

68-45

TOWN OF WELLESLEY



MASSACHUSETTS

BOARD OF APPEAL

RICHARD O. ALDRICH
DANA T. LOWELL
F. LESTER FRASER

KATHARINE E. TOY, CLERK
TELEPHONE
235-1664

Appeal of Massachusetts Indemnity and Life Insurance Company

The Board of Appeal held a public hearing in the hearing room on the second floor of the Town Hall at 8:20 p.m. on September 26, 1968, on the appeal of Massachusetts Indemnity and Life Insurance Company from the refusal of the Inspector of Buildings to issue a permit to erect a sign on the building at 100 William Street. The reason for such refusal was that the Building Inspector termed the sign a roof sign, which is prohibited under the provisions of Section XXIIIA, Part C., Subpart 2. a. 2. (b) of the Zoning By-law, and further that said sign exceeds the limitation of fifteen square feet as required under the provisions of Section XXIIIA, Part C., Subpart 2. a. 2. (a) of the Zoning By-law. Said appeal was made under the provisions of Section XXIIIA, Part E. and Part F. Subpart 3. of the Zoning By-law.

The appellant was represented at the hearing by Jarvis Farley, its president and Roger Billings, Jr., its 1st vice-president.

Norman B. Leventhal, Wellesley Office Park, stated that he had no objections to the proposed sign.

Helen Haynes, of the Newton Conservators, Inc., Newton, and Mary H. Fyffe, secretary of the Wellesley Park and Tree Board, both felt that the size of the sign should be limited and that if this were allowed, it might establish a precedent for other similar requests.

On August 28, 1968, the appellant submitted its request for a hearing before this Board and thereafter due notice of the hearing was given by mailing and publication.

Statement of Facts

The property involved is located within an Administrative and Professional District at the extreme easterly end of the town. The appellant is presently completing a large office building for its occupancy and desires to erect an identifying sign. It is proposed to mount individual illuminated letters to a wall on the elevator and cooling system portion of the building but the Building Inspector has termed the proposed sign, a "roof sign", which is not permitted under Section XXIIIA, Part C., Subpart 2. a. 2 (b) of the Zoning By-law. The proposed letters are to be 14" high on a wall 20' long, with a square foot area of 60'. The area of the sign, therefore, would be in excess of the limitation of fifteen square feet as provided by Section XXIIIA, Part C, Subpart 2. a. 2. (a) of the Zoning By-law. The letters are to be ivory with black sides, mounted on a cement wall, with the wording, "Massachusetts Indemnity and Life Insurance Company."

It is the opinion of the appellant that the wall upon which the letters are mounted is a parapet wall, part of the building and therefore, not above the roof level. However, if the Board finds that it is a roof sign, an exception is requested.

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The appellant feels that the proposed sign is necessary and would be unsuitable in any other location. It further feels that it will not cause undue congestion of traffic or population, interruption of light and air or result in a detriment to the owners or occupants of nearby land or buildings.

Scaled plans showing the proposed lettering on the building were submitted giving details of its size, colors, and location on the building.

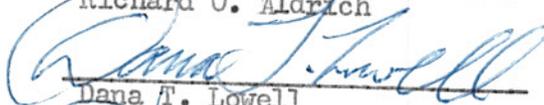
Decision

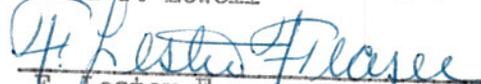
The Board has studied the plans submitted and for purposes of application of the Zoning By-law in this case regards the sign as a "roof sign", noting, however, that the surface to which it is proposed that the sign letters be attached has characteristics which give it the appearance of an extension of a principal wall of the building.

Section XXIIA, Part E, authorizes this Board to grant a special permit for a sign not complying with the provisions of the Sign Code, if it determines that the particular sign will be in harmony with the general purpose and intent of this Section and will not be injurious to the neighborhood in which such sign or signs are to be located nor to traffic and safety conditions therein, nor otherwise detrimental to the public safety and welfare.

In exercise of the foregoing power, this Board grants a special permit for the mounting of the desired letters on the elevator and air cooling equipment enclosure above the roof line as shown on the plans submitted and on file with this Board.


Richard O. Aldrich


Dana T. Lowell


F. Lester Fraser

Filed with Town Clerk _____

8/19/65

SIGN AREA

20'0"

MASSACHUSETTS INDEMNITY
AND LIFE INSURANCE COMPANY

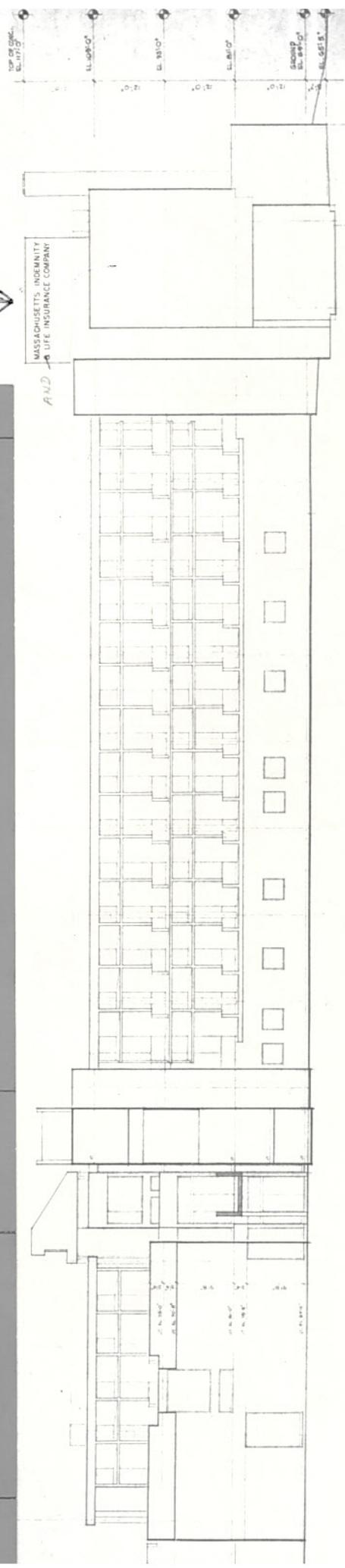
14" 8" 14"

11'0"

SCALE $\frac{3}{16}'' = 10''$

VERY LETTERS
WITH BLACK SIDES
MOUNTED ON CEMENT WALL

MASSACHUSETTS INDEMNITY
AND LIFE INSURANCE COMPANY



MASSACHUSETTS INDEMNITY
AND LIFE INSURANCE COMPANY

Wellesley, Massachusetts

Massachusetts Indemnity and Life Insurance Company

SOUTH ELEVATION