



ZONING BOARD OF APPEALS

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

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ZBA 2019-43

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

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, May 2, 2019 at 7:30 pm in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Sun Life Assurance Co. of Canada on behalf of Morgan Stanley requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a 17 square foot halo lit wall sign, with 14 3/8 inch letters, set at a height of 24.5 feet, at 112 Worcester Street, in an Administrative/Professional District. The sign will exceed the maximum area, letter height and height from grade that is allowed by right.

On March 28, 2019, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

Present at the public hearing were Scott Spaulding, Viewpoint Sign and Awning, and David Swortz, Morgan Stanley, representing Sun Life Assurance Co. of Canada, the Petitioner.

Mr. Spaulding said that the proposed sign does not meet the bylaw for height, height of letters, and total square footage. He said that the height from grade that is allowed is 15 feet. He said that if you look at the drawings and the entrance of the building you can see why they cannot meet that requirement. He said that is the only place where they can put the sign. He said that the proposed letter height will be 14 3/8 inches where 14 inches is allowed. He said that the total square footage will be two square feet over the area of 15 square feet that is allowed.

The Chairman asked why the letter height is not 14 inch letters, which will meet the requirement. Mr. Spaulding said that they wanted the sign to fit the space. He said that they could reduce the letter height, which would get them closer to the 15 square feet of area that is allowed. A Board member said that you do not see this building and there are no residences around.

A Board member asked how much of the building Morgan Stanley occupies. Mr. Swortz said that Morgan Stanley occupies 95 percent of the second floor. He said that there is currently nobody else in the building. He said that they will be occupying approximately 50 percent of the building. He said that Morgan Stanley has been a tenant in the office park at 44 William Street since 1990 and one of the challenges that they had was that they were not able to have signage. He said that one of the appeals for them to stay in Wellesley is that they can bring in the Waltham office, so that they will have 150 employees rather than 90 employees. He said that branding was an important component in the attraction for moving to Sun Life.

The Chairman asked about the hours of lighting the sign. He said that it will be halo illuminated. Mr. Swortz said that most of the employees work from 9 am to 5 pm. The Chairman said that the sign lighting must be shut off by 8 pm.

A Board member asked how many other companies are identified in a similar manner in the park. Mr. Swortz said that Sun Life terminated its annuity business and is in the process of bringing in new tenants in multiple buildings. He said that Morgan Stanley is the first business in the building that is the newest of the three buildings that Sun Life has there. He said that Sun Life has brought in a couple of smaller tenants in other buildings but Morgan Stanley is the largest business that they brought in.

A Board member said that for a company that occupies a significant part of the building, this sign makes sense. He said that other businesses may have to identify themselves with ground signage.

A Board member said that you can only see the sign from the interior of the park.

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 17 square foot halo lit wall sign, with 14 3/8 inch letters, set at a height of 24.5 feet, at 112 Worcester Street, in an Administrative/Professional District. The sign will exceed the maximum area, letter height and height from grade that is allowed by right.

Letter to Zoning Board of Appeals, dated March 7, 2019, from Lauren Cronin, Permit Manager, Viewpoint Sign and Awning, Landlord Authorization, dated February 25, 2019, signed by Thomas V. Pedulla, Senior Managing Director, Sun Life, Sign Information, Location Information and Exterior Corporate ID, dated January 22, 2019, prepared by Signs of Success, and ALTA/ACSM Land Title Survey were submitted.

On February 8, 2019, the Design Review Board reviewed the application and voted unanimously to recommend approval of the sign.

On May 2, 2019, 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 signage is a 17 square foot halo lit wall sign where 15 square feet is allowed, with 14 3/8 inch letters where 14 inches is allowed, and set at a height of 24.5 feet from grade where 15 feet is allowed by right in an Administrative/Professional District.

It is the opinion of this Authority that installation of a 17 square foot halo lit wall sign, with 14 3/8 inch letters, set at a height of 24.5 feet, that will exceed the maximum area, letter height and height from grade that is allowed by right in an Administrative/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 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.

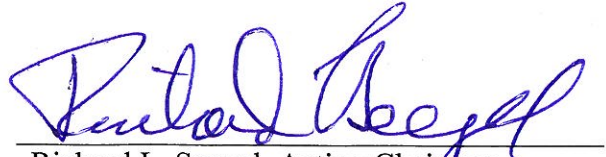
Therefore, a Special Permit is granted for installation of a 17 square foot halo lit wall sign, with 14 3/8 inch letters, set at a height of 24.5 feet, that will exceed the maximum area, letter height and height from grade that is allowed by right in an Administrative/Professional District, in accordance with the submitted plans.

