



ZONING BOARD OF APPEALS

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

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ROBERT W. LEVY
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Date: September 9, 2016

ZBA: 2016-83

Table with 3 columns: Petition for, Residential Fee, Commercial & Municipal Fee. Rows include Variance, Special Permit, Site Plan Approval, Appeals, etc. Includes a purple stamp: RECEIVED TOWN CLERK'S OFFICE WELLESLEY MA 02482 2016 SEP 21 PM 12:15

Property Location: 978 Worcester Street Zoning District: Business A

Property located in a: Historic District [ ] Yes [X] No
Wetlands Protection Area [ ] [X]
Water Supply Protection District [X] [ ]

Applicable Section(s) of the Zoning Bylaw: Section XXIIA. H. 1-3

Explanation of Request: See attached.

Requested Relief: Lot Area, Front Yard Depth (Street Setback), Lot Coverage, Side Yard Width (Side Line Setback), Frontage, Rear Yard Depth (Rear Line Setback), Front Yard Width [X], Other Sign Package Special Permits

OWNER OF PROPERTY/PETITIONER Wellesley Place, LLC

MAILING ADDRESS: 231 Sutton Street, 1B, Andover, MA 01845

PHONE: WORK: HOME:

SIGNATURE OF OWNER: [Handwritten Signature]

AGENT FOR OWNER: Frank Stearns, Holland & Knight, Attorney for Newton-Wellesley Hospital

MAILING ADDRESS: Holland & Knight, 10 St. James Avenue, Boston, MA 02116

PHONE: WORK: (617) 854-1406 HOME:

SIGN INFORMATION

Number of Signs

Type	<u>Illumination</u>	<u>Height</u>	<u>Width</u>	<u>Setback</u>	<u>Sq Ft/</u>	<u>Height</u>	<u>Total Area</u>
	<u>Internal/External</u>				<u>Panel</u>	<u>Above</u>	
						<u>Ground</u>	
Standing:	_____	_____	_____	_____	_____	_____	_____

	<u>Illumination</u>	<u>Height</u>	<u>Width</u>	<u>Area</u>	<u>Height</u>	<u>% of</u>	<u>% of</u>
	<u>Internal/External</u>				<u>Above</u>	<u>Façade</u>	<u>Window</u>
					<u>Ground</u>		
Wall:	_____	_____		_____		_____	
Window:	_____	_____		_____		_____	_____

Awning:

Perpendicular:

Description of Elements of Sign Package that Require a Special Permit:

1. Height of Wall Sign at 30'7", exceeding height limit of 20'.
2. Internal illumination of Wall Sign.
3. 6 total window signs, exceeding maximum of 2 per business establishment.
4. 7 total signs, exceeding maximum of 2 per business establishment.

NARRATIVE TO ACCOMPANY SIGN SPECIAL PERMIT APPLICATION  
NEWTON-WELLESLEY HOSPITAL  
979 WORCESTER STREET

The overall signage package for this building for Newton-Wellesley Hospital includes elements that are “by right” and elements that require a special permit. The Newton-Wellesley Hospital uses will occupy the entire second floor of this building and an affiliated medical practice will occupy a portion of the first floor. The building is setback significantly from a major arterial roadway. Cars can be traveling fast on Route 9 eastbound. Without visible signage, visitors are more likely to miss the driveway and have to U-Turn onto Route 9 westbound to get back to the property. The building mass is large. Patients and visitors, unlike traditional office users, come to the location episodically and not on a regular basis. Visible wayfinding is very important, particularly since patients and visitors coming for medical appointments can be in some form of distress and come to the location infrequently. In addition, the parking lot for the building includes a parking field in front and a parking field in back, so there are 2 entrances for patients and visitors and employees. The overall sign package is designed to accomplish important wayfinding objectives. The sign scale is reasonable given the mass and setback of the building and its location on Route 9. The Design Review Board has recommended approval of the sign package. The internal illumination of the main sign is a result of diminished visibility and clarity if it were externally illuminated. The size, location and number of signs is designed to promote safe vehicular and pedestrian access to and from the building site. The sign placement is complementary to the building architecture. The sign designs and materials are used for all Newton-Wellesley Hospital locations.



