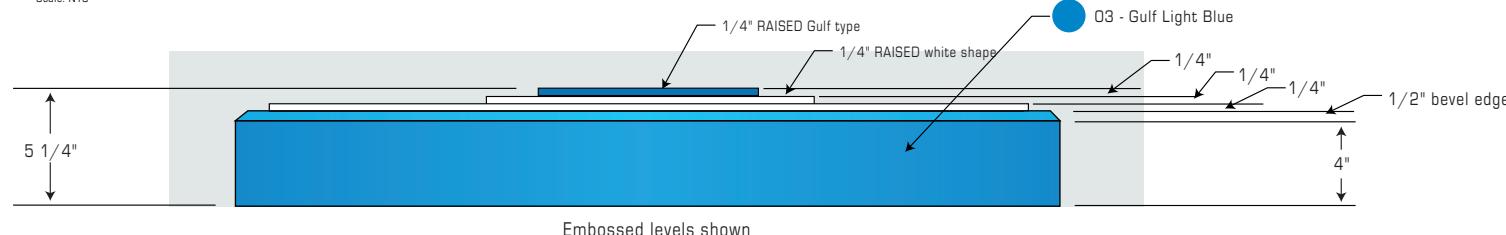
Quantity: 2

Total SF: 14.14

Emboss canopy

disc sign elevation

Scale: NTS



Project Name

GULF

Facility #

91186170

Customer

GULF

Created by

A.AGAM

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B

Canopy Reface

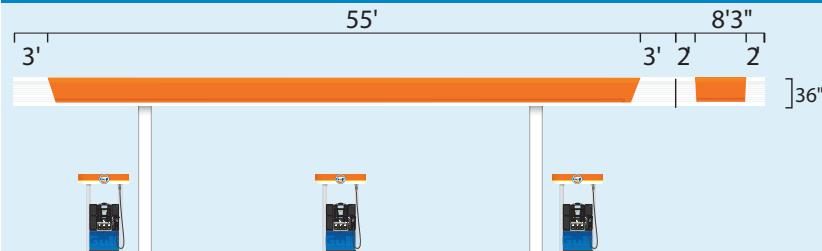


Overhead Map

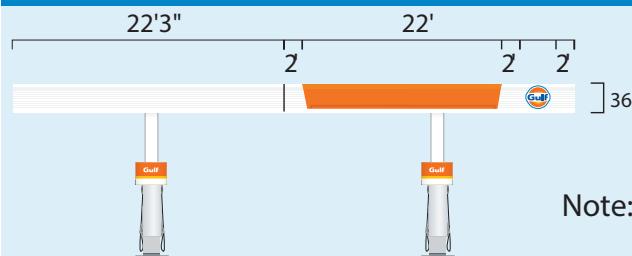


Perspective View

Elevation 1 ILLUMINATED



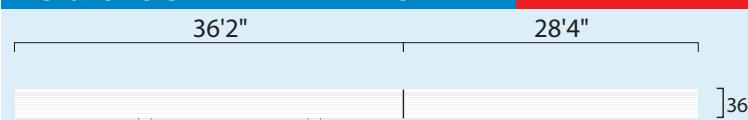
Elevation 2 22'3" STRIPED WHITE ACM/ 22' ILLUMINATED



→ Street side

Note: Logos will be non-illuminated

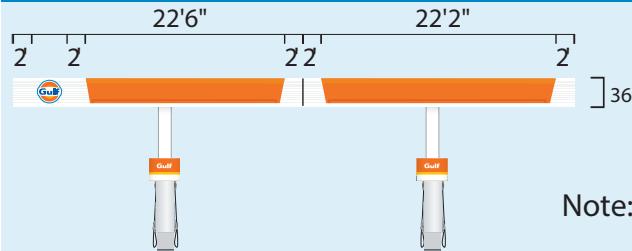
Elevation 3 STRIPED WHITE ACM



Distance from the building to the nearest edge of canopy: 15'

