



## ZONING BOARD OF APPEALS

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

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ZBA 2016-80  
 Petition of 366 Washington St., LLC  
 366 Washington Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, October 6, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of 366 Washington Street LLC requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 7.78 square foot halo lit wall sign with 20 3/8 inch letters that will exceed the letter height allowed by right, set at a height of 15 feet, at 366 Washington Street, in a Business District.

On September 21, 2016, 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 Bart Steele, View Point Sign & Awning and Ron Campanella, representing 4G Clinical.

Mr. Steele said that 4G Clinical is an international company that is making its headquarters in Wellesley. He said that the request is for a special permit for letter height for a sign. He said that the logo is important to 4G Clinical's image. He said that a 14 letter height does not work out proportionately with the logo. He said that the request is for a small logo that will be halo illuminated, at 7.8 square feet, which is less than one percent of the building façade. He said that the Design Review Board (DRB) approved the sign on August 4, 2016. He said that this building is set back further than others on the street. He said that the DRB agreed that this design would not impact the integrity of the neighborhood or be detrimental.

Mr. Steele discussed the proportions of the sign. He said that the word, "Clinical," needs to be under the 4G. He said that the average height of all of the letters will be 7.15 inches. He said that a by-right sign with 4G Clinical on one line would be six square feet larger. He said that the purpose is not to have a bigger sign but to have the logo. He said that the proposed sign is 5.6 square feet smaller than what would be allowed by right if it was all put on one line and the logo was discarded.

Mr. Steele asked that the Board determine that the proposed sign will not be detrimental to the neighborhood. He said that it will be good for business. He said that it will be a hardship for the business to not have their logo because of their new presence in New England.

The Board asked if 4G is the only occupant of the building. Mr. Steele said that the building is currently empty. He said that there is no other tenant at this time.

The Board asked if Mr. Steele will be coming back before the Board for the other tenant's sign. Mr. Steele said that he has not been contacted about that at this time. He said that each tenant is entitled to a sign over their façade.

A Board member said that the drawn elevation shows three sets of paired doors. Mr. Steele said that he believes that the intent is to have three tenants again. The Board member said that there may be three identifications on the building. He asked if the identifications would relate to the doors. He said that one of the purposes of wayfinding is to get a person to the right door for the right service that is being provided inside the building. He said that there is the possibility of three different services in the building and three different signs. He said that the location 4G is identifying the entire building. Mr. Steele said that the designer chose to put the 4G sign at the corner because the logo is so small. He said that the company is not looking for retail exposure.

A Board member asked about the business use. Mr. Campanella said that it will be office space. He said that 4G is a clinical trials service company. The Board member confirmed that it will not be used for research and development. Mr. Campanella said that it will be for software for bio-tech companies.

The Board asked why the company had not requested a standing sign at the street. Mr. Steele said that his experience with the town is that the bylaw is not conducive to multi-tenant free-standing signs. He said that you can have the same square footage with one tenant as you would have with ten tenants. He said that the placards get so small that the signs are useless. He said that it is all pavement here and there is no good place for a standing sign. He said that there would be setback issues. He said that a tasteful sign on the building is what is desired by the tenant and the landlord.

A Board member said that 4G on the building identifies as the tenant. He said that 4G will have one door and the sign will not identify the entry. He said that it would be a good location for the sign if it was a one-tenant building. He said that with the next tenant coming into the building there is potential for chaos. Mr. Steele said that he did not see anything in bylaw about placement of the sign in terms of location.

The Chairman said that the two examples of halo lit signs that were submitted appear to be on dark backgrounds. He said that 4G will be on a light background. He asked how that will work. Mr. Steele said that it will not work as well. He said that they are trying to be subtle and consistent with their logo.

The Board discussed hours of operation for the lighting.

A Board member said that he was concerned about future signs on the building. He said that this is not unlike a shopping center with multiple entries and multiple tenants. He asked if Mr. Steele thought that he will be contracted to do the other signs on the building. Mr. Steele said that the building management company put 4G in touch with him. The Board member said that when they come back for future signs on the building, it will be looked at as a whole. The Board said that is not the issue that is before it at this hearing.

The Board made the findings that the sign 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.

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 XXIIA and Section XXV of the Zoning Bylaw for installation of a 7.78 square foot halo lit wall sign with 20 3/8 inch letters that will exceed the letter height allowed by right, set at a height of 15 feet, at 366 Washington Street, in a Business District.

