



## ZONING BOARD OF APPEALS

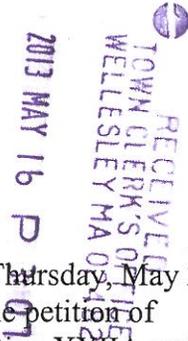
TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5992

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ZBA 2013-28  
 Petition of Baystate Financial  
 100 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, May 2, 2013, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of BAYSTATE FINANCIAL requesting a Special Permit pursuant to the provisions of Section XXIII and Section XXV of the Zoning Bylaw for installation of a 49.44 square foot halo-lit wall sign, with 17 1/16 inch letters, set at a height of 40 feet above grade, at 100 WILLIAM STREET, in an Administrative/Professional District.

On April 16, 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 Eric Goldberg, Esq. Also present was Thomas O'Connor, General Counsel, Baystate Financial (the "Petitioner").

Mr. Goldberg said that the request is for a Special Permit for a wall sign on the façade that faces Route 128. He said that the building is at the far end of Wellesley Office Park.

Mr. Goldberg said that the Petitioner was before the Board in March with a request for a sign that was larger and had larger letters. He said that application was withdrawn without prejudice.

Mr. Goldberg said that Baystate Financial revised the plan for the sign. He said that this is the third time that Baystate Financial has come before the Board. He said that the first request was for a 68 square foot sign. He said that the plan was revised and the second request was for a 51.7 square foot sign with 18 3/8 inch letters. He said that the currently proposed sign is 49.36 square feet with 17 1/16 inch letters. He said that it will be mounted 40 feet above grade. He said that, given the façade of the building, this is the only place where the sign can go.

Mr. Goldberg said that the request is for halo illumination. He said that the lettering will be dark blue. He said that the proposed size is appropriate and consistent with the development. He said that the sign will be visible to drivers on Route 128 and will make them aware of Baystate Financial's location.

Mr. Goldberg said that Baystate Financial occupies the entire 3<sup>rd</sup> floor of the building. He said that Baystate Financial made a strong and long term commitment to be in this building.

Mr. Goldberg said that, although the building is located in an Administrative/Professional District, it is unusual for the district because it is located at the end of the office park and the façade faces Route 128. He said that it is more consistent with Route 9 Corridor regulations, which are more forgiving. The Board said that the sign will comply with the Worcester Street size and letter size regulations. The Board said that the requested relief is for the height of the sign.

Mr. Goldberg said that the Board approved a sign at 80 William Street (ZBA 2013-23) that is higher up and has larger letters.

Mr. Goldberg said that they have a letter from the Equity Office owner, dated April 25, 2013. He said that the owner has consented to restrict the signage on the building to Baystate Financial only. He submitted a copy of the letter.

Mr. Goldberg said that a condition of the approval granted at 80 William Street (ZBA 2013-23) was that exterior illumination be shut off at 7 pm. He said that Baystate Financial is requesting that the lighting be allowed to stay on longer. He said that some employees remain in the office and clients come in after hours.

Mr. O'Connor said that they have clients who are there until 9 to 9:30 pm. He said that the clients usually arrive around 6:30 to 7 pm. The Board questioned the need for the sign to be illuminated once the customers are in the building. The Board said that it strives to be consistent.

Mr. O'Connor said that the initial request was for a sign on the right side of the building. He said that they moved it to the left at the Board's request. He said that they reduced the size. He said that they tried to meet every issue and concern that the Board had. He said that their desire is to let the people in Wellesley know that Baystate Financial has a significant commitment to the Town. He said that it is one of their biggest offices. He said that having their identity known is important. The Board said that one of the purposes of the signage ordinance is to promote the viability of businesses. The Board said that moving the sign from the right to the left makes it more visible.

The Board asked about the relationship between Baystate and New England Life Insurance Company. Mr. O'Connor said that Baystate is an independently owned agency which has a contractual relationship with New England Life Insurance. He said that Baystate Financial will be the tenant. He said that New England Life is listed on the lease because they are the guarantor.

Mr. Goldberg said that the restriction that Equity Office has granted to New England Life Insurance has the effect of reserving the wall space for signage for Baystate Financial. He said that it guards against having other signage on the building. The Board said that the restriction runs to the tenant, not to Baystate Financial.