** Existing Fascia is 37". Fascia will be trimmed down to 36"

Elevation 4 ILLUMINATED



← Street side

Note: Logos will be non-illuminated

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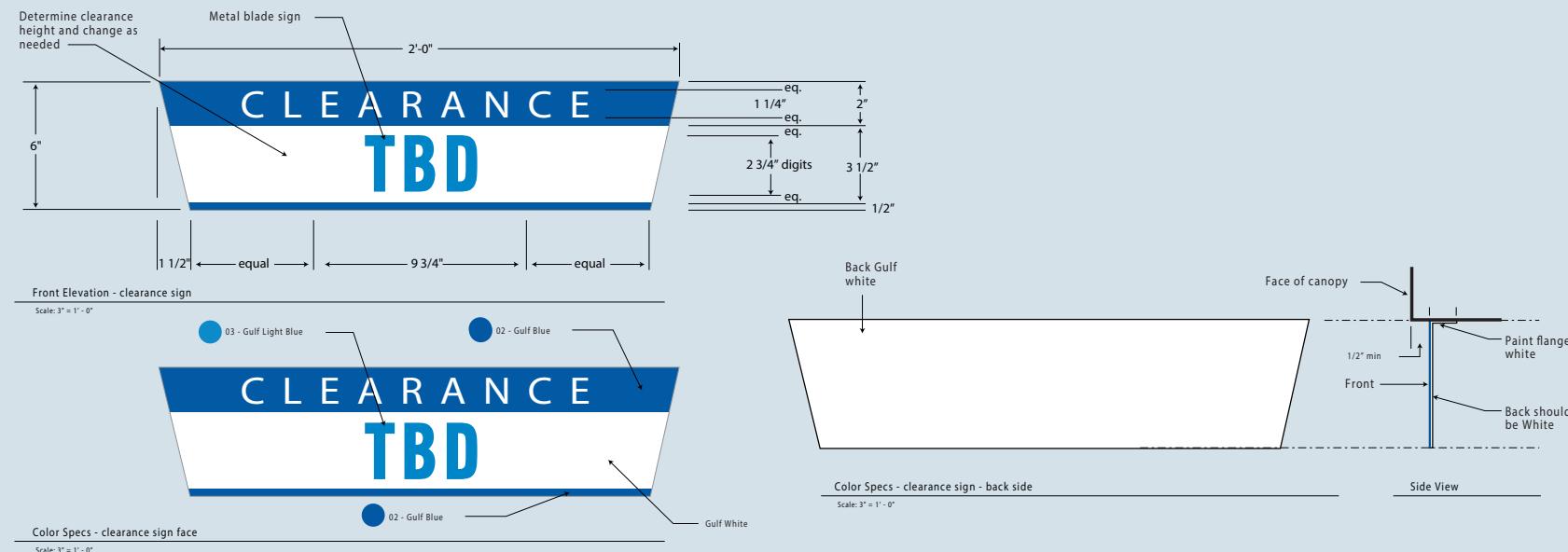
P: (847) 441-1818 F: (847) 592-9564

B

Clearance

Note:

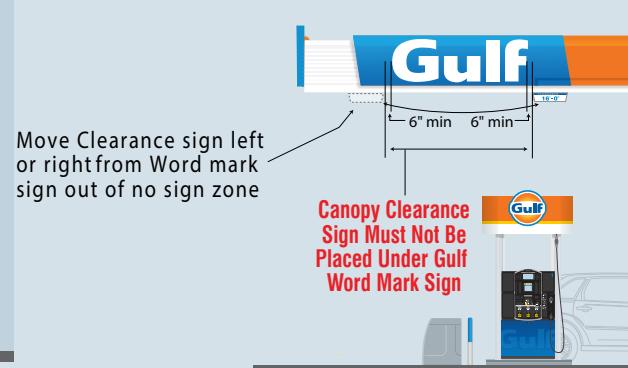
1. Canopy Clearance Sign should be positioned in the most visible sight lines for consumers entering the forecourt.



