

TOWN OF WELLESLEY



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ZONING BOARD OF APPEALS

1999 AUG 10 A 8:52

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ZBA 99-54
Petition of Harvard Pilgrim Health Care, Inc.
230 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 29, 1999 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of HARVARD PILGRIM HEALTH CARE, INC. requesting Special Permits pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for the following signage to identify its property at 230 WORCESTER STREET, in a Business District, as a HARVARD VANGUARD Health Care Facility:

1. An externally illuminated 4 foot by 12 foot double-sided standing sign set 15 feet back from all property lines, to exceed the allowed height of 10 feet with a height of 13 feet, and to exceed the allowed area of 50 square feet with a total area of 96 square feet (48 square feet/side).
2. An externally illuminated 5 foot by 18 foot wall sign, located on the building façade facing Worcester Street, to exceed the allowed height of 20 feet by placing the sign at a height of 25 feet, and to exceed the allowed area of 75 square feet with a total area of 90 square feet.

On July 12, 1999, 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 James Zolner, Real Property Administration Manager, who was accompanied by William McConaghy, President of Advanced Signing. Mr. Zolner said that Harvard Vanguard Medical Associates is a totally owned affiliate of Harvard Pilgrim Health Care. The signage will identify the building as a Harvard Vanguard Medical Associates facility.

Mr. Zolner stated that the previous sign identifying the building as Harvard Pilgrim Health Care, Inc. has been removed. They are requesting a Special Permit to exceed the allowed height and area for the new wall sign, which will be composed of fabricated letters. The logo is 5 feet in height. The sign will be externally illuminated by one of the driveway lamps.

Mr. Zolner said that there has always been a problem with identification because the building is set so far back from the street. Presently, there is a 3 foot by 6 foot triangular standing sign identifying the premises, which is hardly visible. Two sides of this sign will be removed, leaving the third side which says "Right Turn Only". The new standing sign will be convenient for eastbound traffic to locate the premises. Originally, the sign was to be located on a single pole. The Design Review Board had recommended rather than a single pole that the sign be placed between two poles. The sign will be double-sided and illuminated by ground lights shining up at the sign.

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The Board was of the opinion that the relocation of the standing sign was a good idea. 1999 AUG 10 A 8:52

Gordon Miller, 192-4 Worcester Street, expressed support for the petition.

Statement of Facts

The subject property is located at 230 Worcester Street, in a Business District. The property is owned by Harvard Pilgrim Health Care, Inc. and occupied by Harvard Vanguard Health Associates. The petitioner is proposing a new wall sign and a new standing sign to identify the change in occupancy of the building from Harvard Community Health Care to Harvard Vanguard Medical Associates.

The petitioner is requesting Special Permits for the 4 foot by 12 foot double-sided externally illuminated standing sign, setback 15 feet from all property lines, to exceed the allowed height of 10 feet with a height of 13 feet and to exceed the allowed area of 50 square feet with a total area of 96 square feet. (48 square feet/side). The sign will be located at the northwest corner of the property before the driveway entrance.

The petitioner is also requesting Special Permit to allow an externally illuminated 5 foot by 18 foot (90 square feet) wall sign at a height of 25 feet to exceed the allowed height of 20 feet and the allowed area of 75 square feet.

A drawing of the standing sign (E10.1) and an abbreviated Site Plan (E10.2), both dated 7/1/99, drawn by Advanced Signing; a full site plan drawn by Steffian Bradley Associates, showing the proposed location of the standing sign and the present location of the triangular standing sign; an Elevation drawing of the wall sign dated 3/1/99, drawn by Advanced Signing; and photographs were submitted.

On June 24, 1999, the Design Review Board reviewed the signage package, and recommended acceptance of the wall sign and the standing sign, with the modification that the sign be placed on a two-pole base rather than a single pole.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The petitioner is requesting Special Permits for a wall sign to exceed the allowed height and area, and for a double-sided standing sign to exceed the allowed height and area.

It is the opinion of this Authority that due to the location of the building, which is set far back from Worcester Street, the wall sign must be higher and larger to improve visibility; and that the relocation of the standing sign, with its increased height and area, is acceptable in order for eastbound oncoming traffic to identify the property before reaching the entrance drive.

This Authority is of the opinion that due to the unique location of the premises and the need to adequately identify the building to its patient traffic, both the wall sign and standing sign are in harmony with the general purpose and intent of the Zoning Bylaw.

Therefore, the requested Special Permits to exceed the allowed height and area of a wall sign and to exceed the allowed height and area of a standing sign are granted, as voted unanimously by this Authority at the Public Hearing, subject to construction and installation of the signage in accordance with the

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submitted sign drawings and site plan, and further subject to the condition that the proposed standing sign shall not be installed until the two sides of the existing standing sign have been removed, leaving only the directional third side stating "Right Turn Only".

