

TOWN OF WELLESLEY



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WELLESLEY MA 02482

2001 AUG -8 A 8:14

ZONING BOARD OF APPEALS

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

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ROBERT A BASTILLE
J. RANDOLPH BECKER
ROBERT W. LEVY

ZBA 2001-55
Petition of Accenture
100 William Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 26, 2001 at 7:30 p.m. in the Great Hall at the Town Hall, 525 Washington Street, Wellesley, on the petition of ACCENTURE requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a halo-lit, externally illuminated 33 inch by 116 inch wall sign totaling 26.6 square feet, comprised of 15 inch letters, at a height of 41 feet to replace the Andersen Consulting sign at its premises at 100 WILLIAM STREET, in an Administrative and Professional District. Said sign will exceed the allowed area of 15 square feet, the allowed height of 15 feet and the allowed letter height of 14 inches.

On July 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 William McConaghy, President of Advanced Signing, who was accompanied by Paul Kiley, Facilities Specialist from Accenture. Mr. McConaghy said he is requesting a Special Permit to change the sign that was present on the building, which had been approved by the Board in April, 2000 for Andersen Consulting. The company has recently changed its name to "Accenture", and would like to replace the old sign with a new sign having the same illumination and in the same location. The sign will be smaller due to the fewer number of letters in the new name. The overall architecture of the building, and the need for visibility from Route 128, calls for locating the sign where it has been in the past.

The Board said that it placed some specific conditions on past sign permits for Andersen Consulting regarding total occupancy of the building, and removal of the sign in the event Andersen Consulting had less than total occupancy and that the sign not be lit past 11 p.m. Mr. McConaghy said that Andersen Consulting had accepted all the conditions placed on the sign permit in the past, and that all conditions would continue to be in force.

In response to the Board's question about the illumination, Mr. McConaghy explained that the solid metal letters are set about 1 ½ inches from the wall. The face and sides of the letter are aluminum. There is a small band of light on the wall behind the letter beyond the perimeter of the individual letter forms, which gives it the halo illumination. The Zoning Bylaw allows this type of illumination, which was also used to light the previous sign.

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100 William Street

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The Board noted that the Design Review Board had expressed concern about the "internal illumination of the sign, and had recommended "external" illumination. Mr. McConaghy said that during the review, there was confusion about the mechanism for halo illumination, which has been resolved. They will conform to the Design Review Board request that the color of the letters match that of the existing window mullions.

Mr. McConaghy said that the letters of the new sign will be of the same type as the old. The previous sign extended about 60-70% more due to the length of the name. They would have been able to comply with the area requirement if it were not for the accent mark, which came close to doubling the square footage. However, the total area of the new sign is still less than that of the prior sign.

No other person present had any comment on the petition.

Statement of Facts

The subject property is located at 100 William Street, in an Administrative and Professional District. The property is owned by Equity Office Properties, and the entire building is leased to Accenture.

Andersen Consulting, the entity that is now Accenture, has changed its name three times since 1996, this being the third change. Each time the company requested and was granted a Special Permit for a sign of approximately the same area in the same location with the same type of illumination (ZBA 96-95) and (ZBA 2000-29). The prior "Andersen Consulting" sign has been removed.

The petitioner is now requesting a Special Permit for a halo-lit 27 square foot wall sign at a height of 41 feet with 15 inch letters to identify the Accenture location. The sign will exceed the allowed area of 15 square feet, the allowed height of 15 feet and the allowed letter size of 14 inches.

Drawings of the sign, its location on the building, and lighting details dated December 21, 2000, drawn by Advanced Signing were submitted.

On March 22, 2001, the Design Review Board reviewed the sign proposal and voted to recommend approval of the sign with the recommendation that the sign be externally illuminated and the color of the letters match the color of the existing window mullions.

On July 24, 2001, the Planning Board reviewed the petition and supported the recommendations 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 does not conform to the current Zoning Bylaw, as noted in the foregoing Statement of Facts.

