

TOWN OF WELLESLEY



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ZONING BOARD OF APPEALS

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

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ZBA 2001-77
Petition of Sun Life Financial
100 Worcester Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 25, 2001 at 7:30 p.m. in the Great Hall at the Town Hall, 525 Washington Street, Wellesley, on the petition of SUN LIFE FINANCIAL requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to allow a second externally illuminated standing sign with an area of 13.4 feet at a height of 4 feet and a front setback of 20 feet on the western wall of its premises at 100 WORCESTER STREET, in a Limited Business District, which will exceed the number of standing signs (1) allowed by right and the total area of 15 square feet allowed for standing signage.

On October 9, 2001, 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 John Mulvahill, Property Investment Officer, representing Sun Life Financial. Mr. Mulvahill said they were applying for a Special Permit for a second standing sign. They have a new entrance with two new granite walls on either side of the drive. As visitors come from both the east and west, they need signs on both sections of the wall to identify the premises.

Mr. Mulvahill explained that the Design Review Board had approved the sign on the eastern wall, and the design of the sign to be installed on the western wall, which requires the Special Permit. The sign is conforming in regard to area, height and setback.

The Board noted that the Planning Board had no objection to the second sign, and supported the comments of the Design Review Board. However, the Board was of the opinion that there was insufficient identification on the submitted documents. Route 9 is not identified on the site plan, nor is there a north arrow.

The Board asked what colors would be used on the sign. Mr. Mulvahill said the letters would be blue and the emblem would be gold to be installed on the granite wall.

The Board asked why the application stated that the square foot/panel was 15 feet, but the total area of the sign was 13.4 square feet. Mr. Mulvahill responded that the 15 square feet was the allowed area.

The Board asked if the 18 inches noted on the application indicated the distance above the ground from the bottom of the letters, and asked what the height was to the top of the sign. Mr. Mulvahill said the bottom of the sign is 18 inches above the ground; the top of the sign is 4 feet above the ground.

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The Board commented that the temporary signs were very large, and would have to be removed before any new signs were installed.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 100 Worcester Street in a Limited Business District, and is owned by Sun Life of Canada (US). Sun Life Financial is the trade name for Sun Life of Canada (US).

In conjunction with the Mass Highway Department project on Route 9, Sun Life Financial has relocated its main entrance drive on the eastbound side of Route 9 to coordinate with the Harvard Pilgrim entrance on the westbound side of Route 9. The new entrance drive is flanked by granite walls to the east and west. One standing sign will be located on each wall.

The petitioner is requesting a Special Permit to allow the installation of a second standing sign, as only one standing sign per lot is allowed under Section XXIIA of the Zoning Bylaw, and to exceed the allowed area of 15 square feet, as the total aggregate of the two signs will be 28.6 square feet. Each externally illuminated sign will have an area of 13.4 square feet, at a height of 4 feet and a setback of 20 feet from the front property line. The individual letters will be blue, and the company emblem will be gold. The signs will be illuminated by ground mounted compact lights, which will not direct light or glare onto Worcester Street.

A Site Plan dated June 11, 2001, drawn by John Crowe Associates, Inc.; a Memorandum dated July 24, 2001 from AHA Consulting Engineers regarding Sun Life Financial Sign Lighting; drawings of the proposed sign and a wall elevation dated March 26, 2001, prepared by Advanced Signing; and photographs were submitted.

In accordance with the Board's request at the hearing, on October 30, 2001, the petitioner submitted a revised site plan showing the location of Route 9 and containing a north arrow. A revised dimensioned sign plan was also submitted showing the proposed sign to be 15 inches from the ground at the bottom and the top of the sign to be 45 inches above the ground with a 3 inch margin from the top of the granite wall.

The Design Review Board reviewed the signage proposal on September 13, 2001, and voted to approval the sign to be placed on the east side granite wall and to support the special permit request to place a second standing sign on the west side entrance, thereby exceeding the allowed aggregate total standing sign size of 15 square feet.

On October 16, 2001, the Planning Board reviewed the petition. The Board had no objection to the requested sign, and supported the comments of the Design Review Board.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The proposed sign will exceed the number and the total square footage allowed for standing signs in a Limited Business District.

This Authority is of the opinion that the requested second standing sign is necessary to identify the Sun Life Financial premises to both eastbound and westbound traffic on Worcester Street, and that the proposed sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw in regard to height, setback and illumination.

Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing for a second standing sign to be located on the western granite wall of the entrance drive in accordance with the submitted revised sign drawings, subject to the following conditions:

1. Prior to the installation of the two standing signs, all temporary signage shall be removed.
2. No ground mounted lighting used to illuminate the two signs shall cast any glare or light on Worcester Street.
3. All comments contained in the Design Review Board Letter of Review, dated September 14, 2001, are hereby incorporated into this decision.

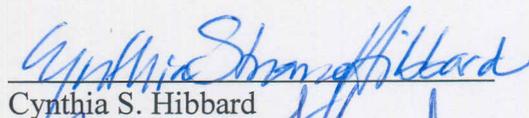
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application. No signage shall be installed until said permit has been issued.

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.