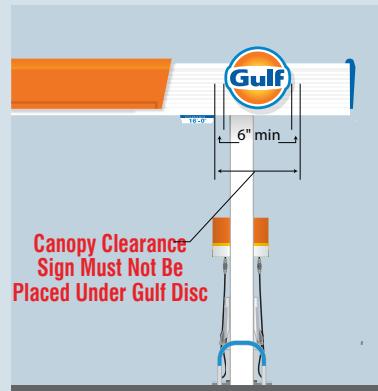
2. Align off column as first priority. If that location does not provide adequate visibility, move to a position that does.



3. Do not position Clearance sign under a Gulf word mark sign or Gulf disc sign. Follow rules established on this sheet



4. (2) Clearance signs are typically used per canopy. If more are needed, seek approval from Gulf reimagine team



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D

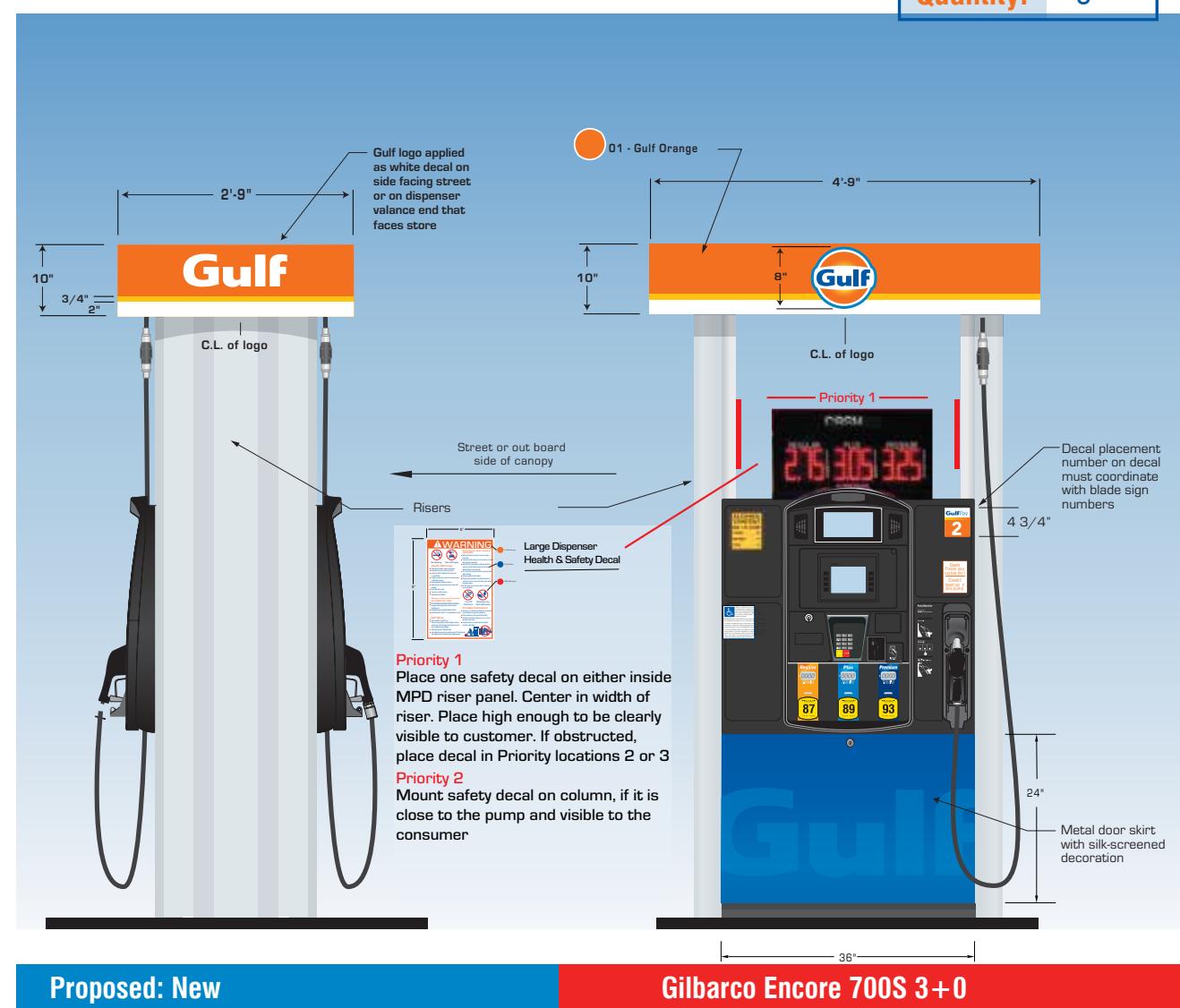
Dispensers

State/local regulatory messages are the responsibility of Gulf Oil's dealer/distributor

