

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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RECEIVED 15 NOV 2022
WELLESLEY MASS. 02482
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WELLESLEY MASS. 02482

ZBA 2022-80

Petition of Wellesley Place LLC
978 Worcester Street (MGB)

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 Wellesley Place LLC 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 height that will exceed the maximum height allowed by right and set at height that exceeds that height allowed by right in a commercial district fronting Worcester Street, at 978 Worcester Street, in a Business A 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., representing Mass General Brigham (MGB), who said that they are in the midst of rebranding across Massachusetts. He said that 978 Worcester Street is one of their two locations are in Wellesley.

Mr. Bridges said that the sign proposal received conditional approval from the Design Review Board (DRB). He said that the request is to exceed the number of signs allowed by right. He said that they would like to add an Orthopedic Walk In sign on the lower front elevation to identify the location of a facility where patients are seen, not by appointment exclusively. He said that the DRB had concerns about appropriate wording for the sign. He said that after speaking with the doctors for Newton-Wellesley, they felt that it was appropriate for the orthopedic walk-in facility. He said that the facility will be available to treat minor sports injuries.

A Board member said that he agreed with the Planning Board's concern about the amount of signage. He said that there will be a replacement main sign at the top of the entrance, a new sign for the walk-in facility, and replacement vinyl signage on the doors. He asked if the walk-in sign could go on the standing sign instead. Mr. Bridges said that the hope was to differentiate the walk-in area from the rest of the clinic and call attention to a service that is available. A Board member confirmed that there is a separate entry to the walk-in.

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 978 Worcester Street, in a Business A 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 height that will exceed the maximum height allowed by right and set at height that exceeds that height allowed by right in a commercial district fronting Worcester Street.

Letter of Authorization, dated 6/22/22, signed by Michael Carr, Wellesley Place LLC Building Owner, Sign Information, Town of Wellesley Building Department Sign Application, dated 10/12/22, Plans Version 4, dated 2/23/22, Site Map, E-01A, E-01B, E-02A, E-02B, E-03, E-04A, E-04B, prepared by BrandActive, Sign Type Custom DL.C.30" Color Dimensional Letters and Sign Type DM.C.8 Color Dimensional Messaging, dated 4/5/22, revised 6/7/22, prepared by DCL, 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 height that will exceed the maximum height allowed by right and set at height that exceeds that height allowed by right in a commercial district fronting 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 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 three (3) window signs, two (2) wall signs, one (1) standing sign, and for installation of a wall sign set at a height of 30.7 feet, with a 2 foot 6 inch logo, 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.

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Petition of Wellesley Place LLC
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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.



David G. Sheffield, Acting Chairman



Walter B. Adams



Richard L. Seegel

027 DEO 15 PM 12:30
WELLESLEY TOWN CLERK'S OFFICE
WELLESLEY, MASSACHUSETTS 02451

ZBA 2022-80
Applicant Wellesley Place LLC
Address 978 Worcester Street (MGB)

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:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