This Authority is of the opinion that the area of the sign, the height of the sign and the height of the letters are necessary for identification of the petitioner at 100 William Street. This Authority is of the further opinion that the proposed wall sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw.

ZBA 2001-55
Petition of Accenture
100 William Street

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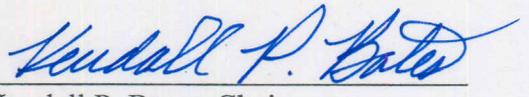
Therefore, a Special Permit is granted, as voted unanimously by this Authority at the Public Hearing, for the halo-lit 27 square foot sign at a height of 41 feet with 15 inch letters at 100 William Street in accordance with the submitted drawings, and subject to the following conditions:

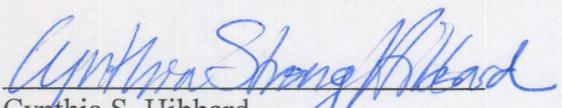
1. If Accenture should ever vacate the building, or take a lesser occupancy than the entire building at 100 William Street, it will remove the allowed sign immediately.
2. The halo-lit wall sign shall not be illuminated by any means after 11 p.m. every night
3. The color of the letters shall match the color of the window mullions.

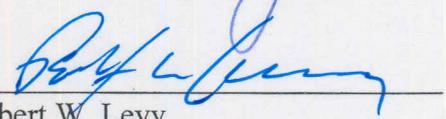
The Inspector of Buildings is hereby authorized to issue a sign permit upon receipt and approval of a sign application. No sign shall be installed at 100 William Street without a sign permit.

