

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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ZBA 2018-45

Petition of Sun Life Assurance Co. of Canada  
100 Worcester Street

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Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 12, 2018, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Sun Life Assurance Co of Canada requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of two standing signs that will exceed the maximum number and maximum total area of signage allowed by right. The maximum area for each standing sign, the maximum height for a standing sign and the maximum letter height for a standing sign will exceed what is allowed by right in an Office and Professional District, at 100 Worcester Street.

On June 7, 2018, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

The Chairman said that the Applicant filed three petitions for special permits for signage within the office park. He said that the Board would hear the three petitions together and would make separate motions.

Presenting the case at the hearing were Bart Steele, ViewPoint Sign and Awning and Paulette Nicoliello, Sun Life Assurance Co. of Canada (Sun Life), the Petitioner.

Ms. Nicoliello said that Sun Life previously occupied all four buildings in the park. She said that Sun Life will consolidate to two buildings and will lease the other buildings to third party tenants. She said that they will rebrand the park as "Park 9" versus Sun Life Executive Park. She said that the petition is to rebrand the park with new entry signs and wayfinding signs within the park to identify each of the buildings with a tenant directory on them. She said that this will also assist the Post Office in delivering mail. She said that currently the Post Office delivers to one building and Sun Life distributes it. She said that the Post Office will now have to go to all four buildings.

Mr. Steele said that this is a unique circumstance with multiple businesses on three separate lots in the park. He said that they will be replacing six existing signs with new signs or upgrading signs. He said that the entrance to the park is quite large. He said that the two large walls with signs on them that identify the Sun Life Office Park are the main signs out front. He said that the curved wall signs are on different lots. He said that they will add the Park 9 logo to both of them. He said that one of the Sun Life signs will remain intact and the other will have signs for the six main anchor businesses. He said that one side will be almost 46 square feet and the other side will be 50 square feet. He said that they worked with the Design Review Board (DRB) and the Planning Board to come up with individual halo illuminated letters. He said that the existing sign is illuminated by flood lights. Ms. Nicoliello said that the lighting will go off at 9 pm. She said that the existing floodlights will remain.

Mr. Steele said that both of the signs will be under 50 square feet, will have 14 inch letters with an 18 inch "9" on the logo. He said that the DRB agreed that the signage is to scale, fits the shape, and is reasonable. He said that the park is located at a busy intersection. The Board said that signage is needed on both sides because people come from two directions on Route 9.

The Chairman asked about limitations on the number of tenants. Ms. Nicoliello said that the thought is to only put the major tenants on the front wall. She said that the inner directory will have a complete listing of all of the tenants in the building. She said that based on leasing activity thus far, six should be adequate on the front wall.

Ms. Nicoliello said that there will be four monument signs within the park with addresses on them. She said that two of them will be for Sun Life and two will be for the other buildings. She said that that they will have to come back before the Board if Sun Life moves out of the space. The Chairman said that the monument signs appear to be the same size as the existing signs. Mr. Steele said that the new signs will be 6 feet high, mounted on 8 inch pedestals. He said that the logo will be the same to provide continuity and will match the signs out front. He said that the tenant panels will be 10 inches high by 36 inches wide. He said that the monument signs will not be illuminated.

The Chairman summarized the sign proposal. He said that the curved signs are trying to be responsive to traffic on Worcester Street. He said that this request does not fit in with the bylaw definition of a commercial zone fronting Worcester Street. He said that other signs within the three lots will provide consistency throughout the site for branding purposes and will identify the various tenants in the buildings. He said that Sun Life is not asking for much that is different from what is there. He said that the differences are due to rebranding. He said that in terms of the bylaw, there are no issues with the monuments signs because they are on a per building basis in the Zoning District. He said that there is some issue with the total of the signs because it does not quite add up because it is three different parcels and numbers on buildings in the parcels. He said that the purposes of the signs are still consistent with what is there. He said that the addition of the Park 9 is the only deviation from that. He said that it seems to make sense, notwithstanding the letter of the law.

The Board said that Sun Life should contact the Police and Fire Departments in addition to the Post Office so that they will know where to go in case of emergency.

Ms. Nicoliello said that Sun Life will remain in and will keep the sign that is high up on the building that faces Route 128.

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 two standing signs that will exceed the maximum number and maximum total area of signage allowed by right. The maximum area for each standing sign, the maximum height for a standing sign and the maximum letter height for a standing sign will exceed what is allowed by right in an Office and Professional District, at 100 Worcester Street.

Letter to Zoning Board of Appeals, dated 5/22/18, signed by Lauren Cronin, Permit Manager, Viewpoint Sign and Awning, Sign Information, Existing Sign for 100 Worcester Street, 100 Worcester St. Directory – Single Sided, Non-Illuminated Directory Sign with Removable Tenant Panels, dated 2/6/18, revised 3/28/16, Page 1 - Curved Wall #2 (1) Halo-lit Channel Letter Sign Mounted to Top of Existing Curved Wall, dated 1/25/18, revised 3/20/18, 3/28/18, 4/12/18 & 5/29/18, and Page 2 - Curved Wall #2 (1) Halo-lit Channel Letter Sign Mounted to Top of Existing Curved Wall, dated 3/21/18, revised 3/28/18 & 4/12/18, prepared by Viewpoint Sign and Awning, and Sign Locations shown on Site Utilities Plans were submitted.

On May 23, 2018, the Design Review Board reviewed the application and voted unanimously to recommend approval of the proposed signage.

On June 27, 2018, the Planning Board reviewed the petition and recommended that the Special Permit be granted, subject to conditions.

#### Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is two standing signs that will exceed the maximum number and maximum total area of signage allowed by right. The maximum area for each standing sign, the maximum height for a standing sign and the maximum letter height for a standing sign will exceed what is allowed by right in an Office and Professional District, at 100 Worcester Street.

It is the opinion of this Authority that installation of two standing signs that will exceed the maximum number, the maximum total area of signage, the maximum area for each standing sign, the maximum height for a standing sign and the maximum letter height for a standing sign that is allowed by right in an Office and Professional District, will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw, as the sign scale will be 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 two standing signs that will exceed the maximum number, the maximum total area of signage, the maximum area for each standing sign, the maximum height for a standing sign and the maximum letter height for a standing sign that is allowed by right in an Office and Professional District at 100 Worcester Street, subject to the following conditions:

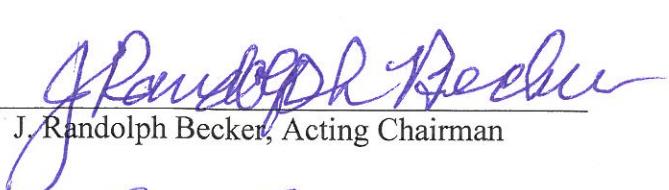
- Illumination of the wall sign shall be during the business day only and shall be turned off at 9 pm.

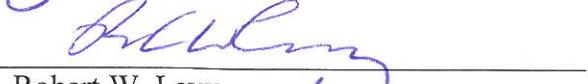
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

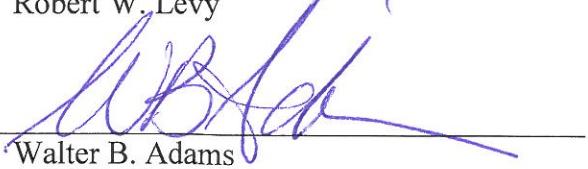
ZBA 2018-45

Petition of Sun Life Assurance Co. of Canada  
100 Worcester Street

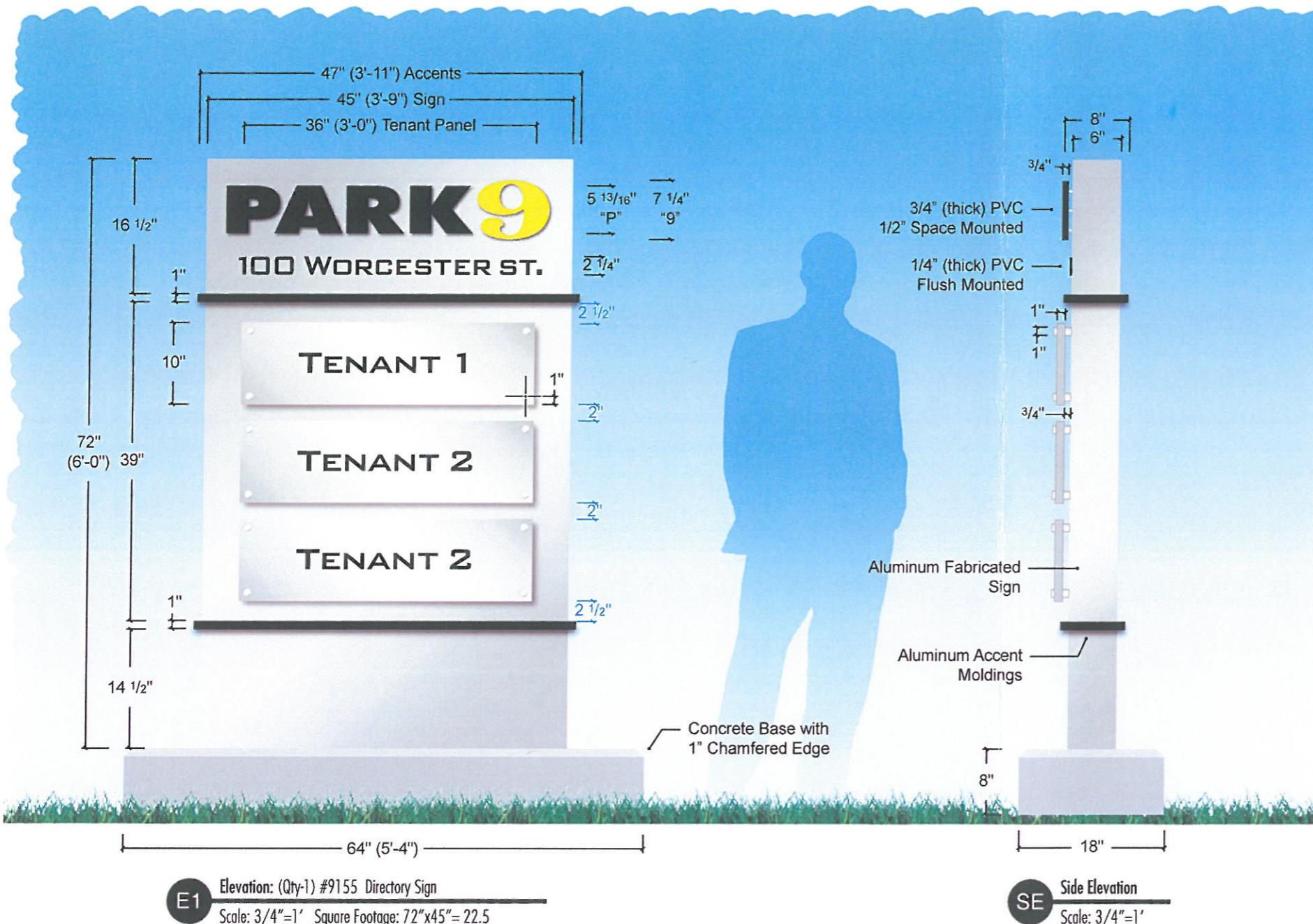
APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN THE  
OFFICE OF THE TOWN CLERK.

  
J. Randolph Becker, Acting Chairman

  
Robert W. Levy

  
Walter B. Adams

cc: Planning Board  
Inspector of Buildings  
lrm



**Description:**

(Qty-1) Single sided, non-illuminated directory sign with removable tenant panels.

### Directory Sign & Base:

- Painted 6" (deep) aluminum fabricated sign.
- Painted 3/4" (thick) PVC "Park 9" logo mounted with 1/2" spacers.
- Painted 1/4" (thick) PVC address letters mounted flush to backer.
- Concrete base with 1" chamfered edge.
- (2) Internal 3" aluminum square tube posts.
- (2) 3 1/2" aluminum square tube post sleeves embeded in concrete footings.
- Sign to sit on top of concrete base and posts to be thru-bolted to post sleeves as needed.

### ***Removable Tenant Panels:***

- Painted 1" (deep) aluminum fabricated panels.
- 1" dia. decorative caps with 1" dia. custom aluminum pipe spacers.
- Vinyl tenant graphics (TBD)

Typeface/Logo:

Logo supplied by customer and modified by ViewPoint.  
Bank Gothic Medium BT

### Colors:

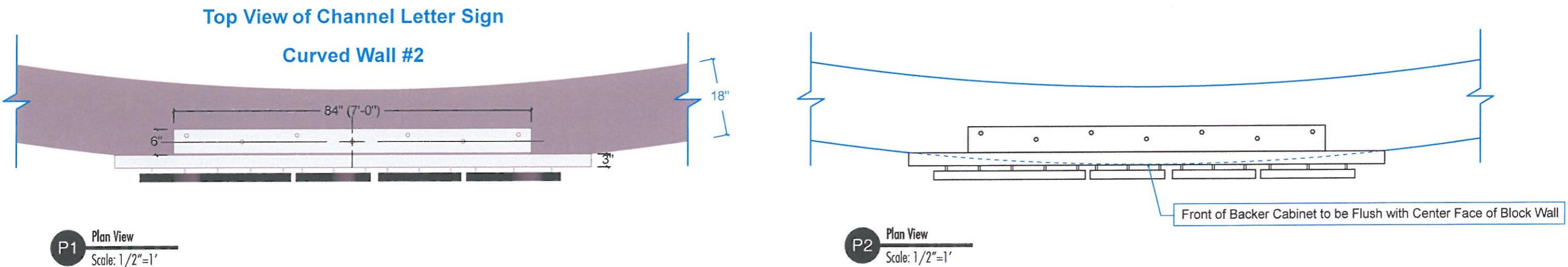
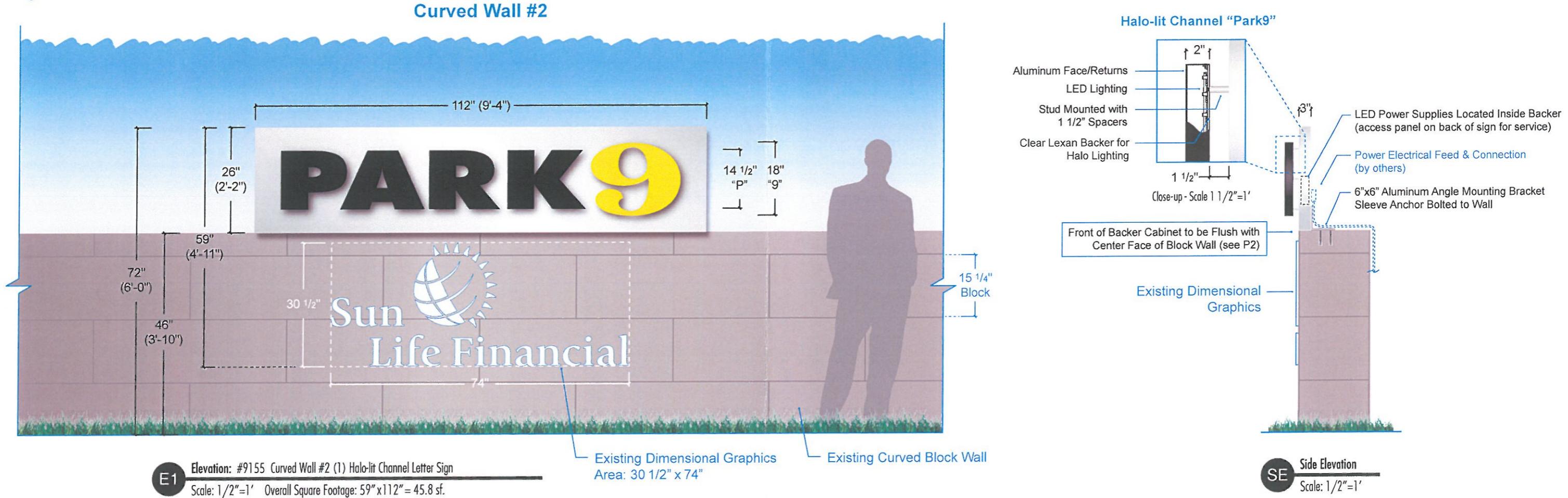
Sign (face & returns):	<input type="checkbox"/> Painted to match Brushed Aluminum (matte)
"Park" (face & returns):	<input checked="" type="checkbox"/> 3/4" PVC Painted Black
"9" (face):	<input type="checkbox"/> 3/4" PVC Painted to match Akzo Yellow FLNA 1001
"9" (returns):	<input checked="" type="checkbox"/> 3/4" PVC Painted Black
Tenant Panels:	<input type="checkbox"/> Painted to match Brushed Aluminum
Caps:	<input type="checkbox"/> Anodized Finish
Spacers:	<input type="checkbox"/> Aluminum Painted to match Brushed Aluminum

## Installation:

By ViewPoint

Page 1 - Curved Wall #2 (1) Halo-lit Channel Letter Sign Mounted to Top of Existing Curved Wall

See Page 2 for more Details



Job:  
NewMark Knight & Frank Sun Life Park 9

Account Manager:  
Bart Steele

Location:  
One Sun Life Executive Park (Rte9) Wellesley

File:  
NewMark-Park9\_Wellesley\_HaloChnl-Wall2-Pg1\_B1.ai

Date:  
01.25.18 .5

Revisions:  
03.20.18 1  
03.28.18 .5

Designer:  
Steven Manetta

Revisions:  
04.12.18 .5  
05.29.18 .25

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**ViewPoint**  
SIGN AND AWNING

1.508.393.8200  
FAX 1.508.393.4244

Customer Approval

Acct. Manager Approval

Production Approval

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## Page 2 - Curved Wall #2 (1) Halo-lit Channel Letter Sign Mounted to Top of Existing Curved Wall

See Page 1 for more Details

Proposed

Actual Photo Location of Wall #2 (TBD)



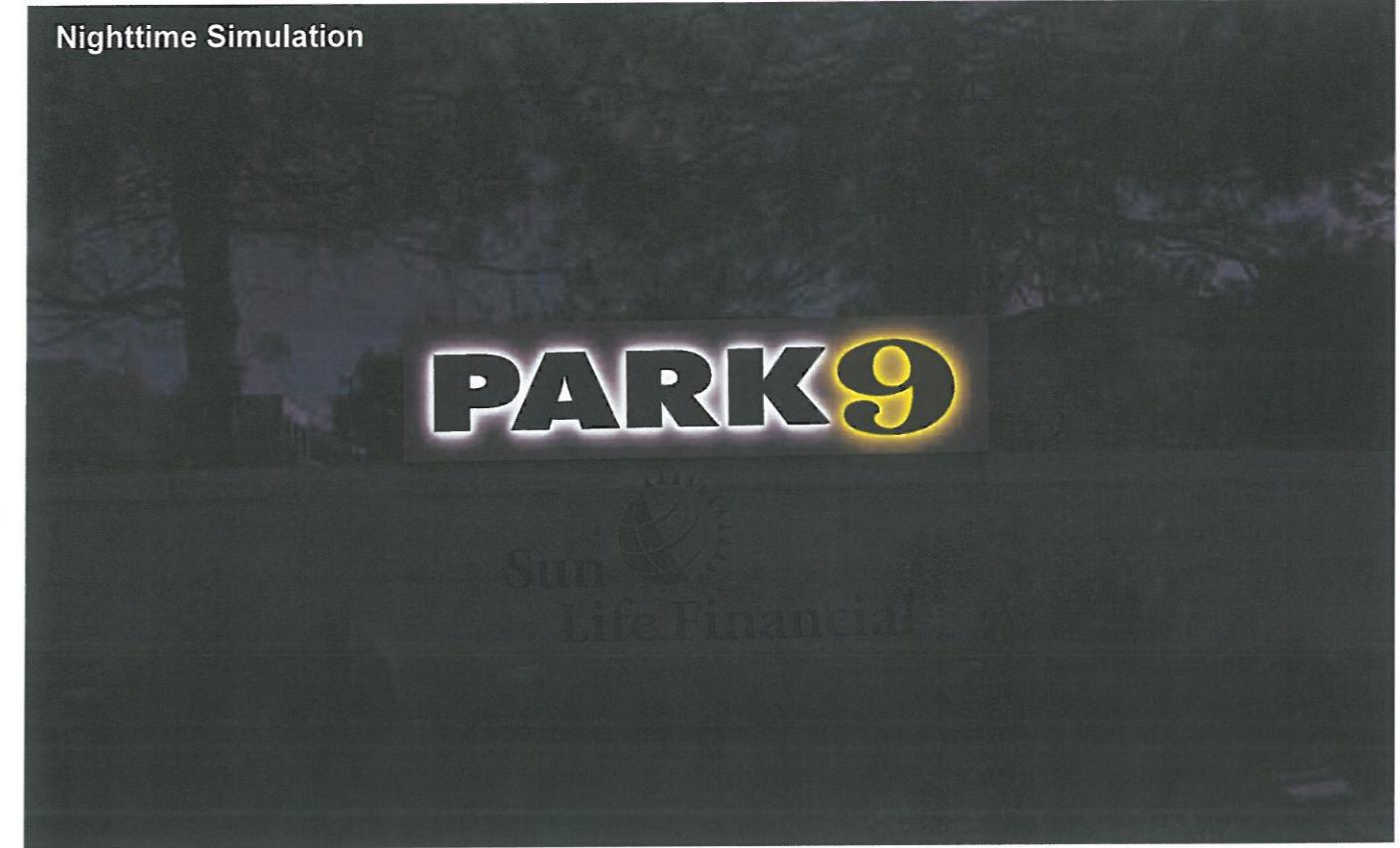
PE Photo Elevation: #9155 Signage for Curved Wall  
Scale: NTS

Backer Overall Size: • 26"H x 112"L  
"PARK" Height: • 14 1/2"  
"9" Height: • 18"  
Existing "Sun Life": • 30 1/2"x74"  
Overall Sq Ft: • 59"x112" = 45.8 sf.



Actual Photo Location of Wall 2 (TBD)

Nighttime Simulation



### Description:

(Qty-1) Halo illuminating channel letters on backer panel.

### Halo Channel Letters "Park 9":

- 2" (deep) Internally wired halo-illuminated channel letters.
- Aluminum faces and returns.
- Clear polycarbonate backs with spacers.

### Backer/Raceway Panel:

- 3" (deep) aluminum fabricated backer.
- Remote concealed wiring and power packs located inside backer.
- Access panel on back of sign for service.
- 6"x6" aluminum angle mounting bracket sleeve anchor bolted to top of wall.

### Typeface/Logo:

Logo supplied by customer and modified by ViewPoint.

Backer shape by ViewPoint.

### Colors:

Backer (face & returns):  Painted to match Brushed Aluminum (matte)

"Park" (face & returns):  Aluminum Painted Black

Angle Bracket:  Painted to match Brushed Aluminum (matte)

"9" (face):  Aluminum Painted to match Akzo Yellow FLNA 1001

"9" (returns):  Aluminum Painted Black

"Park" (halo LEDs):  White LED's

"9" (halo LEDs):  Yellow LEDs or ILT RGB LEDs (TBD)

### Installation:

By ViewPoint / Power (by others).

Remove existing dimensional graphics - existing holes patched (by others)

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.

Job:  
NewMark Knight & Frank Sun Life Park 9

Account Manager:  
Bart Steele

Date:  
03.21.18 .5

Revisions:  
03.28.18 .25

Revisions:  
04.12.18 .25

Revisions:

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TBD

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