

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2024-78

Petition of Donald Realty Trust, et al
962 Worcester Street (Matthews)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, December 5, 2024, at 7:30 pm, on the petition of Donald Realty Trust, et al requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for installation of an internally illuminated wall sign that will exceed the number of signs allowed at 962 Worcester Street, in a Business A District.

On November 4, 2024, 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 Heather Dudko, National Sign Corporation, who said that her company will install the sign at Matthews Nissan. She said that the request is to replace one wall sign on the façade of the building. She said that the dealer name, Bernardi, has been removed and they are proposing to replace it with Matthews. She said that it is an internally illuminated wall sign, 9.2 square feet. She said that all other signage on the site will remain as is. She said that relief is needed for the number of signs and internal illumination.

The Chairman said that all of the relief for the sign package at the dealership was granted some time ago. He said that the only change is from the Bernardi name to Matthews.

A Board member confirmed that the size of the Matthews lettering is the same size or smaller than Bernardi. He confirmed that the Bernardi sign was internally illuminated.

No member of the public wished to speak to the petition.

Statement of Facts

The subject property is located at 962 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 installation of an internally illuminated wall sign that will exceed the number of signs allowed.

Sign Information, a Letter of Authorization, dated 8/7/24, signed by Rob Matthews, Schedule of Signs, dated 10/24/24 and a photograph were submitted.

On October 17, 2024, the Design Review Board voted unanimously to accept the application as presented.

On December 3, 2024, 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 installation of an internally illuminated wall sign that will exceed the number of signs allowed in a Business A District will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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 an internally illuminated wall sign that will exceed the number of signs allowed in a Business A District,

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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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 (rm)
J. Randolph Becker, Chairman

Walter B. Adams (rm)
Walter B. Adams

Peter Covo (rm)
Peter Covo

REC'D DEC 19 PM 12:29
2024
Wellesley Town Clerk

ZBA 2024-78
Applicant Donald Realty Trust, et al
Address 962 Worcester Street (Matthews)

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

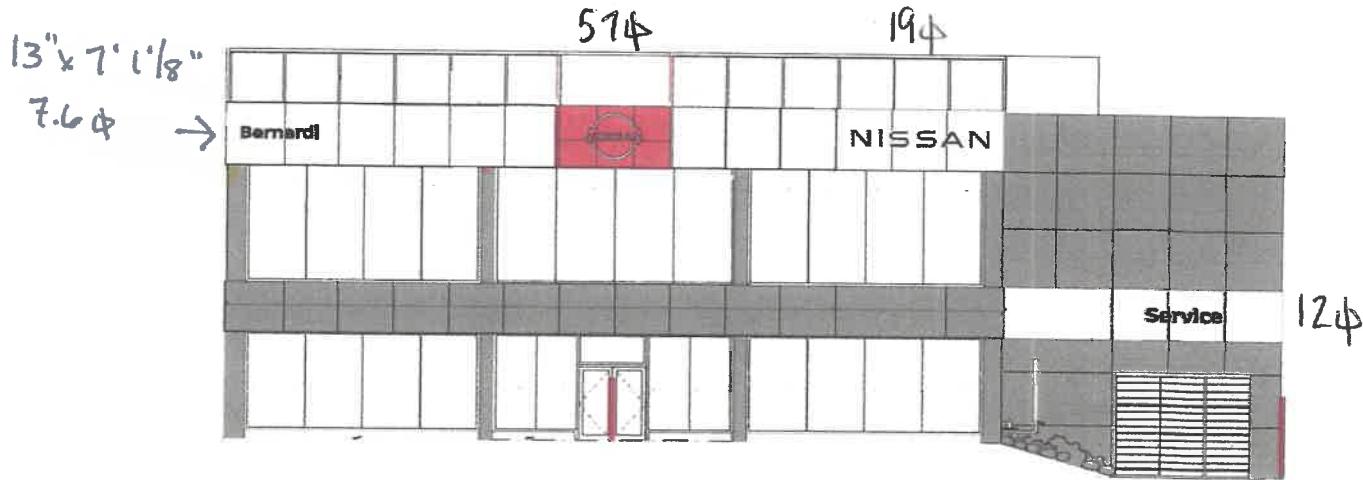
NISSAN NORTH AMERICA
Dealer Presentation Package

