

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

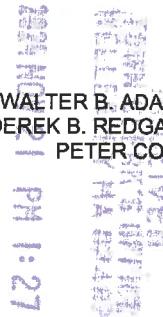
888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN  
ROBERT W. LEVY, VICE CHAIRMAN  
DAVID G. SHEFFIELD

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WALTER B. ADAMS  
DEREK B. REDGATE  
PETER COVO

ZBA 2024-69  
Petition of Canaan Realty 3, LLC  
870 Worcester Street



Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, October 10, 2024, at 7:30 pm, on the petition of Canaan Realty 3, LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of three (3) internally illuminated double-sided standing signs that will exceed the maximum number of standing signs allowed by right, with less than required setbacks, and for the height of one of the standing signs to exceed the maximum allowed by right, and for two (2) internally illuminated awning signs that will exceed the maximum number of awning signs and letter height allowed by right, with less than required setbacks, and two (2) internally illuminated wall signs that will exceed the maximum number of wall signs allowed by right, and for the letter height of one of the wall signs to exceed the maximum letter height allowed by right, and for out of store marketing device signs that will exceed the maximum number allowed by right in a Business District, at 870 Worcester Street.

On September 10, 2024, 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 were Peter March and Fred Pineault, NH Signs.

Mr. March said that the request is for a special permit for a sign package that was approved by the Design Review Board (DRB) on July 11, 2024. He said that the proposed signage includes three internally illuminated, double-sided standing signs. He said that the street identification sign exceeds the number of signs allowed, has less setback, and is higher than allowed. He said that in accordance with the DRB recommendation, the entrance and exit signs were located 2 feet from the property line. He said that two internally illuminated awning signs on the canopy will exceed the number, height and setback allowed by right. He said that the signs on each gable end are meant to be visible to traffic on both sides of the street, as well as the approach to Route 9 east. He said that two internally illuminated wall signs will exceed the number of signs allowed by right, and the letter height of one of the wall signs will exceed the maximum allowed by right. He said that the number of out of store marketing device signs will exceed the number allowed by right.

Mr. Pineault said that Canaan Fuels is the sole owner of the convenience store and the gas pumps. He said that the auto repair business is leased.

A Board member discussed concerns about the haphazard way of handling the various service machines on the side of the building. He questioned if there was a way to unify the look of them. He discussed concerns about protection of the propane tanks. Mr. Pineault said that the plan is to clean the site up.

The Chairman asked why double-sided signs are needed. He said that traffic on the west bound side of Route 9 can't access the station. Mr. March said that even though they can't access it, westbound traffic will see the signs and know that the station is there when they drive eastbound on Route 9.

Mr. Pineault said that the main id sign is located 10 feet off the property line. He said that sign is critical because you come to property quickly from the highway.

Mr. Pineault said that the DRB thought that the entrance and exit signs would help with safety issues. He said that they can eliminate internal illumination of those signs. A Board member discussed concerns about overbranding on the entrance and exit signs. He said that Canaan Fuels and C's Market will be identified on the monument sign and Canaan Fuels will be identified on the gas pumps.

The Chairman asked that the Sign Information sheet be revised to show the correct total area of the double-sided signs.

The Board discussed concerns about the number of signs on the property. Board members said that they would like to see new drawings of the entrance and the exit signs and what can be done to organize the service machines at the side of the building, and the design of the sign that will go over Quinlan's doors.

The Board voted unanimously to continue the matter to November 7, 2024.

November 7, 2024

Mr. March said that the proposed sign package was significantly simplified. He said that the existing monument sign will be re-faced, with the only changes being the name change to Canaan Fuels on the top and minor upgrades to the Quinlan's sign. He said that the entrance and exit signs were eliminated.

Mr. March said that the request is for a special permit for two internally illuminated canopy signs that do not meet setback requirements and will exceed the maximum number of awning signs allowed by right, and for two internally illuminated wall signs and out of store marketing device signs that will exceed the maximum number of signs allowed by right. He said that the owner is willing to remove the window signage.

Board members said that the Applicant responded to the Board's concerns. The Board said that because existing signs will be reused, the Board does not need to see a new plot plan.

No member of the public wished to speak to the petition.