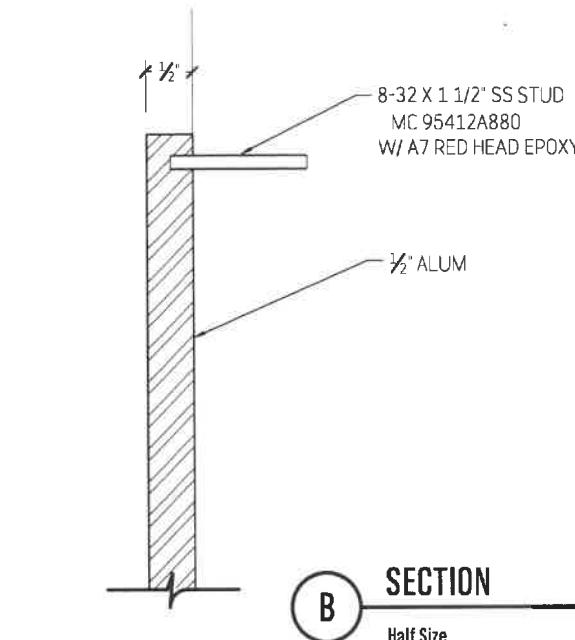
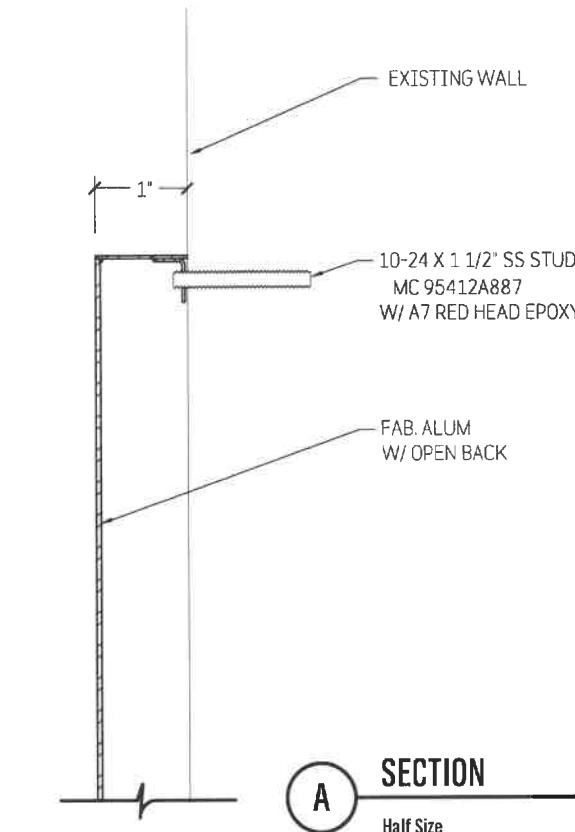
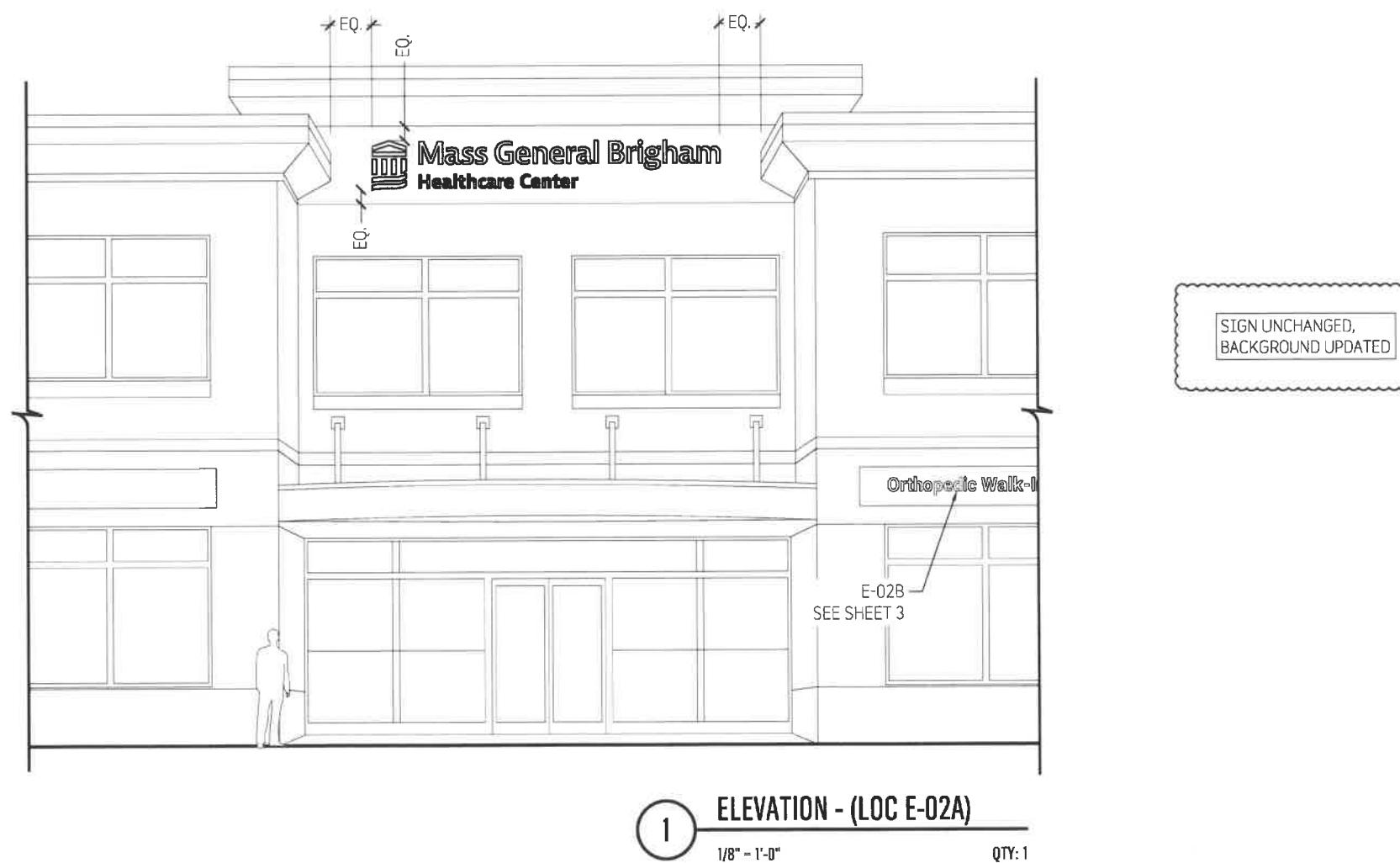
