

TOWN OF WELLESLEY



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ZONING BOARD OF APPEALS

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

2000 NOV 14 P 11:06

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ZBA 2000-81  
Petition of Fleet National Bank  
342 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 26, 2000 at 7:30 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of FLEET NATIONAL BANK requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to change the faceplates of the existing internally illuminated tri-color double-sided standing sign at 342 WASHINGTON STREET on the corner of ABBOTT ROAD, which will exceed the allowed area of 4 square feet; have less than the required setback of 15 feet; will be internally illuminated; and will have more than the allowed number of two colors for an internally illuminated sign. The proposed internally illuminated tri-color double-sided standing sign will have a height of 5 feet, a total area of 48 square feet (24 square feet/panel) and a setback of 8 feet from the property line. The property is located in a Business District, but the sign is located on a portion of the Cochituate Aqueduct, which is zoned Single Residence A District.

Presenting the case at the hearing was James Nihan, representing Fleet Bank. Mr. Nihan said that the size, height, setback and internal illumination of the sign will not change; only the name of the bank will change from BankBoston to Fleet.

The Board expressed the opinion that the sign was totally out of character for the neighborhood. It is large and internally illuminated. Behind the bank is a single family residential area. The Board would prefer to see a simple, externally illuminated sign, and asked Mr. Nihan to request that Fleet redesign the sign to be more in keeping with the neighborhood. When the property was owned by Norfolk County Trust, the sign was a wooden sign and externally illuminated, which was more appropriate.

The Board noted that the Planning Board had recommended a reduction in the size of the sign and supported the comments of the Design Review Board.

The Board further stated that, although it would still like Fleet Bank to rethink the dimensions of the sign, if the sign were not to be internally illuminated, it would be more acceptable. Mr. Nihan said the sign could be externally illuminated.

No other person present had any comment on the petition.

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### Statement of Facts

The subject property is located at 342 Washington Street at the corner of Abbott Road in a Business District. The existing internally illuminated sign is located on a portion of the Cochituate Aqueduct, zoned Single Residence A, which crosses the property and is to Fleet National Bank by the Board of Selectmen. The sign has existed in the same location since 1981 (ZBA 81-12). A special permit to change the face of the sign was granted in 1986 (ZBA 86-39), and again in 1990 (ZBA 90-14).

The petitioner is requesting a Special Permit to change the faceplates of the sign, maintaining the same total area of 48 square feet, the same height of 5 feet, the same minimum setback of 8 feet, and to continue to internally illuminate a tri-color standing sign. In a Single Residence A District, the allowed area of signage is 1 square foot, the allowed height is 4 feet, the minimum setback is 15 feet, and signage is to be externally illuminated.

A Site Plan and photographs of the existing and proposed sign from ATM dated 2/28/00 were submitted. A letter dated August 11, 2000 from R. Arnold Wakelin, Jr., Executive Director, stated that the Board of Selectmen did not object to the filing of the petition for the sign on the Cochituate Aqueduct, which is under the jurisdiction of the Board of Selectmen.

On May 8, 2000, the Design Review Board reviewed the sign, and approved the proposed sign subject to said sign being externally illuminated.

On October 17, 2000, the Planning Board reviewed the petition and supported the recommendation of the Design Review Board. In addition, the Planning Board recommended a reduction in the size of the sign and that the design should be in harmony with the building design and semi-residential neighborhood context.

### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The petitioner is requesting a Special Permit for area, height and setback to change the faceplates of the existing sign in order to identify Fleet National Bank at 342 Washington Street.

It is the finding of this Authority that, although the faceplates of the existing sign have changed over the years from Norfolk County Trust to Bay Bank Norfolk to Baybank and now to Fleet, each bank since 1981 has used the same stone base and the same height, area and setback for its double-faced tri-color standing sign.

It is the opinion of this Authority that the presence of the Cochituate Aqueduct on this property especially affects this particular site as the signage requirements for a Business District are far less stringent than those for a Single Residence A District.

It is the opinion of this Authority that to adequately identify the property as a Fleet National Bank facility, the Special Permit for the proposed sign to exceed the allowed height, area and have less than the required front setback is necessary. However, this Authority is of the opinion that the internal illumination of the sign is not required for proper identification.

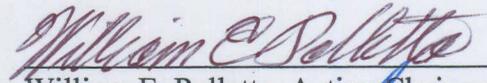
ZBA 2000-81  
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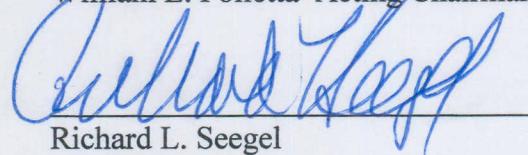
Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing, for the tri-color double-faced standing sign with a height of 5 feet, a total area of 48 square feet, set back 8 feet from Washington Street to identify Fleet National Bank, on the condition that the sign shall be externally illuminated and that said external illumination shall not reflect direct light onto any portion of Washington Street and/or Abbott Road.

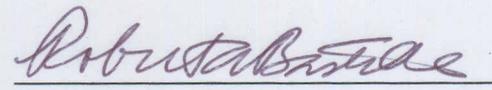
The Inspector of Buildings is hereby authorized to issue a permit for the externally illuminated sign upon his receipt and approval of a sign application. No sign shall be installed until this permit has been granted.

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

  
William E. Polletta Acting Chairman

  
Richard L. Seegel

  
Robert A. Bastille

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CYNTHIA S. HIBBARD  
ROBERT W. LEVY

Permit Granting Authority and/or  
Special Permit Granting Authority  
Town of Wellesley, MA 02181

Date: \_\_\_\_\_

ZBA: 2000-21

Gentlemen:

Pursuant to the provisions of Section XXIIA of the Zoning Bylaw, the undersigned hereby makes application for a Special Permit for a sign(s) at the following location:

342 Washington Street

Owner of Property: Town of Wellesley

Petitioner: Fleet/BankBoston

Mailing Address: 525 Washington St.