The Inspector of Buildings is hereby authorized to issue permits for the two signs upon receipt and approval of applications and any other information or plan he may request. No sign shall be installed until said permits have 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.

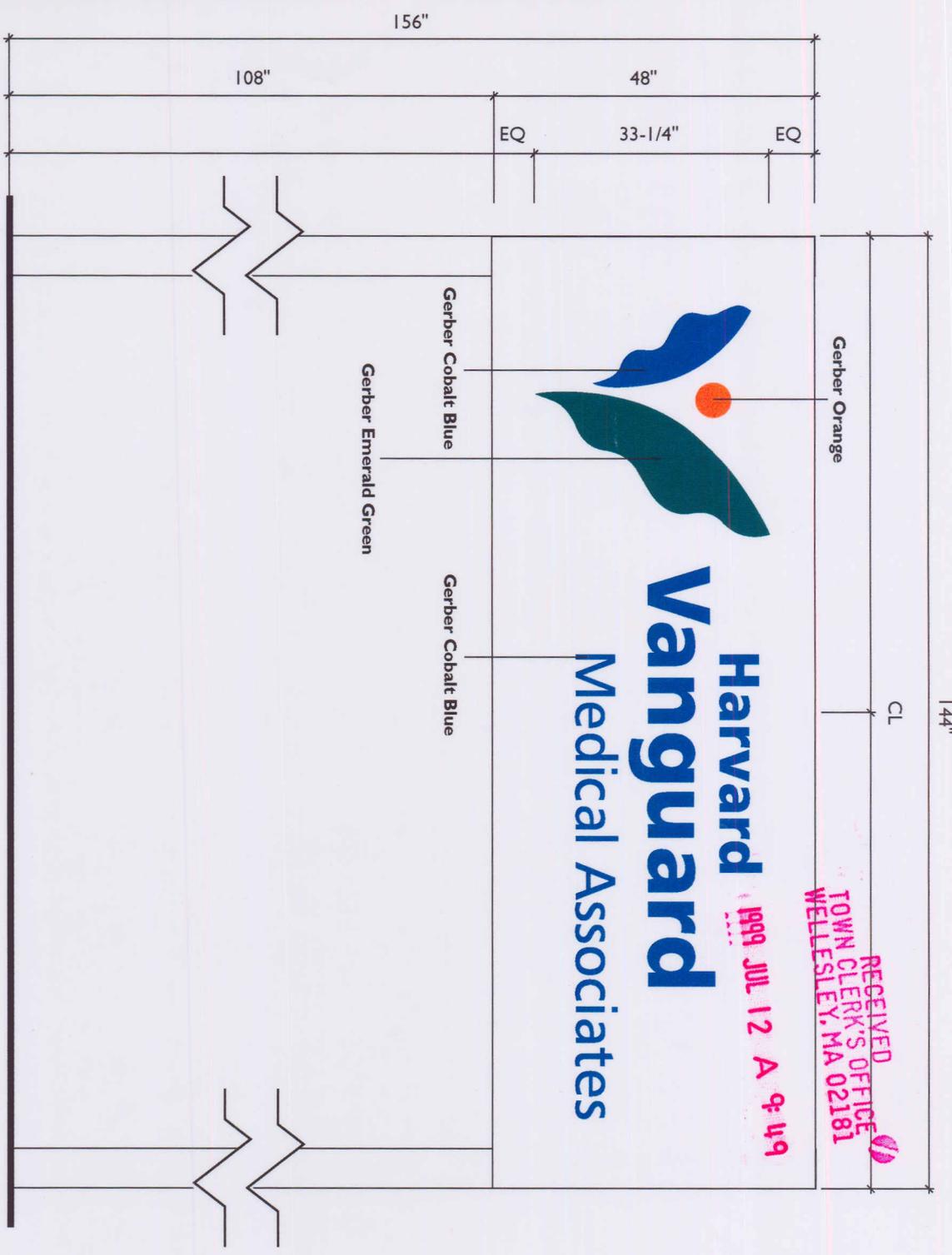
Cc: Planning Board
Inspector of Buildings
edg

William E. Polletta
William E. Polletta, Acting Chairman

Richard L. Seegel
Richard L. Seegel

Robert A. Bastille
Robert A. Bastille

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I Elevation
 Scale: 1/2" = 1'-0"

Description
 Double-faced fabricated aluminum sign with 6" sq posts and frame, .090 aluminum faces.