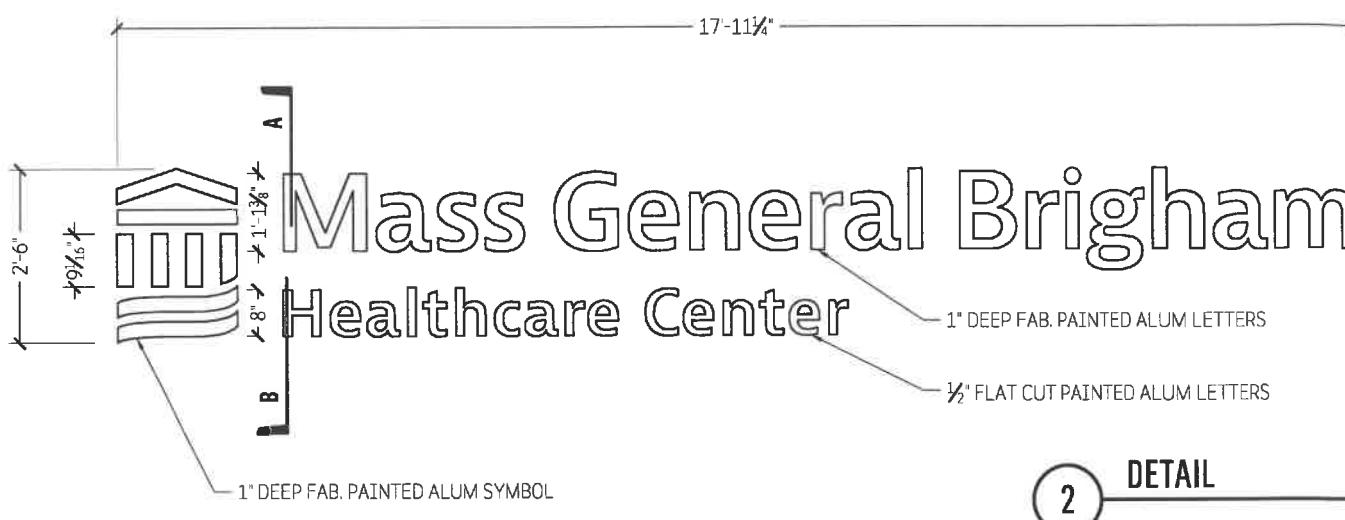
FOR FINISH DETAILS SEE SEPARATE
GRAPHICS SUBMITTAL