*While reimaging the dispensers, if the weights and measures labels have to be altered please remove them and place them on a 8.5"x11" paper and hand deliver to a store representative. Ask the store representative to call the listed number for a new test.



Existing



Proposed: New

Gilbarco Encore 700S 3+0

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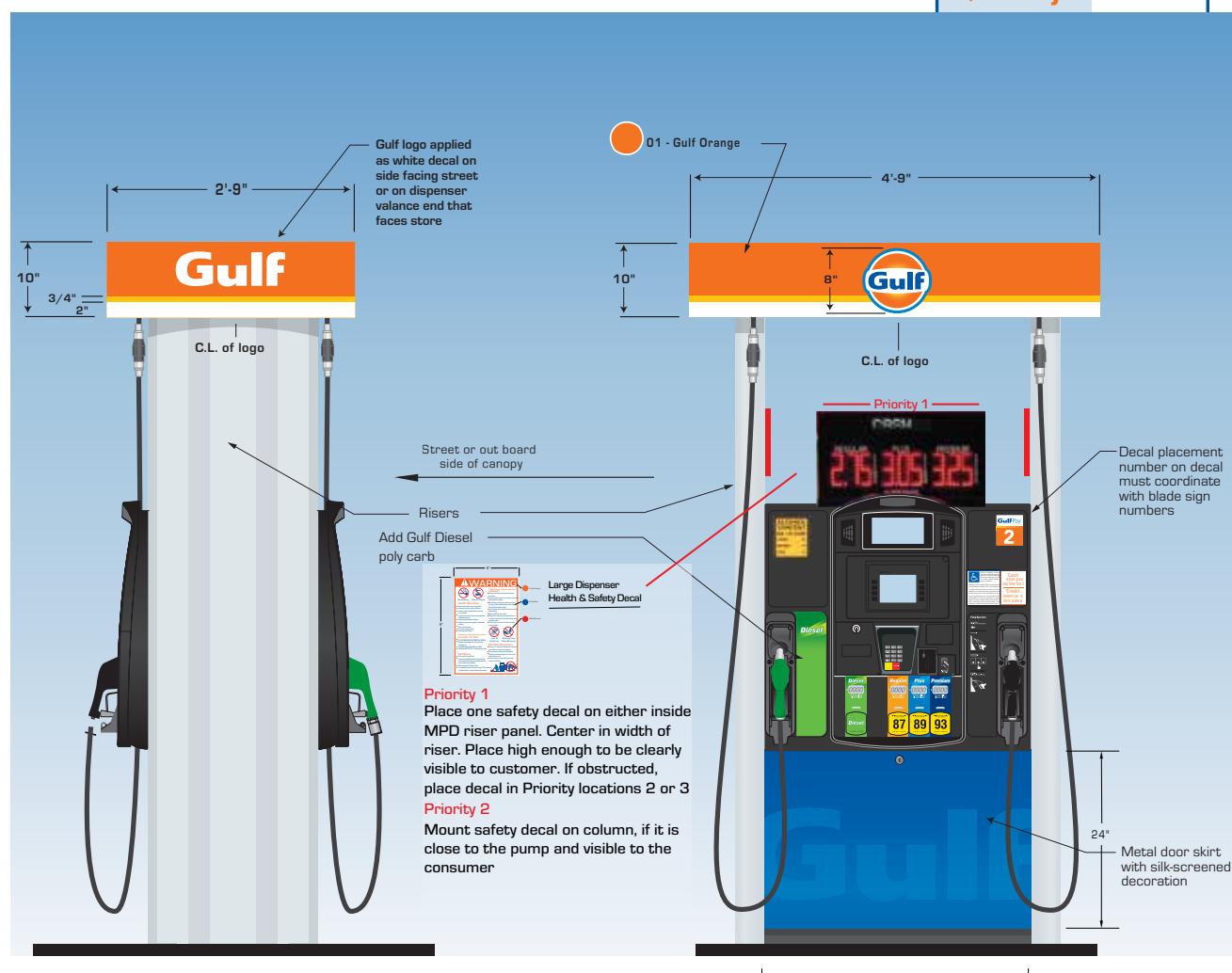
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State/local regulatory messages are the responsibility of Gulf Oil's dealer/distributor