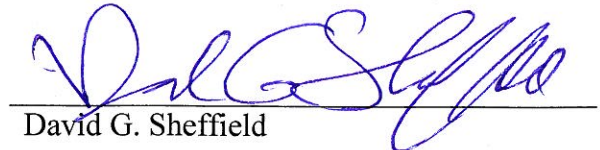
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

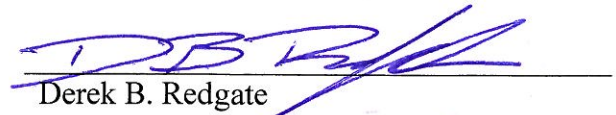
RECEIVED
TOWN CLERK'S OFFICE
WILLESTON MA 02481
2019 MAY 16 P 3:09

ZBA 2019-43
Petition of Sun Life Assurance Co. of Canada
112 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.


Richard L. Seegel, Acting Chairman


David G. Sheffield


Derek B. Redgate

ZBA 2019-43
Applicant Sun Life Assurance Co. of Canada
Address 112 Worcester Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

In accordance with Section 11 of Chapter 40A of the Massachusetts General Laws, I hereby certify that twenty (20) days have elapsed after the within decision was filed in the office of the Town Clerk for the Town of Wellesley, and that no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied.

Date:

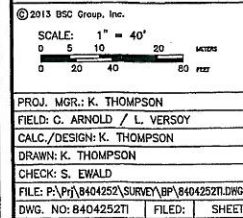
Attest:

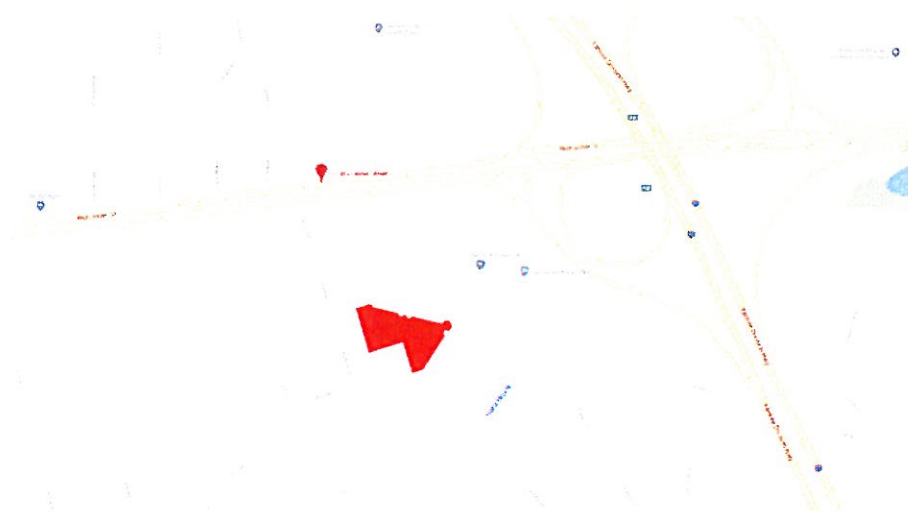
Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2019 MAY 16 P 3:00

PROPERTY: 112 WORCESTER STREET.