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

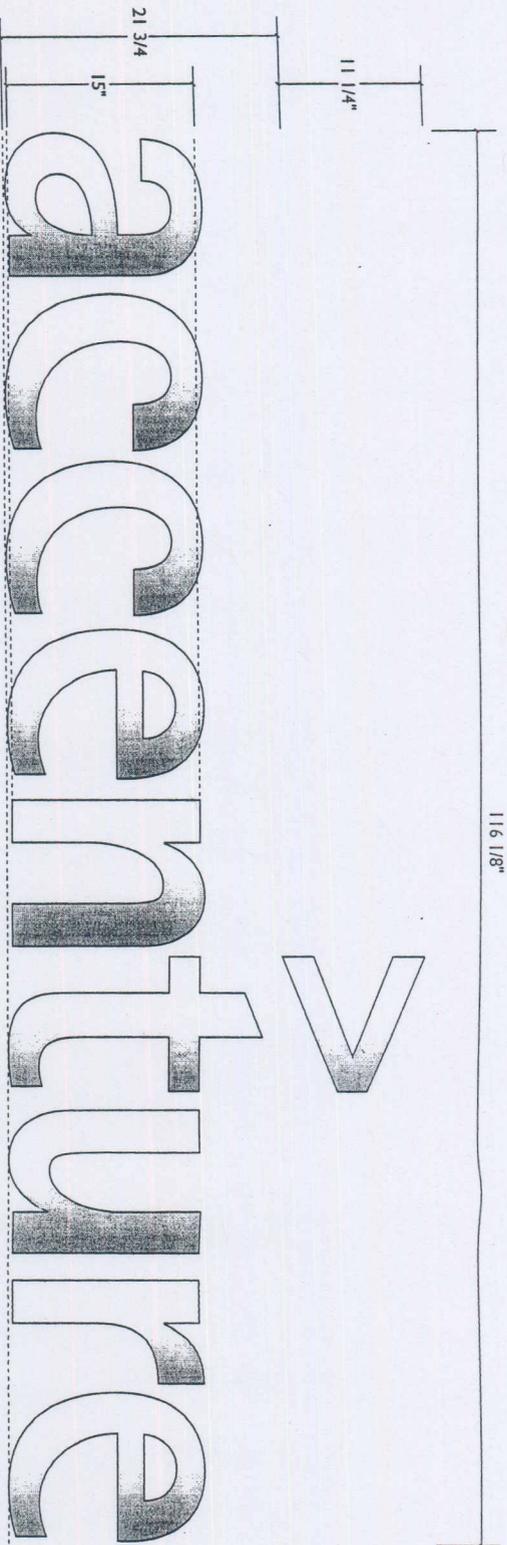

Robert W. Levy

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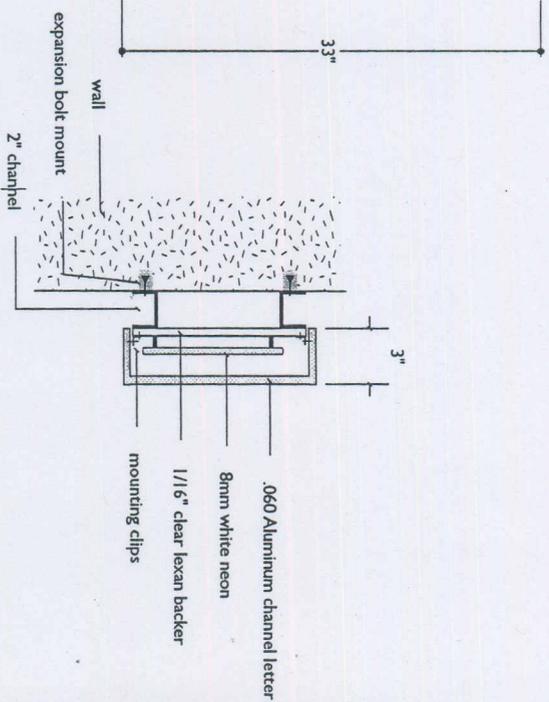
2009 JUL -9 A 8 18

**Advanced
Signing**
Advanced Signing, LLC
4 Industrial Park Road
Medway MA 02053

Accenture
Wellesley, MA



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



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

Description
33" x 116 1/8" overall sign;
15" h. fabricated aluminum letters with
Dark Bronze finish,
reverse pan channelled, halo lit,
with clear lexan backs