(James Nihan)  
Address: 353 Elm Street

Wellesley, MA

Bridgewater, MA 02324

Phone: Work: (781)431-1019 Home: ex. 200

Phone: Work: (508) 697-6404 Home: (508) 297-7434

Signature: \_\_\_\_\_

Signature: James A. Nihan

SIGN INFORMATION

<u>TYPE</u>	<u>Illumination</u> <u>Internal/External</u>	<u>Height</u>	<u>Width</u>	<u>Setback</u>	<u>Sq Ft/</u> <u>Panel</u>	<u>Height Above</u> <u>Ground</u>	<u>Total Area</u>
Standing:	<u>X</u>	<u>4'</u>	<u>6'</u>	<u>8'</u>	<u>24'</u>	<u>5</u>	<u>48' 60</u> sq. ft.

	<u>Illumination</u> <u>Internal/External</u>	<u>Height</u>	<u>Width</u>	<u>Area</u>	<u>Height Above</u> <u>Ground</u>	<u>% of</u> <u>Facade</u>	<u>% of</u> <u>Window</u>
Wall:	---	---	---	---	---	---	---
Window:	---	---	---	---	---	---	---
Awning:	---	---	---	---	---	---	---
Perpendicular	---	---	---	---	---	---	---

Zoning District: single residence Use of Property: Retail Bank

A Special Permit is requested because A change of sign placards is necessary  
due to the recent merger of Fleet/BankBoston. In developing  
a new corporate logo we feel that the designers have satisfied  
the former identities of both institutions

FEE ENCLOSED: \$150.00

Applicants should be aware that the Planning Board reviews all applications. Further information may be obtained from the Planning Board Office.

**Signage** Facility Name: Wellesley Hills  
**Recommend.** Company: BankBoston

Facility Type: Branch

Address: 342 Washington Street  
 City, State, Zip: Wellesley, MA 2481

Facility No: 3527  
 Site ID: 4305

**Existing Signage**



**Proposed Signage**



Item Number: E-01  
 Sign Type: Monument  
 Height: 48  
 Width: 73  
 Sq Footage: 24.333  
 Depth: 10  
 Overall Height: 62  
 Illumination: Internally illuminated  
 # of Faces: Double Faced  
 Text (side a): Logo BankBoston  
 Text (side b): Logo BankBoston

Product:	Custom Reface	Side A:	Side B:
Action:	RF	Logo Fleet	Logo Fleet
Height:	48		
Letter Height:	N/A		
Width:	73		
Depth:	N/A		
Overall Height:	62		
Sq. Footage:	24.3333333333		
Illumination:	Internally Illumina		
# of Faces:	Double Faced		
Comments	VIF Required		

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1. Fleet Bank: 29 Washington Street/342 Washington Street/987 Worcester Street: Wall Signs: DRB 18/19/20-00

Mr. Allan Shiocca, representing Fleet, presented the sign applications as follows.

29 Washington Street: Wall Sign: DRB 20-00

Fleet proposes to reface the existing Bank Boston externally lit wall sign at 29 Washington Street. The 8SF wall sign placed on an established sign band on the building façade reads "Fleet" and also carries the company's blue and white eagle logo. The white letters are 10" high and are set on a green background.

Having established that the proposed sign's design, material, scale and size replicate an existing and approved sign on the building, and that the proposed sign met the Town's by right zoning requirements, the Board moved, seconded, and voted unanimously:

"To recommend to the Building Inspector to accept the proposal to place a wall sign at 29 Washington Street as presented."

342 Washington Street: Standing sign: DRB 20-00

Fleet proposes to reface the existing double-faced internally illuminated standing sign at 342 Washington Street to read "Fleet". Founded on a stone base, the 49 SF standing sign is 65" high and has 10" high white letters set on a green background, and also carries the company's blue and white eagle logo.

The Board was opposed to the internal illumination of the sign, as there is no special permit provision in the zoning bylaw for allowing three colors on internally illuminated sign. Instead, the Board recommended external illumination of the sign by ground mounted floodlights, provided such lights do not direct light onto any portion of Washington Street and Abbott Street. The applicant agreed to consider appropriate external illumination of the sign.

Although some members of the Board felt that the sign was too big for this area of Town, overall, the Board recommended to support the applicant's request to exceed the maximum size allowed and to have less than the minimum setback required for Washington Street. The latter recommendation is subject to approval by the Selectman who have jurisdiction over the Cochituate Aqueduct, on which the sign is placed. The request to exceed the maximum size allowed and the less than the required minimum setback, shall be reviewed by the Zoning Board of Appeals.

Following considerable discussion, the Board moved, seconded and voted to recommend to the Zoning Board of Appeals and the Inspector of Building:

"Approval of the proposed standing sign at 342 Washington Street subject to the sign being externally illuminated, and confirmation of the Selectman's approval that the sign be placed on the Town-owned Cochituate Aqueduct."

987 Worcester Street: Standing sign

Fleet proposes to place its name on an existing standing sign at 987 Worcester Street, approved by special permit with conditions. This application requests a double sided custom reface that reads "Fleet" and also carries the company's blue, green and white eagle logo.

The Board raised two concerns regarding the said application. First, the Town's zoning regulations do not allow a sign that uses more than two colors if internally illuminated. Second, the Board felt that there is no apparent

basis for continuing the review of the proposed sign as presented due to the lack of a complete image and dimensions of the existing and proposed standing sign. Consequently, the Board requested the applicant to submit a revised and complete application for review. The Applicant agreed to do so.

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