962 Worcester St.

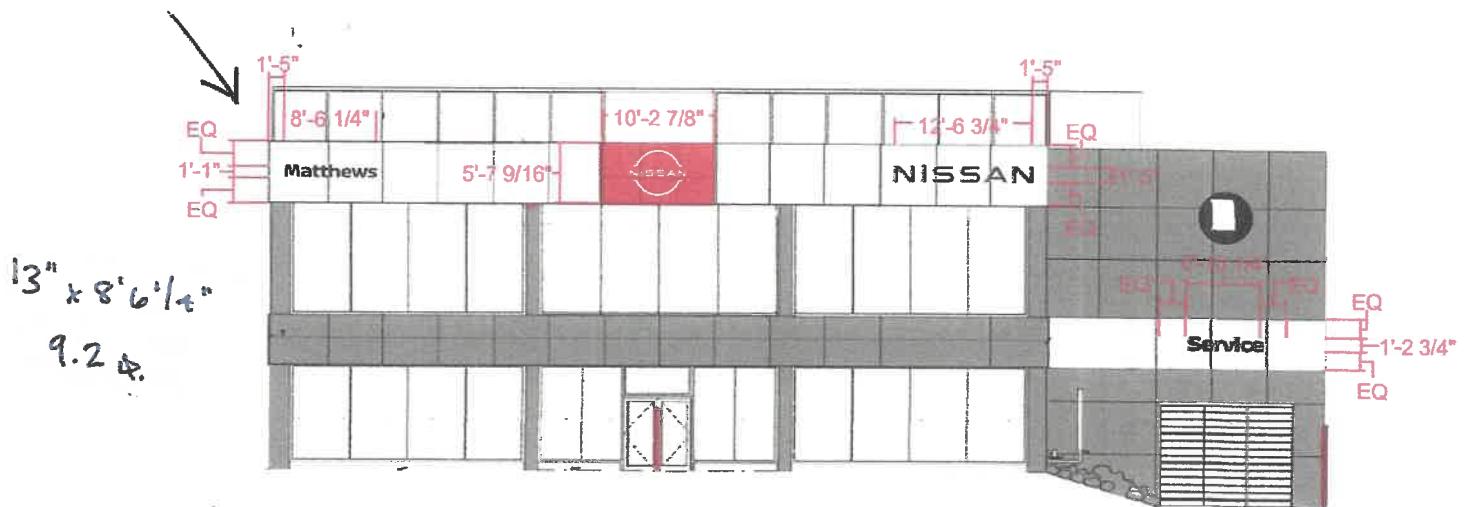


2. SCHEDULE OF SIGNS
Site Before

ALL OTHER SIGNAGE TO REMAIN AS IS.
 DEALER NAME TO CHANGE ONLY.



Proposed Signage



Building Approx.

26' x 180' c 4680

10/24/2024

EXISTING CONDITIONS

"BERNARDI" LETTERS TO BE REPLACED
WITH "MATTHEWS"



ZBA 2024-78
962 Worcester Street
(Matthews Nissan)

R E C E I P T
Printed: January 13, 2025 @ 16:02:14
Norfolk County Land Court
William P O'Donnell

Trans#: 2501- Open: MLEPAGE

Doc#: 1547210
Ctl#: 510 Rec: 1-13-2025 @ 4:00:59p
WELL

DOC	DESCRIPTION	TRANS AMT

1	BOILES, EARL TYSON	
DECISION		
50.00	Surcharge	50.00
30.00	LC Rec fee	30.00
5.00	Tech. Surcharge	5.00
20.00	State Increase	20.00

Total fees:		105.00
*** Total charges:		105.00
CHECK PM 7830		105.00