Colors
Dark Bronze

Installation
Stud relief mount

Typeface
accenture logotype

WORK ORDER
10387

DRAWN BY
HLS/PMB

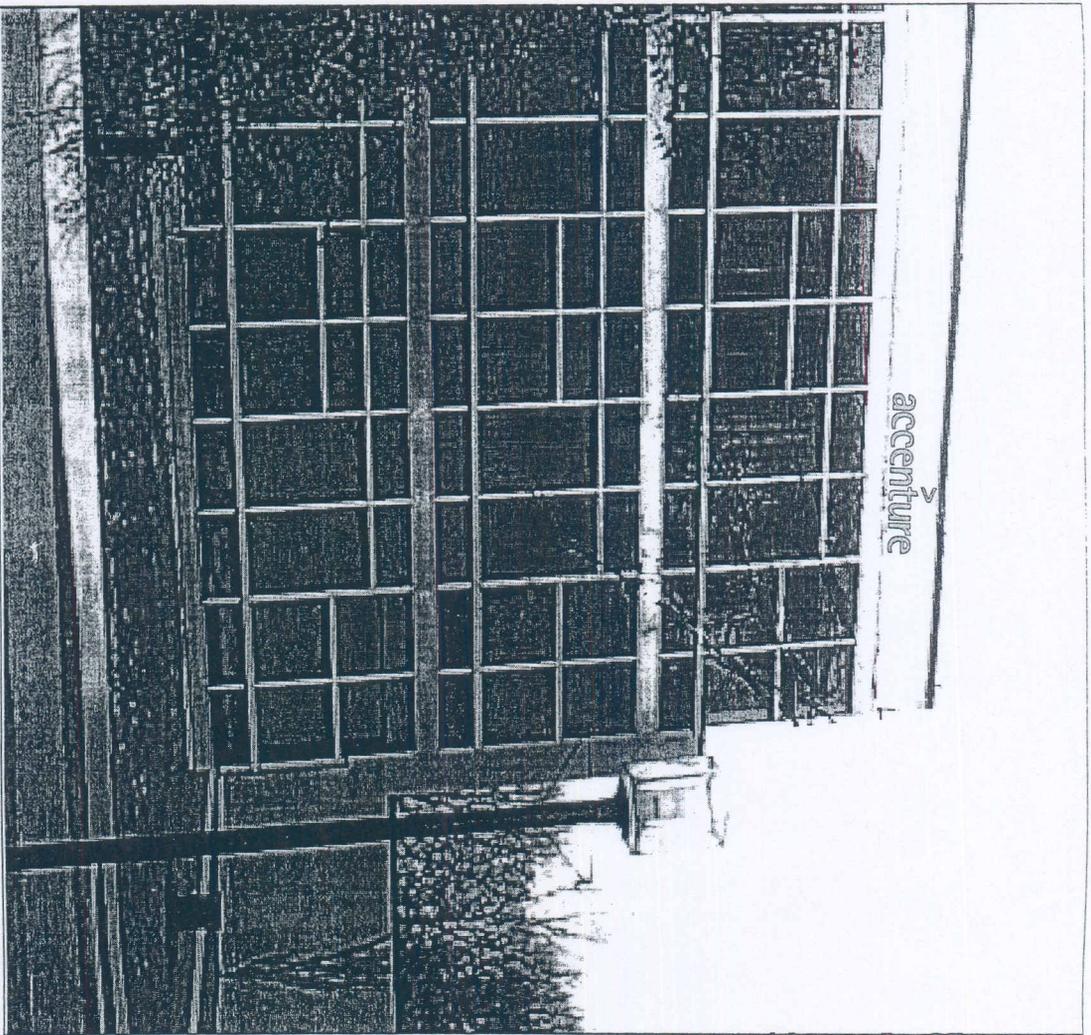
DATE
12.21.00

REVISIONS
04.11.01

DRAWING NO.
B2.1

SIGN TYPE
B2

SKYLINE SIGN



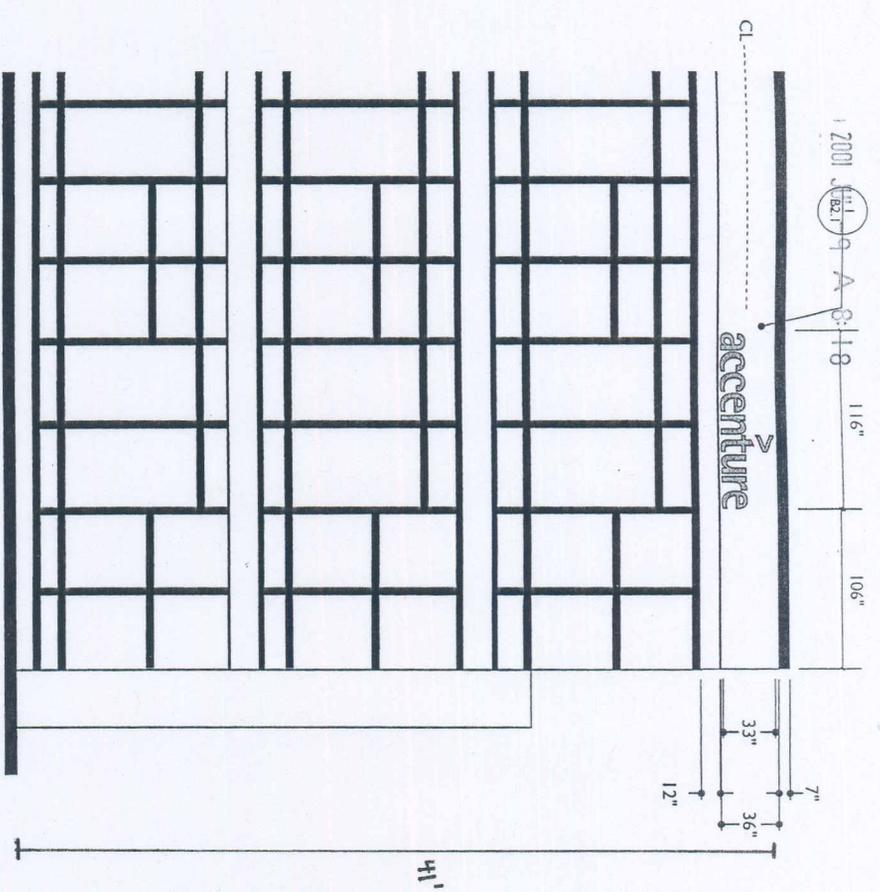
1 Elevation
Scale: 1/8" = 1'-0"

