

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482

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WALTER B. ADAMS
DEREK B. REDGATE
RICHARD L. SEEDEL

2021 MAY 20 P

ZBA 2021-34

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

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, May 6, 2021 at 7:30 pm on the petition of Sun Life Assurance Company of Canada requesting a Special Permit pursuant to the provisions of Section 22A and Section 25 of the Zoning Bylaw for installation of a 60 square foot wall sign, with a capital letter height of 26.5 inches, set at a height of 34 feet above ground, at 96 Worcester Street, in a Limited Business District fronting Worcester Street.

On February 24, 2021, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication.

April 1, 2021

The Board opened the public hearing and voted unanimously to continue the petition to May 6, 2021.

May 6, 2021

Present on behalf of the petition was Raymond Yu, Pandamonium Design, who said that the request is to replace the sign at 96 Worcester Street. He said that the Design Review Board approved the plans, subject to a recommendation that the letter height be reduced to 26.5 inches. He said that the plans submitted to the Zoning Board reflect that change.

Mr. Yu said that Sun Life updated their corporate logo. He said that the existing logo is mounted directly on the building surface. He said that the proposed sign is a cleaner representation of the logo. He said that overall it will be the same size, halo lit, with the logo illuminated with light bouncing off the wall surface. He said that Sun Life is the sole tenant in the building.

The Chairman discussed a discrepancy in the letter height in the plans. Mr. Yu confirmed that the letter height will be 26.5 inches and the logo height will be 46.5 inches.

A Board member discussed conditions in the 2009 and the 2014 decisions for the sign. Mr. Yu said that Sun Life has been adhering to the conditions for the sign that was approved in 2014. He said that a timer turns illumination of the sign on and off automatically and the sign is not illuminated on weekends.

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 for installation of a 60 square foot wall sign, with a capital letter height of 26.5 inches, set at a height of 34 feet above ground, at 96 Worcester Street, in a Limited Business District fronting Worcester Street.

Authorization Letter, dated 5/2/19, signed by Thomas Pedulla, Senior Managing Director, Sun Life Financial, Letter to Zoning Board of Appeals, dated 2/23/21, from Raymond Yu, Pandamonium Design, Sign Information, and Exterior Building Signage Plans 1-5, dated 2/23/21, prepared by Pandamonium Design were submitted.

On January 11, 2021, the Design Review Board reviewed the project and voted unanimously to approve the project, subject to a recommendation.

On May 6, 2021, Planning Board reviewed and project and recommended that a special permit be approved, subject to a condition.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing. The subject signage is a 60 square foot wall sign, with a capital letter height of 26.5 inches, set at a height of 34 feet above ground

It is the opinion of this Authority that installation of a 60 square foot wall sign, with a capital letter height of 26.5 inches, set at a height of 34 feet above ground, will be in harmony with the general purpose and intent of Section 22A 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 60 square foot wall sign, with a capital letter height of 26.5 inches, set at a height of 34 feet above ground, subject to the following conditions:

1. Illumination of the sign shall be shut off at the close of business.
2. Illumination of the sign is not allowed on weekends.

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 2021-34

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96 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.

Robert W. Levy (a.m.)
Robert W. Levy, Acting Chairman

J. Randolph Becker (a.m.)
J. Randolph Becker

Richard L. Seegel (a.m.)
Richard L. Seegel

2021 MAY 20 PM 1:34
WELLESLEY MA 02451

ZBA 2021-34
Applicant Sun Life Assurance Co. of Canada
Address 96 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



*pandamonium
design*

Wellesley Zoning Board of Appeals

Sun Life

Exterior Building Signage

96 Worcester Street

February 23, 2021

Wellesley ZBA

96 Worcester Exterior Illuminated Signage



Proposed signage size: 191.5" w x 45.5" h. Aluminum/steel raceway support structure will be painted for best surface match and provide transparency to building surface.

This will minimize the amount of drilling required to mount/power the signage.