TOWN OF WELLESLEY, MASSACHUSETTS  
DESIGN REVIEW BOARD

16-46S

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Application: Sign Application Review  
Subject Property: 978 Worcester Street  
District: Business A District  
Applicant: Newton-Wellesley Hospital  
Date: Report prepared 8/08/16 for 8/17/16 Design Review Board Meeting  
Staff Contact: Heather Lamplough, Planner

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The applicant is proposing multiple signs at 978 Worcester Street for the new tenant of the building, Newton-Wellesley Hospital:

- A. One (1) Wall Sign
- B. Six (6) Window Signs
- C. Changes to the existing Standing Sign

The applicant will require Special Permits from the ZBA for:

- ~~D. Sign area of the wall sign~~
- E. Height of the wall sign
- F. Internal Illumination of the wall sign
- G. Total number of window signs
- H. Number of Permanent Signs to exceed the amount allowed by right
- ~~I. Total Permanent Signage area to exceed the amount allowed by right~~

Requests

- A. The proposed wall sign will consist of black, uppercase lettering over a white background, and the Newton-Wellesley logo in blue and white. The sign is 63.5 square feet and includes the text "NEWTON-WELLESLEY" on the first line and "AMBULATORY CARE CENTER" on the second line. All proposed lettering will be 9 1/4 inches in height. The sign will be internally illuminated.
- B. The applicant is also requesting a recommendation from the Board for six (6) window signs, which will be cut vinyl window graphics. Most of the proposed window signs will appear the same as the proposed wall sign with the Newton-Wellesley logo and the text "Newton-Wellesley Ambulatory Care Center", however the letters will have a maximum height of 1.5 inches and the signs will have a square footage of 6.4 square feet each. Four of these window signs will be located on the front façade of the building on the first floor. The fifth window sign will also look like the proposed wall sign, but will have a sign area of 3.58 square feet, and will be located above the rear entry doorway. The sixth window sign will also be located on the rear entry doorway and will have a sign area of 1.03 square feet.
- C. The proposed changes to the existing standing sign include replacing the panels with new sign panels to reflect the existing and proposed tenants of the building. The panels will include a 6.63 square foot sign for Newton-Wellesley Hospital, a 6.63 square foot sign which will feature two TBD Newton-Wellesley practices, and a new sign panel for the existing Dunkin' Donuts. The standing sign is double-sided, so these sign changes will be made to both sides of the standing sign. While the sign [as a whole] ~~will~~ may exceed the 50 square feet allowed, it will not require a new Special Permit as it is an existing non-conforming sign in which the existing panels are simply being changed out. (Section XXIIA. SIGNS. N. NON-CONFORMING SIGNS.) Also, the sign may be an existing nonconforming sign, as it may exceed the allowable standing sign height of ten feet (10').

Johnathan Law, Chair  
Robert Skolnick, Vice Chair  
Sheila Dinsmoor  
Ingrid Carls  
Helen Robertson

Robert Broder, AIA, *alternate*  
Amir Kripper, *alternate*



Town Hall  
525 Washington Street  
Wellesley, MA, 02482  
Tel. (781) 431-1019 ext. 2230  
Fax (781) 237-6495

Contact: Heather Lamplough  
hlamplough@wellesleyma.gov

**RECOMMENDATION FOR SPECIAL PERMIT SIGNS**

August 18, 2016

Richard Seegel, Chair  
Wellesley Zoning Board of Appeals  
Town Hall, 525 Washington Street  
Wellesley, MA 02482

Michael Grant  
Inspector of Buildings  
Town Hall  
Wellesley, MA 02482

Re: Newton-Wellesley Hospital, 978 Worcester Street  
Application for Multiple Signs, DRB 16-46S