AREA OF SIGN FACE: 44.84 SQ. FT



DESIGN COMMUNICATIONS LTD.

BOSTON, MA 617.542.9620
ORLANDO, FL 407.856.9661
NEW YORK, NY 212.255.3226



MGB Rebrand 12-007
Ambulatory Care Center
978 Worcester St
Wellesley, MA

TITLE Sign Type Custom: "DLC.30"
Color Dimensional Letters

ISSUE For Approval
05 April 22
Revised
07 June 22

DRAWN BY RJT **Exterior**

CHECKED RPM

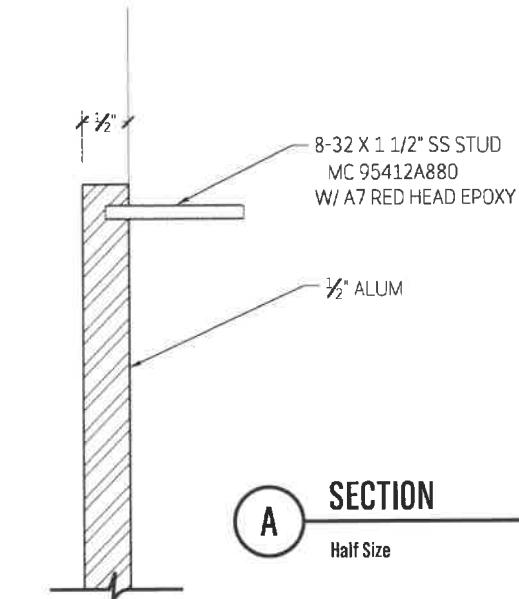
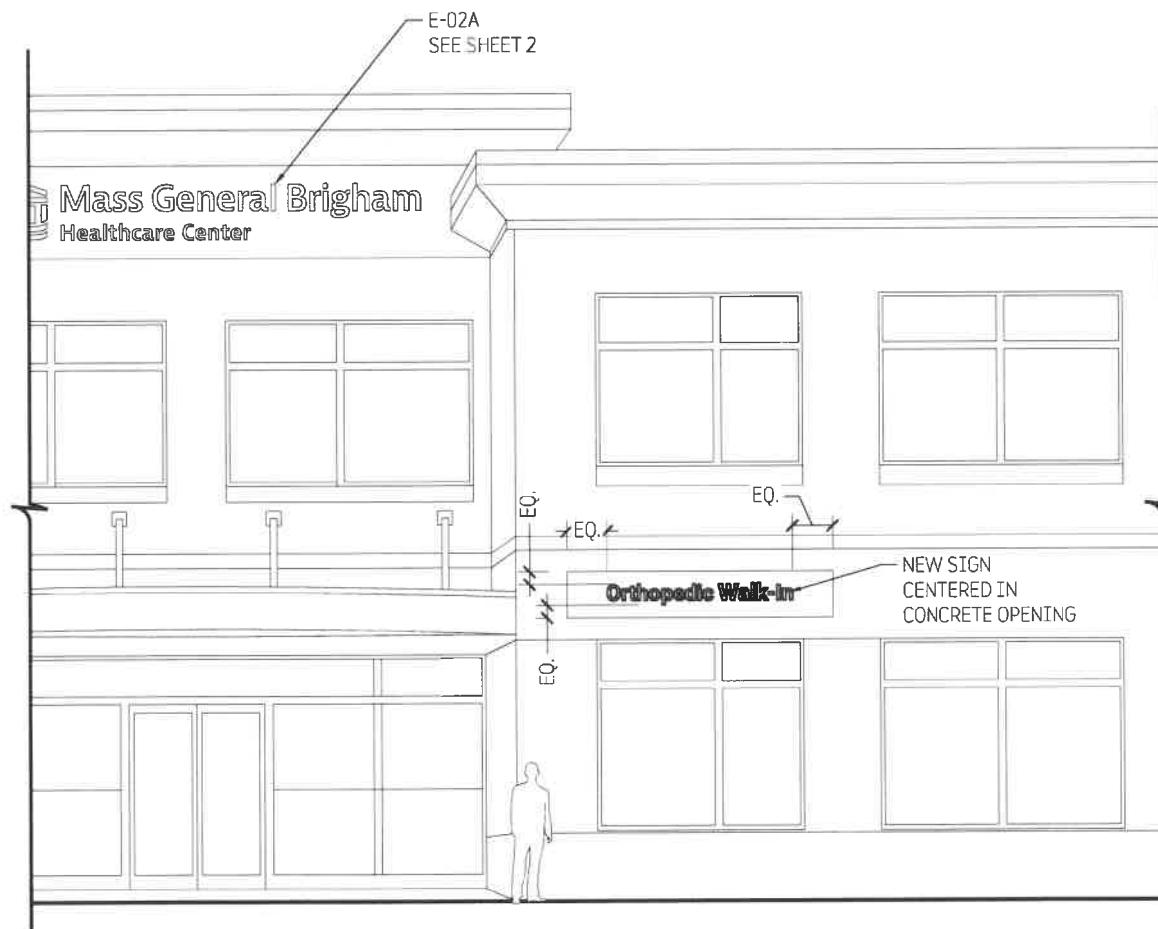
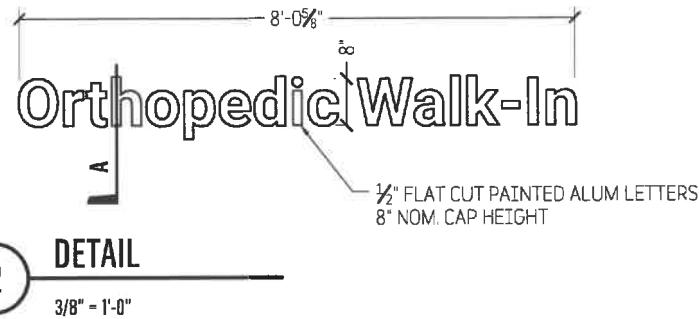
Shop Drawing 16359 **2**