The Board said that it granted a Special Permit for a sign at 80 William Street (ZBA 2013-23) with a condition that the business continue to lease 50 percent of the building. The Board asked if the Applicant has any arrangement with the Building Owner to take over more of the building. Mr. O'Connor said that there is no contractual agreement for that. He said that the other two floors are chopped up in terms of space. He said that there is one tenant who takes up a significant portion of the space. He said that

Baystate is a growing business. He said that their offices outside of Boston continue to grow substantially because people do not want to commute to Boston. He said that Baystate is relatively new in this space. He said that if the opportunity comes up to take more space in the building, they will at a minimum option it. He said that they were in the Office Park in a different building and were space constrained. He said that as they continue to grow, they have some prospects of acquiring smaller businesses. He said that if they do that, they will need to expand. He said that they have no interest in going outside of the building that they are in. He said that the continuity of having people in the same space is important to them.

The Board said that its primary interest is to have only one sign per building.

Mr. O'Connor said that it would be extremely helpful to extend the 7 pm lighting curfew. He said that established clients make appointments in advance. He said that new clientele tend to come at the last minute and stay late.

The Board said that it seems to be reasonable and fair to have the same standards for businesses in the same office park. The Board said that the 7 pm lighting curfew is appropriate. The Board said that Baystate Financial could come back before the Board if the 7 pm lighting curfew proves to be a hardship.

The Board said that approval will be conditioned for lighting to be on an adjustable dimmer.

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 49.44 square foot halo-lit wall sign, with 17 1/16 inch letters, set at a height of 40 feet above grade, at 100 William Street, in an Administrative/Professional District.

Memorandum of Justification, dated 3/12/13, from Baystate Financial, Letter to Town of Wellesley, dated 3/12/13, from David T. Pete, Property Manager, Wellesley Office Park, Drawing B01B.3, dated 4/18/11, revised 6/12/12, 12/12/12, 12/20/12, 1/3/13, 1/17/13 & 3/11/13, & Drawing B01B.2, dated 4/18/11 were submitted.

On April 10, 2013, the Design Review Board reviewed the application and voted unanimously to accept the proposal as presented.

On April 24, 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 49.44 square foot halo-lit wall sign, with 17 1/16 inch letters, set at a height of 40 feet above grade.

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It is the opinion of this Authority that installation of a 49.44 square foot halo-lit wall sign, with 17 1/16 inch letters, set at a height of 40 feet above grade, 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 49.44 square foot halo-lit wall sign, with 17 1/16 inch letters, set at a height of 40 feet above grade, subject to the following conditions:

1. There shall be an adjustable rheostat for illumination of the sign.
2. Illumination shall be shut off at 7 pm.
3. If Baystate Financial should ever vacate the premises at 100 William Street, or take a lesser occupancy than the entire 3<sup>rd</sup> floor, it shall remove the allowed sign immediately.
4. There shall be no other sign 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.

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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.



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David G. Sheffield, Acting Chairman



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Robert W. Levy



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Walter B. Adams

cc: Planning Board  
Inspector of Buildings  
lrm

416 5/8" **BAYSTATE FINANCIAL** 17 1/16"

PMS 547C, Dark Blue

**NOTE:**  
Square Footage is  
49.44 SQ FT



Advanced Signing LLC  
4 Industrial Park Road  
Medway MA 02053

t: 508.533.9000  
f: 508.533.2975  
www.advancedsigning.com

**1 Elevation:**  
Scale: 1/4" = 1' - 0"

**DESCRIPTION:**

Halo Lit Aluminum Channel Letters with  
White LED Lighting.