1/5

Exterior Building Logo

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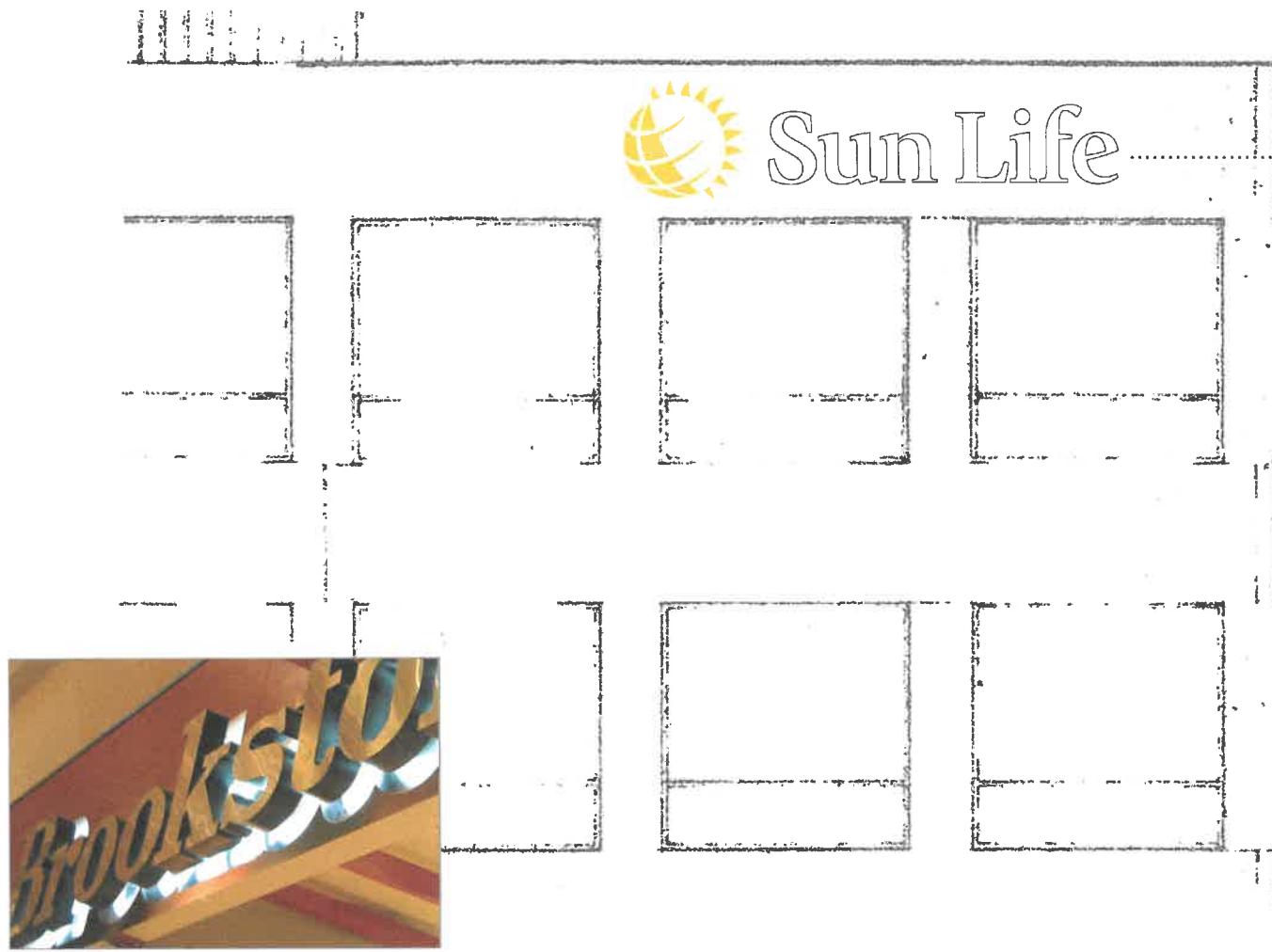
Client: Sun Life Financial
Project: Exterior Building Signage
Date: February 23, 2021