- *While reimaging the dispensers, if the weights and measures labels have to be altered please remove them and place them on a 8.5" x 11" paper and hand deliver to a store representative. Ask the store representative to call the listed number for a new test.



Existing



Proposed: New

Gilbarco Encore 700S 3+1

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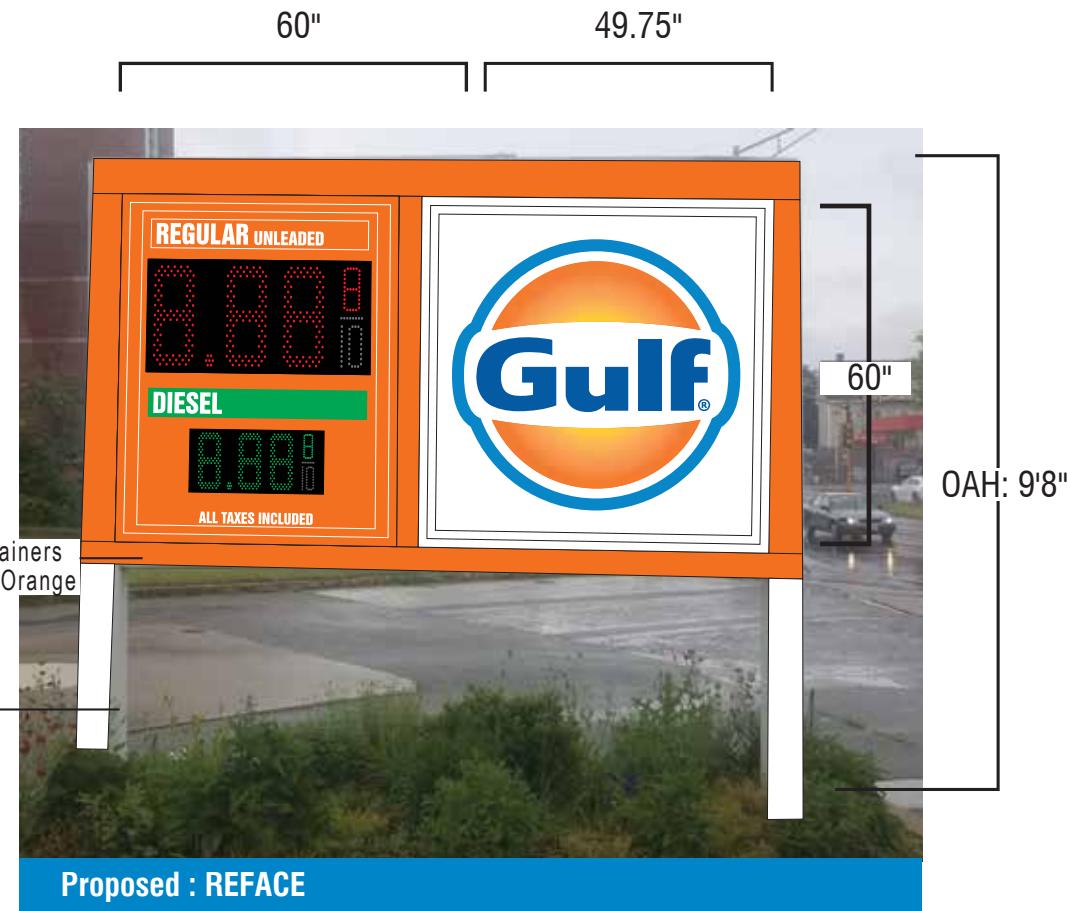
E