**TYPEFACE:**

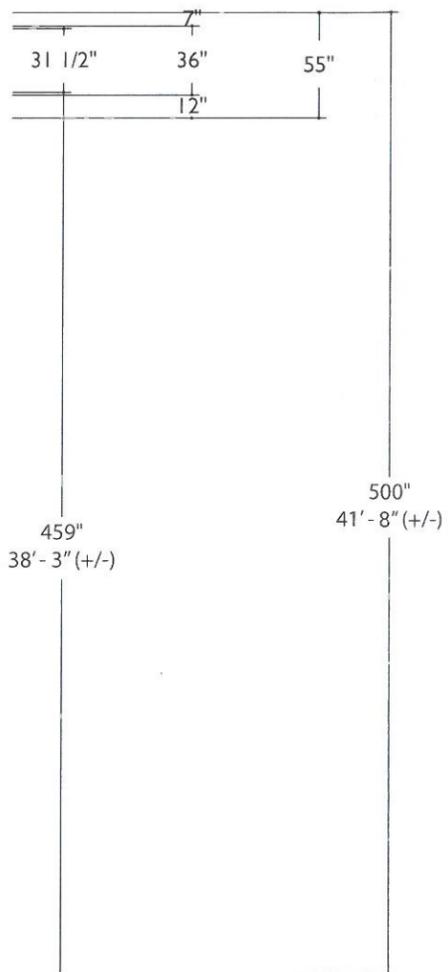
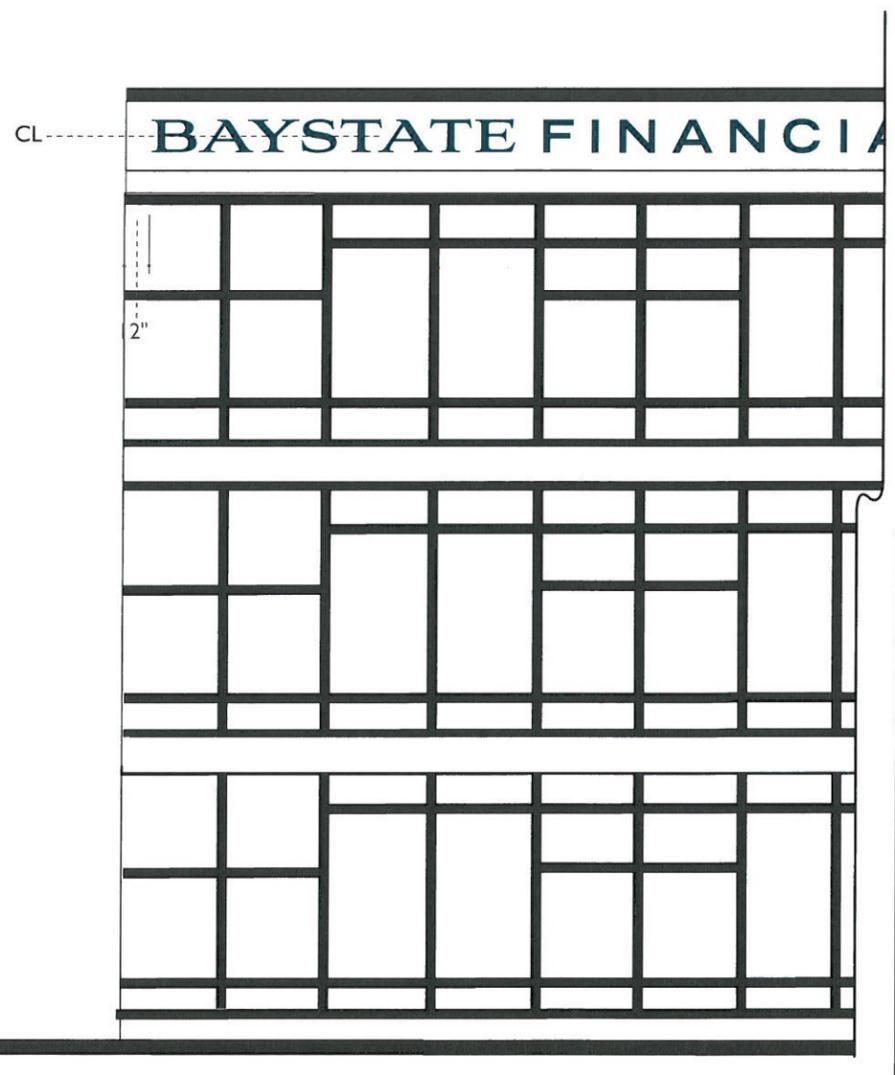
Logotype - Supplied by Client

**COLORS/FINISHES:**

See Callouts Above

**INSTALLATION METHOD:**

Mechanically Fastened to Building Parapet with  
2" Aluminum Channel Clips, Cap Screws and  
Expansion Bolts



**3 Location Elevation**  
Scale: NTS

CLIENT  
**Bay State Financial**

PROJECT  
100 Williams Street  
Wellesley, MA

CUSTOMER APPROVAL

SIGNATURE DATE

Signature Required  
For Final Approval  
Of All Shop Drawings  
Before Production.

