



ZONING BOARD OF APPEALS
TOWN HALL WELLESLEY, MA 02181

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ZBA 94-32

Petition of Newton & Wellesley Alzheimer Center
694 Worcester Street

Pursuant to due notice, the Permit Granting Authority held a Public Hearing on Thursday, May 26, 1994 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 the NEWTON & WELLESLEY ALZHEIMER CENTER requesting a variance from the terms of Section XXIIIA and pursuant to the provisions of Section XXIV-D of the Zoning Bylaw for a two-sided, externally illuminated, standing sign with an area of 34.64 square feet (17.32 square feet per panel), at a height of 10.66 feet and a minimum front setback of 9 feet at their premises at 694 WORCESTER STREET, in a Single Residence District. A variance is requested to exceed the allowed area of 1 square foot, the allowed height of 4 feet and the minimum allowed setback of 10 feet.

On May 9, 1994, 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 Stephen Tyrer, Executive Director of the Newton & Wellesley Alzheimer Center. Mr. Tyrer said that a year ago the name of the Center had been changed from the "Newton Wellesley Nursing Home", and they were requesting a new sign to properly identify the premises.

The Board noted that the Planning Board had recommended that the height of the sign not exceed 4 feet and questioned the rationale for requesting the 10.66 foot height. Mr. Tyrer said that the existing sign is not visible to westbound traffic due to a rise in the roadway. Ambulance drivers and visitors have missed the Center and have continued on to Wellesley Manor, which is about a mile further west.

A lengthy discussion regarding the height of the sign ensued. The Board decided that the height of the sign could be no more than 8 feet above the line of the curb, and that Mr. Tyrer should call the office of the Board of Appeals to inform the Executive Secretary what the exact height of the sign would be as measured from that point.

No other person present had any comment on the petition.

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Statement of Facts

The subject property is located at 694 Worcester Street, in a Single Residence District. The property is owned by The Hillhaven Corporation and managed by the Newton & Wellesley Alzheimer Center.

The facility, previously known as the Newton Wellesley Nursing Home, has changed its name and focus of care, and would like to erect a new sign which would reflect this change. Variances are requested for the area, height and setback of the proposed sign. The sign will be a two-sided externally illuminated standing sign with an area of 34.64 square feet, which would exceed the allowed area of 1 square foot; at a height of 10.66 feet, which would exceed the allowed height of 4 feet; and will be located 9 feet from the front property line, which will be less than the allowed minimum of 10 feet.

In response to the Board's request at the Public Hearing, Mr. Tyrer came to the office of the Board of Appeals on May 27, 1994, with the information that he had taken the measurement of 8 feet above the curb, and that with that measurement, the height of the sign would be 10 feet.

In June, 1974, the Board of Appeals granted the Newton-Wellesley Nursing Home permission to erect a two-sided standing sign with an area of 13 square feet, a height of 1 foot 7 inches mounted on poles 2 feet 5 inches high, and set back 15 feet from the property line. The existing sign is 9 feet from the property line at a height of about 10 feet.

Drawings of the sign dated 4/18/94, drawn by Classic Signs, Inc.; a site plan, and photographs were submitted.

On April 14, 1994, the Design Review Board held a Preliminary Review of the sign and made recommendations as to the support columns and design of the sign. On April 27, 1994, a Final Review was held at which the Design Review Board approved the revised design which incorporated all of its recommendations.

On May 24, 1994, the Planning Board reviewed the sign petition and voted to recommend that the sign not exceed the allowed maximum height of 4 feet.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. It is the opinion of this Authority that the proposed sign can be allowed with the conditions that the height of the sign shall not exceed 10 feet, and that the

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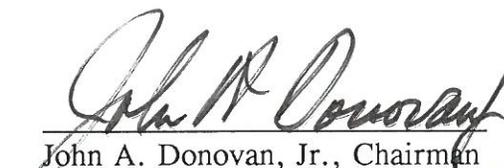
sign shall not be erected without a permit signed by the Inspector of Buildings.

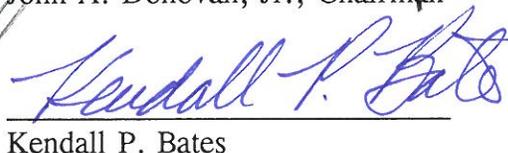
Therefore, a variance is granted for a two-sided externally illuminated standing sign with an area of 34.64 square feet, at a height of 10 feet, which will have a minimum front setback of 9 feet.

