



## ZONING BOARD OF APPEALS

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ZBA 2014-75  
Petition of Sun Life of Canada (U.S.)  
96 Worcester Street

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Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, September 4, 2014, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of SUN LIFE OF CANADA (U.S.) requesting a Special Permit pursuant to the provisions of Section X, Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 42 inch by 16 foot 8 inch halo illuminated wall sign, set at a height of 39.5 feet, with 26.5 inch letters, and a total area of 58.5 square feet, at 96 WORCESTER STREET. The proposed sign will exceed the letter height and height above ground allowed by right in a Limited Business District.

On August 18, 2014, 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 were Raymond Yu, Pandamonium Design and John Mulvehill, Corporate Real Estate Team. Mr. Yu said that the proposal is part of a plan to upgrade the exterior façade of the building.

Mr. Mulvehill said that the request is for a variance to replace an existing sign that faces Route 128. He said that the sign has been up on the building in excess of 25 years and represents a couple of generations ago of logo. He said that the proposed sign will be smaller than what is on the building now. He said that the ratio to the façade is less. He said that it faces entirely to Route 9 and Route 128 ramps and does not impact anything other than the traffic going by. He said that the proposed sign is comparable to some of the recently erected signs at Wellesley Office Park.

Mr. Yu said that the existing sign was installed decades ago. He said that the area of the existing sign is 74 square feet and the proposed area will be 59 square feet. He said that the capital letter height will be reduced from 42 inches to 27 inches. He said that the proposed sign will be smaller, more energy efficient, in line and up to date with the current logo and branding, and will be more aesthetically pleasing than the existing sign. He said that it will be located at the corner of the building next to the Route 128 on ramp. He said that they designed it so that there is a balance of functionality and visibility. He said that within one-half mile is Wellesley Office Park where, in the past year or so, other halo illuminated signs have been installed. He said that, although the square footage is similar, those other buildings have smaller façades than Sun Life.

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SEP 18 P 3 06

The Board said that a few years ago the Board approved the sign for Harvard Pilgrim Health that also faces Route 128. The Board said that the addition of the logo helps to brighten up the façade a lot. The Board said that the current sign is overly serious.

The Board clarified that the request is for a special permit, not a variance.

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

#### Statement of Facts

The Petitioner is requesting a Special Permit pursuant to the provisions of Section X, Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 42 inch by 16 foot 8 inch halo illuminated wall sign, set at a height of 39.5 feet, with 26.5 inch letters, and a total area of 58.5 square feet, at 96 Worcester Street. The proposed sign will exceed the letter height and height above ground allowed by right in a Limited Business District.

Sign Information, Letter to Zoning Board of Appeals, dated 7/15/14, re: Special Permit for New Sun Life Financial Exterior Signage, from Raymond Yu, Letter of Authorization, dated 6/18/14, signed by Thomas V. Pedulla, Elevation Drawing, Sign Dimensions, Signage Colors, Simulation of Proposed sign on Building, Size Comparison of Existing and Proposed Signage, dated 7/15/14, prepared by Pandamonium Design, and photographs were submitted.

On June 30, 2014, the Design Review Board reviewed the application and voted to recommend approval of the wall sign.

On September 3, 2014, the Planning Board reviewed the petition but did not make a recommendation.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is a 42 inch by 16 foot 8 inch halo illuminated wall sign, set at a height of 39.5 feet, with 26.5 inch letters, and a total area of 58.5 square feet, at 96 Worcester Street. The proposed sign will exceed the letter height and height above ground allowed by right in a Limited Business District.

It is the opinion of this Authority that installation of a 42 inch by 16 foot 8 inch halo illuminated wall sign, set at a height of 39.5 feet, with 26.5 inch letters, and a total area of 58.5 square feet, will be in harmony with the general purpose and intent of Section XXIIA 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 installation of a 42 inch by 16 foot 8 inch halo illuminated wall sign, set at a height of 39.5 feet, with 26.5 inch letters, and a total area of 58.5 square feet, subject to the following condition:

- Illumination shall be shut off at the close of business.

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.