Dear Mr. Seegel and Mr. Grant,

Newton Wellesley Hospital (the "Applicant"), submitted an application requesting multiple signs for the new tenant of the building, including a number of which require a Special Permit from the Zoning Board of Appeals:

- A. One (1) Wall Sign
- B. Six (6) Window Signs
- C. Changes to the existing Standing Sign

The applicant will require Special Permits from the ZBA for:

- D. Height of the wall sign
- E. Internal illumination of the wall sign
- F. Total number of window signs
- G. Number of Permanent Signs to exceed the amount allowed by right

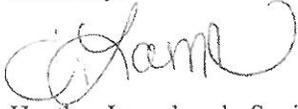
The following documents are considered part of the application and are attached for your records:

- Sign Permit Application
- Proposed Signage Package, prepared by omloop, dated 08/04/16, with the latest revision date of 08/04/2016

*The Design Review Board reviewed the proposed signs at the meeting on August 17, 2016. After a brief discussion Mr. Skolnick moved to recommend approval of the signs as presented. Mr. Kripper seconded. The motion passed unanimously (3-0).*

Please contact me should you have further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "H. Lamplough", written in a cursive style.

Heather Lamplough, Senior Planner  
On Behalf of the Design Review Board

Cc: File Copy; Frank Stearns, Newton Wellesley



NEWTON-WELLESLEY  
AMBULATORY CARE CENTER

WELLESLEY, MA

**978** WORCESTER STREET

**Exterior Branding Signage**

**08.04.16 Revised**

**OCCUPANCY: JANUARY 1, 2017**





**DATE**

15 JUNE 2016  
24 JUNE 2016  
19 JULY 2016 UPDATED  
04 AUGUST REVISED

These drawings are not for construction. This office shall review contractor's shop drawings and details prior to fabrication. Contractors shall be responsible for verification of all dimensions and field conditions prior to performing the work, and inform this office of any variations.

**PROJECT NAME**



**NEWTON-WELLESLEY HOSPITAL**  
Newton-Wellesley  
Ambulatory Care Center

978 Worcester Road  
Wellesley, MA

**PROJECT #**

OMD\_978

**DRAWN BY**

BP

**SHEET TITLE**

Survey / Design Intent

**SHEET NUMBER**

Type	Description	Remarks	Qty	SF	SF Subtotal
<b>WALL &amp; WINDOW SIGNS</b>					
<b>PB1</b>	Primary Branding	Internally (LED) illuminated seal and channel letters	1	63.5	63.5
<b>AD</b>	Address Numerals	Cut aluminum, painted	2	n/a	
<b>BG1</b>	Branding on glass	NWH seal, digital printing, perimeter cut seal, letters	1	3.85	3.85
<b>BG2</b>	Branding on glass	NWH seal, digital printing, perimeter cut seal, letters	4	1.6	6.4
<b>BG3</b>	Branding on glass	NWH branding and practices	1	1	1
<b>DS</b>	Glass Markings	Cut vinyl, first surface glass	11	n/a	
		Total SF Wall and Window Signs			<b>74.75</b>
		Allowed area : <b>75SF</b> or 10% of Facade Area ( 4,774 SF x 10% = 477.4 SF) which ever is less			
<b>STANDING SIGNS</b>					
<b>PB2</b>	Standing Sign Branding	Cut acrylic seal and letters on tenant panel (double sided sign)	2	13.52	27.04
		Total SF Standing Signs			<b>27.04</b>
		Allowed area : <b>50SF</b>			



Existing Condition

**DATE**

15 JUNE 2016  
24 JUNE 2016  
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04 AUGUST REVISED

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**NEWTON-WELLESLEY HOSPITAL**  
Newton-Wellesley  
Ambulatory Care Center