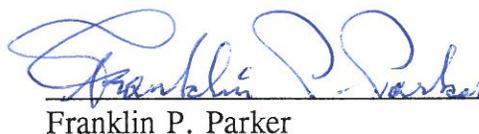
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon his receipt and approval of an application.

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

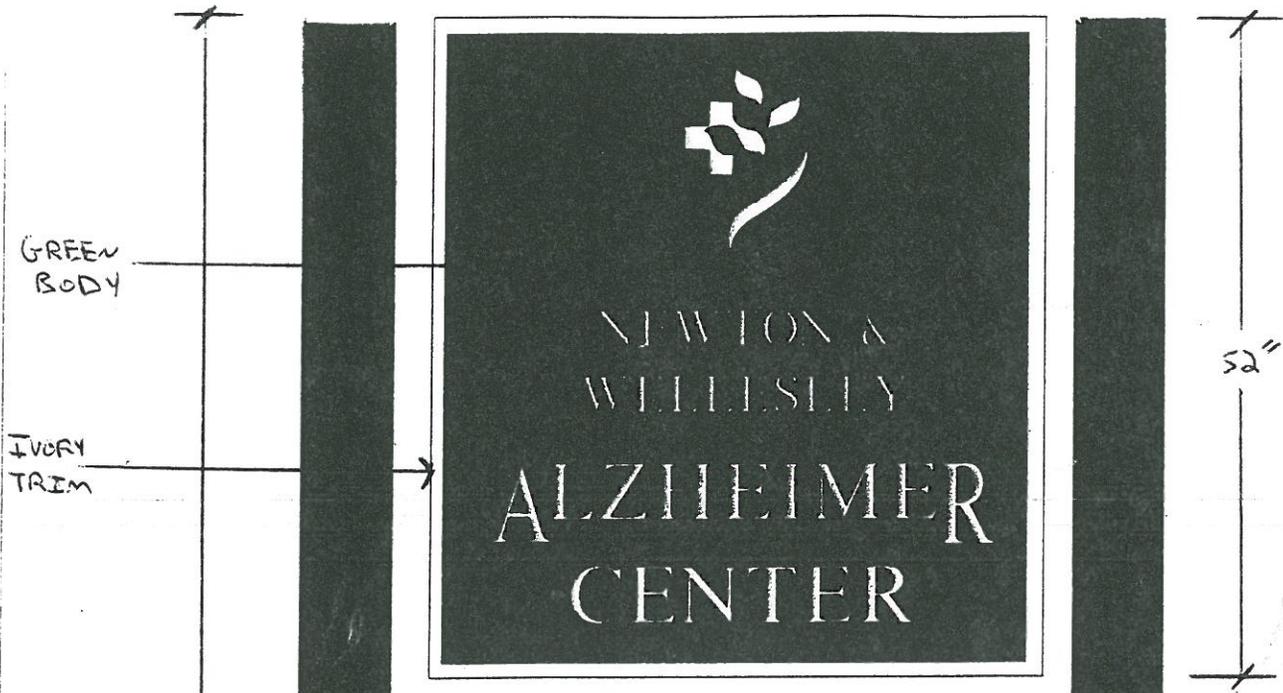

John A. Donovan, Jr., Chairman


Kendall P. Bates


Franklin P. Parker

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NEWTON &
WELLESLEY
ALZHEIMER
CENTER

128" (10.66')

48"

52"

Sign is constructed from MDO Plywood. It has pine trim with scotta molding. Posts are made of 4"x4" steel tubing. Lettering is 23K gold leaf with black outline.

PAINT - By Martin Senour
Green - Powell Waller House Green
IVORY - Palace Parlour Cream

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CLASSIC SIGNS INC.
13 COLUMBIA DRIVE AMHERST, NH
603-883-0384

NAME: <i>Steve Tye</i>	DATE: <i>4-18-94</i>
COMPANY: <i>Newton & Wellesley Alzheimer Center</i>	
DESIGNED BY: <i>Paul Tripp</i>	JOB:
APPROVED BY:	DATE