2014 SEP 18 P 3 06

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CITY OF WORCESTER

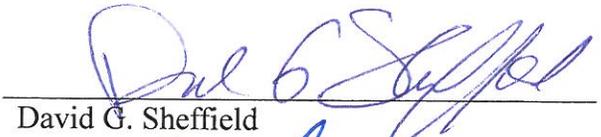
ZBA 2014-75  
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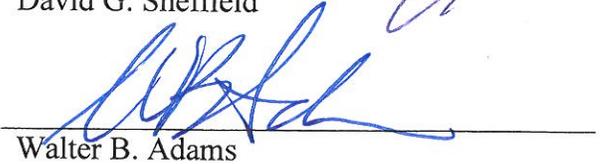
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APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

  
Richard L. Seegel, Chairman

  
David G. Sheffield

  
Walter B. Adams

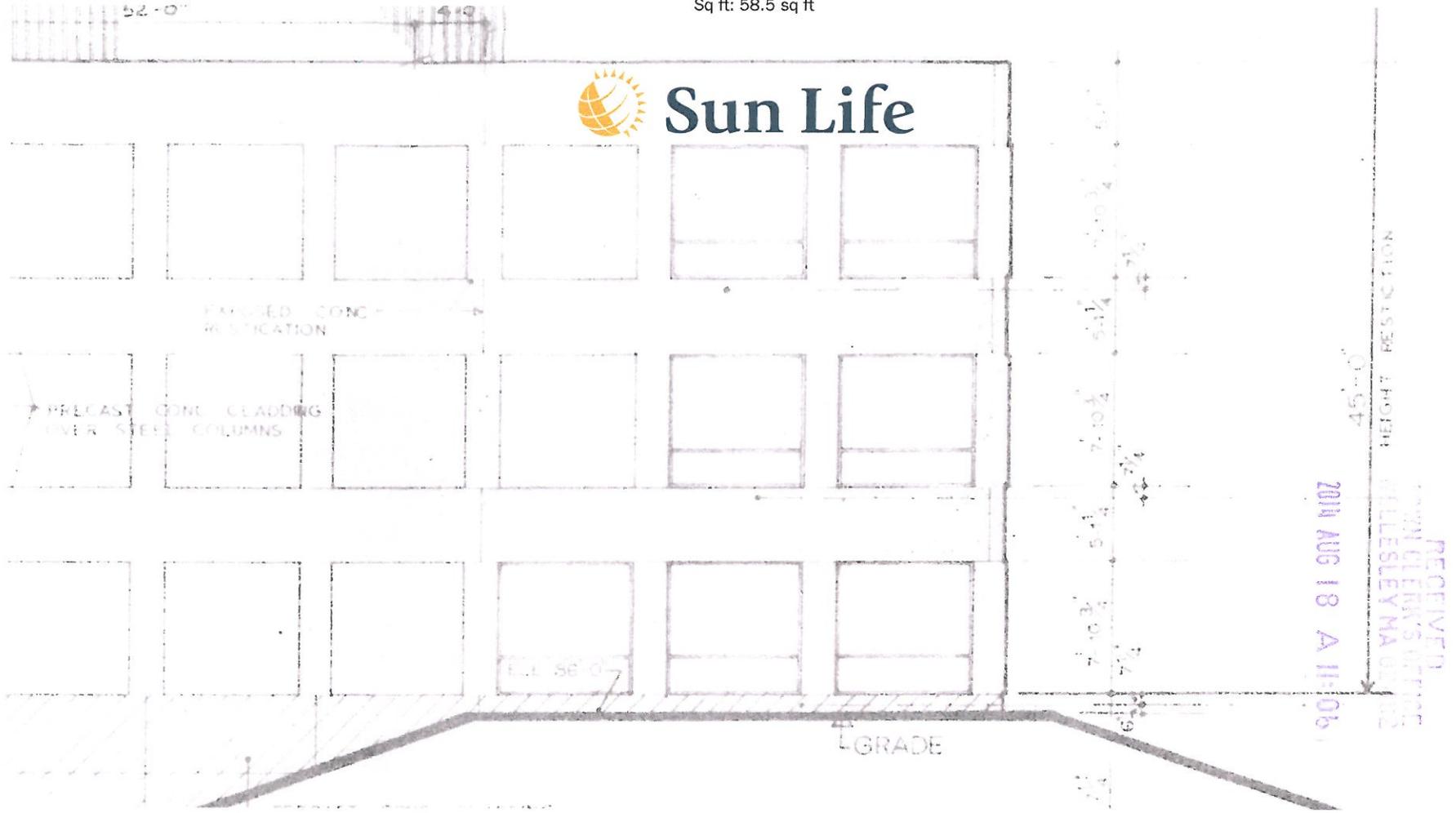
cc: Planning Board  
Inspector of Buildings  
lrm