Statement of Facts

The subject property is located at 870 Worcester Street, in a Business District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw to exceed the total number of signs allowed by right, to re-face an existing internally illuminated, double-sided standing sign with less than required setbacks and height that exceeds the maximum allowed, for two (2) internally illuminated awning signs that will exceed the maximum number of awning signs, with less than required setbacks, and two (2) internally illuminated wall signs that will exceed the maximum number of wall signs allowed by right, and for the letter height of one of the wall signs to exceed the maximum letter height allowed by right, and for out of store marketing device signs that will exceed the maximum number allowed by right in a Commercial District fronting Worcester Street.

Sign Information, dated 8/15/24, revised 10/28/24, Letter of Authorization, dated 4/29/24, a Site Plan, dated 11/13/14, stamped by Brian J. Murphy, Professional Land Surveyor #38387, Plans 1-r6, 2-r6, 3-r6, 4-r6, & 5-r6, dated 4/15/24, revised 4/18/24, 5/31/24, 7/01/24, 7/8/24, 7/15/24 & 7/30/24, Plans 1-r8, 2-r8, 3-r8, 4-r8 & 5-r8, dated 4/15/24, revised 4/18/24, 5/31/24, 7/01/24, 7/8/24, 7/15/24 & 7/30/24 & 10/21/24, Plans 1-r9, 2-r9, 3-r9, 4-r9 & 5-r9, dated 4/18/24, 5/31/24, 7/01/24, 7/8/24, 7/15/24, 7/30/24 & 10/21/24, revised 10/28/24, prepared by NH Signs were submitted.

On July 11, 2024, the Design Review Board voted unanimously to accept the application as presented, subject to recommendations.

On October 8, 2024, the Planning Board reviewed the petition and recommended that a Special Permit be approved.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

It is the opinion of this Authority that re-facing an existing internally illuminated, double-sided standing sign with less than required setbacks and height that exceeds the maximum allowed, and installation of two (2) internally illuminated awning signs that will exceed the maximum number of awning signs, with less than required setbacks, and two (2) internally illuminated wall signs that will exceed the maximum number of wall signs allowed by right, and for the letter height of one of the wall signs to exceed the maximum letter height allowed by right, and for out of store marketing device signs that will exceed the maximum number allowed by right will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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

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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 internally illuminated, double-sided standing sign, and installation of two (2) internally illuminated awning signs, two (2) internally illuminated wall signs, and for out of store marketing device signs, in accordance with the submitted plans.

The Inspector of Buildings is hereby authorized to issue a permit for the signs 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.

2024-69  
Canaan Realty 3, LLC  
870 Worcester Street  
Special Permit  
Approved: [Signature]

ZBA 2024-69  
Petition of Canaan Realty 3, LLC  
870 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.

*J. Randolph Becker (km)*  
J. Randolph Becker, Chairman

*Walter B. Adams (km)*  
Walter B. Adams

*Peter Covo (km)*  
Peter Covo

ZBA 2024-69  
Applicant Canaan Realty 3, LLC  
Address 870 Worcester Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

REC'D  
MAY 21  
PM 1:28  
WELLESLEY 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

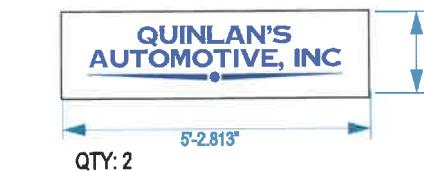
EXISTING SIGN



PROPOSED SIGN



MID FACE REPLACEMENTS: SCALE 3/8"=1'-0"  
WHITE LEXAN W/ TRANSL GRAPHICS



**NH Signs** Signs New England  
SINCE 1977

66 Gold Ledge Avenue,  
Auburn, NH 03032

**603.437.1200**  
FAX: 603.437.1222  
[www.nhsigns.com](http://www.nhsigns.com)

■ DESIGN  
■ MANUFACTURE  
■ INSTALL  
■ SERVICE Compliance  
Laboratory for  
Electrical Safety

**CLIENT:**  
CANAAN FUELS

**LOCATION:**  
870 WORCESTER ST.  
WELLESLEY, MA

**DATE:**  
04/15/24

**ACCT. REP.:**  
FP

**DESIGNER:**  
KAREN DAVIS

Rev#	Date:
1.14" height +	4/18/24
2. blue+wht only	5/31/24
3. new design	7/01/24
4. color back in	7/8/24
5. base chg+more	7/15/24
6. add to bldg+	7/30/24
7. update MID	10/21/24
8. update logo	10/21/24

**FILE NAME LOC:**  
CANAAN FUELS  
WELLESLEY, MA

Please Note: It is the customer's responsibility to provide primary electrical service (including ground wire) directly from panel box, to within 6 ft. of sign(s). Installation to comply with N.E.C. 600.

