



ZONING BOARD OF APPEALS

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

RICHARD L. SEEGEL, CHAIRMAN
J. RANDOLPH BECKER, VICE CHAIRMAN
DAVID G. SHEFFIELD

LENORE R. MAHONEY
EXECUTIVE SECRETARY
TELEPHONE
(781) 431-1019 EXT. 2208
web: www.wellesleyma.gov

ROBERT W. LEVY
WALTER B. ADAMS
DEREK B. REDGATE

ZBA 2016-44
Petition of Babson College
231 Forest Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
JUN 15 P 1:56

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, June 2, 2016, at 7:30 p.m. in the Juliani Meeting Room, 525 Washington Street, Wellesley, on the petition of Babson College requesting a Special Permit pursuant to the provisions of Section VII, Section XVIII, Section XVIIIA and Section XXIIA of the Zoning Bylaw for installation of 42 directional signs that will exceed the maximum area allowed by right, two (2) double sided standing signs that will exceed the square footage allowed, one (1) standing sign for a field not associated with a building, one (1) standing sign in addition to an existing standing sign for a building, 12 internally illuminated standing signs, one (1) internally illuminated wall sign, two (2) internally illuminated standing signs, and one (1) vinyl banner wall sign, on the campus located at 231 Forest Street, in an Educational, Educational A, Educational B, and Business A District. Total proposed signage will consist of 42 directional signs, 44 Building ID standing signs, 11 Building ID wall signs, 12, internally illuminated Campus Map standing signs, 2 internally illuminated standing signs, 1 internally illuminated wall sign & 1 vinyl banner wall sign.

On May 16, 2016, 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 were David Grissino, Director of Capital Projects, Aaron Ladd, Campus & Facilities Planner, Aaron DeCarolis, Advanced Signing, and Jonathan Moll, General Counsel to Babson College, the Petitioner.

Mr. Grissino said that the request before the Board is in conjunction with a Comprehensive Signage Plan for the entire campus. He said that the Plan has been taken very seriously as Babson approaches its centennial. He said that Babson is looking to not only improve the aesthetics of the campus but also the way that members of the campus community and members of the general public interact with the campus to make it a safer and clearer place to navigate. He said that the proposed signage is about welcoming people to the campus and once they have arrived, safely and efficiently getting them to the parking lots and buildings that they need to get to.

Mr. Grissino said that Babson shared the drawings with the Design Review Board (DRB), who looked on them favorably. He said that they met with the Board of Selectmen (BOS) because there are several signs that are off-campus that are under their purview.

A Board member said that there is approximately the same number of proposed signs as are existing. He said that the signs did not seem to be intrusive. He said that signs help to develop continuity on a campus

in way finding. He said that it is difficult to get all of the signs right the first time around. He said that when he drove around the campus, only one sign concerned him.

Mr. Grissino said that the hierarchy of signs is very deliberate. He said that a small number of signs are large and those are the ones that are geared to getting people to the major parking lots. He said that the scale begins to breaks down from there.

A Board member said that Babson has more conferences than many other campuses. Mr. Grissino said that the Executive Conference Center does do a lot of business.

The Board asked for a description of the signs along the perimeter. Mr. DeCarolis said that from Forest Street from Needham, there is a brick wall of both sides of the main entrance with Babson College stenciled in. He said that there are currently no signs there but they would like to have event signage against the brick wall. He said that they currently use temporary lawn signs for events. He said that they are looking to create a permanent event holder to help with the banners that they put up for lacrosse tournaments and welcome students, etc. He said that other signs will be further in and not visible from the road for public safety and event signs for summer camps. He said that just before an existing access road there is a sign directing people back to the main entrance or the West Gate entrance. He said that at Wellesley Avenue and Forest Street there will be a sign in the rotary that was approved by BOS. He said that it will change from a green sign to a black sign. He said that they will replace a sign on Wellesley Avenue that announces the main entrance to the left and the West Gate entrance to the right. He said that a sign that is shown on the plans at the West Gate entrance is not being proposed at this time. He said that there will be a sign on the barricade that closes at night for West Gate that will direct people back to the main entrance. He said that there will be a sign on Great Plain Avenue at the entrance to the skating facility and Boston Sports Club (BSC).

Mr. Ladd said that they color coded the bubbles to correspond with the signs that are listed to the right and left of the map. He said that the number within the bubble tells what page the specific layout for every sign location is. He said that they included the signs and their locations in the plans.

The Board asked how Sign 15 fits in with respect to safety and direction. Mr. Grissino said that sign has more to do with welcome to campus. He said that it is located at the main gate that is used all the time. He said that there are many possible messages that could be posted there. Mr. DeCarolis said that the placement of the sign against the brick wall was because of the three car length between the wall and Wellesley Avenue. He said that cars arriving for events will pull onto the campus, be welcomed and then have a chance to drive on. Mr. DeCarolis said that the message changes approximately once a month. He said that there will be times when there will be no banner up. Mr. Moll said that the number of signs can change depending on the number of events. The Board said that, with respect to the definitions in the bylaw, this would not quite be considered a temporary sign. The Board said that it is a permanent location for temporary signs.

Mr. Moll said that he has worked with Babson for 30 years. He said that the number of signs has increased due to requirements of the Fire Department. He said that they wanted signs for each building address. He said that Babson has done what it can to limit the number of signs to address safety and get people where they need to be. He said that Babson has been mindful of the neighborhood with respect to placement and number of signs.

The Board asked if some of the signs are related to campus lighting. Mr. Grissino said that a number of signs have some LED rope lighting where they are not located adjacent to campus lighting and require some lighting to be legible. Mr. DeCarolis said that they positioned signs so that they are lit by street lights.

Mr. Grissino said that, as an institution, they are approaching this as a Comprehensive Campus Plan. He said that it is a larger number of signs due to the size and scale of the campus. He said that sometimes on a campus the names of buildings change or new buildings open. He said that, given the details of the comprehensive nature of the sign plan and the fact that most of the signs are internal to the campus, that if a sign were to be proposed that fits the guidelines for design, size and font, the Building Inspector be authorized to allow the sign. He said that the Comprehensive Plan outlines the design and the strategy of the signs. He asked that be part of the Board's decision.

The Chairman said that the Board could condition the permit to allow for building name changes or if there are certain limited changes, the signs could be replaced in kind. He said that the sign bylaw is very specific. He said that he did not think that the Board has the power to reflect back to the Building Inspector. He said that the Board can recognize that this is part of the Master Plan. He said that Babson's signage is truly informational and directional and driven by safety issues.

The Chairman said that the sign bylaw does not anticipate a 300 acre property with several buildings, streets and parking lots. He said that trying to accomplish what they are asking within the rules and definitions that are there is no mean feat. He said that the question is how close is close enough. He questioned where is the town's interest in maintaining the bylaw versus the burden on Babson that every time they want to change the name of a building because somebody donated something, they have to come back and go through the same process that they have already gone through. He said that he did not think that the bylaw allows what Babson is asking for.

Mr. Moll said that he believed that if the Board's decision allowed for signage that is consistent with the Master Plan, there is a standard by which the signs could be judged. He said that there are existing signs that could be replaced or relocated or future signs. He said that a change of name would seem to be consistent with the sign bylaw because there would not be a change to size or location. He said that if other signs are consistent with the decision that incorporates the Signage Master Plan, that would be one way to avoid having Babson come back every time for signs that are not going to be visible to the public.

The Chairman said that the Board would be granting certain levels of relief from the ZBL. He said that as long as the number or character does not change, he is sympathetic to Babson's argument. He said that if Babson builds a new building, the Board would expect that, as part of the Site Plan Approval, there would be a sign package that is consistent with Master Plan. He said those signs would be incorporated into the Site Plan Approval.

The Chairman said that the Board could possibly do something by way of conditions that say that if a sign looks like this and the name changes, it can be changed as a maintenance activity versus a new sign activity. He said that there is value on both side to define some of that. Mr. Moll asked about relocating signs. The Chairman said that those are things to think through. He said that is something that he is

willing to do but he did not think that it was something that the Board could address at this hearing by issuing a condition.

