



ZONING BOARD OF APPEALS

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

RICHARD L. SEEDEL, CHAIRMAN
J. RANDOLPH BECKER, VICE CHAIRMAN
DAVID G. SHEFFIELD

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 2208
web: www.wellesleyma.gov

RECEIVED
TOWN OF WELLESLEY MA 02482
2013 APR 18 P 3:25
ROBERT W. LEVY
WALTER B. ADAMS
DEREK B. REDGATE

ZBA 2013-23
Petition of SignWorks Group, Inc.
80 William Street

Record Owner of Property: EOP Wellesley I, LLC

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, April 4, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of SIGNWORKS GROUP, INC. requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of one wall sign on the building at 80 WILLIAM STREET, in the Administrative/Professional Zoning District. The proposed wall sign will exceed the maximum height above ground, maximum area, and maximum letter height allowed by right.

On March 18, 2013, 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 Laurence Shind, Esq., Howard Present, CEO, F-Squared Investments, and Jim Treacy, SignWorks Group, Inc.

Mr. Shind said that the request before the Board is for approval of a sign on the fourth floor rear façade, which faces Route 128. He said that the building at 80 William Street, in the Wellesley Office Park, will be occupied by F-Squared Investments as its world headquarters. He said that F-Squared will be renting approximately 36,000 square feet of space, which represents a majority of the building's space. He said that F-Squared will be the primary tenant. He said that F-Squared has the option for additional space in the building.

Mr. Shind said that the landlord provided a letter to the Board stating that no other signs would be permitted on the building, as long as F-Squared occupies a majority of the space.

Mr. Shind said that the sign is proposed to consist of the company name. He said that it requires a Special Permit to exceed the maximum by right total size, height and lettering height for the Zoning district. He said that the proposed sign will have a total of 37.5 square feet, a height of 42 feet, and 20 inch letters.

Mr. Shind said that the size and height of the sign is appropriate for this location. He said that it will be in concert with other signage in the area that the Board has approved, specifically Harvard Pilgrim and SunLife, which are located across Route 128. He said that the proposed sign will only be visible from Route 128. He said that the sign will help to identify the location and guide visitors to the building. He said that, given the setback from the highway and the speed at which people will see the sign, the size and

location on the building are reasonable. He said that the design of the sign was kept as simple as possible to allow motorists to be able to quickly read the company's name and help locate the building.

Mr. Shind said that Wellesley Office Park can be difficult to find, especially for out of town visitors. He said that the building at 80 William Street is one of the few buildings in the office park that has good visibility from the highway. He said that the company's offices will be regularly visited by clients and employees from out of town.

Mr. Present said that F-Squared is an investment management firm. He said that their approach to investing is nontraditional. He said that their goal is to provide participation to investors from markets going up and to provide protection for markets going down. He said that they have become known for downside risk management.

Mr. Present said that he is a long time resident of Wellesley. He said that F-Squared started seven years ago in his basement. He said that since then the company has grown. He said that there are two office locations in the Town of Wellesley. He said that they are currently located just across the line in Newton and they are excited to bring the business back to Wellesley. He said that growth of the company has taken off in the past two to three years. He said that they now do \$12 billion worth of business. He said that they have grown from three original employees to 60 employees. He said that they are forecasting to have 85 employees by the end of the year. He said that the company is now global.

Mr. Present said that, because they invest a little differently, they take a lot of time training and educating advisors and wealth managers. He said that approximately one-third of the top floor is dedicated to training. He said that there is a large formal center. He said that they anticipate having a large number of training groups there on a periodic basis. He said that having signage designating the location would be beneficial.

Mr. Treacy said that the proposed sign will consist of individual stainless steel letters with a brushed appearance. He said that the letters will be halo lit with a small track frame at the back for support. He said that it will have good contrast on the brick building and will be basically maintenance free.

The Board asked that there be a rheostat to adjust the brightness of the halo lighting.