PRINTED ON THE DRAFTING TABLE, REVERSE OF PAGE  
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**PAGE: 1-r8**

B
A
C
D

**CANOPY : SCALE 1/8"=1'-0"**

B
C

**CHANNEL LETTERS : SCALE 3/4"=1'-0"**

**(2) SETS OF FACE-LIT CHANNEL CANS (CLOUDS)**  
**SCALE: 3/4"=1'-0" ; 7.17 SQ.FT.**  
**FACES: WHT LEXAN WITH TRANSL BLUE VINYL**  
**TRIM CAP: 1" GREY**  
**RETURNS: 3" HERON BLUE**  
**WHITE LEDS**

PMS 280C

**NH Signs**  
Signs for New England  
 66 Gold Ledge Avenue,  
 Auburn, NH 03032  
**603.437.1200**  
 FAX 603.437.1222  
[www.nhsigns.com](http://www.nhsigns.com)

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**CANAAN FUELS**

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**870 WORCESTER ST.**  
**WELLESLEY, MA**

**DATE:**  
**04/15/24**

**ACCT. REP:**  
**FP**

**DESIGNER:**  
**KAREN DAVIS**

**Rev#**      **Date:**  
 1.14" height + 4/18/24  
 2. blue-wht only 5/31/24  
 3. new design 7/01/24  
 4. color back in 7/8/24  
 5. base chg+more 7/15/24  
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 7. update MID 10/21/24  
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**FILE NAME LOC:**  
**CANAAN FUELS**  
**WELLESLEY, MA**

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PAGE: 2-r8

**TYPICAL SPECS**

**FRONT LIT LETTERS**

**FRONT VIEW**

**SIDE VIEW FLUSH MOUNT**

Specifications for Front Lit Channel Letter Signs  
 For Front Lit channel letter signage.

• Font style of your choosing  
 • 3", 5", 8" Aluminum Returns  
 • 3/16" Acrylic Faces  
 • 1" Trim Cap  
 • 3mm ACM Backs  
 • LED illumination  
 • U.L. & CUL Approved



