

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2022-79

Petition of Newton-Wellesley Hospital  
25-1 Washington Street (MGB)

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RECEIVED  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02482  
DEC 15 PM 12:29

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, December 1, 2022, at 7:30 p.m. in the Juliani Room, 525 Washington Street, Wellesley, on the petition of Newton-Wellesley Hospital requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for replacement of existing signs that will exceed the number of signs allowed by right and for installation of a wall sign with a logo and letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street, at 25-1 Washington Street, in the Lower Falls Village Commercial District.

On November 1, 2022, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Present at the public hearing was Jason Bridges, Design Communications Ltd., on behalf of Mass General Brigham (MGB). He said that request is for approval of signage at 25 Washington Street. He said that the signage received Design Review Board approval, subject to a request to justify the signage to the left to line up with the windows. He submitted a revised rendering and plan that show left justification of the wall sign to the windows.

Mr. Bridges said that the proposed signage exceeds the allowed amount. He said that there is existing lettering on the door.

A Board member said that the different graphic as part of the sign is a subtle improvement because it has a lighter feel to it. Mr. Bridges said that it represents the four pillars of the foundation.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The subject property is located at 25-1 Washington Street, in the Lower Falls Village Commercial District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for replacement of existing signs that will exceed the number of signs allowed by right and for installation of a wall sign with a logo and letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street.

Letter to Zoning Board of Appeals, dated 10/26/22, from Jay M. Phillips, Senior Director, Mass General Brigham, Real Estate & Facilities, Sign Information, Town of Wellesley Building Department Sign Application, dated 10/12/22, Plans Version 3, dated 2/17/22, Site Map, E-01, E-02, E-03, prepared by BrandActive, and Sign Type Custom DL.C.32" Color Dimensional Letters, dated 5/6/22, 5/25/22, & 10/2/22, prepared by DCL, and rendering were submitted.

On October 19, 2022, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the wall sign, subject to recommendations

On November 16, 2022, the Planning Board reviewed the petition and recommended that a special permit be approved.

#### 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 replacement of existing signs that will exceed the number of signs allowed by right and for installation of a wall sign with a logo and letter height that will exceed the maximum height allowed by right in a commercial district fronting streets other than Worcester Street will be in harmony with the general purpose and intent of Section 5.18 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.

Therefore, a Special Permit is granted for replacement of five (5) signs, and for installation of a wall sign with a 2 foot 7 ½ inch logo and letter height up to 1 foot 2 1/16 inches, in accordance with the submitted plans.

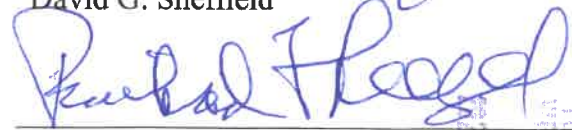
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

ZBA 2022-79  
Petition of Newton-Wellesley Hospital  
25-1 Washington Street (MGB)

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.

  
Robert W. Levy, Acting Chairman

  
David G. Sheffield

  
Richard L. Seegel

ZBA 2022-79  
Applicant Newton-Wellesley Hospital  
Address 25-1 Washington Street (MGB)

RECEIVED  
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WELLESLEY MA 02157  
DEC 15 PM 12:29

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

Attest:

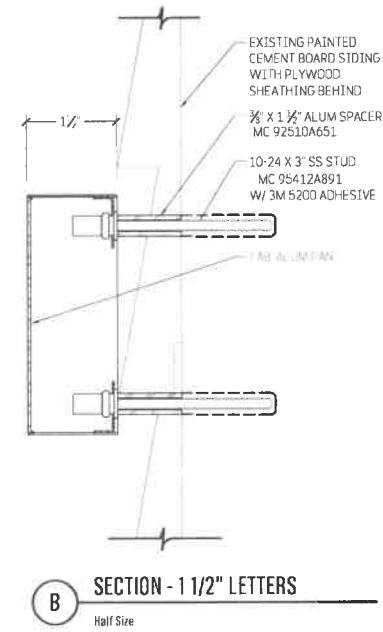
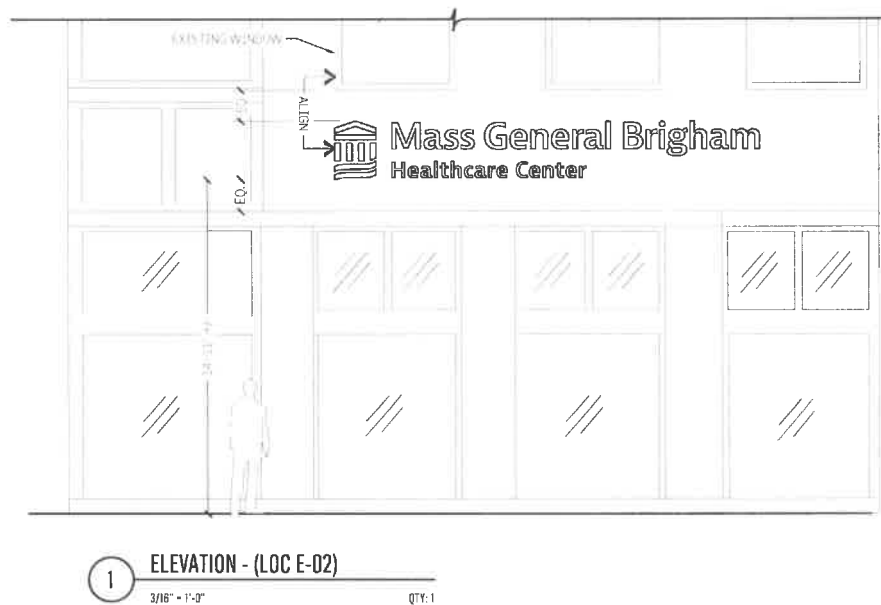
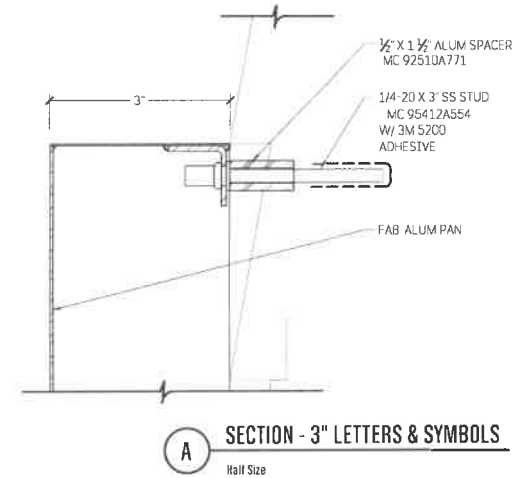
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Cathryn Jane Kato  
Town Clerk

cc: Planning Board  
Inspector of Buildings  
lrn



FOR ALL FINISH DETAILS SEE SEPARATE GRAPHICS SUBMITTAL

AREA OF SIGN FACE 49.43 SQ. FT



DESIGN COMMUNICATIONS LTD.

BOSTON, MA 617.542.9620  
ORLANDO, FL 407.856.8861  
NEW YORK, NY 212.255.3228

**MGB Rebrand 12-002  
Outpatient Surgery Center**  
25-27 Washington St.  
Wellesley, MA

**TITLE** Sign Type Custom: "DLC.32"  
Color Dimensional Letters

**ISSUE** For Approval  
06 May 22  
For Approval  
25 May 22  
For Approval  
24 Oct 22

**DRAWN BY** RJT Exterior

**CHECKED** DM

**Shop Drawing**  
16359

**2**



Site:  
12-002

# Signage Recommendation

E-01

## Context

Location: Main entrance

Responsibility: Sign Vendor

Permitting: NA

## Recommendation Notes

ACTION: Video surveillance may be in use?