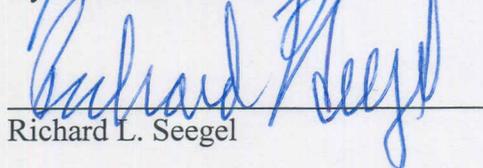
Cc: Planning Board
Inspector of Buildings
edg



Kendall P. Bates, Chairman

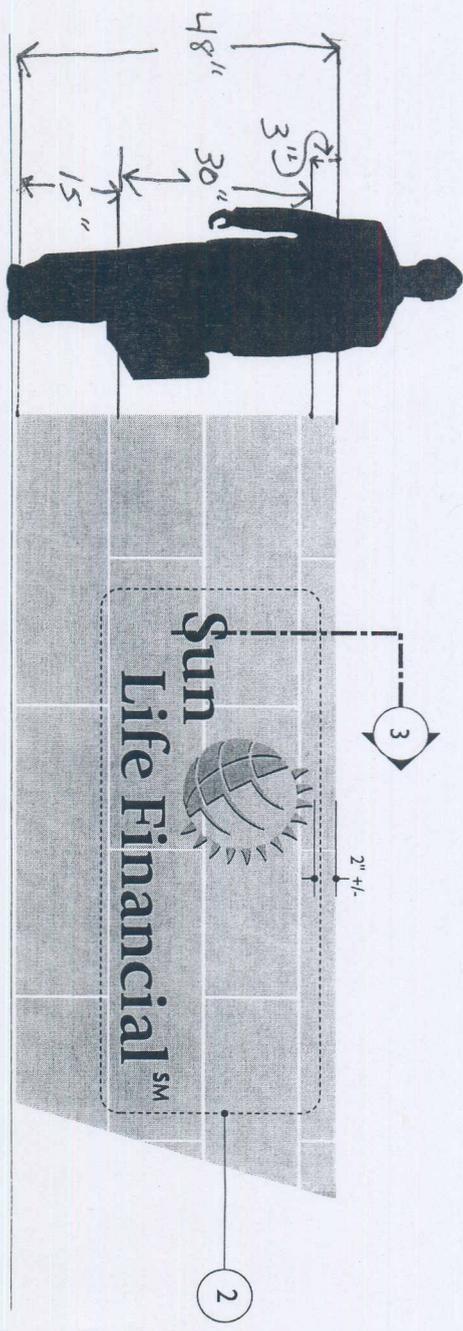


Cynthia S. Hibbard

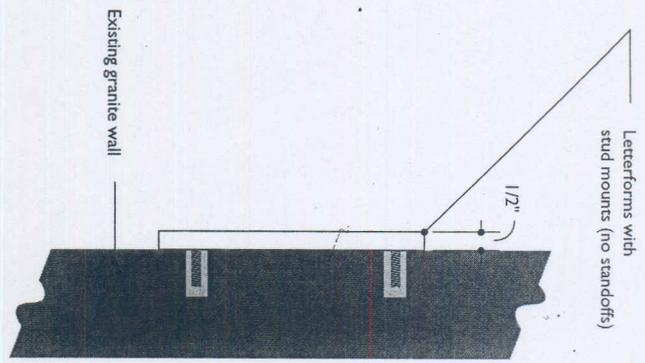


Richard L. Seegel

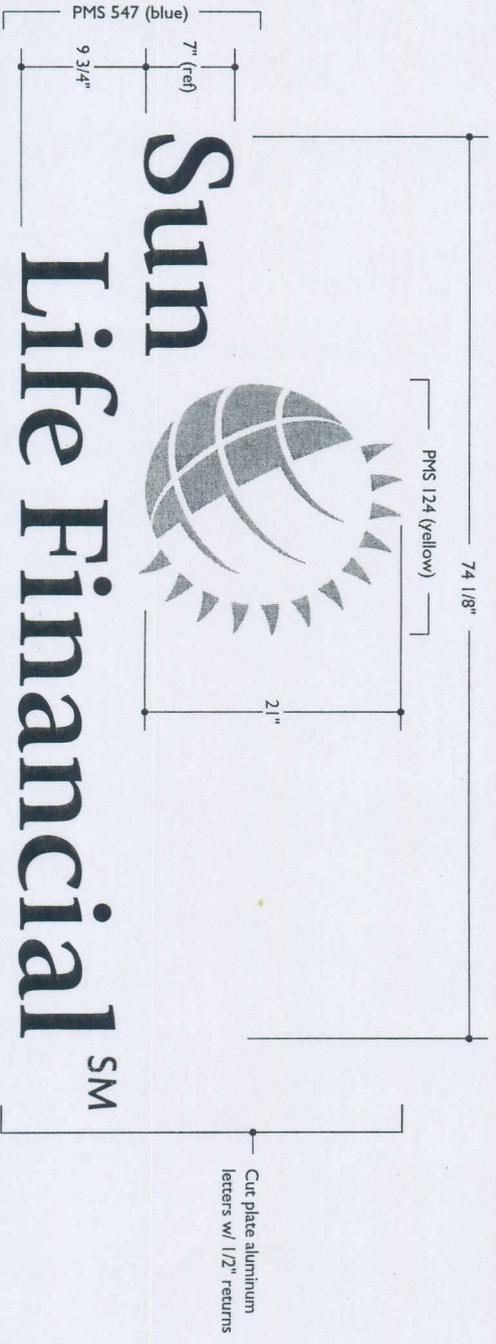
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1 Elevation
Scale: 1/2" = 1'-0"



3 Section
Scale: 3" = 1'-0"



2 Elevation (Corporate Logotype)
Scale: 1" = 1'-0"

Description
1/2" thick aluminum cut plate letterforms and logo stud mounted to existing wall. Confirm all conditions in field and procure permit prior to commencement of work.

Graphics
Logo

Colors
Letters: PMS 547 / Blue
Globe: PMS 124 / Yellow

Installation
Stud mount

WORK ORDER
9725A

DRAWN BY
DLB

DATE
03.26.01

REVISIONS
06.20.01

DRAWING NO.
A.1

SIGN TYPE
A

Description
Wall Mounted ID Sign