**EXISTING**



FRONT  
**1**  
BACK  
**2**

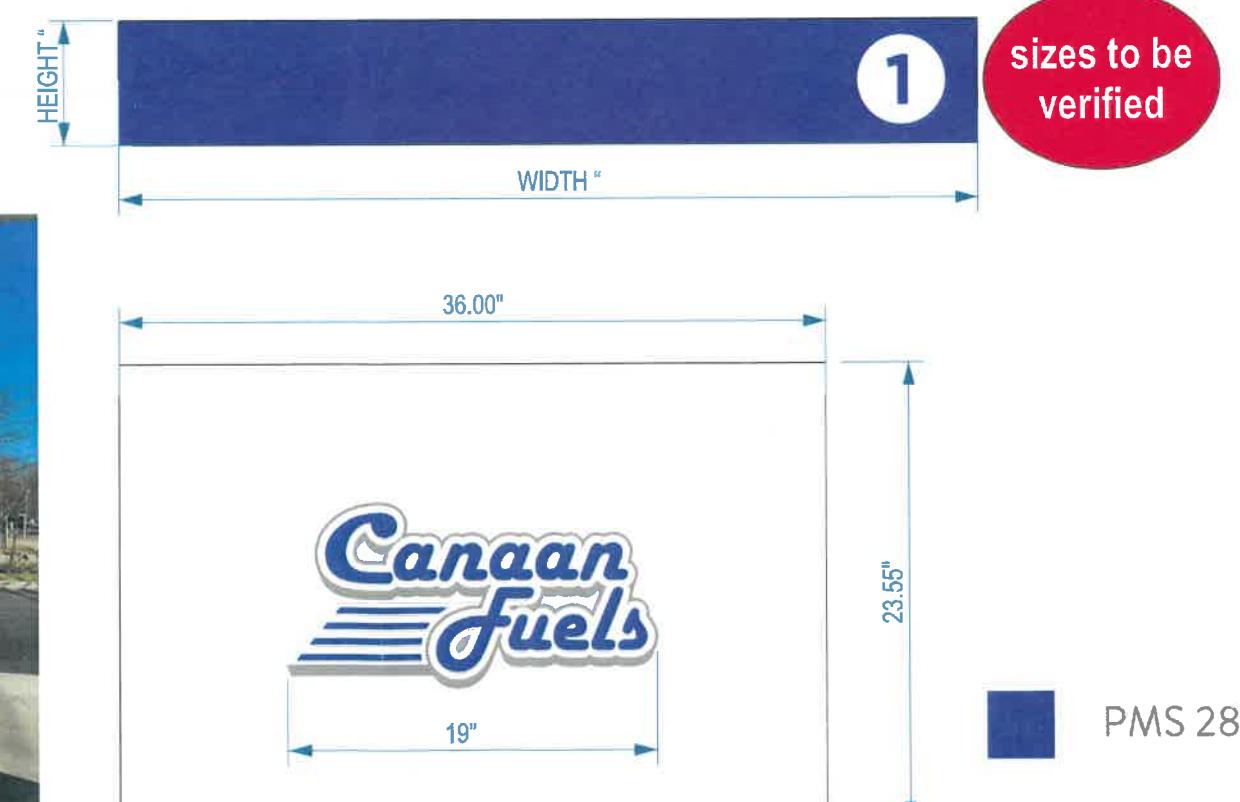
FRONT  
**3**  
BACK  
**4**

FRONT  
**5**  
BACK  
**6**

**DISPENSER GRAPHICS : SCALE 1 1/2"**

**(3) VALANCE NUMBERS**  
WHT VINYL DECALS

**(6) DISPENSER VALANCE FRONT + BACK WITH NUMBER CIRCLE DECALS APPLIED AFTER**



**(6) DISPENSER FRONT + BACK**

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**LOCATION:** 870 WORCESTER ST, WELLESLEY, MA

**DATE:** 04/15/24

**ACCT. REP:** FP

**DESIGNER:** KAREN DAVIS

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8. update logo	10/21/24

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CANAAN FUELS  
WELLESLEY, MA

Please Note: it is the customer's responsibility to provide primary electrical service (including ground wiring) directly from panel box, to within six ft. of sign(s). Installation to comply with N.E.C.800

PRINT ON THE FRONT & BACK OF THIS SHEET  
PRINT BOTH SIDES OF THE SHEET FOR COLOR REQUIREMENTS

**PAGE: 4-r8**

EXISTING SIDE OF BLDG



REMOVE THESE ITEMS

MACHINES GRAPHICS : SCALE NTS

CHANGE THE COLORS & GRAPHICS  
ON THESE ITEMS

PROPOSED SIDE OF BLDG



**SIZES TBD**  
**"ATM MACHINE"**  
**"ICE MACHINE"**

PMS 280C      C 100 M 85 Y 5 K 22      R G 33 B 105  
PMS 659C      C 59 M 27 Y 0 K 0      R 123 G164 B 219  
PMS 715C      C 0 M 54 Y 87 K 0      R 248 G 141 B 46



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- DESIGN
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- SERVICE 

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**FILE NAME LOC:**  
CANAAN FUELS  
WELLESLEY, MA

Please Note: It is the customer's responsibility to provide primary electrical service (including ground wiring) directly from panel box, to within 5 ft. of sign(s). Installation to comply with N.E.C.800

For your convenience, we offer financing options. Please call for details.

**PAGE: 5-r8**

RECEIVED AND RECORDED  
NORFOLK COUNTY  
REGISTRY OF DEEDS  
DEDHAM, MA  
CERTIFIED COPY  
William P. O'Donnell, Register

Bk 42170 Pg 41 #84521  
12-19-2024 a 09:46a  
NOT

A N  
O F F I C I A L  
C O P Y

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS  
888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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DESIGN REVIEW BOARD

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