FOR FINISH DETAILS SEE SEPARATE
GRAPHICS SUBMITTAL
AREA OF SIGN FACE: 5.37 SQ. FT



DESIGN COMMUNICATIONS LTD.

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NEW YORK, NY 212.255.3226



SIGN UNCHANGED,
BACKGROUND UPDATED

MGB Rebrand 12-007
Ambulatory Care Center
978 Worcester St
Wellesley, MA

TITLE Sign Type DMC.8
Color Dimensional Messaging

ISSUE For Approval
05 April 22
Revised
07 June 22

DRAWN BY DM Exterior

CHECKED RPM

Shop Drawing 16359 | **3**

Signage Recommendation

Context

Location: Main entrance sidelight

Responsibility: Sign Vendor

Permitting: None

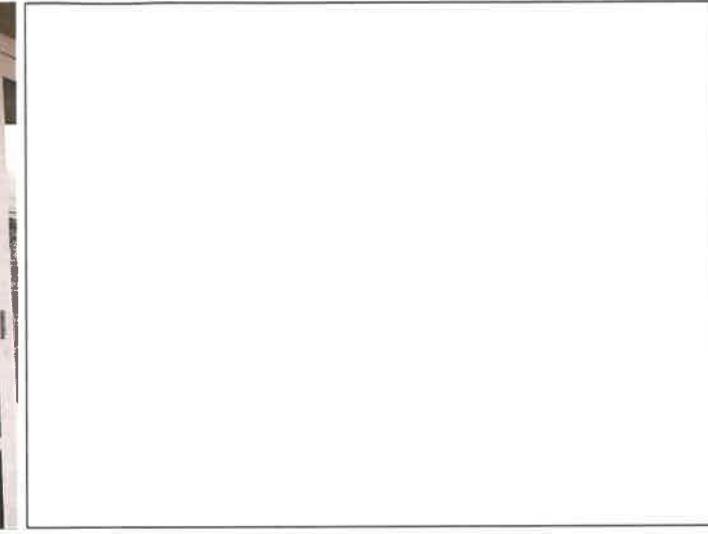
Recommendation Notes



Existing - Image 1



Existing - Image 2



Existing - Image 3

Existing

Type: Door Vinyl

Quantity: 1

Illumination: None

Attachment: Applied vinyl

Overall Height:

Overall Width:

Height: 30" +/-

Width: 36" +/-

Sign Depth:

Mounting Height: 55" to baseline

Existing Notes: Far right has 49 1/4" width. Upper panels 19" tall. Lower panels 26 1/2" tall. Door glass 27 5/8" wide by 83 3/4" tall. Door top light 17 1/2" tall by 71 1/2" wide. Window 2" mullions. Door frame 4" left, right, and top; bottom 7". Door overall 35 7/8" wide by 95 1/4" tall.

