



ZONING BOARD OF APPEALS

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

RICHARD L. SEEDEL, CHAIRMAN
 J. RANDOLPH BECKER, VICE CHAIRMAN
 DAVID G. SHEFFIELD

LENORE R. MAHONEY
 EXECUTIVE SECRETARY
 TELEPHONE
 (781) 431-1019 EXT. 2208
 web: www.wellesleyma.gov

ROBERT W. LEVY
 WALTER B. ADAMS
 DEREK B. REDGATE

ZBA 2014-22
 Petition of 372 Washington LLC
 372 Washington Street

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482
 APR 16 A 11:58

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 3, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of 372 WASHINGTON LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of seven (7) window signs, each with an area of 1.36 feet, at 372 WASHINGTON STREET, in a Business A District.

On March 17, 2014, 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 Seth Warner, Boston Sign Company on behalf of Newton Wellesley Physicians Primary Care. He said that the request was for a special permit for vinyl graphics that have been installed. He said that, at the time, they did not know that they needed a special permit for them. He said that they are only allowed one graphic per window bay and they have two.

Mr. Warner said that they have a frosted vinyl back with white logos on top of that.

The Board said that it did not like to see anything in the windows because it detracts from the design and architecture of this building.

Mr. Warner said that the medical rooms are in the front of the building. He said that there are curtains but they are not enough. He said that it is a women's service.

The Board said that the logos are covered up by the bushes. Mr. Warner said that happens in only one location. He said that there are three window bays in the front.

The Board said that the Planning Board recommended that the petition be denied because the number of signs is excessive.

The Board said that there are basic requirements in the Sign Bylaw. The Board said that these signs do not meet three of the six requirements, where all six requirements must be met.

The Board asked about the purpose of the signs. Mr. Warner said that the frosted back with the white logo is to identify the building at street level. He said that it is an odd building where the stair and elevator core come out at the front. He said that you cannot necessarily see the sign for Newton

Wellesley Physicians Primary Care as you are coming down one side of the street. He said that you cannot see them unless you are walking by because it is white on white.

The Board confirmed that there is a sign on the brick of the building that is not over the entrance. Mr. Warner said that they had the sign over the entrance initially but the landlord wanted it moved to a different location where there were already holes in the brick.

The Board asked about the percentage of occupancy for Newton Wellesley Physicians Primary Care. Mr. Warner said that they occupy the first floor of the building. The Board said that the second and third floor are occupied by other businesses.

The Board said that the sign on the brick identifies the entire building as being Newton Wellesley Physicians Primary Care even though that is not the case. Mr. Warner said that there is an address on the front where the elevator core is located.

The Board said that it is highly inappropriate that the sign for Newton Wellesley Physicians Primary Care is on this building. The Board said that they are not the primary tenant. The Board said that they only occupy one-third of this building.

The Board asked about the square footage of the Newton Wellesley Physicians Primary Care Wellesley Hills wall sign with the logo. Mr. Warner said that he did not have that information. He said that they have a permit for the sign from the Building Department.

The Board said that there should be nothing on the windows. The Board said that there are no vinyl logos on the upper floors. The Board said that they need to keep the windows similar to the upper floors. The Board said that they should use curtains and shades the way the upper floors do.

The Board said that the vinyl logos are basically advertising. Mr. Warner asked about removing the logo and keeping the frosted graphic which acts as a blind. He said that it is sensitive for the patients in those rooms. He said that there is a bench at the last spot where people smoke and look in the window. He said that was the main reason for putting the vinyl logos up. He said that the patients were uncomfortable.

The Board said that the windows can be frosted. Mr. Warner said that the frosting does not go all the way to the top. The Board said that just the frosting is appropriate.

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 pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of seven (7) window signs, each with an area of 1.36 feet at 372 Washington Street, in a Business A District.

Sign Information and Vinyl Logos for Windows·NWH·Newton·MA, dated 2/3/14, prepared by BostonSign were submitted.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02158
2014 APR 16 AM 11:58

On February 12, 2014, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign package, as proposed.