978 Worcester Road  
Wellesley, MA

**PROJECT #**

OMD\_978

**DRAWN BY**

BP

**SHEET TITLE**

Signage Graphic Standards

**SHEET NUMBER**



Existing Condition

**DATE**

15 JUNE 2016  
24 JUNE 2016  
19 JULY 2016 UPDATED  
04 AUGUST REVISED

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**NEWTON-WELLESLEY HOSPITAL**

Newton-Wellesley  
Ambulatory Care Center

978 Worcester Road  
Wellesley, MA

**PROJECT #**

OMD\_978

**DRAWN BY**

BP

**SHEET TITLE**

Signage Graphic Standards

**SHEET NUMBER**

Total building facade length: measured at **142'-0"**, based on provided elevation

21 Bantry Road  
Framingham, MA 01701  
508.733.6440  
omloopdesign.com

**DATE**

15 JUNE 2016  
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Newton-Wellesley  
Ambulatory Care Center

978 Worcester Road  
Wellesley, MA

**PROJECT #**

OMD\_978

**DRAWN BY**

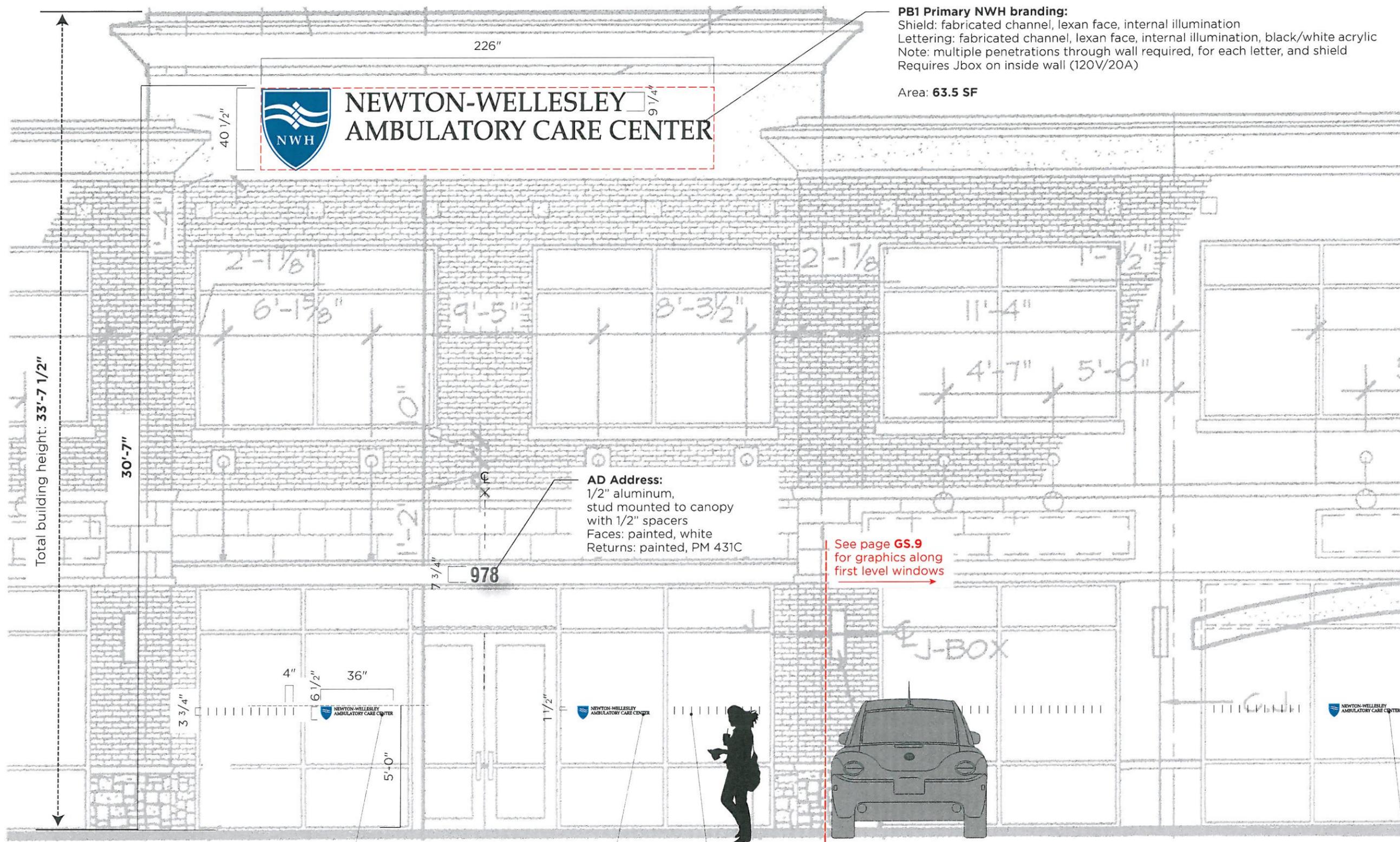
BP

**SHEET TITLE**

Survey / Design Intent

**SHEET NUMBER**

**GS.7**



**PB1 Primary NWH branding:**  
Shield: fabricated channel, lexan face, internal illumination  
Lettering: fabricated channel, lexan face, internal illumination, black/white acrylic  
Note: multiple penetrations through wall required, for each letter, and shield  
Requires Jbox on inside wall (120V/20A)

Area: **63.5 SF**

**AD Address:**  
1/2" aluminum,  
stud mounted to canopy  
with 1/2" spacers  
Faces: painted, white  
Returns: painted, PM 431C

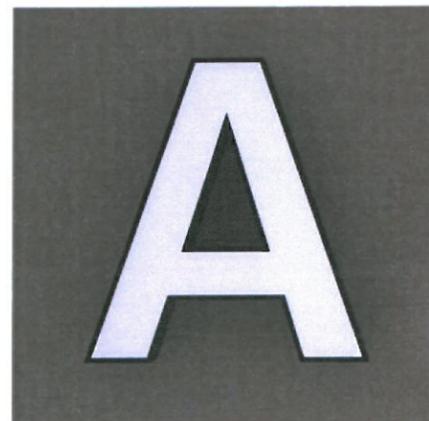
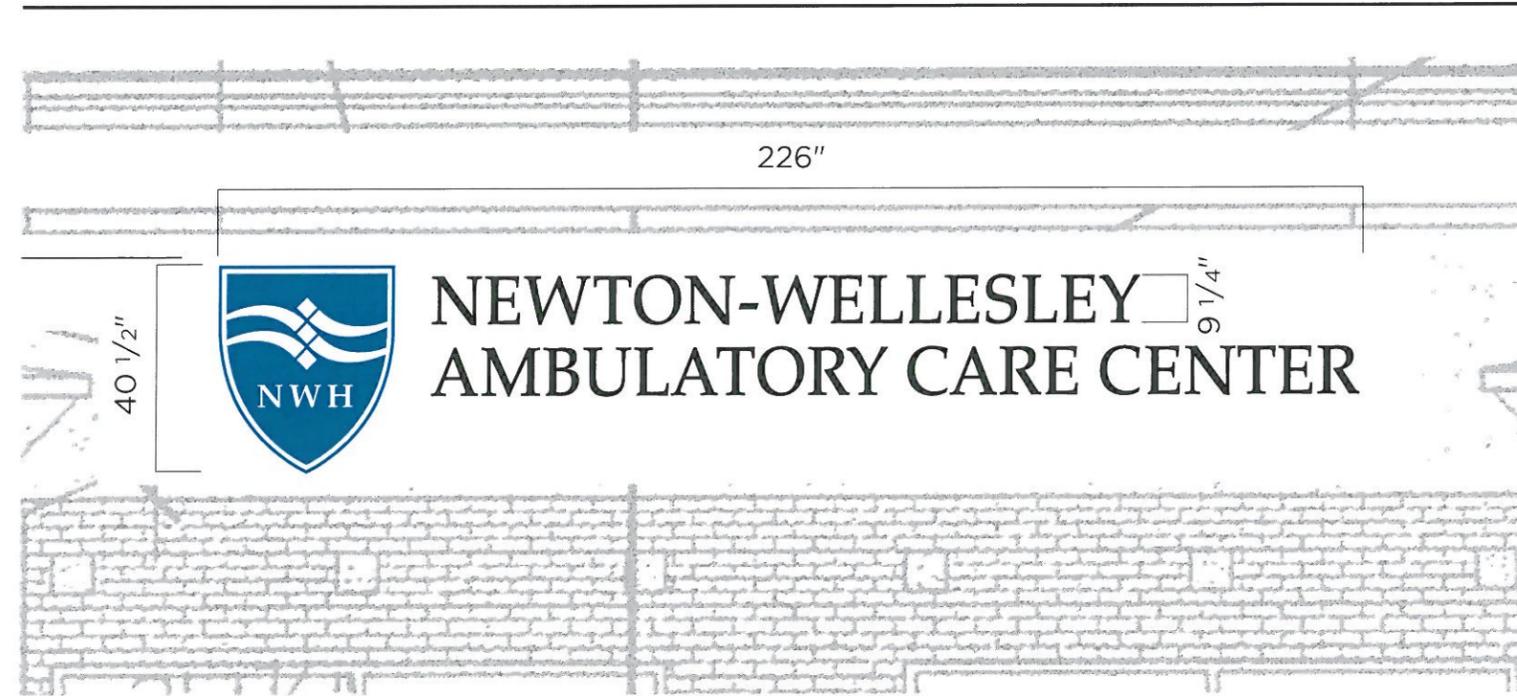
See page **GS.9**  
for graphics along  
first level windows

