

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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

RICHARD L. SEEDEL, CHAIRMAN  
CYNTHIA S. HIBBARD  
DAVID G. SHEFFIELD

LENORE R. MAHONEY  
EXECUTIVE SECRETARY  
TELEPHONE  
(781) 431-1019 EXT. 208

ROBERT A. BASTILLE  
J. RANDOLPH BECKER, VICE CHAIRMAN  
ROBERT W. LEVY

ZBA 2006-03

Petition of Harvard Pilgrim Health Care  
93 Worcester Street

---

Petition of HARVARD PILGRIM HEALTH CARE requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to install a 238.5 inch by 24 inch wall sign, composed of a red and white logo that would measure 24 inches high with white lettering that would measure 12 inches high, at a height of 42 feet, in a Business District, at 93 WORCESTER STREET.

On December 21, 2005, the petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

The petition was continued from the January 5, 2006 Public Hearing. The Board said that the petition would be heard de novo because the original panel of Board members who heard the petition in January were unable to attend this hearing.

Presenting the case at the hearing was William McConaghy, who said that he was following up on the Board's recommendations at the January hearing. He said that they are proposing that the lettering be on one line. He said that increasing the lettering from 10 ½ inches to 14 inches and decreasing the size of the shield was discussed at the January hearing. He said that when they looked at the relationship between the shield and the lettering they decided to take the lettering size down to 12 inches. He said that the shield was reduced from 30 inches to 24 inches.

The Board said that the sign looks to be an appropriate size. It is readable and the shield does not seem to be a problem with respect to the corporate logo.

The Board asked if the sign would be illuminated. Mr. McConaghy said that it will not be illuminated.

The Board asked about the overall height of the sign. Mr. McConaghy said that it will not exceed 24 inches. He said that height above ground will be 42 feet. He said that the width of the sign will be 238.5 inches. He said that the area is will be 33 square feet.

### Statement of Facts

The subject property is located at 93 Worcester Street, in a Business District.

ZBA 2006-03  
Petition of Harvard Pilgrim Health Care  
93 Worcester Street

---

The petitioner is requesting a Special Permit to install a 238.5 inch by 24 inch wall sign, composed of a red and white logo that would measure 24 inches high with white lettering that would measure 12 inches high, with a total area of 33 square feet, at a height of 42 feet. The sign will exceed the height of 20 feet which is allowed in a Commercial District fronting Worcester Street.

Proposed Design and Photographic Rendering, dated 1/11/06, prepared by Advanced Signing was submitted.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject wall sign does not conform to the current Zoning Bylaw in regard to height.

It is the opinion of this Authority that the proposed wall sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw in regard to height.

Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing, for installation of a 238.5 inch by 24 inch wall sign, composed of a red and white logo that would measure 24 inches high with white lettering that would measure 12 inches, with a total area of 33 square feet, at a height of 42 feet.

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.

ZBA 2006-03  
Petition of Harvard Pilgrim Health Care  
93 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.

---

Richard L. Seegel, Chairman

---

David G. Sheffield

---

Robert A. Bastille

cc: Planning Board  
Inspector of Buildings  
lrm