

**ZONING BOARD OF APPEALS**

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

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ZBA 2011-69  
Petition of Kindred Healthcare  
694 Worcester Street

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Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 6, 2011, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of KINDRED HEALTHCARE requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for replacement of an existing nonconforming standing sign with a 3 foot 9 inch by 8 foot 5 ½ inch internally illuminated double sided standing sign with 32 square feet per panel for a total area of 64 square feet, set at a height of 10 feet above the ground with a 9.5 foot setback, at 694 WORCESTER STREET, in a Single Residence District.

Record Owner of Property: Ventas Realty Limited Partnership

On September 19, 2011 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 Heather Dudko, who said that she was representing Landmark Sign and Kindred Healthcare (the "Petitioner"). She said that the request is for a Special Permit for the overall size, height, setback and internal illumination of a new sign. She said that the sign will be located in a residential zone.

Ms. Dudko said that the application was incorrect. She said that there was some confusion as to how to measure the sign. She said that when she filled out the application, she took into account some of the support structure. She said that she used a 32 square foot measurement, double sided for a total area of 64 square feet. She said that after meeting with the Design Review Board (DRB), she changed the dimensions of the sign to 19 square feet per panel for a total area of 38 square feet.

Ms. Dudko said that Kindred is moving ahead with a national rebranding of their signs. She said that the new sign will name Kindred first followed by the individual site name.

Ms. Dudko said that the existing sign is 17.5 square feet per panel for a total area of 35 square feet. She said that the overall height of the sign is 10 feet and is located 9.5 feet from the property line. She said that the existing sign is externally illuminated by ground lighting.

Ms. Dudko said that Kindred proposes to remove the structure and replace it with the proposed sign. She said that the overall height will be 10 feet and will be placed at the same setback as the existing sign. She said that because the proposed sign and support structure will be slightly wider than the existing sign,

Kindred has proposed to extend the planter base back so that the leading edge of the sign will be at the same setback as the existing sign.

Ms. Dudko said that the proposed sign will be internally illuminated. She said that the sign will be made of aluminum material. She said that the sign face will be white. She said that all of the lettering will be routed out with a plex backing. She said that the light will only shine through the lettering. She said that the numbering "694" will be reflective vinyl and the logo will be a one-inch push through acrylic piece that will be halo lit.

The Board said that internal illumination would be appropriate for this sign. The Board discussed hours of illumination. The Board said that it typically requires that the lights go after it is no longer necessary to identify access. The Board said that the hours would be restricted to not later than the end of visiting hours or 10 p.m.

Ms. Dudko said that the DRB discussed incorporating more landscaping at a minimum of 36 inches. She said that there was also some discussion about relocating the flagpole which is located at the front of the leading edge of the sign. The Board said that putting evergreens around the base would reduce the height but not the chunkiness.

The Board discussed the proposed pylon.

The Board discussed letter and logo height.

The Board said that the sign will be located in a residential district. The Board said that the property behind it is a school which is also in a residential district.

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 for installation of a 3 foot 2 7/8 inch by 5 foot 9 3/4 inch internally illuminated double sided standing sign with 19 square feet per panel for a total area of 38 square feet, set at a height of 10 feet above the ground with a 9.5 foot setback, in a Single Residence District.

Existing and Proposed Sign Drawing, dated 6/8/11, revised 9/8/11, TCC 8' Footings, dated 1/20/11, prepared by Landmark Sign Group, Site Plan and photographs were submitted.

On September 14, 2011, the Design Review Board voted to recommend approval of the Special Permit for the proposed sign but with evergreen shrubs planted at a minimum height of 3 feet surrounding the base of the sign.

On October 5, 2011, the Planning Board reviewed the petition and recommended that the Special Permit be granted with conditions.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign will be a 3 foot 2 7/8 inch by 5 foot 9 3/4 inch internally illuminated double sided standing sign with 19 square feet per panel for a total area of 38 square feet, set at a height of 10 feet above the ground with a 9.5 foot setback, in a Single Residence District.

It is the opinion of this Authority that installation of a 3 foot 2 7/8 inch by 5 foot 9 3/4 inch internally illuminated double sided standing sign with 19 square feet per panel for a total area of 38 square feet, set at a height of 10 feet above the ground with a 9.5 foot setback, in a Single Residence District, will be in harmony with the general purpose and intent of Section XXIIA 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 3 foot 2 7/8 inch by 5 foot 9 3/4 inch internally illuminated double sided standing sign with 19 square feet per panel for a total area of 38 square feet, set at a height of 10 feet above the ground with a 9.5 foot setback, subject to the following conditions:

1. Internal illumination shall be shut off not later than the end of visiting hours or 10:00 p.m.
2. The structure shall come no closer to the street than the current structure.
3. The flagpole shall be relocated.

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.

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.

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J. Randolph Becker, Acting Chairman

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Robert W. Levy

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David G. Sheffield

cc: Planning Board  
Inspector of Buildings  
lrm



▲ DOUBLE FACE INTERNALLY ILLUMINATED SIGN/  
 CURVED ALUMINUM TOP WITH RADIUS ENDS/  
 ROUTED 1/8" ALUMINUM SHOEBOX FACES BACKED WITH PLEX COPY/  
 1" PLEX PUSH-THRU LOGO/ ALUMINUM SHOEBOX ADDRESS PANEL  
 WITH REFLECTIVE VINYL NUMBERS/  
 TO REPLACE EXISTING SIGN

○ CURVED TOP/ RADIUS ENDS/ SIGNCASE & BKGD = MAP BRUSHED ALUMINUM  
 REVEAL = MAP TO MATCH 3M 3630-7942 BLUE VINYL

○ SHOEBOX BKGD & 2" RETURNS = MAP WHITE  
 LOGO = 1" CLEAR PLEX with 3M 3630-7942 BLUE VINYL  
 KINDRED = DAY/NIGHT PLEX  
 NURSING & REHAB COPY = CLEAR PLEX BACKED with 3M 3630-7942 BLUE VINYL  
 LINE/ LOCATOR = CLEAR PLEX BACKED with 3M 230-51 SILVER GRAY VINYL

○ ADDRESS PANEL = MAP TO MATCH 3M 3630-7942 BLUE VINYL  
 ADDRESS = REFLECTIVE WHITE VINYL



EXISTING



**Designed for 110 Volts**  
 Electrical Connection will be Visible within 5 Ft. at time of Installation; Second Trip will be Charged at Time & Material

**Landmark Sign group**  
 www.landmarksign.com

7424 Industrial Avenue  
 Chesterton, IN 46304  
 phone 219.762.9577  
 fax 219.762.4259

LY-539-1

PRINT #  
 KINDRED NURSING  
 & REHABILITATION

CLIENT NAME  
 06.08.11  
 DATE

LARRY YURKO  
 LSG SALES REP.

694 WORCESTER ST.  
 WELLESLEY, MA  
 JOB LOCATION

JIM  
 3/4" = 1'-0"  
 DRAWN BY SCALE

REVISIONS:

1. ADDED MEASUREMENTS & NEW PHOTO 09.08.11 JM

Customer Acceptance SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

IF REQUIRED: Landlord Acceptance SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

L.S.G SALES INITIALS \_\_\_\_\_ DATE \_\_\_\_\_

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