**BG2:** NWH branding on glass, vinyl, first surface  
Lettering is **1.5" high**  
Area: **1.6 SF** each  
Qty (4), total: **6.4 SF**

**DS:** Glass markings (white, .25"Wx3.75"H)

**1 Elevation: Front**  
Scale: 1/4"=1'0"

PB1 Primary Branding:  
Individually mounted, **internally lit through face**  
letters and NWH shield



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Newton-Wellesley  
Ambulatory Care Center

978 Worcester Road  
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**PROJECT #**

OMD\_978

**DRAWN BY**

BP

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OMD\_978

**DRAWN BY**

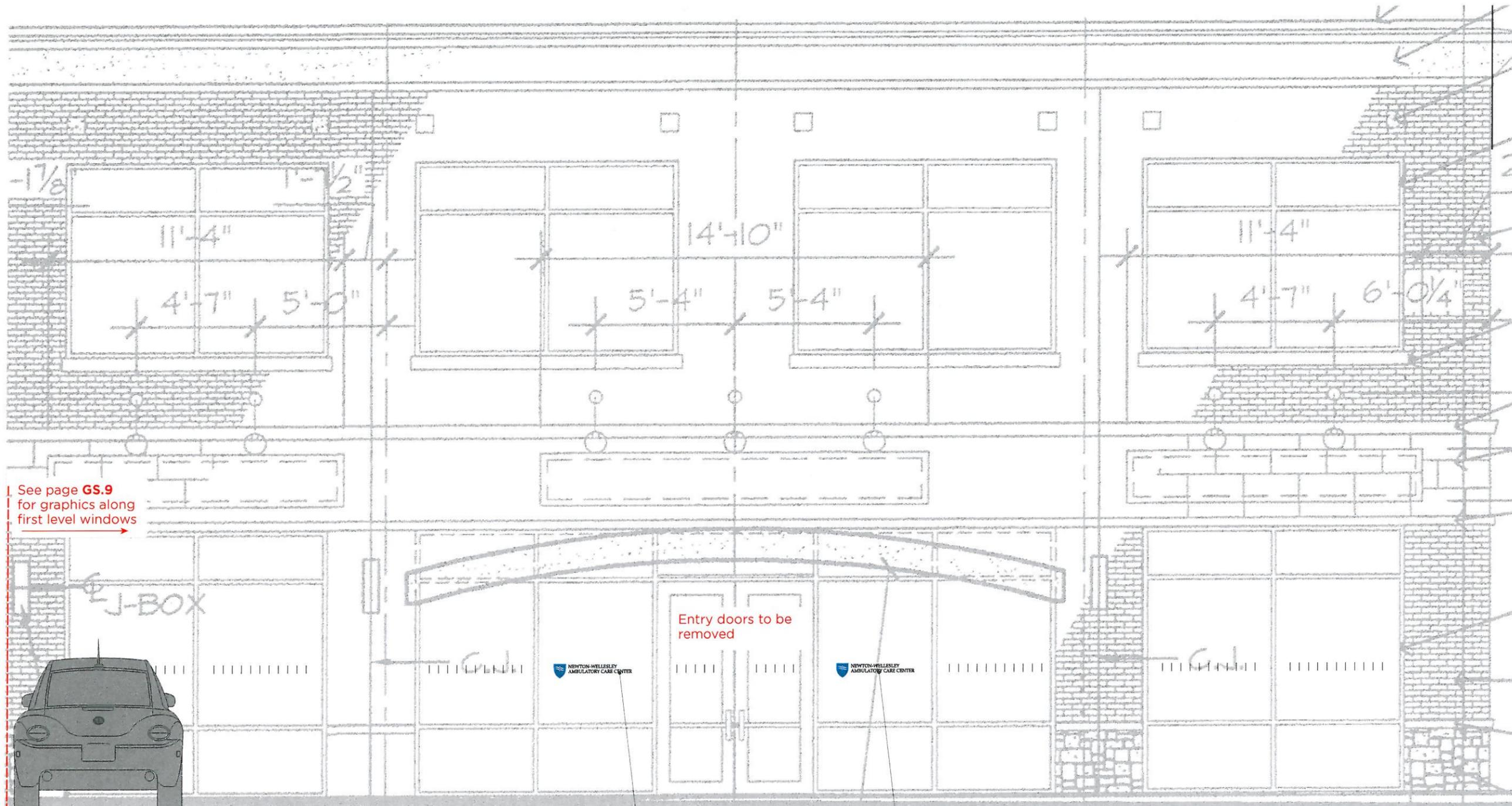
BP

**SHEET TITLE**

Survey / Design Intent

**SHEET NUMBER**

GS.9



See page **GS.9**  
for graphics along  
first level windows

Entry doors to be removed

**BG2:** NWH branding on glass,  
vinyl, first surface

igs (white, .25"Wx3.75"H)