Description
33" x 116 3/8" sign:
15" h. fabricated aluminum letters with
Dark Bronze finish,
reverse pan channelled, halo lit,
with clear lexan backs

Colors
Dark Bronze

Installation
Stud relief mount

Typeface
accenture logotype



2 Elevation
Scale: 1/8" = 1'-0"

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2001 JUN 11 9 A 01 18 116" 106"

Advanced Signing LLC
4 Industrial Park Road
Medway MA 02053

Accenture
Wellesley, MA

WORK ORDER
10387

DRAWN BY
HLS/PMB

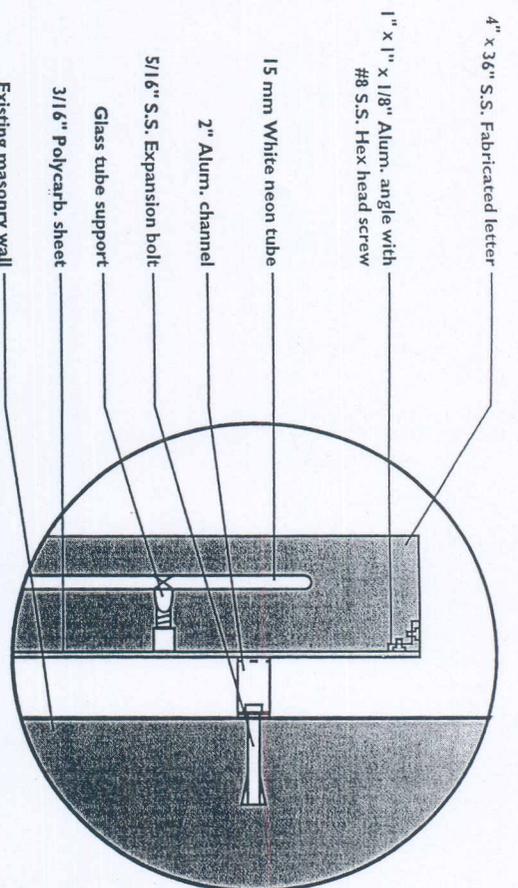
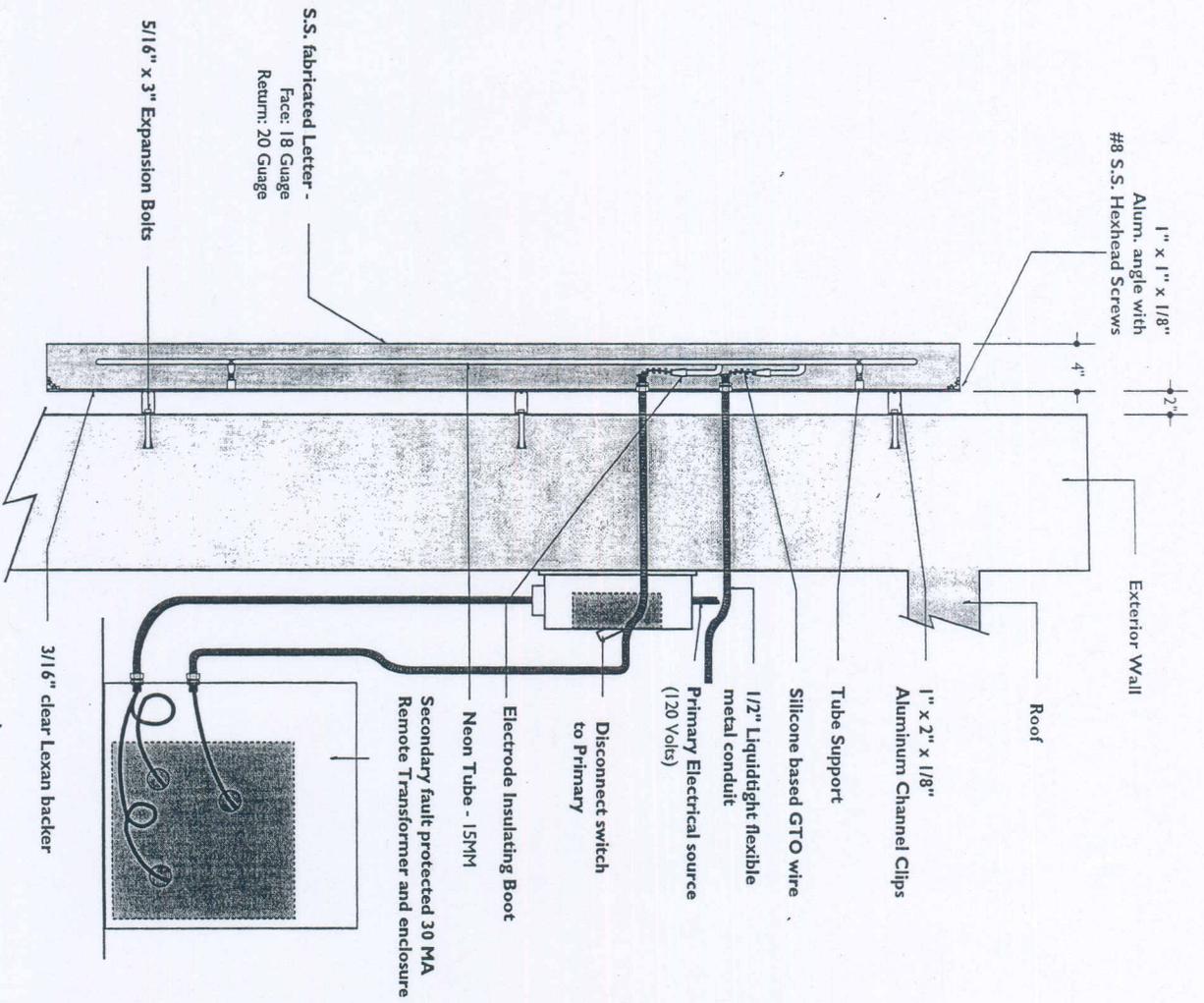
DATE
01.04.01

REVISIONS
04.11.01

DRAWING NO.
B2.2

SIGN TYPE
B2

SKYLINE SIGN



Description
33" x 116 1/8" overall sign:
15" h. fabricated aluminum letters with
Dark Bronze finish,
reverse pan channeled, halo lit,
with clear lexan backs

Typface
Logotype

Colors
Dark Bronze

Installation
Stud relief mount

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Advanced Signing LLC
4 Industrial Park Road
Medway, MA 02053

Accenture
Wellesley, MA

Advanced
Signing

DRAWING
SHOP

SIGN TYPE
B.2.1

Halo lit Letters

DRAWN BY
DLP/MB

WORK ORDER
10387A

DATE
04.10.01

REVISIONS
04.11.01