## Existing

Type: Door Vinyl  
Quantity: 2  
Illumination: None  
Attachment: Applied vinyl  
Overall Height: 93 3/8"  
Overall Width: 35 11/16"  
Height: 81"  
Width: 26 3/4"  
Sign Depth:  
Mounting Height: 53 1/16"  
Existing Notes: T,L,R pane 4 1/2" bottom pane 7 7/8" vinyl 16 7/8" subsurface mounting, side light left 16 x 92 5/8", side light right 16 3/4" x 92 5/8"

## Recommended Action

Action: Replace

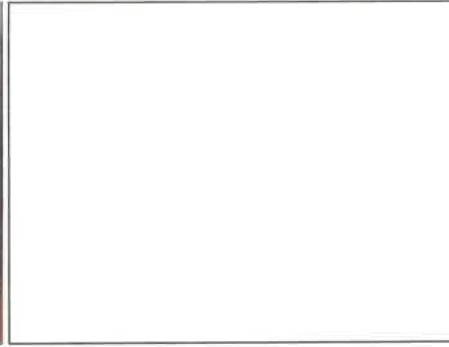
Approach: Remove existing vinyl from both sides of doors.  
Replace with new vinyl on first surface only.



Existing - Image 1



Existing - Image 2



Existing - Image 3



Concept Rendering

Robert J. Banco, MD

DVB.W.3 : LOGO - 2 1/2" x 18"  
DVT.W.1 : MESSAGING 1" x 17"

Mass General Brigham  
Healthcare Center

Newton-Wellesley Hospital  
Outpatient Surgery

DVR.W.17 : REG: 18 3/4" X 14 1/2"  
1" Message Height

- No Weapons
- No Smoking
- No Trespassing
- No Photography or Recording
- No Soliciting
- No Animals
- Video surveillance in use

Sign Artwork

Make Good: Ensure all adhesive residue is removed

## New

Type: Vinyl Graphic/Decal  
Quantity: 3  
Illumination: None  
Attachment: Adhesive  
Sign Code: DVB.W.3, DVT.W.1, DVR.W.17  
Asset Height: 2 1/2" (logo), 1" (message), 1" (reg)  
Asset Width: 17 3/8" (logo)  
Mounting Height: Install per sign standards

Site:  
12-002

# Signage Recommendation

E-03

## Context

Location: Rear entrance (parking lot)

Responsibility: Sign Vendor

Permitting: NA

## Recommendation Notes

## Existing

Type: Door Vinyl  
Quantity: 1  
Illumination: None  
Attachment: Applied vinyl  
Overall Height: 93 3/8"  
Overall Width: 35 11/16"  
Height: 81"  
Width: 26 3/4"  
Sign Depth:  
Mounting Height: 53 1/16"  
Existing Notes: T,L,R pane 4 1/2", bottom pane 7 7/8", vinyl  
16 7/8" (h), subsurface

## Recommended Action

Action: Replace  
Approach: Remove existing vinyl from both sides of doors.  
Replace with new vinyl on first surface only.



Existing - Image 1



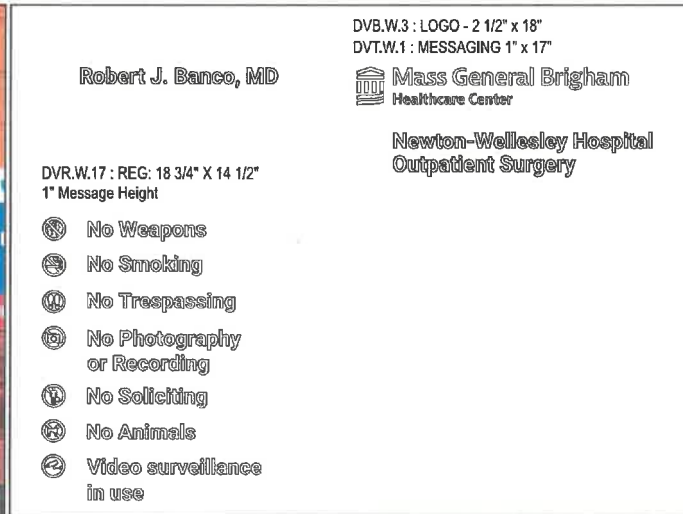
Existing - Image 2



Existing - Image 3



Concept Rendering



Sign Artwork

Make Good: Ensure all adhesive residue is removed

## New

Type: Vinyl Graphic/Decal  
Quantity: 2  
Illumination: None  
Attachment: Adhesive  
Sign Code: DVB.W.3, DVT.W.1  
Asset Height: 2 1/2" (logo), 1" (message)  
Asset Width: 17 3/8" (logo)  
Mounting Height: Install per sign standards