

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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

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ZBA 2019-62

Petition of Sun Life Assurance Co. of Canada  
100 Worcester Street (Wellesley Bank)

2019 JUL 25 P 2:57 PM  
RECEIVED  
WELLESLEY CLERK'S OFFICE  
WELLESLEY, MA 02482

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 11, 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 Wellesley Bank requesting a Special Permit pursuant to the provisions of Section XXIIA and Section XXV of the Zoning Bylaw for installation of a halo lit wall sign with 24 inch letters, set at a height of 38 feet from grade, at 100 Worcester Street, in a Limited Business District.

On June 10, 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 was Tom Fontaine, President, Wellesley Bank, who said that the request is for a special permit for an exterior wall sign at 100 Worcester Street, where their new company headquarters is located. He said that they are asking for relief for the height of the sign and the size of the letters.

Mr. Fontaine said that, coming off of Route 9, Wellesley Bank is located in the first building on the left on the Sun Life campus. He said that it is the smallest of the four buildings on the property.

The Chairman said that Sun Life previously came before the Board for a special permit for the monument signs at the entrance to the property. He said that his understanding was that there would be directional signs within the property to identify the location of the tenants. A Board member said that the Board recently granted a special permit for a wall sign for Morgan Stanley on the campus.

The Chairman discussed the maturity of the vegetation along Worcester Street. He asked if any studies had been done to determine whether you could actually see the sign from Worcester Street. Mr. Fontaine said that you can see the sign from Worcester Street but is a little harder to see at this time of year. He said that you can also see the sign from Route 128.

Mr. Fontaine said that Wellesley Bank will occupy one third of the building. He said that they have currently moved part of their operations there but there are more to follow. The Chairman confirmed that this will not be a retail banking outlet.

The Chairman said that the application package was confusing because it included things for signs on east elevations. He confirmed that the application is for one sign on the north face. The Board confirmed that the intent in requesting a larger letter size is so that the sign can be seen from Route 9.

The Chairman discussed required findings pursuant to Section XXIIA of the Zoning Bylaw. He said that the application package discussed the location of the sign in the sign band, which is actually an architectural feature on the building. Mr. Fontaine said that it is the only way to attach the sign to the building. He said that it does fit in nicely with the architecture.

The Chairman asked why lighting was requested for the sign, given that the bylaw only allows for lighting while the business is open. Mr. Fontaine said that some of their operations run late to service their commercial customers. He said that Wellesley Bank does have functions at night and they plan to entertain customers there.

The Chairman discussed issues related to visibility of the sign and the fact that it is not a retail outlet where they are trying to attract customers from Route 9. Mr. Fontaine said that 100 Worcester Street is a new address. He said that a lot of their customers do come to the facility. He said that currently all of their commercial and residential lending is located there and wealth management will be there as well.

The Board discussed restricting the hours of lighting for the sign. A Board member said that the Board granted a special permit for a sign on Route 128 at the Wellesley Office Park that allowed it to stay on until 10 pm. Mr. Fontaine said that restricting the sign lighting to 10 pm is reasonable. A Board member said that the building is askew from the residences toward Route 128.

The Chairman discussed concerns about the amount of space in the office park and the potential for a lot of signs. Mr. Fontaine said that Wellesley Bank is the main tenant in the building. He said that the lease excludes other signage on the building.

There was no one present at the public hearing who wished to speak to the petition.

Statement of Facts

2019-62  
25 P 251  
TOWN CLERK'S OFFICE  
WELLESLEY MA 02481

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 halo lit wall sign with 24 inch letters, set at a height of 38 feet from grade, at 100 Worcester Street, in a Limited Business District.

Letter to Zoning Board of Appeals, dated May 24, 2019, from Lauren Cronin, Permit Manager, ViewPoint Sign and Awning, Landlord Authorization, dated April 17, 2019, signed by David Galt, Sign Information, East Elevation, Wellesley GIS Map, Aluminum Wall Sign with Edge-lit Letters, dated 3/28/19, prepared by ViewPoint Sign and Awning, North Elevation, and ALTA/ACSM Land Title Survey, dated 5/31/13, prepared by BSC Group were submitted.

On May 8, 2019, the Design Review Board reviewed the project and voted unanimously to approve the project with recommendations.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a halo lit wall sign with 24 inch letters, set at a height of 38 feet from grade.