**1** Elevation: Front  
Scale: 1/4"=1'0"

**SIGNAGE DETAILS / SCALED ELEVATION**

GS.9

**DATE**  
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04 AUGUST 2016 REVISED

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OMD\_978

**DRAWN BY**

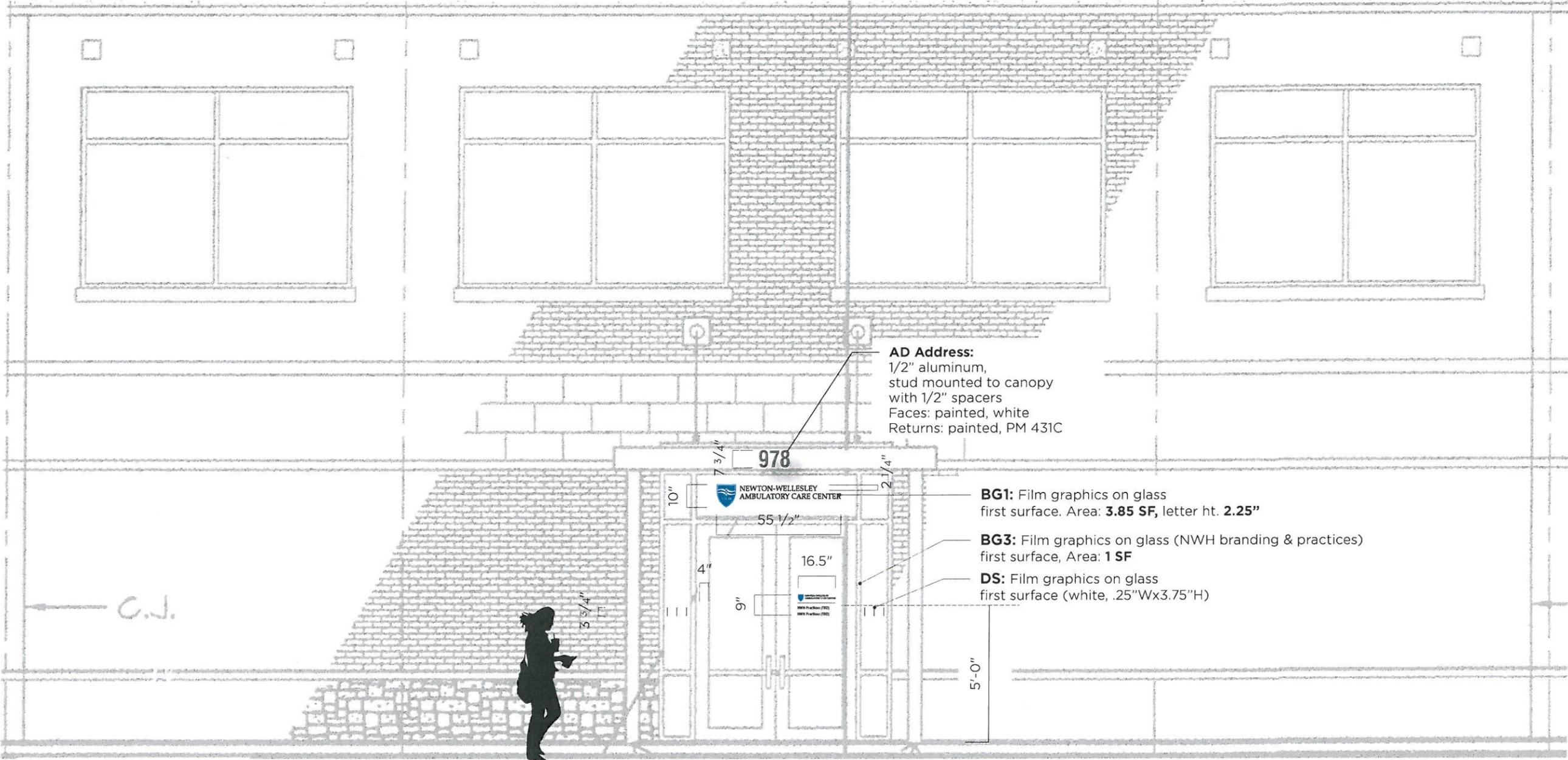
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**SHEET TITLE**

Survey / Design Intent

**SHEET NUMBER**

GS.10



**1 Elevation: Back entry**  
Scale: 1/4"=1'0"

**DATE**

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19 JULY 2016 UPDATED  
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OMD\_978

**DRAWN BY**

BP

**SHEET TITLE**

Signage Graphic Standards

**SHEET NUMBER**

GS.11



Existing Condition



7'-0" as measured in field

73 1/2"

13 1/4"

13 1/4"

3 1/8"

**PB2 NWH branding:  
(two-sided sign)**  
Cut acrylic letters, 1/4" thick, painted  
Face illuminated by existing gooseneck fixtures  
Note: recommend new tenant sign panel  
system for improved appearance  
Sign panel can be subdivided for  
future tenants ( 3 tenants shown)

NWH Practices: applied vinyl

Square Footage of NWH logo: **6.76 ea.**  
Square Footage of Practices: **6.76 ea.**  
**(13.52 SF total per side, 27 SF total )**

**1** Elevation: Eastbound  
Scale: 3/8"=1'0"