MID Sign

- Reface and add new internal LEDs on the Gulf logo cabinet and price cabinet.
- Add new 16" Red and 8" Green ABLE LEDs

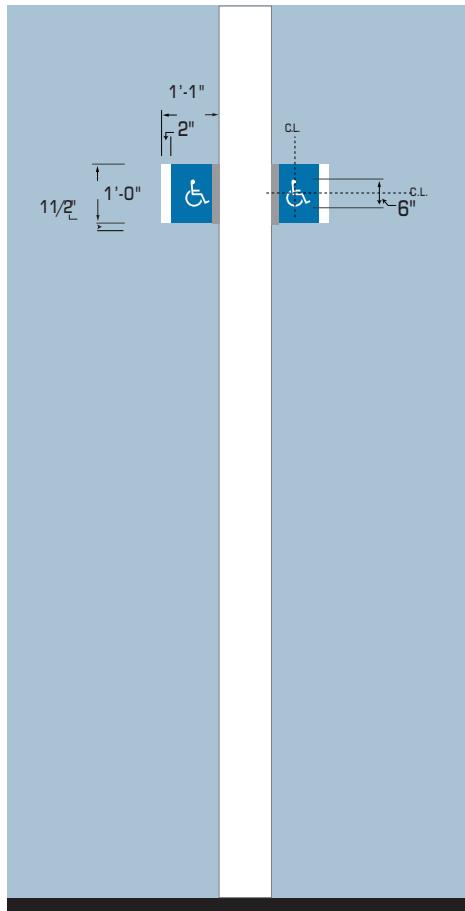


Existing



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Provide ADA signs as required



NOTE: Towel dispensers should be removed from canopy columns and given to the dealer/ site management should they want to keep them OR disposed of in installer supplied dumpsters.

NOTE: Fire extinguisher cabinets should be removed prior to painting the canopy columns and reinstalled after painting the columns.

NOTE: Columns with Cladding will need special hardware for install.

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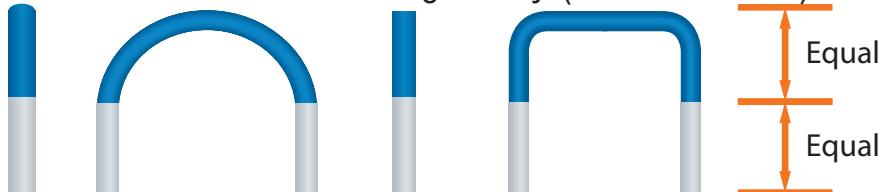
F

Color Standards

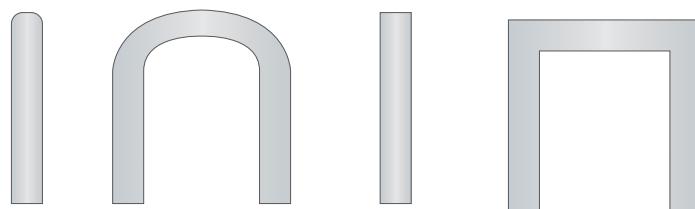
Bollards (UNDER CANOPY/ON FUEL ISLAND)

Paints bollards: 03 - Gulf Light Blue (TOP HALF)

06 - Gulf Light Gray (BOTTOM HALF)

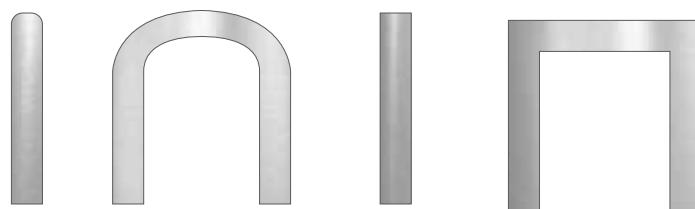


Paint Bollards 06 - Gulf Light Gray (NOT UNDER CANOPY)



Bollards that are NOT under the fuel island canopy on site should be painted in one color (Gulf Light Gray), unless the finish is stainless steel.