Approval:
Date:

 **pandamonium
design**
675 VFW Parkway, #210 617 323-2320 ph
Chestnut Hill, MA 02467-3656 617 323-3123 fx

Wellesley ZBA

96 Worcester Exterior Illuminated Signage



Halo-It Fabrication

2/5

Exterior Building Logo

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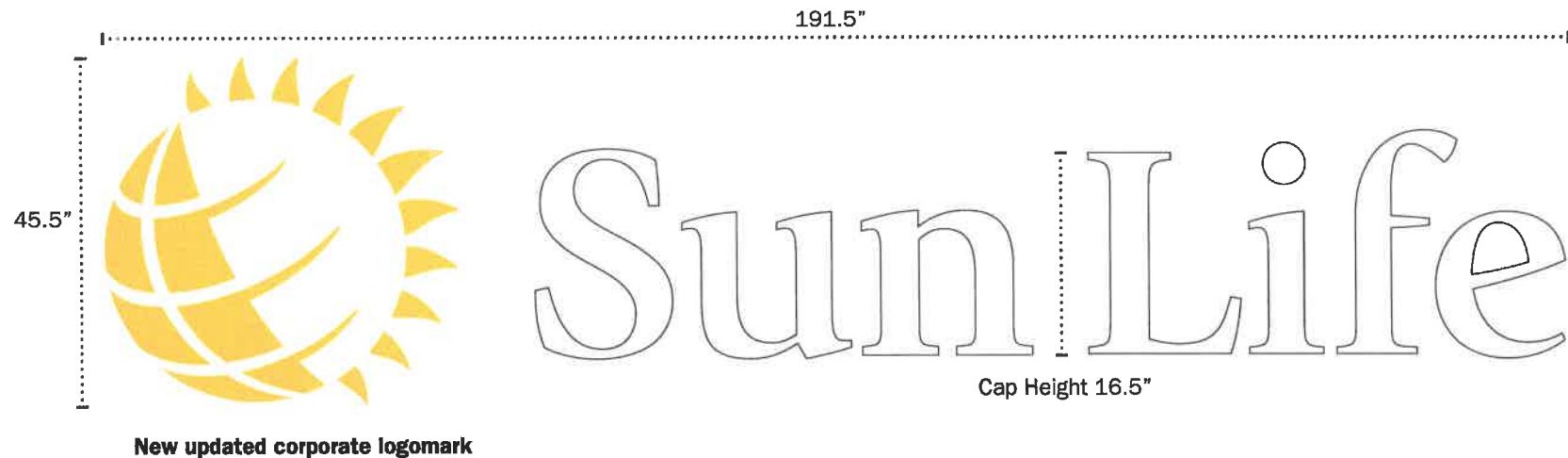
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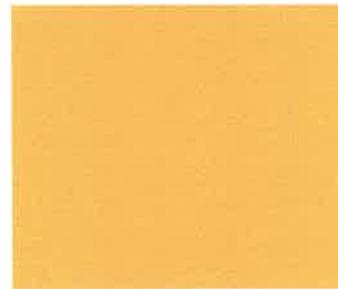
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Wellesley ZBA

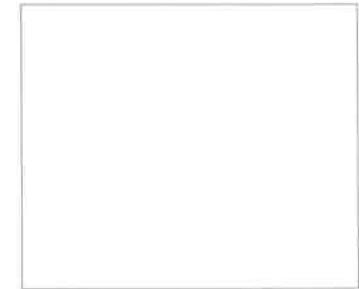
New Sun Life Logomark 2021



Signage Colors



PMS 124



White

3/5

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4/5

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Wellesley ZBA
Area Photo Survey



Facing view; 128 onramp



Facing view; Route 9



Corner detail - Current Sign Location



Corner detail - Current Sign Location

5/5

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