On March 25, the Planning Board reviewed the petition and recommended that the Special Permit be denied.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs are seven (7) window signs, each with an area of 1.36 feet, at 372 Washington Street, in a Business A District.

It is the opinion of this Authority that installation of seven (7) window signs, each with an area of 1.36 feet, at 372 Washington Street, in a Business A District will not be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will not be in reasonable relation to development scale, viewer distance and travel speed, and sign sizes on nearby structures; sign size, shape, and placement will not serve to define or enhance architectural elements of the building and will unreasonably interrupt, obscure or hide them; sign design will not 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 not 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 denied.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2014 APR 16 A 11:59

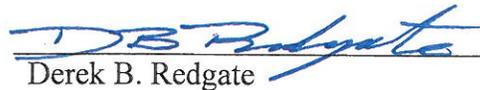
ZBA 2014-22
Petition of 372 Washington Street LLC
372 Washington Street

RECEIVED
TOWN CLERK'S OFFICE
HELLESEY MA 02482
2014 APR 16 A 11:59

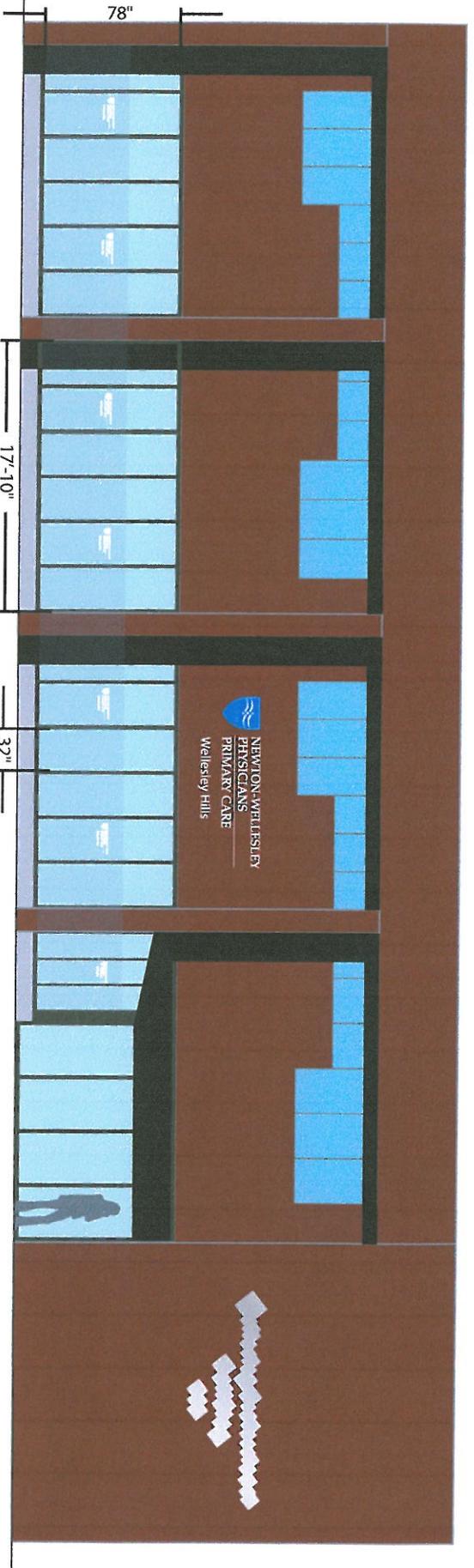
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.


Richard L. Seegel, Chairman


David G. Sheffield


Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm



A

Vinyl Logos for windows

Scale: NTS

Reversed White vinyl applied to windows

bostonsgn
www.bostonsgn.com
 40 Plympton Street Boston, MA 02118
 Tel. 617-338-2114 Fax 617-482-4825

Client Name: NWH
Location: 372 Washington St. Newton, MA

Start Date: 02/03/2014
Last Revision: xx/xx/2014
Job#: 00000
Drawing#: 001a.v1.s1/e1
Page: 1 of 1

Client Approval
 Landlord Approval

Project Manager: Bryn
Drawn By: Jody

2014 MAR 17 P 3:14
 RECEIVED
 W.N. CLERK'S OFFICE
 WELLESLEY MA 02482