Graphics
 Option 1: Vinyl graphics
 Option 2: 1/2" th. cut aluminum stud mounted

Colors
 Posts & Background: White
 Logo/Logotype: As noted

Installation
 Direct Burial



Advanced Signing Inc
 4 Industrial Park Road
 Medway MA 02053

CLIENT
 Harvard Vanguard
 Medical Associates
 230 Worcester Road
 Wellesley, MA

DATE
 7.1.99
REVISIONS

DRAWN BY
 JS

WORK ORDER
 3948A

DRAWING
 E10.1
SIGN TYPE
 E10

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Advanced Signings

Advanced Signings Inc
4 Industrial Park Road
Medway MA 02053

CLIENT
Harvard Vanguard
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230 Worcester Road
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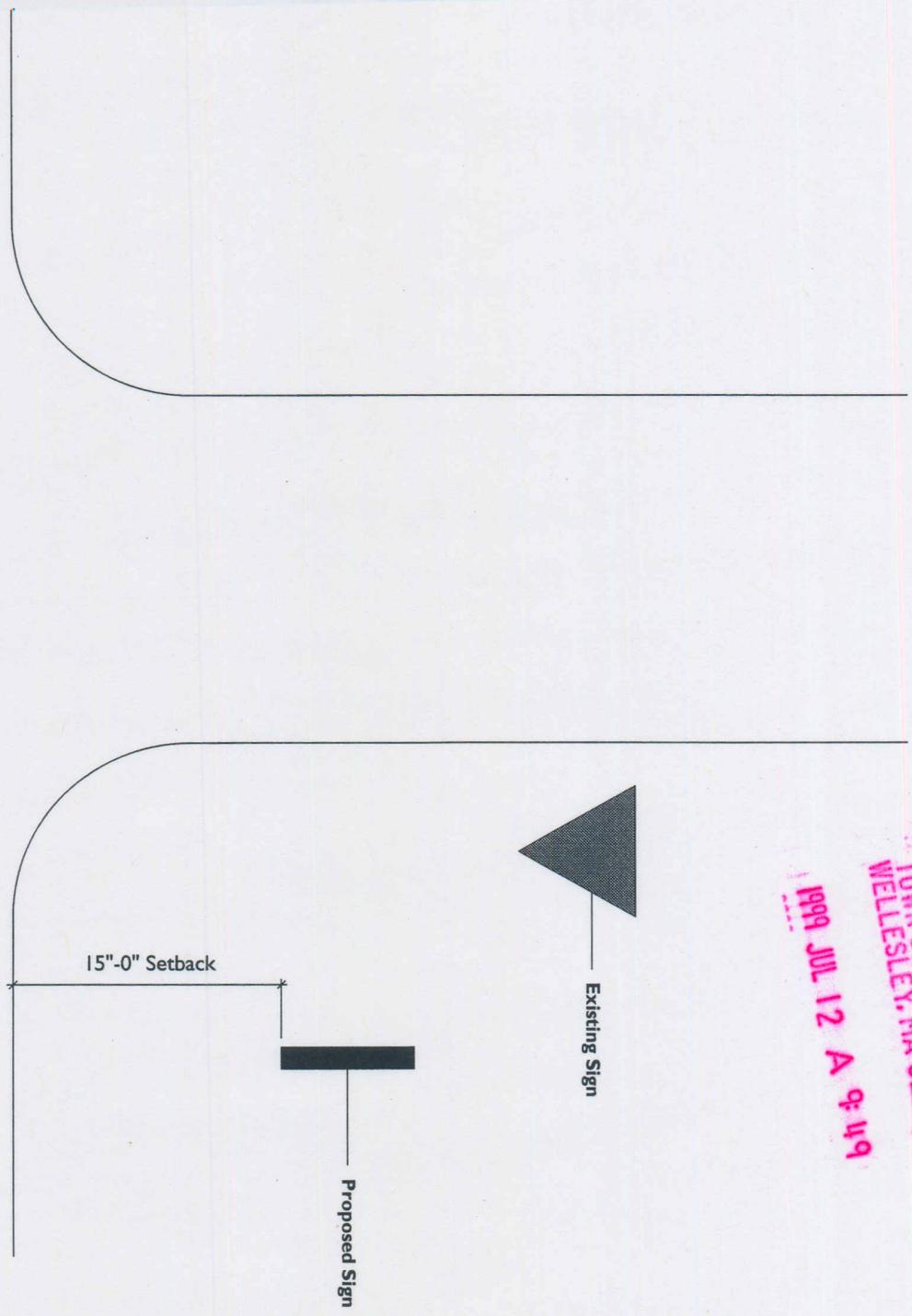
DATE
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DRAWN BY
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DRAWING
E10.2

SIGN TYPE
E10

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WORCESTER ROAD

Site Plan
NTS