The Board said that the signs for Harvard Pilgrim and SunLife were permitted under a different sign bylaw. The Board asked if the Applicant was requesting relief for a sign in a Commercial District fronting other than Worcester Street. The Board said that the by-right letter size would be 14 inches.

Mr. Present said that F-Squared occupies a little more than half of the building. He said that they have some rights and options for first refusals on acquiring more space. He said that the landlord designated F-Squared as the primary tenant and agreed that there can be no other signs on the building.

Mr. Present said that the hours of operation are approximately 7 am to 7 pm. The Board said that it is the Board's policy that lights be turned off when the business is not open.

Mr. Present said that training sessions are conducted during the day. He said that they are built around the needs of clients.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY, MA 02481
2013 APR 18 10:33:22 AM

The Board said that even though this building is not fronting Route 9, it could be argued that it does. The Board said that the bylaw for Route 9 is more generous. The Board said that there are only three buildings in Wellesley that front Route 128 at the intersection. The Board said that the proposed sign would not meet the criteria for a sign fronting Route 9 for height and letter height. The Board said that it would be more supportive of 18 inch letters. The Board said that the sign could not conform to Route 9 criteria for height.

Mr. Shind said that the current lease is for 36,800 square feet. He said that the landlord's letter of approval says that no other tenant will be allowed to have a sign. He said that condition holds as long as F-Squared occupies at least 35,000 square feet of the building. The Board said that there will be a condition that, if F-Squared occupies less than 35,000 square feet, the sign shall be removed.

The Board questioned the visibility of 18 inch letters. Mr. Present said that they researched that and found that 18 inch letters will be sufficient. Mr. Treacy said that the capital letters can be 18 inches. He said that the others letters will be 13-14 inches.

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 for installation of a 37.64 square foot halo lit wall sign, with 20 inch letters, set at a height of 43 feet above ground, on the building at 80 William Street, in the Administrative/Professional Zoning District. The proposed wall sign will exceed the maximum height above ground, maximum area, and maximum letter height allowed by right.

Letter to Town of Wellesley, dated 3/12/13, from SignWorks Group, Inc., Letter to Town of Wellesley, dated 3/11/13 from John Conley, SVP – Asset Management, on behalf of Landlord, Equity Office, Letter to Town of Wellesley, dated 3/18/13 from John Conley, SVP – Asset Management, on behalf of Landlord, Equity Office, Site Plan, dated 2/28/13, Detail Sign Elevation, Building Signage, Detail Building Elevation & Full Building Elevation, dated 3/11/13, prepared by SWG, and photographs were submitted.

On March 27, 2013, the Design Review Board reviewed the application and voted unanimously to accept the proposal as presented.

On April 2, 2013, the Planning Board reviewed the petition and recommended that the Special Permit be granted.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject sign is a 37.64 square foot halo lit wall sign, with 20 inch letters, set at a height of 43 feet above ground.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02481
2013 APR 18 P 3:21

It is the opinion of this Authority that installation of a 37.64 square foot halo lit wall sign, with 20 inch letters, set at a height of 43 feet above ground, 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, and shall not be substantially more detrimental than the existing nonconforming structure.

Therefore, a Special Permit is granted for installation of a 37.64 square foot halo lit wall sign, with 20 inch letters, set at a height of 43 feet above ground, subject to the conditions:

1. The letter height shall not exceed 18 inches.
2. Illumination shall be shut off at 7 pm.
3. There shall be an adjustable rheostat for lighting.
4. F-Squared Investments shall occupy not less than 35,000 square feet of the building and, if it occupies less space, the sign shall be promptly removed.
5. There shall be no other wall signs on the building.

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.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2013 APR 18 P 3:26

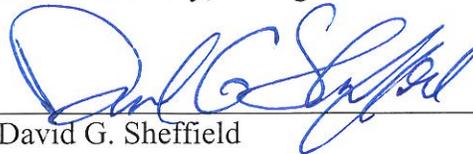
ZBA 2013-23
Petition of SignWorks Group, Inc.
80 William Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2013 APR 18 P 3:261

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.



Robert W. Levy, Acting Chairman



David G. Sheffield



Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm