

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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SEP 16 3 03 PM '96

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ZBA 96-55  
Petition of Andersen Consulting Limited Partnership  
100 William Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, August 22, 1996 at 8 p.m. in the Selectmen's Meeting Room (Conference Room B) at the Town Hall, 525 Washington Street, Wellesley, on the petition of ANDERSEN CONSULTING LIMITED PARTNERSHIP requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw to allow its externally illuminated wall sign, with an area of 56.82 square feet at a height of 32 feet, on the facade of its premises at 100 WILLIAM STREET, in an Administrative and Professional District, to exceed the allowed area of 15 square feet and to exceed the allowed height of 15 feet.

On August 5, 1996, 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, Inc., and Robert Dickey, representing Andersen Consulting. Mr. McConaghy said that Andersen Consulting will be the sole occupant of 100 William Street. The company is moving its Boston headquarters to the Wellesley Office Park, and have contracted with Beacon Properties to do an extensive renovation of the building. One of the reasons for choosing the site is to have exposure from Route 128. Andersen needs to have the sign to identify its new premises.

Mr. McConaghy explained that the sign letters will be illuminated by halo silhouette, which is a very soft lighting. The building is set back and is low, so, for the sign to be visible from Route 128, it must be located along the top of the building.

Mr. McConaghy noted that the Planning Board had expressed concern that the installation of the sign would set a precedent for increased signage on the office park buildings. Andersen Consulting will be the sole occupant of 100 William Street, just as the Wyatt Company is the sole occupant of 80 William Street. The Wyatt Company has a sign on the facade of its premises which was allowed by Special Permit.

The Board asked what the distance was between 100 William Street and Route 128. Mr. McConaghy responded that it was about 130 feet, and that there were no intervening residential areas.

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The Board expressed concern that other companies in the office park would be requesting individual signage in the future. Mr. McConaghy said that the other buildings are multi-tenanted. Beacon Properties, the property owner, has control over the signage on the buildings, and that this was a negotiated item in the rental contract. Mr. Dickey added that this is a ten-year lease for a single tenant.

The Board stated that the office park is a desirable location because it is not covered with signs. In 1991, the Board did grant a Special Permit to the Wyatt Company, with the condition that if the tenant moved out of the building, or assumed a lesser position in the building, the sign would be removed. The Board would require the same condition in this Special Permit. Mr. Dickey said that Andersen was comfortable with that condition.

No other person present had any comment on the petition.

#### Statement of Facts

The subject property is located at 100 William Street in the Wellesley Office Park, in an Administrative and Professional District. The building is owned by Beacon Properties and leased to the petitioner as the sole occupant.

The petitioner is requesting a Special Permit to install a 56.82 square foot, externally illuminated halo silhouette lit wall sign at a height of 32 feet, which will exceed the allowed area of 15 feet and the allowed height of 15 feet. The sign will consist of individually mounted, white aluminum letters, and will be located above the third floor windows of the addition to the office building.

A location elevation dated 5/9/96, drawn by Advanced Signing, Inc., and a letter in support of the petition from Claude B. Hoopes, Vice President of Beacon Properties Corporation, were submitted.

On June 13, 1996, the Design Review Board reviewed the proposed wall sign and voted to approve the design, placement and illumination of the wall sign as presented.

On August 20, 1996, the Planning Board reviewed the petition and voted to recommend denial of the Special Permit, as other buildings within Wellesley Office Park do not have similar signs; and the Planning Board believes that the requested sign is unnecessary.

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Decision

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This Authority has made a careful study of the materials submitted and the information presented at the hearing. The petitioner is requesting a Special Permit to install a wall sign with an area of 56.82 square feet at a height of 32 feet on the facade of its premises at 100 William Street to identify its location.

This Authority is of the opinion that the proposed externally illuminated wall sign is in harmony with the general intent and purpose of Section XXIIA of the Zoning Bylaw in regard to the area and height of the proposed wall sign. However, this Authority does not want to set a precedent for installation of wall signs by tenants in the Wellesley Office Park.

Therefore, a Special Permit is hereby granted, as voted unanimously by this Authority at the Public Hearing, for the proposed wall sign at 100 William Street, in accordance with the submitted drawing, subject to the following condition:

1. If Andersen Consulting Limited Partnership should ever vacate the building, or take a lesser occupancy than the entire building at 100 William Street, they shall remove said sign immediately.

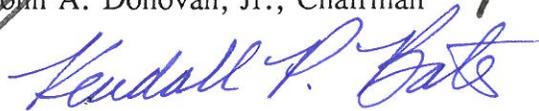
The Inspector of Buildings is hereby authorized to issue a permit for said sign upon his receipt and approval of an application.

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



John A. Donovan, Jr., Chairman



Kendall P. Bates



Sumner H. Babcock