

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482

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ROBERT W. LEVY, VICE CHAIRMAN  
DAVID G. SHEFFIELD

LENORE R. MAHONEY  
EXECUTIVE SECRETARY  
TELEPHONE  
(781) 431-1019 EXT. 2208

WALTER B. ADAMS  
DEREK B. REDGATE  
RICHARD L. SEESEL

ZBA 2021-25

Petition of Global Companies LLC  
453 Washington Street

2021  
APR 15  
1701  
On

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, April 1, 2021 at 7:30 pm on the petition of Global Companies LLC requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for installation of two (2) canopy signs with letter height of 22 inches where 14 inches is allowed by right, at 453 Washington Street, in a Business A District.

On February 18, 2021, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Present at the public hearing was Al Whiting, representing Mobil Oil and Global Partners, the Petitioner. He said that Mobil is requiring that the 453 Washington Street location be upgraded to their new image. He said that the Design Review Board approved installation of blue and white fascia on the canopy, where it is currently all white with one set of Mobil letters. He said that the Town's allowance of 14 inch letters would be lost in a 36 inch fascia field. He said that the existing letters are 22 inches and the request is to reinstall the same size. He said that the Petitioner would also like to install a new set of Mobil letters on the right side of the canopy that faces traffic.

A Board member said that there is an existing free standing sign that identifies the brand and the service station. He questioned the need for an additional sign. Mr. Whiting said that the additional set of letters is on the same side of the canopy as the free standing sign. He said that Mobil and the owners agreed that it can be eliminated.

A Board member discussed issues in town regarding service stations with window signs and various other signs for items in their convenience stores. The Chairman said that sometimes temporary signs are placed in the grassed area that parallels Washington Street on the northeasterly portion of the property. Mr. Whiting said that it is an ongoing problem that all towns have with gas stations. He said that Mobil and the owners of the property are very agreeable and cooperative about removing those signs.

The Chairman said that it was not clear what the total signage will be with the proposed changes and how it relates to the Zoning Bylaw. He said that the bylaw prohibits internally lit signs. He said that the two signs on the fascia and the Mobil sign at Washington Street are internally lit. Mr. Whiting said that the existing signage is internally illuminated, so there must have been relief granted in the past to allow for that. He said that the request is to replace the signs in kind.

The Chairman asked if the internal lighting of the signs is controllable. Mr. Whiting said that it is dimmable. He said that the existing Mobil letters are neon and the proposed letters will be energy efficient LED that adjust automatically to ambient light but can also be dimmed. He said that they will be up 17 feet in the air. A Board member said that there are no residences in close proximity. A Board member said that the blue and

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red letters will be illuminated against the white panel and it is unlikely that any of those colors will be too bright.

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 22A and Section 25 of the Zoning Bylaw for installation of two (2) canopy signs with letter height of 22 inches where 14 inches is allowed by right, at 453 Washington Street, in a Business A District.

Proposed Fueling Canopy Signage Elevations, SG-003, SG-004, Existing & Proposed Main I.D. Sign Elevations, SG-005, Existing Conditions, SG-006 & Proposed Synergy Updates, SG-007 were submitted.

On January 11, 2021, the Design Review Board reviewed the project and voted unanimously to approve the project, with a recommendation.

On March 30, 2021, the Planning Board reviewed and project and recommended a special permit be approved.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a canopy sign with a letter height of 22 inches where 14 inches is allowed by right, at 453 Washington Street, in a Business A District.

It is the opinion of this Authority that installation of a canopy sign with letter height of 22 inches where 14 inches is allowed by right, 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 installation of a canopy sign with letter height of 22 inches where 14 inches is allowed by right, subject to the following conditions:

1. The sign on the right side of canopy, as shown on the plans, shall be eliminated.
2. Illumination of the signs shall be on a dimmable rheostat that will be dimmed if the Building Inspector determines that it is too bright.
3. The signs shall be illuminated only during hours of operation.
4. All nonconforming signs shall be removed.

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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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.

J. Randolph Becker (Ch.m.)  
J. Randolph Becker, Chairman

Robert W. Levy (Ch.m.)  
Robert W. Levy

David G. Sheffield (Ch.m.)  
David G. Sheffield

2021 APR 15 P 1:44

ZBA 2020-25  
Applicant Global Companies LLC  
Address 453 Washington 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

#### EXISTING SIGNAGE TABULATIONS:

-EXISTING STREET I.D. SIGN:  
-EXISTING "MOBIL" LETTERS ON CANOPY:  
TOTAL EXISTING BUILDING SIGNAGE SF

$$= \pm 47.09 \text{ SF}$$

#### TOTAL ALLOWABLE SIGNAGE SF

= 58.34 SF < 100.00 SF - (CONFORMS)

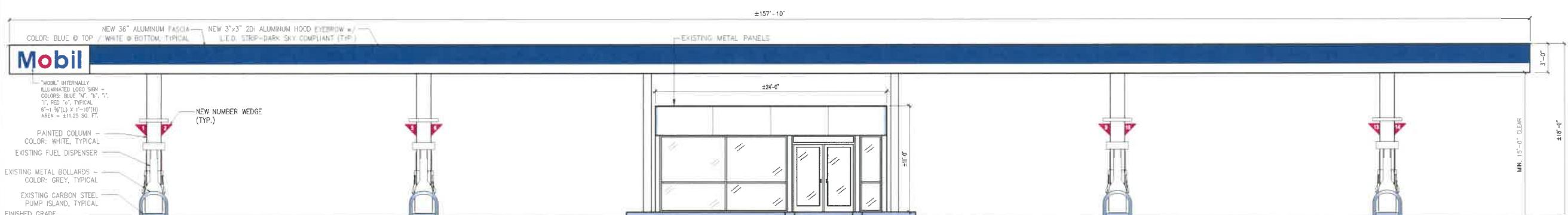
#### PROPOSED SIGNAGE TABULATIONS:

-EXISTING STREET I.D. SIGN:  
-PROPOSED "MOBIL" LETTERS ON CANOPY (11.25 SF x 2):  
TOTAL PROPOSED BUILDING SIGNAGE SF

$$= \pm 47.09 \text{ SF}$$

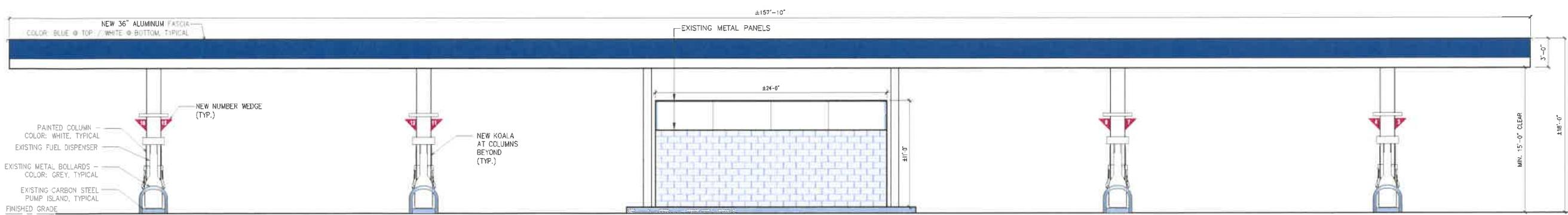
**TOTAL ALLOWABLE BUILDING SIGNAGE SF**

= 69.59 SF < 100.00 SF (CONFORMS)



## 1 PROPOSED FUELING CANOPY SIGNAGE (FRONT)

SCALE 3/16" = 1-0



### 2 PROPOSED FUELING CANOPY SIGNAGE (REAR)

2010 RELEASE

DRAWN: RK	CHECKED: RK	
NOTES:		
NO.	REVISION/ISSUE	DATE



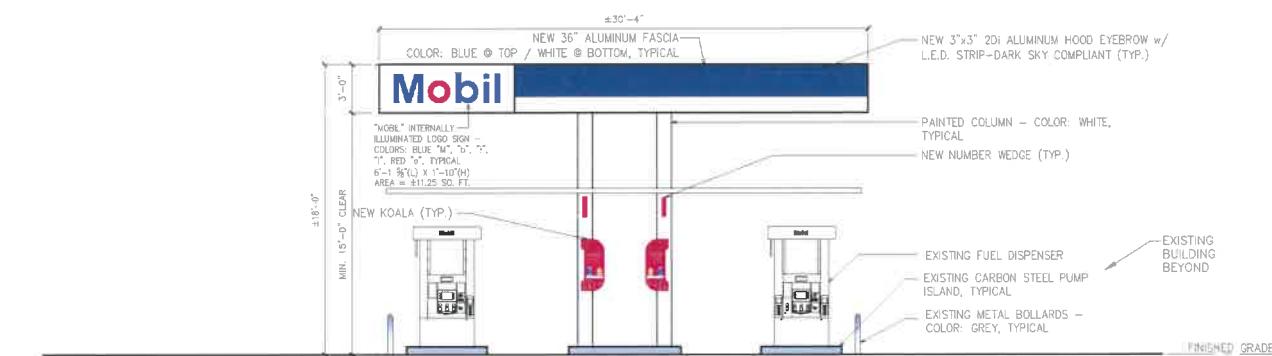
OWNER:  
GLOBAL COMPANIES LLC  
15 E INDUSTRIAL ROAD  
BRANFORD, CT 06405  
(781) 891-4000

