

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

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 489-7450

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.

RECEIVED
NOV 21 PM 1:27

RECEIVED
NOV 21 PM 1:27

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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 (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

RECEIVED
TOWN CLERK
2024 NOV 21 PM 1:20

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



QTY: 2



QTY: 2



66 Gold Ledge Avenue,
Auburn, NH 03032
603.437.1200
FAX 603.437.1222
www.nhsigns.com

- DESIGN
- MANUFACTURE
- INSTALL
- SERVICE

CLIENT:
CANAAN FUELS

LOCATION:
870 WORCESTER ST.
WELLESLEY, MA

DATE:
04/15/24

ACCT. REP:
FP

DESIGNER:
KAREN DAVIS

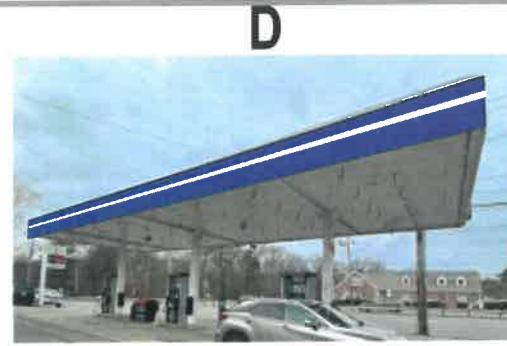
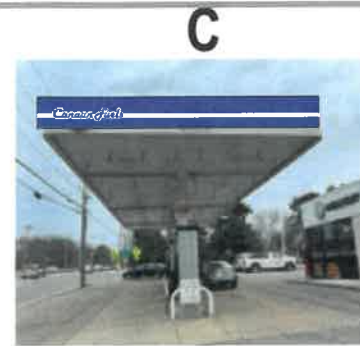
Rev#	Date:
1.14" height +	4/18/24
2. blue+wht only	5/31/24
3.new design	7/01/24
4. color back in	7/8/24
5.base chg+more	7/15/24
6.add to bldg+	7/30/24
7.update MID	10/21/24
8. update logo	10/21/24

FILE NAME LOC:
CANAAN FUELS
WELLESLEY, MA

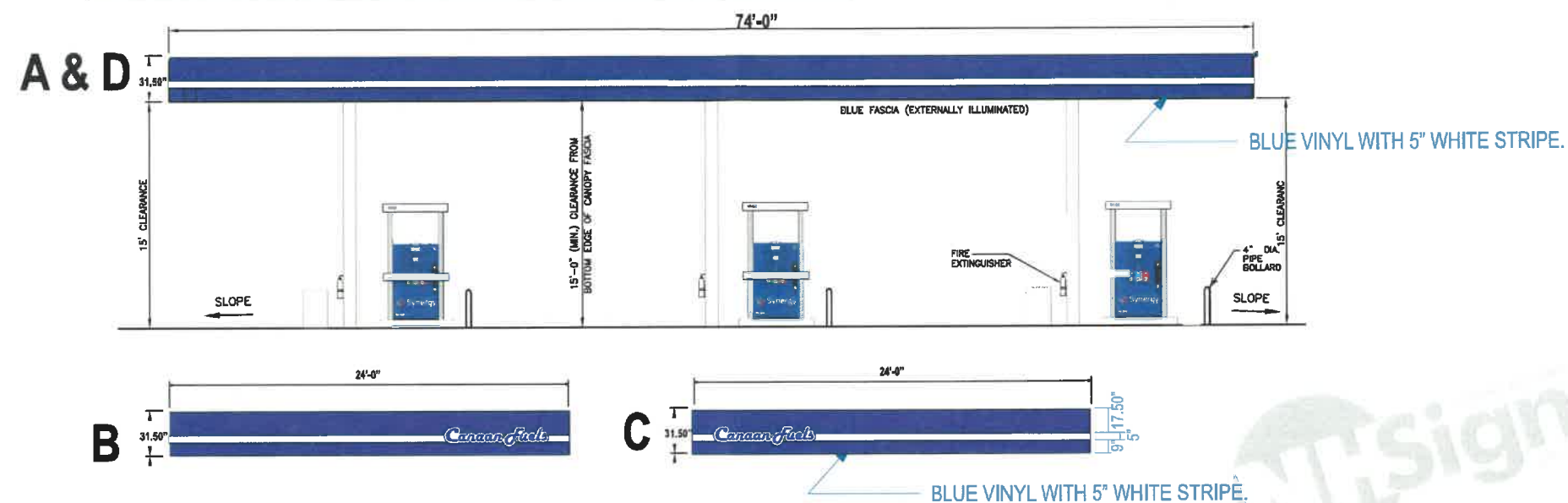
Please Note: It is the customers responsibility to
provide primary electrical service (including ground wiring)
directly from panel box, to within six ft. of sign(s).
Installation to comply with N.E.C.600

IT IS REQUESTED THAT THE CUSTOMER
BE RESPONSIBLE FOR THE PROPER INSTALLATION OF THE SIGN
AND THAT THE SIGN IS PROTECTED FROM VANDALISM AND THEFT.