WORK ORDER  
59784

DRAWN BY  
**PMB**

DATE  
**04.18.11**

REVISIONS  
**06.12.12**  
**12.12.12**  
**12.20.12 HJH**  
**01.03.13 HJH**  
**01.17.13-PMB**  
**03.11.13**

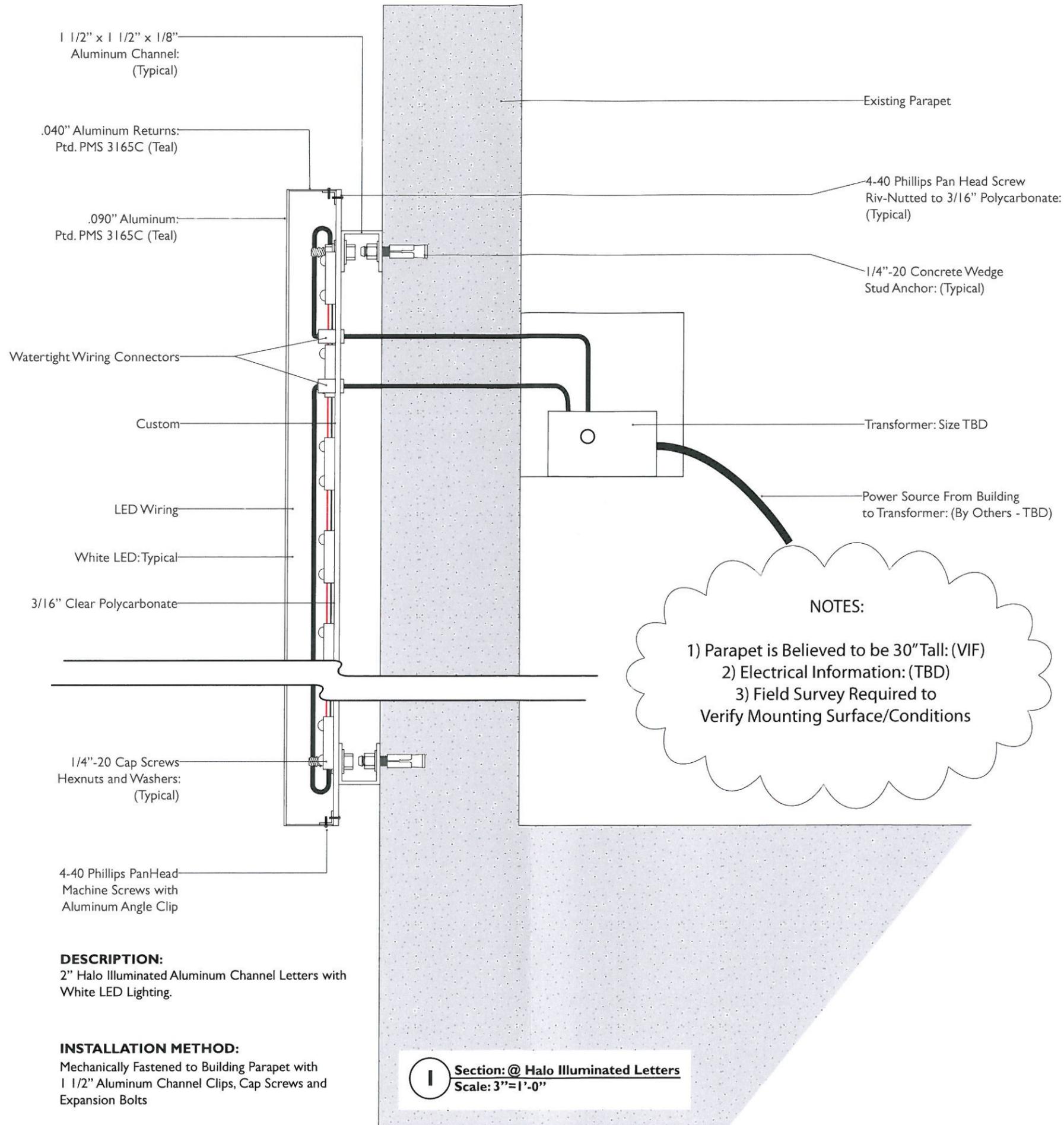
DRAWING NO.  
**B01B.3**

SIGN TYPE  
**B01B**

DESCRIPTION  
**Illuminated  
Building Letters**

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



NOTES:  
1) Parapet is Believed to be 30" Tall: (VIF)  
2) Electrical Information: (TBD)  
3) Field Survey Required to  
Verify Mounting Surface/Conditions

**DESCRIPTION:**  
2" Halo Illuminated Aluminum Channel Letters with  
White LED Lighting.

**INSTALLATION METHOD:**  
Mechanically Fastened to Building Parapet with  
1 1/2" Aluminum Channel Clips, Cap Screws and  
Expansion Bolts

**I Section: @ Halo Illuminated Letters**  
Scale: 3"=1'-0"

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DRAWING NO.  
**B01B.2**  
SIGN TYPE  
**B01B**  
DESCRIPTION  
**Illuminated  
Building Letters**