



## ZONING BOARD OF APPEALS

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

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ZBA 2016-94  
 Petition of 868 Worcester St Corp  
 868 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of 868 Worcester St Corp requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of an internally illuminated wall sign with 22 inch letters, that will exceed the letter height allowed by right in a Business District, at 868 Worcester Street.

On November 14, 2016, 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 Carol Bugbee, Barlo Signs, representing 868 Worcester St Corp, the Petitioner.

Ms. Bugbee said that the request is for a special permit for relief from Section XXIIA of the Zoning Bylaw for the size of the letters and for internal illumination of the sign. She said that the subject storefront is Domino's Pizza, located at 868 Worcester Street. She said that the property has a visibility problem. She said that it is located directly behind the Wellesley Gas Station and adjacent to the Weston Kitchen storefront. She said that there is no free-standing sign on Route 9. She said that while traveling in an easterly direction, the customer can barely see the storefront. She said that visibility is a little bit better traveling in a westerly direction. She said that the 22 inch proposed letter height and illuminated channel letters will increase visibility. She said that the existing sign is internally illuminated and is 74 square feet in area. She said that the proposed sign will be 41 square feet in area, thereby reducing the size by 33 square feet.

Ms. Bugbee said that the Domino's franchise is updating their restaurants nationwide and are doing facelifts inside and outside of their stores. She said that this proposal is part of a new upgrade that incorporates a 44 percent reduction in signage size while maintaining the lighting that Dominos currently enjoys.

Ms. Bugbee said that the new sign will be an attractive addition to the Domino's fascia and be closer to compliance with the current sign ordinance. She said that the changes will have a positive impact on traffic flow. She said that the sign will illuminate the façade to direct customers into the parking lot. She said that it will provide the needed recognition that benefits the customer while continuing a harmonious relationship between the new sign and the surroundings. She said that, other than the height and lighting,

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the sign will be in compliance with the sign code. She said that the Design Review Board (DRB) reviewed and approved the sign with the reduction of the original letter height of 24 inches to 22 inches, which the customer has agreed to. She said that DRB also approved the internal illumination.

Ms. Bugbee said that the new sign is smaller and cleaner than the existing sign and projects a clear message. She said that the simplified design will be easier to read. She said that the proposed sign with its illuminated channel letters and trademark logo will remain compatible with other signage in the area, will provide a more easily recognized storefront and will provide safer entrance into the parking area, thereby increasing the safety for pedestrians and vehicular traffic. She said that the elements of the proposed sign will leave a positive effect on the neighborhood while improving public safety. She said that the new sign will not derogate from the context of the neighborhood or the intent of the bylaw.

The Chairman said that they will be squaring off the sign and reducing the logo portion. A Board member said that the proposed sign will not project out as far. He said that there is a bar that carries the electrical work for all the letters and the logo. Ms. Bugbee said that there is a raceway that houses all of the electrical cords and ballasts. She said that it is LED and will come out eight inches from the building.

The Chairman asked why a halo lit sign would not accomplish the same thing for them. A Board member said that a halo lit sign against a dark façade does not work very well. He said that an externally lit sign with lamps above would be the only other solution. Ms. Bugbee said that the existing sign is internally illuminated. She said that they will be reducing the size of the sign. The Chairman said that it is a pre-existing nonconforming sign. He said that the Sign Bylaw was changed a few years ago. He said that once they make changes, the grandfathered status is lost. Ms. Bugbee said that it is a tough site and tough visibility. The Board said that this is a Worcester Street address and it is an unusual case.

Ms. Bugbee said that the existing sign is 4' 7" tall. She said that the "D" will be 1' 10", or 22 inches on the proposed sign. She said that the other letters will be approximately 12 inches.

The Board said that it has rarely approved internally illuminated signs except for gas stations. The Chairman said that he was not sure if internal illumination will make this more visible because of its location. Ms. Bugbee said that they have had the existing sign for a while and it has helped customers to find the entrance to the site.

The Chairman asked if Domino's is primarily a takeout restaurant. Ms. Bugbee said that there are a few tables. The Chairman said that there is not enough parking there. He asked if Mr. Dischino owns the property. He said that he drove around the parking lot and it is a disaster with so many potholes. He said that he did not want to encourage people to come onto the property.

A Board member said that his only leaning toward granting approval of the internal illumination comes from the fact that Domino's appears to be part of the gas station property. He said that the sign could be externally lit with fixtures at the top. He said that the design of the proposed sign is far superior to the existing sign. He said that the adjacent Weston Kitchen is not illuminated at all. He said that they probably close at 4 pm.

Ms. Bugbee said that there have not been any problems in the past with the illuminated sign. She said that there have not been any complaints.

The Chairman asked about the hours of operation. Ms. Bugbee said that she did not know that but guessed that they are probably open until 10 pm. She said that they serve through the dinner hour and those places usually stay open until approximately 10 pm.

A Board member said that he did not have a problem with the proposed sign, especially since the DRB looked at it closely. The Board said that the DRB approved the sign with 22 inch letters.

The Board said that the sign may only be lit during business hours and the lighting must be shut off by midnight.

Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of an internally illuminated wall sign with 22 inch letters, that will exceed the letter height allowed by right in a Business District, at 868 Worcester Street.

Property Owner Authorization, dated 9/30/16, signed by Dennis M. DiSchino, Letter to ZBA, dated 11/3/16, from Jenn Robichaud, Barlo Signs, Sign Information, B-16-07-16972 Sheets 1.0 & 1.1, dated 7/22/16, prepared by Barlo Signs, and a photograph were submitted.

On October 26, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the wall sign, with the letters reduced to 22 inches in height with the internal illumination.

On November 22, 2016, the Planning Board reviewed the petition and recommended that the Special Permit be granted in accordance with the DRB recommendation.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is an internally illuminated wall sign with 22 inch letters, that will exceed the letter height allowed by right in a Business District.

It is the opinion of this Authority that installation of an internally illuminated wall sign with 22 inch letters, that will exceed the letter height allowed by right in a Business District, 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.

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868 Worcester Street

Therefore, a Special Permit is granted for installation of an internally illuminated wall sign with 22 inch letters, that will exceed the letter height allowed by right in a Business District, subject to the following conditions:

1. The sign shall only be illuminated during business hours of the restaurant, except as set forth in Condition #2.
2. Lighting shall be turned off no later than midnight.
3. The letter "D" shall not exceed 22 inches and the remaining letters shall be proportional to that.

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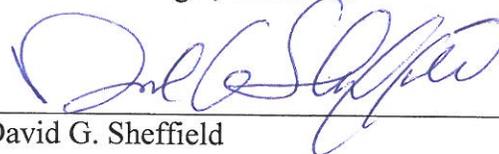
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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.



Richard L. Seegel, Chairman



David G. Sheffield

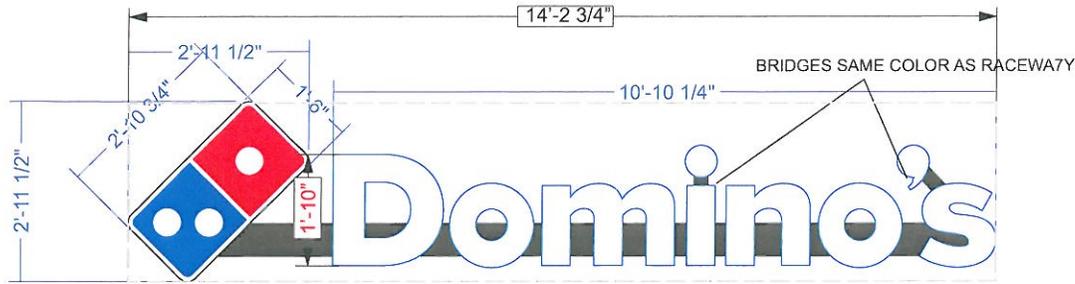


Derek B. Redgate

cc: Planning Board  
Inspector of Buildings  
lrm

**ITEM A** - (1) SET OF FACE-LIT LED CHANNEL LETTERS

SCALE: 1/2"=1'-0"



LEAVE 10 FT. PRIMARY WHIP INSIDE R/W NEAR CENTER TOP



Existing Sign Footprint

CHANNEL LETTER COLORS - WHITE FACES	
Raceway: WHEN REQUIRED 5" STD PTM BUILDING FASCIA	
Letter Face: WHITE 7328 PLEX	
Letter Trim: 1" BLUE	
Letter Return: .040 BLUE BEA	
LED'S: GE TETRA MINI MAX WHITE	
Logo Face: WHITE 7328 PLEX W/	
RED 3630-33 INTENSE BLUE 3630-127	<input type="checkbox"/> REVERSE CUT WHITE
Logo Trim: 1" WHITE	
Logo Return: .040 WHITE BEA	
LED'S: GE TETRA MINI MAX WHITE	

ALL COLORS ARE FOR REPRESENTATION ONLY. SEE ACTUAL SAMPLES FOR COLOR MATCH.

SCOPE OF WORK	Sign Area: 41.3 SQ. FT.	JOB#:
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REMOVE AND DISPOSE OF EXISTING SIGNAGE - PATCH HOLES WITH BEA COVER AS REQUIRED.  
 M&I (1) SET OF FACE-LIT LED CHANNEL LETTERS WITH Blue returns, Blue Trim and white Acrylic Faces per Domino's Standards - also M&I (1) LED Logo with White Return, White Trim and Applied Vinyls on white acrylic face. on Raceway that is PTM Building Facade

GE Tetra MINI MAXX LED's to be used per Domino's Standards

WALL COLOR = 3630-69 DURANODIC (PANTONE 411c)

SHOP TO PROVIDE (10) 2-1/2" SQ. DURANODIC BEA TO COVER EXISTING MOUNTING HOLES

Job Name: Domino's	Drawn By: MGB
Location: 888 Worcester Rd Wellesley, MA	Sales Rep: BARN
Design Specifications Accepted By:	PM: KJ
Client:	Date: 7/22/16
Landlord:	

**BARLO SIGNS**  
 158 Greeley St., Hudson, NH 03051  
 (603) 882-2638 Fax: (603) 882-7680  
 For Service: 800-227-5674

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Design: _____	Date: _____		
Engineering: GN	Date: 10-5		
Estimating: _____	Date: _____	File Name: Domino's Wellesley 160716972 CO 10-28	
Sales: _____	Date: _____	B-16-07-16972	
Production: _____	Date: _____	SHEET: 1.0	
Installation: _____	Date: _____		