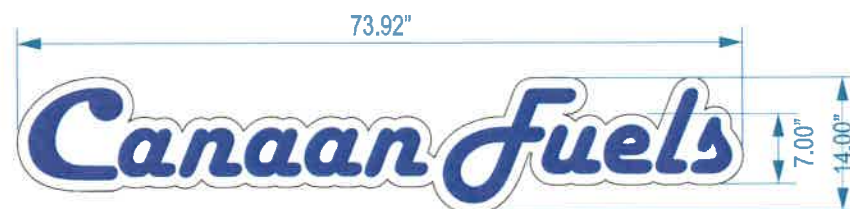
PAGE: 1-r8



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



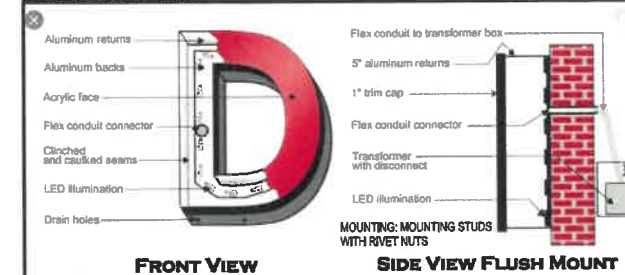
CHANNEL LETTERS : SCALE 3/4"=1'-0"



(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

FRONT LIT LETTERS



TYPICAL SPECS

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



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ACCT. REP:
FP

DESIGNER:
KAREN DAVIS

Rev#	Date:
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PAGE: 2-r8

EXISTING SIGNAGE



PROPOSED SCALE : NTS

PROPOSED SIGNAGE



BLDG FRONT PROPOSED SCALE 3/32"=1'-0"