**Zoning Board of Appeals  
Exterior Illuminated Signage**

**General Specs:**

Overall logo size: 16'8" w x 42" h  
Letter Cap Height: 27" h  
Sq ft: 58.5 sq ft

Original elevation attached for reference



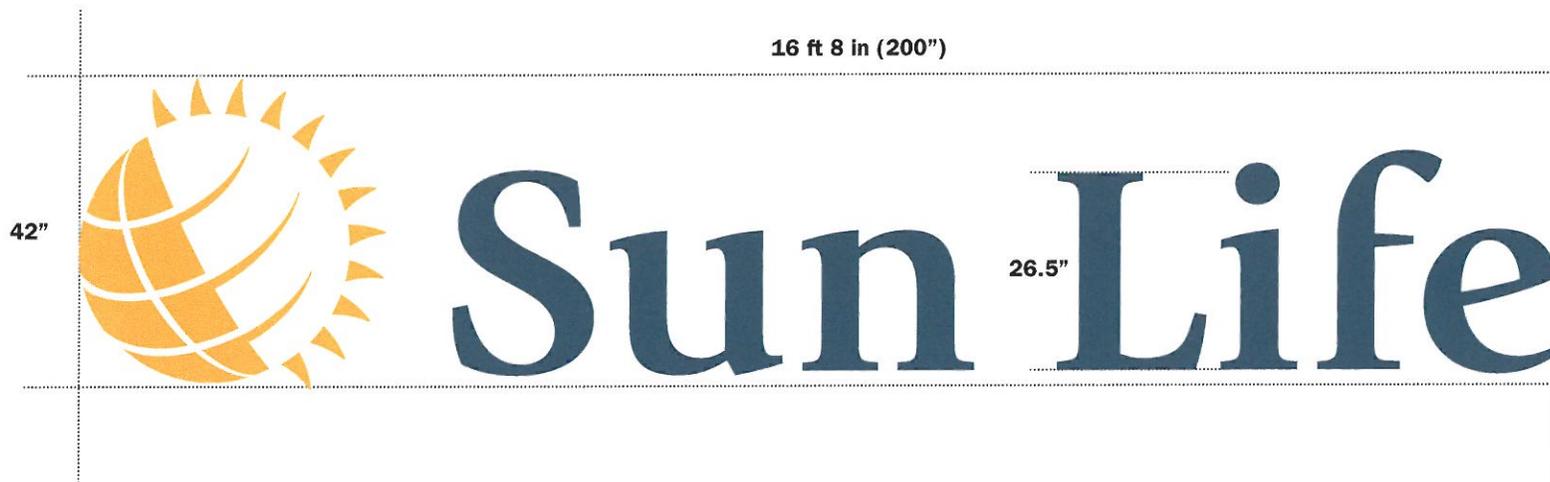
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**Exterior Building Logo**

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<p><b>Client:</b> Sun Life Financial <b>Project:</b> Exterior Building Signage <b>Date:</b> July 15, 2014</p>	<p><b>Approval:</b>  <b>Date:</b></p>	 <p>675 VFW Parkway, #210 617 323-2320 ph Chestnut Hill, MA 02467-3656 617 323-3123 fx</p>
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**Zoning Board of Appeals  
Exterior Illuminated Signage**



**General Specs:**

Overall logo size: 16'8" w x 42" h  
Letter Cap Height: 26.5" h  
Sq ft: 58.5 sq ft

4" deep aluminum, reverse channel fabricated signage with internal LED illumination. Direct mounting to building surface. Existing sign to be removed and surface prepped prior to new installation.

**Existing Signage:**

Overall logo size: 21' w x 42" h  
Letter Cap Height: 42" h  
Sq ft: 73.5 sq ft  
Internal illumination.



Current signage will need to be removed and surface prepped for new installation.

<p><b>Client:</b> Sun Life Financial <b>Project:</b> Exterior Building Signage <b>Date:</b> July 15, 2014</p>	<p><b>Approval:</b>  <b>Date:</b></p>	 <p>675 VFW Parkway, #210    617 323-2320 ph Chestnut Hill, MA 02467-3656    617 323-3123 fx</p>
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