Do not paint stainless steel



Islands

Paint curbs: 07 - Gulf Dark Gray



Do not paint stainless steel



	01 - Gulf Orange Forecourt: Fascia Component, Dispenser Valance, Blade Signs 3M Bright Orange -180 MC 14 Sherwin Williams Custom Color - Paint SpecPaint Finish - Semi Gloss	PMS 165 C
	02 - Gulf Blue Forecourt: Fascia Component, Dispenser Valance, Dispenser Skirt 3M Film Intense Blue 180 - 47 Sherwin Williams Custom Color - Paint SpecPaint Finish - Semi Gloss	PMS 2935 C
	03 - Gulf Light Blue Forecourt: Dispenser Skirt, Top of Bollard 3M Film Olympic Blue 180 - 57 Sherwin Williams Custom Color - Paint SpecPaint Finish - Semi Gloss	PMS Process Blue C
	04 - Gulf White - Paint Forecourt: Columns, Dispenser Valance, Blade Signs Sherwin Williams - Snow Bound SW-7004 White Paint Finish - Satin	
	05 - Gulf Yellow Forecourt: Fascia Component, Dispenser Valance, Mid ID 3M Film Sunflower yellow 3650-25 Sherwin Williams Custom Color - Paint SpecPaint Finish - Semi Gloss	PMS 1235 C
	06 - Gulf Light Gray Forecourt: Bollard lower section Sherwin Williams - Argos SW7065 White Paint Finish - Semi Gloss	
	07 - Gulf Dark Gray Forecourt: Curb Paint Sherwin Williams - City Scape - SW-706 Paint Finish - Satin	
	08 - White ACM Forecourt: Fascia of Canopy Reynobond Duragloss 3000 bright white Eastman White or equal	
	09 - Gulf White Canopy Deck - Paint Forecourt: Canopy Deck Sherwin Williams - Extra White SW-7006 White Paint Finish - Semi Gloss	
	10 - Gulf Gray Forecourt: Canopy Fascia Lines Custom Mix from LSI - Semi Gloss	
	11 - Gulf Diesel Green Forecourt: All Diesel applications, Dispensers, Mid ID	PMS match 355
	Wainscot Gray Sherwin Williams 7016 Mindful Gray	

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Paint Standards



01 - Gulf Orange

MID poles
Sherwin Williams -
Custom Color Mix
Semi Gloss



04 - Gulf White - Paint

Forecourt: Columns,
Light Poles, Stacks etc
Sherwin Williams -
Snow Bound SW-7004 White
Satin



07 - Gulf Dark Gray

Forecourt: Curb Paint
Sherwin Williams -
City Scape - SW -7067
Paint Finish - Satin



02 - Gulf Blue

Forecourt: Presently not used
Sherwin Williams -
Custom Color Mix
Paint Finish - Semi Gloss



05 - Gulf Yellow

MID Band - poles and cabinet
Sherwin Williams -
Custom Color Mix
Semi Gloss



09 - Gulf White Canopy Deck

Forecourt:
Canopy deck
Sherwin Williams -
Extra White SW-7006 White
Paint Finish - Semi Gloss



03 - Gulf Light Blue

Forecourt: Top of Bollard
Sherwin Williams -
Custom Color Mix
Semi Gloss



06 - Gulf Light Gray

Forecourt: Bollard lower section
Sherwin Williams -
Argos SW7065
Paint Finish - Semi Gloss

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