SIDE OF BLDG: SCALE 1/8" SCALE

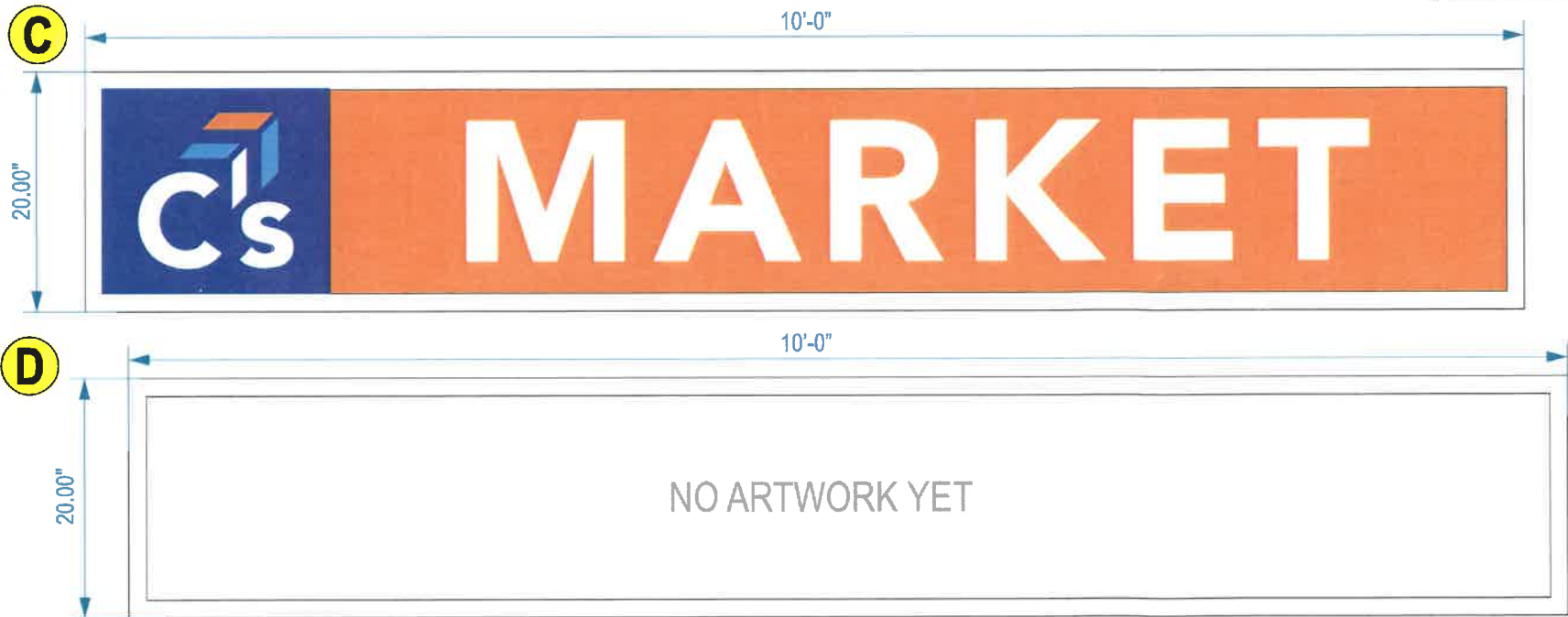


BLDG BANDS : SCALE 1/8"=1'-0"



BLUE AND WHITE BANDS OF COLOR
WRAP THE FRONT AND SIDE OF BLDG

WALL CABINETS : SCALE 1"=1'-0"



(2) S/F INTERNALLY ILLUMINATED
CABINETS
SCALE: 1"=1'-0" ; 16.66 SQ.FT. EA.
CABINET WHITE W/ 1 1/2" RETAINERS
WHITE LEXAN PANEL
WITH TRANSL GRAPHICS
WHITE LED LIGHTING.

PMS 280C	C-100 M-85 Y-5 K-22	R-1 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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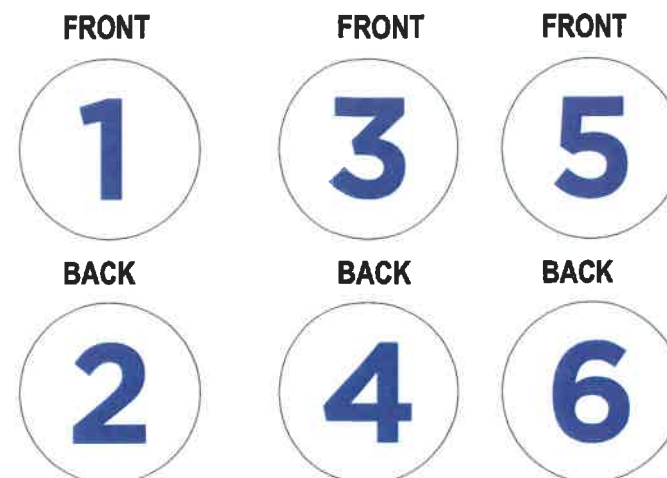
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Installation to comply with N.E.C.600.

PAGE: 3-r8



DISPENSER GRAPHICS : SCALE 1 1/2"

(3) VALANCE NUMBERS
WHT VINYL DECALS

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



sizes to be
verified



PMS 280C

(6) DISPENSER FRONT + BACK



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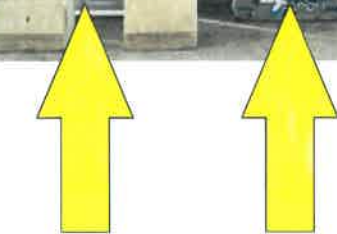
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Installation to comply with N.E.C.600

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PAGE: 4-r8

EXISTING SIDE OF BLDG

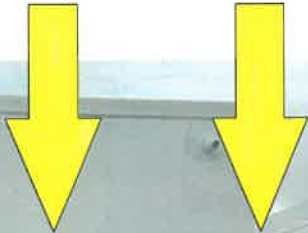


REMOVE THESE ITEMS

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 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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directly from panel box, to within six (6) ft. of sign(s).
Installation to comply with N.E.C. 600

IT IS THE CUSTOMER'S RESPONSIBILITY TO
PROVIDE PRIMARY ELECTRICAL SERVICE (INCLUDING GROUND WIRING)
DIRECTLY FROM PANEL BOX, TO WITHIN SIX (6) FT. OF SIGN(S).
INSTALLATION TO COMPLY WITH N.E.C. 600

PAGE: 5-r8

RECEIVED AND RECORDED
NORFOLK COUNTY
REGISTRY OF DEEDS
DEDHAM, MA

CERTIFY N O T

William P. O'Donnell
WILLIAM P. O'DONNELL, REGISTER
C O P Y

Bk 42170 Pg 41 #84521
12-19-2024 @ 09:46a

N O T

A N

O F F I C I A L

C O P Y

TOWN OF WELLESLEY



MASSACHUSETTS

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ORIGINAL RETURNED

BOOK 41604 PAGE 487