



ZONING BOARD OF APPEALS

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

RICHARD L. SEEGEL, 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

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482
 2016 OCT 20 P 1:18

ZBA 2016-83
 Petition of Wellesley Place, LLC
 978 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 6, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Wellesley Place, LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 63.5 square foot halo illuminated wall sign, set at a height of 30.7 feet, that will exceed the height allowed by right, four 6.4 square foot window signs, one 3.58 square foot window sign and one 1.03 square foot window sign, for a total of six window signs, that will exceed the number of window signs allowed by right, at 978 Worcester Street, in a Business A District. The total of seven signs will exceed the maximum number of signs allowed by right per business establishment.

On September 21, 2016, 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 Frank Stearns, Esq. and Brian O'Day, representing Newton-Wellesley Hospital.

Mr. Stearns said that the request is for special permits associated with a signage package for Newton-Wellesley Hospital, who will move into all of the second floor and a portion of the first floor at 978 Worcester Street for outpatient and medical offices uses. He said that they designed the signage package based on the scale of the building, the length and height of the façade, and frontage on heavily traveled Route 9. He said the request is for three special permits. He said that the height of the primary sign above the second level will be more than 20 feet from ground surface. He said that the request is for relief for the height of the sign. He said that the Petitioner had originally included a request for internal illumination for that sign but in follow up consultation with the Town, they have withdrawn that request and submitted a revised sign package that shows no internal illumination of that sign.

The Board asked about the height of the lettering. Mr. O'Day said that lettering will be the same size for Newton-Wellesley and Ambulatory Care.

The Board confirmed that the sign will be halo lit, which means that it puts the letters in silhouette.

Mr. Stearns said that the second request for relief is for the total number of window signs. He said that the building has two entrances, one on the front on Route 9 and one on the back. He said that there is parking on both sides. He said that they wanted to have wall signs to properly identify entrances for

patients and visitors on both sides, which makes it difficult to comply with the maximum allowed by right. He said that the proposal is to have a total of six window signs spread out between the front and rear facades, associated with the two entrances to the building, as shown on Plans GS.6 & 7 for the front and GS.10 & 11 for the other side.

The Board confirmed that Newton-Wellesley will be a tenant, not owner, of the building.

The Chairman said that one of the requests for relief is for the number of window signs. He said that the proposal is for the logo and Newton-Wellesley Ambulatory Care on each side of the doors. He said that they could have come in for three signs instead of six signs. Mr. Stearns said that after consultation with the designer, it was decided that it was important to have a window sign on each side of the doors on the front and the back, given the building layout. He said that some people will come from the left side of the parking lot and some will come from the right side. He said that it is a type of use where people do not come regularly. He said that patients come episodically and under some distress. The Chairman asked why the plan changed on GS.11 where there is only one. Mr. O'Day said that the other side has a handicapped sign because it has a push button on that side. He said that they need the handicapped symbol on the door.

Mr. Stearns said that the third request for relief is for the total number of permanent signs, which consists of the primary wall sign on the front, the window signs and on the existing pylon sign. He said that the total number of signs will be seven instead of two per business establishment. The Chairman asked if the number includes the two NWH Practices that are shown on GS.12 or will they come back later. Mr. Stearns said that those signs are meant to be included because the Newton-Wellesley Unit that will be on the second floor is different from the Newton-Wellesley Practice on the first floor. The Chairman said that the Petitioner is asking the Board to approve a sign that it has not seen. Mr. Stearns said that the insert for the first floor sign will be conforming in size and letter height. He said that the request is for the Board to vote to allow a total number of permanent signs with the understanding that when specific wording for the medical practice is submitted to the Building Inspector, it will have conforming letter height and size. A Board member asked if the sign will be similar to the sign above it or will it be different. Mr. O'Day said that it will most likely be similar to what is above it.

The Chairman said that the existing Dunkin Donuts sign is different from the one shown on the mock-up. Mr. Stearns said that the Dunkin Donuts sign was shown for reference only and is not part of this application. A Board member said that the Board can safely anticipate that there will be two information signs for Newton-Wellesley Hospital and one for Dunkin Donuts on the standing sign.

Mr. Stearns said that they discussed total area of permanent signage when they went before the Design Review Board (DRB). He said that the wall signage will conform to the maximum of 75 square feet. He said that the area of the wall sign and the pylon sign will exceed the area for total permanent signage. A Board member said that the Board can safely anticipate that there will be two information signs for Newton-Wellesley Hospital and one for Dunkin Donuts on the standing sign. The Board confirmed that the request is for the Board to approve the total square footage of signage.

Mr. Stearns said that the proposed signage package, excluding internal illumination, will meet the criteria of the bylaw for a special permit with respect to scale, size and shape, and placement on the building, etc.

The Board asked about the hours of operation for the first and second floors. Mr. O'Day said that they will be typical office hours such as 8 am to 6 pm. The Board said that one of the conditions of the special

permit will be that when the building is not in use, the signs must be turned off. The Board said that it generally picks a time to allow the building to empty out.

The Board asked when the business will open in the morning. Mr. O'Day said that the first patients might be seen at 7:30 am.

The Board made the following findings: the signs will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be will 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.

The Board said that the special permit is subject to the following conditions: (1) lighting shall be turned off by 8 pm, the signs shall be illuminated only during regular operation hours, Newton-Wellesley Practice signs shall be no greater than those shown on Plan GS.12 and shall comply with the bylaw. The Board said that the special permit does not apply to the Dunkin Donuts sign shown on Plan GS.12.

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 a 63.5 square foot halo illuminated wall sign, set at a height of 30.7 feet, that will exceed the height allowed by right, four 6.4 square foot window signs, one 3.58 square foot window sign and one 1.03 square foot window sign, for a total of six window signs, that will exceed the number of window signs allowed by right, at 978 Worcester Street, in a Business A District. The total of seven signs will exceed the maximum number of signs allowed by right per business establishment.

Sign Information, Narrative to Accompany Sign Special Permit Application, Exterior Branding Signage, including Cover Sheet, dated 8/4/16, Wellesley Sign Ordinance - GS.2, Bid Tabulation – GS.3, Total Sign Area/Calculations – GS.4, Proposed Building Signage/Photo Study – GS.5, Proposed Building Signage/Photo Study – GS.6, Signage Details/Scaled Elevation – GS.7, Illumination Style/Proposed – GS.8, Signage Details/Scaled Elevation – GS.9, Signage Details/Scaled Elevation – GS.10, Freestanding Sign/Proposed NWH Branding – GS.11, dated 6/15/16, 6/24/16, 7/19/16, 8/4/16, Exterior Branding Signage, including Cover Sheet, dated 9/26/16, Wellesley Sign Ordinance - GS.2, Bid Tabulation – GS.3, Total Sign Area/Calculations – GS.4, NWH Brand Standards – GS.5, Proposed Building Signage/Photo Study – GS.6, Proposed Building Signage/Photo Study – GS.7, Signage Details/Scaled Elevation – GS.8, PB! Halo-Lit Illumination/Cost Options – GS.9, Signage Details/Scaled Elevation – GS.10, Signage Details/Scaled Elevation – GS.11, Freestanding Sign/Proposed NWH Branding – GS.12, dated 6/15/16, 6/24/16, 7/19/16, 8/4/16, 8/29/16, prepared by Omloop, were submitted.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02158
OCT 20 P 1:20

On August 17, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the proposed signs, as presented.

On October 6, 2016, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signs consist of a 63.5 square foot halo illuminated wall sign, set at a height of 30.7 feet, that will exceed the height allowed by right, four 6.4 square foot window signs, one 3.58 square foot window sign and one 1.03 square foot window sign, for a total of six window signs, that will exceed the number of window signs allowed by right, at 978 Worcester Street, in a Business A District. The total of seven signs will exceed the maximum number of signs allowed by right per business establishment.

It is the opinion of this Authority that installation of a 63.5 square foot halo illuminated wall sign, set at a height of 30.7 feet, that will exceed the height allowed by right, four 6.4 square foot window signs, one 3.58 square foot window sign and one 1.03 square foot window sign 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 63.5 square foot halo illuminated wall sign, set at a height of 30.7 feet, that will exceed the height allowed by right, four 6.4 square foot window signs, one 3.58 square foot window sign and one 1.03 square foot window sign, subject to the following conditions:

1. Lighting shall be turned off one hour after the end of regular operations.
2. Newton-Wellesley Practice signs shall be no greater than those shown on Plan GS-12 and shall comply with the bylaw
3. This special permit does not apply to the Dunkin Donuts sign shown on Plan GS-12

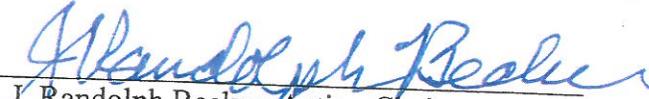
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA 02482
2016 OCT 20 P 4:20

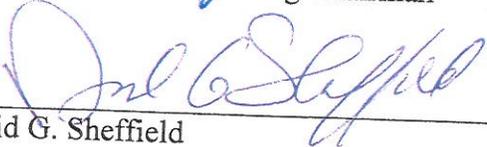
ZBA 2016-83
Petition of Wellesley Place LLC
978 Worcester Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2016 OCT 20 P 1:20

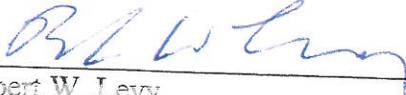
APPEALS FROM THIS DECISION,
IF ANY, SHALL BE MADE PURSUANT
TO GENERAL LAWS, CHAPTER 40A,
SECTION 17, AND SHALL BE FILED
WITHIN 20 DAYS AFTER THE DATE
OF FILING OF THIS DECISION IN THE
OFFICE OF THE TOWN CLERK.



J. Randolph Becker, Acting Chairman



David G. Sheffield



Robert W. Levy

cc: Planning Board
Inspector of Buildings

lrm



Existing Condition



21 Bantry Road
 Framingham, MA 01701
 508.733.6440
 omloopdesign.com

DATE

15 JUNE 2016
 24 JUNE 2016
 19 JULY 2016 UPDATED
 04 AUGUST REVISED
 29 AUGUST INTERIOR SIGNS

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

Signage Graphic Standards

SHEET NUMBER

PROPOSED BUILDING SIGNAGE / PHOTO STUDY GS. 6



Existing Condition



21 Bantry Road
 Framingham, MA 01701
 508.733.6440
 omloopdesign.com

DATE

15 JUNE 2016
 24 JUNE 2016
 19 JULY 2016 UPDATED
 04 AUGUST REVISED
 29 AUGUST INTERIOR SIGNS

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

Signage Graphic Standards

SHEET NUMBER

PROPOSED BUILDING SIGNAGE / PHOTO STUDY GS.7