Letter of Authorization, dated 8/26/16, signed by Mary R. Butler, Manager, 366 Washington Street, LLC, Sign Information, Explanation of Request, Sign Elevation with Building Façade Simulation, dated 8/3/16, revised 8/4/16 & 8/9/16, and Front Elevation Drawing, dated 7/26/16, prepared by ViewPoint Sign and Awning, and a photograph were submitted.

On August 4, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the wall sign, as presented.

On October 6, 2016, 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 7.78 square foot halo lit wall sign with 20 3/8 inch letters that will exceed the letter height allowed by right in a Business District, set at a height of 15 feet.

It is the opinion of this Authority that installation of a 7.78 square foot halo lit wall sign with 20 3/8 inch letters that will exceed the letter height allowed by right in a Business District, set at a height of 15 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.

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Therefore, a Special Permit is granted for installation of a 7.78 square foot halo lit wall sign with 20 3/8 inch letters that will exceed the letter height allowed by right, set at a height of 15 feet, subject to the following condition:

- Sign lighting shall be shut off at 8 pm.

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.

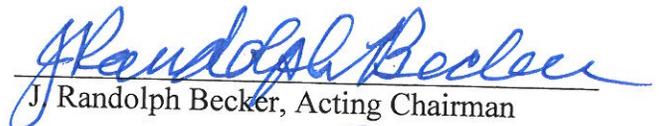
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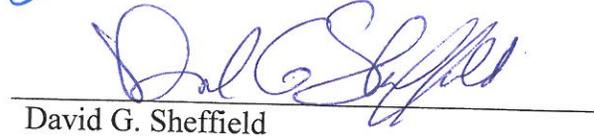
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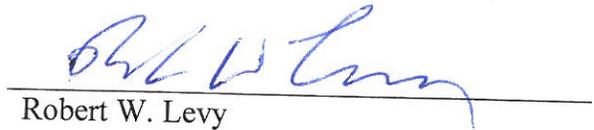
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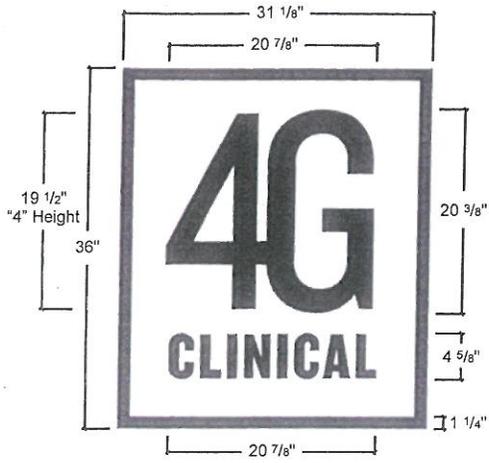
APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

  
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J Randolph Becker, Acting Chairman

  
\_\_\_\_\_  
David G. Sheffield

  
\_\_\_\_\_  
Robert W. Levy

cc: Planning Board  
Inspector of Buildings  
lrm



**E1** Elevation: #8000.1 (Qty 1) Halo-lit Graphics  
Scale: 1" = 1'



**S** Side View:  
Scale: 1" = 1'



Generic Halo-lit Channel Sample:

- Description:**  
(Qty 1) Halo-lit Graphics  
- Fabricated aluminum graphics  
- Internally illuminated with LEDs.  
- Clear polycarbonate on back of graphics.  
- Space mounted to exterior wall.  
- Location of remote power supply -

**Logo:**  
Artwork Needed

- Colors:**  
Illumination - White LEDs (halo-lit)  
Graphics - painted Black  
Backs - Clear polycarbonate

**Installation:**  
By Viewpoint.  
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code (NEC) and/or other applicable Local Electrical Codes (LEC). This includes proper grounding and bonding of the sign.

To End Of Building ←



Proposed:

Job: 4 G Clinical  
Location: 366 Washington Street - Wolllesley, MA  
Account Manager: Bart Steele  
File: 4Gclin\_WellMA\_HaloGraphics\_1.cai  
Date: 08.03.16 1.5  
Designer: Matthew Hoard

Revisions:  
08.04.16 .5  
08.09.16 .5

Revisions:

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Acct. Manager Approval

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