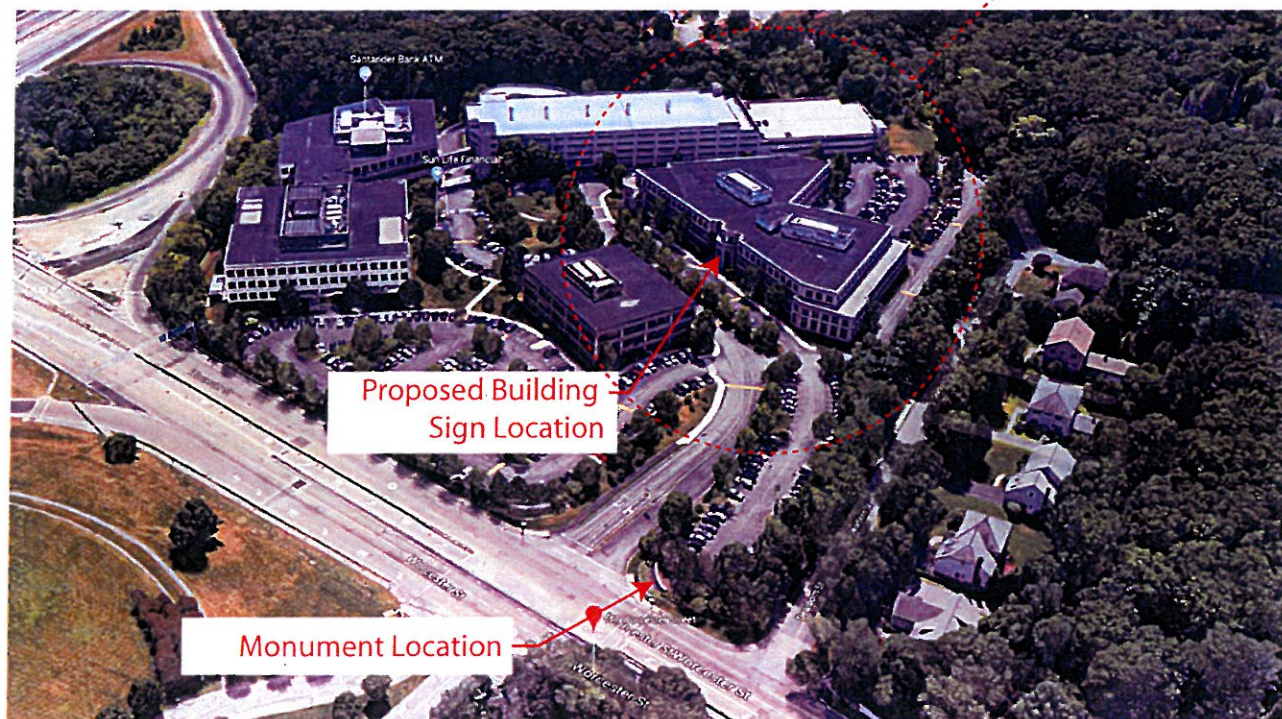
Site Map

Existing Building Facade
area is approximately: [+/- 15,210 sq.ft.]

Existing (Sign wall only) Facade
area is approximately: [+/- 360 sq.ft.]



Existing Conditions @ Building Sign



Aerial View



Existing Conditions @ Monument Location

* GRAPHICS FOR MONUMENT SIGN WERE
APPROVED BY DRB & PERMITTED W/
BUILDING DEPT AS OF 3/1/2019.

Location Information - Existing Conditions/maps

Signs of Success

247 Merrick Road, Suite 101
Lynbrook, NY 11563
T: 516 823-9000
F: 516 823-1023
www.signs-of-success.com

REVISIONS

Description	Date
2nd Sign Location Added	06.22.18
2nd Sign Location deleted/monument change	06.22.18
removed monument B	01.17.19
Added facade area	01.22.19

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to
Signs of Success to commence fabrication.

Approved By _____

Date _____

This custom design is the exclusive property of
Signs of Success. All rights to its use are restricted.

CLIENT

MORGAN STANLEY

JOB NUMBER

18-0344

JOB NAME

117 Worcester St., Wellesley, MA 02481

PROJECT MANAGER

Erik Skoupy

DRAWN BY

Philip Light

SCALE

NTS

DATE

22 January 2019 Rev.4

PAGE

1 of 3

10'-8-7/8"