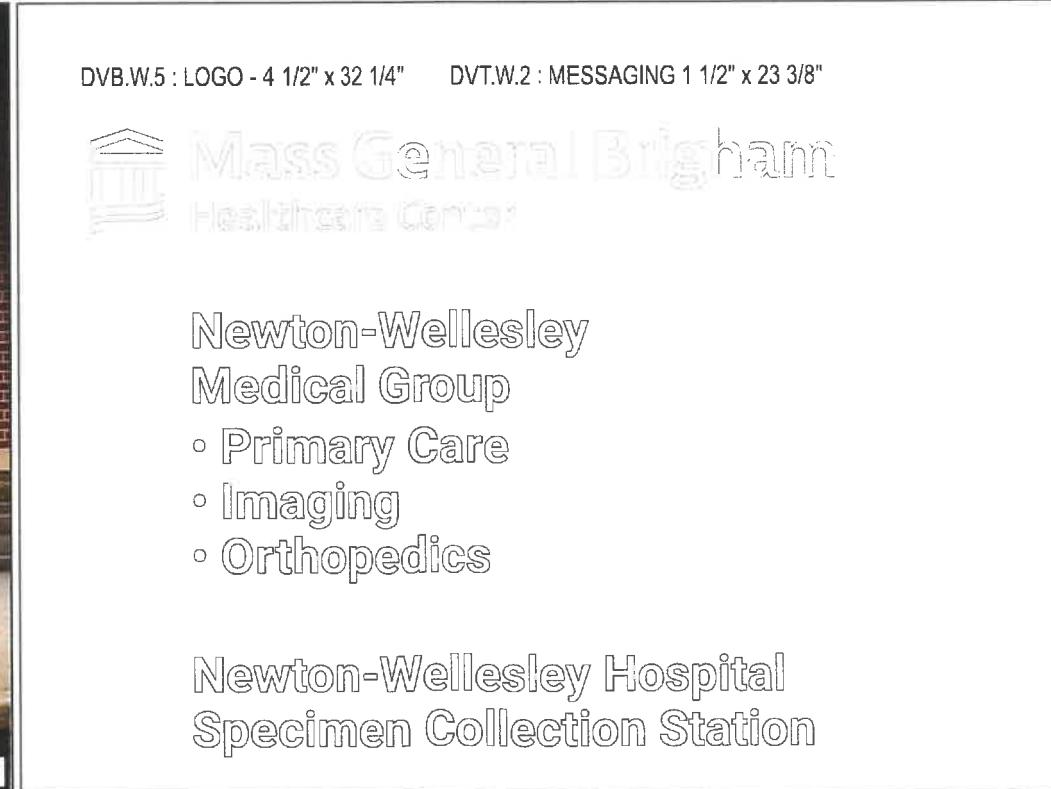
Recommended Action

Action: Replace

Approach: Remove existing vinyl. Replace with new.



Concept Rendering



Sign Artwork

New

Type: Vinyl Graphic/Decal

Quantity: 2

Illumination: None

Attachment: Adhesive

Sign Code: DVB.W.5, DVT.W.2

Asset Height: 4 1/2" (logo), 1 1/2" (message)

Asset Width: 32 1/4" (overall)

Mounting Height: Install per sign standards

Signage Recommendation

Context

Location: Rear entrance door

Responsibility: Sign Vendor

Permitting: None

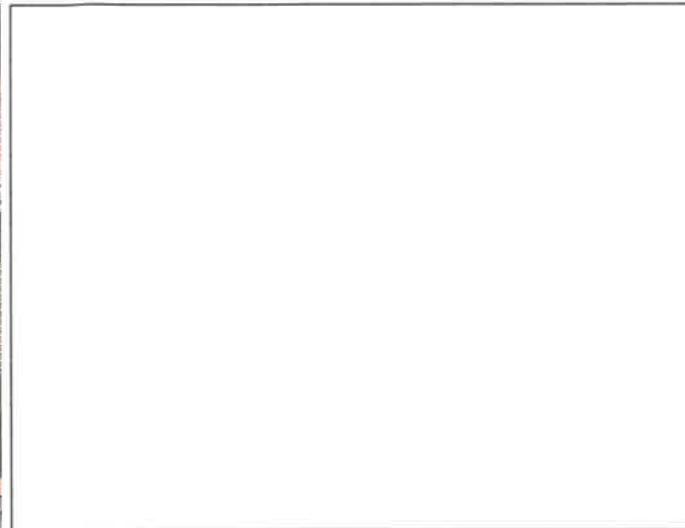


Existing - Image 1

Recommendation Notes



Existing - Image 2



Existing - Image 3

Existing

Type: Door Vinyl

Quantity: 1

Illumination: None

Attachment: Applied vinyl

Overall Height: 95 1/4"

Overall Width: 35 1/2"

Height: 83 1/2"

Width: 27 1/4"

Sign Depth:

Mounting Height: 52"

Existing Notes: 4" door frame left, right, top, 7" on bottom. Top light 71 1/2" wide by 17 3/4" tall with a 104" mounting height.