APPLICANT:  
READY IMAGING, INC.  
68 LOOMIS STREET  
MANCHESTER, CONNECTICUT 06042  
(860) 649-2755

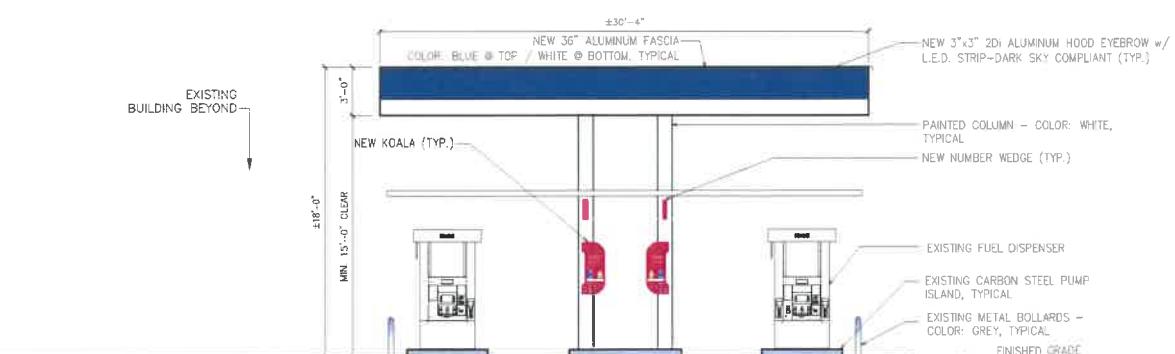
PROJECT:  
FUELING CANOPY &  
MAIN I.D. SIGN RE-IMAGE  
453 WASHINGTON STREET

**DRAWING TITLE:**  
**PROPOSED  
FUELING CANOPY  
SIGNAGE  
ELEVATIONS**

PROJECT #:	20-18	DRAWING NO.
ISSUE DATE:	12/8/2020	SG-003
SCALE:	AS NOTED	



1 PROPOSED FUELING CANOPY SIGNAGE (RIGHT)  
SCALE: 3/16" = 1'-0"



2 PROPOSED FUELING CANOPY SIGNAGE (LEFT)  
SCALE: 3/16" = 1'-0"

DRAWN: RK	CHECKED: RK	
NOTES:		
NO.	REVISION/ISSUE	DATE



ARCHITECT:

**RK**  
Ramiz Khinda  
Consulting & Design, LLC  
19046 BRUCE B DOWNS BLVD - SUITE #167  
TAMPA, FL 33647  
TEL: (860) 890-1766

OWNER:

GLOBAL COMPANIES LLC  
15 E INDUSTRIAL ROAD  
BRANFORD, CT 06405  
(781) 891-4000

APPLICANT:

READY IMAGING, INC.  
68 LOOMIS STREET  
MANCHESTER, CONNECTICUT 06042  
(860) 649-2755

PROJECT:

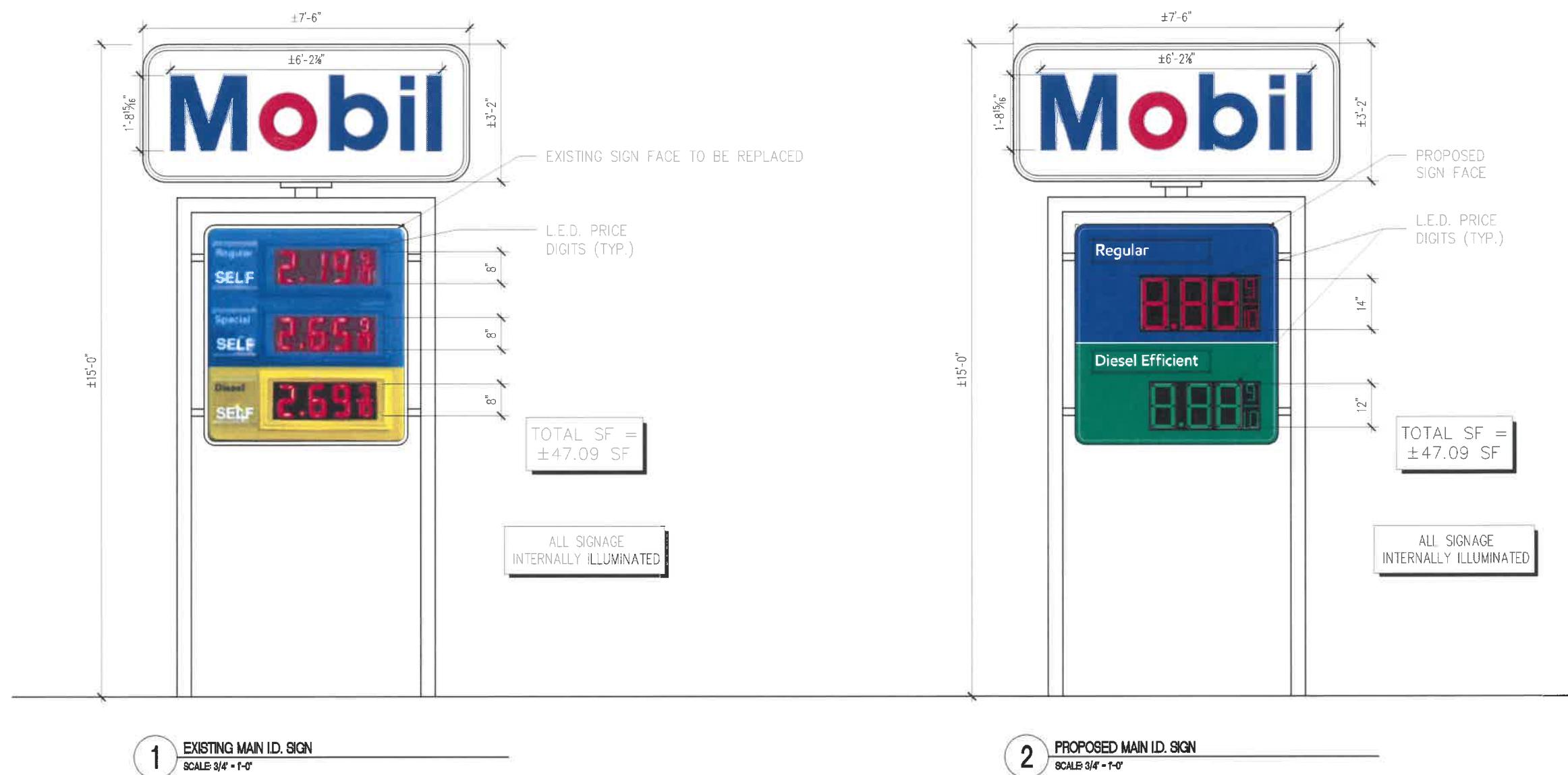
**FUELING CANOPY & MAIN I.D. SIGN RE-IMAGE**  
453 WASHINGTON STREET  
WELLESLEY, MA 02481

DRAWING TITLE:

**PROPOSED  
FUELING CANOPY  
SIGNAGE  
ELEVATIONS**

PROJECT #:	DRAWING NO.
20-18	
ISSUE DATE:	
12/6/2020	
SCALE:	
AS NOTED	

**SG-004**



DRAWN: RK	CHECKED: RK
NOTES:	
1 14" REGULAR L.E.D. LETTERS 1/6/21	
NO.	REVISION/ISSUE
DATE	
SEALS:	
ARCHITECT:	
<b>Ramiz Khoda Consulting &amp; Design, LLC</b> 19046 BRUCE B DOWNS BLVD - SUITE #167 TAMPA, FL 33647 TEL: (860) 880-1786	
OWNER:	
GLOBAL COMPANIES LLC 15 E INDUSTRIAL ROAD BRANFORD, CT 06405 (781) 891-4000	
APPLICANT:	
READY IMAGING, INC. 68 LOOMIS STREET MANCHESTER, CONNECTICUT 06042 (860) 649-2755	
PROJECT:	
<b>FUELING CANOPY &amp; MAIN I.D. SIGN RE-IMAGE</b> 453 WASHINGTON STREET WELLESLEY, MA 02481	
DRAWING TITLE:	
<b>EXISTING AND PROPOSED MAIN I.D. SIGN ELEVATIONS</b>	
PROJECT #:	DRAWING NO.
20-18	SG-005
ISSUE DATE:	
12/8/2020	
SCALE:	
AS NOTED	