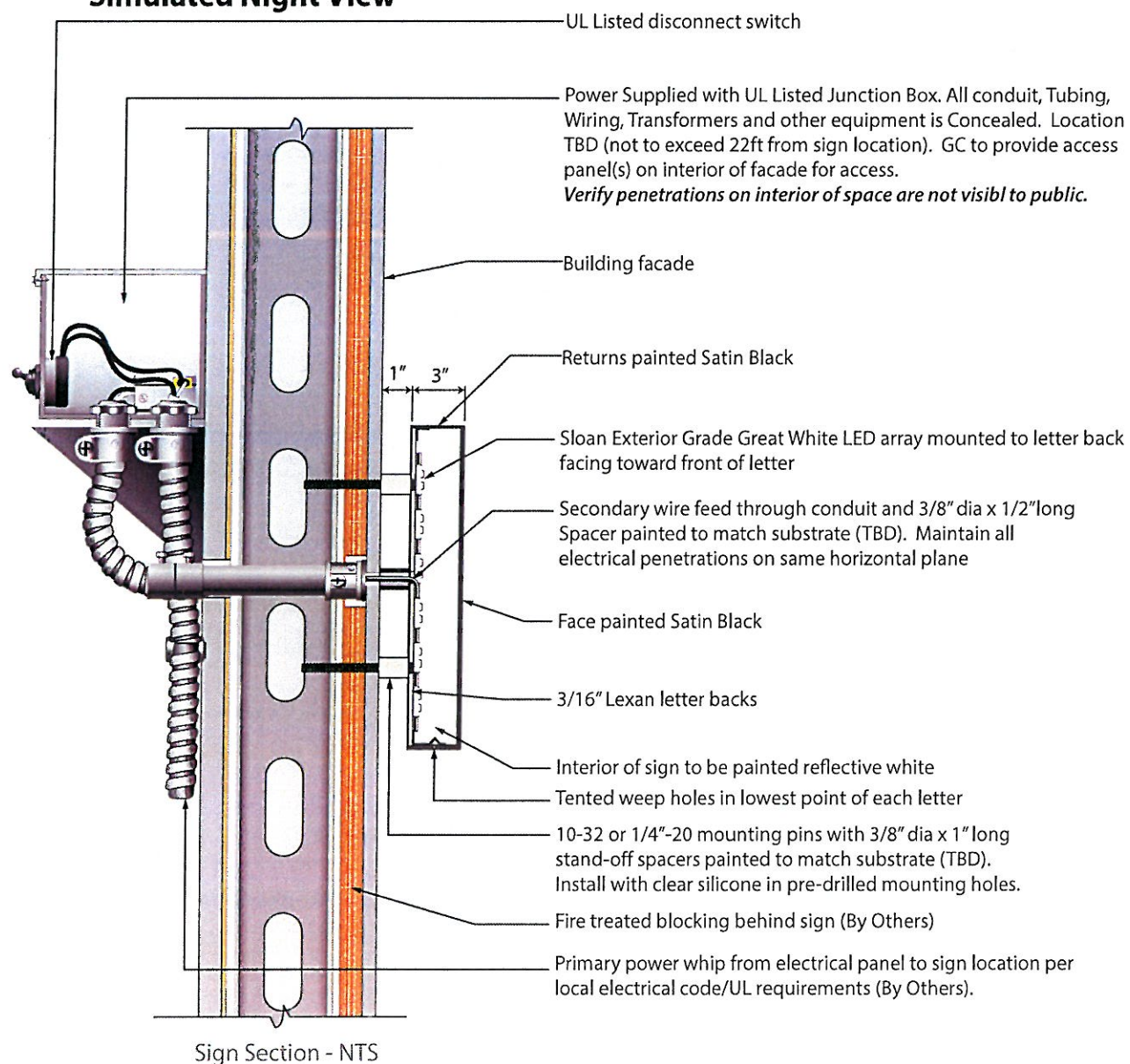
19"
14-3/8"

Morgan Stanley

scale @ 1/2" = 1'-0"
Sign = 17 Sq.Ft.



Simulated Night View

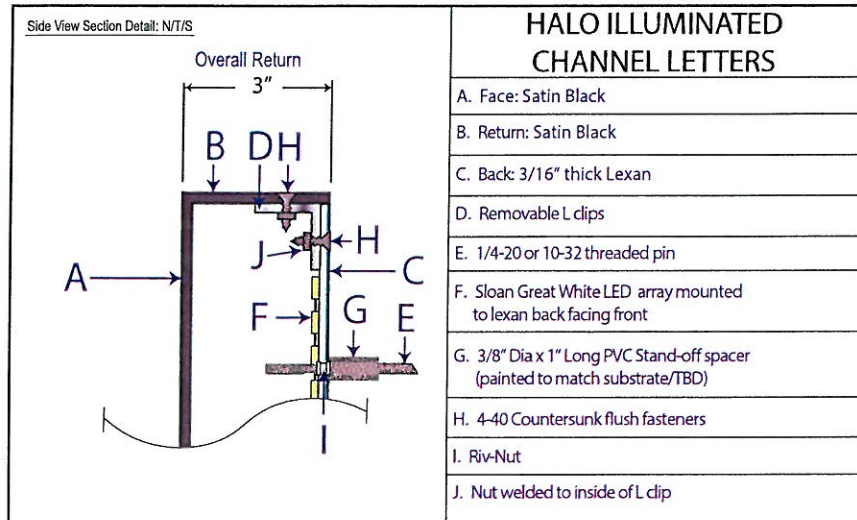


Exterior Corporate ID - Halo-Illuminated Sign Details



Proposed

- Sign to be centered left-to-right on loggia facade.
- Sign to be centered vertically on as shown.
- Facade area is approximately: [entire building: +/-15,210 sq.ft.] [Sign Wall: +/- 360 sq.ft.]
- Quantity: [1] One



Signs of Success

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F: 516 823-1023
www.signs-of-success.com

REVISIONS

Description	Date
Sign Location Added	06.22.18
Changed Sign Type	01.17.19
Added sign height aff & sq.ft.	01.22.19

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

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