Recommended Action

Action: Replace

Approach: Remove existing vinyl logo. Replace with new logo.



Concept Rendering



Sign Artwork

New

Type: Vinyl Graphic/Decal

Quantity: 1

Illumination: None

Attachment: Adhesive

Sign Code: DVB.W.8

Asset Height: 9 1/8" (logo)

Asset Width: 65 7/8" (overall)

Mounting Height: Install per sign standards

Signage Recommendation

Context

Location: North entrance

Responsibility: Sign Vendor

Permitting: NA



Existing - Image 1

Recommendation Notes



Existing - Image 2



Existing - Image 3

Existing

Type: Directory

Quantity: 2 faces

Illumination: External

Attachment: Mechanical

Overall Height: 144"

Overall Width: 84"

Height: 24"

Width: 80"

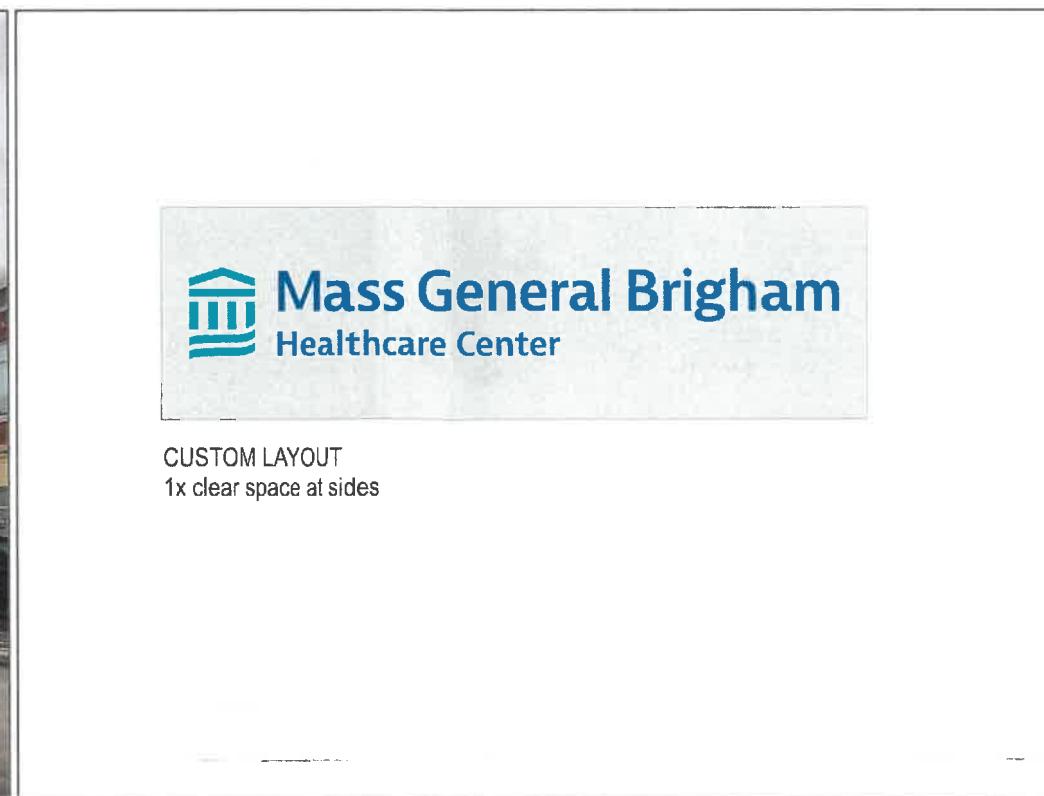
Sign Depth: 1"

Mounting Height: 115"

Existing Notes: Double sided. When trees are in bloom they obscure side facing CVS. External goose neck lamp illumination



Concept Rendering



Sign Artwork

Recommended Action

Action: Replace

Approach: New tenant panel to match existing sign in material & color with new logo.

Make Good:

New

Type: Tenant Panel

Quantity: 2

Illumination: External

Attachment: From behind

Sign Code: NA

Asset Height: 24"

Asset Width: 80"

Mounting Height: In place of existing