It is the opinion of this Authority that installation of a halo lit wall sign with 24 inch letters, set at a height of 38 feet from grade, 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 a halo lit wall sign with 24 inch letters, set at a height of 38 feet from grade, subject to the following conditions:

1. If the sign is removed, the façade behind the sign shall be restored.
2. Sign lighting shall be shut off no later than 10 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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WELLESLEY MA 02481

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Petition of Sun Life Assurance Co. of Canada  
100 Worcester Street (Wellesley Bank)

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*  
J. Randolph Becker, Chairman

*Robert W. Levy*  
Robert W. Levy

*Derek B. Redgate*  
Derek B. Redgate

RECEIVED BY  
TOWN CLERKS OFFICE  
WELLESLEY MA 02481  
2019 JUL 25 P 2:51

ZBA 2019-62  
Applicant Sun Life Assurance Co. of Canada  
Address 100 Worcester Street (Wellesley Bank)

**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.

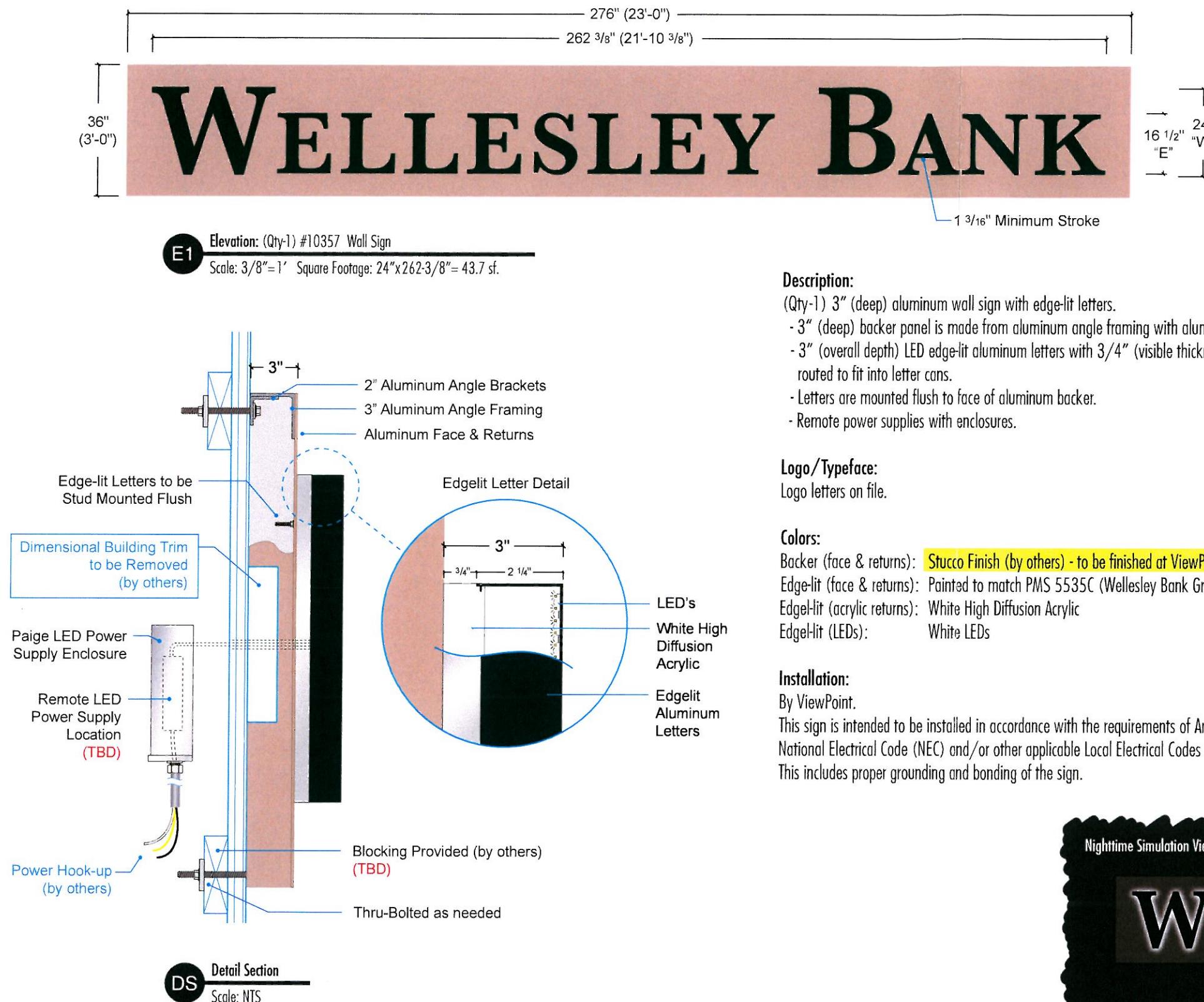
Date:

Attest:

Cathryn Jane Kato  
Town Clerk

cc: Planning Board  
Inspector of Buildings  
lrm

# Aluminum Wall Sign with Edge-lit Letters



## Description:

- (Qty-1) 3" (deep) aluminum wall sign with edge-lit letters.
- 3" (deep) backer panel is made from aluminum angle framing with aluminum face.
- 3" (overall depth) LED edge-lit aluminum letters with 3/4" (visible thickness) acrylic, routed to fit into letter cans.
- Letters are mounted flush to face of aluminum backer.
- Remote power supplies with enclosures.

## Logo/Typeface:

Logo letters on file.

## Colors:

Backer (face & returns): Stucco Finish (by others) - to be finished at ViewPoint  
 Edge-lit (face & returns): Painted to match PMS 5535C (Wellesley Bank Green)  
 Edge-lit (acrylic returns): White High Diffusion Acrylic  
 Edge-lit (LEDs): White LEDs

## 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.