Mr. Moll said that Babson can put together a set of conditions for the Board's approval. He asked the Board to close the public hearing and condition its decision upon adoption of a set of standards that would be acceptable to the Board. He said that Babson would work with the standards that are set forth in the submittal packet. He said that it is a question as to the extent to which future approvals must be sought for signs that may change or for new signs that would be consistent with those that are in the packet that was submitted. He said that they are trying to obtain some efficiency for Babson and the ZBA. He said that Babson has had a good working relationship with the town boards and like to try to lighten the load for everyone.

The Chairman said that from Babson's perspective, this is a Master Plan. He said that from ZBA's perspective, this is a special permit. He said that the Board is limited as to what it can or cannot do. He said that the Board may be able to come up with something that balances the two.

The Chairman asked about the urgency for this particular special permit. He asked if the petition could be continued. Mr. Moll said that Babson would like to have the signs ready to go for the beginning of the semester. He said that they will have to get started with production because it is a large number of signs and a significant amount of installation. He said that they would be comfortable having the Board approve the submittal as it stands as a first motion. He said that as a second motion, the Board could entertain additional conditions at a later date relative to replacement of signs, etc.

The Board discussed having a second motion regarding future modifications. The Board said that Babson can come back before the Board when it has a change to the approved sign package and the Board can incorporate conditions to address future modifications. Mr. Grissino said that the goal is for a viable long-term solution.

The Chairman said that it would be helpful for the Board to share the proposal with the Building Inspector, the Planning Board and the DRB because they have a role to play in that process as well.

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 VII, Section XVIII, Section XVIIIA and Section XXIIA of the Zoning Bylaw for installation of 42 directional signs that will exceed the maximum area allowed by right, two (2) double sided standing signs that will exceed the square footage allowed, one (1) standing sign for a field not associated with a building, one (1) standing sign in addition to an existing standing sign for a building, 12 internally illuminated standing signs, one (1) internally illuminated wall sign, two (2) internally illuminated standing signs, and one (1) vinyl banner wall sign, on the campus located at 231 Forest Street, in an Educational, Educational A, Educational B, and Business A District. Total proposed signage will consist of 42 directional signs, 44 Building ID standing signs, 11 Building ID wall signs, 12, internally illuminated Campus Map standing signs, 2 internally illuminated standing signs, 1 internally illuminated wall sign & 1 vinyl banner wall sign.

RECEIVED
TOWN CLERK'S OFFICE
WELLSLEY MA 02482
JUN 15 2:36 PM

Submittals from Applicant

- Comprehensive Exterior Signage & Wayfinding Master Plan
- Existing & Proposed Sign Location Plans
- Type 4 & Type 4A – Building ID
- Type 2, Type 2A, Type 2B, Type 2C, Type 3, Type 6, Type 7A, Type 8, Type 14, Type 14A & Type 15
- Existing & Proposed Main Entrance to Campus via Forest Street
- Existing & Proposed First Intersection – Entering Main Entrance
- Existing & Proposed Nichols Parking Lot
- Existing & Proposed Location 14.1 – Approaching Intersection of Babson College Drive and Map Hill Drive
- Existing & Proposed Reynolds Campus Center/Sorenson Center for the Arts
- Existing & Proposed Intersection – Babson College Drive & Lunder Way
- Intersection – At West Gate
- Existing & Proposed Location 2A.1 – Travelling Forest Street towards Wellesley Avenue
- Existing & Proposed Location 2A.3 – Intersection of Forest Street & Wellesley Avenue
- Existing & Proposed Location 2C.1 – West Gate Entrance travelling towards Forest Street
- Existing & Proposed Location 14.2 – West Gate Entrance entering campus

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02442
 2016 JUN 15 P 2: 30

Plan Number	Drawing Title	Date of Issue	Prepared By	Date of Revision
	Title Page	4/21/16	Advanced Signing	
Info.1	Project Information	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
2.1	Lg Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
2.2	Lg Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/2/16
2.3	Lg Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 2/29/16
2.4	Lg Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 2/29/16
2.5	Lg Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16
2A.1	Sm Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16

2A.2	Sm Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16, 3/2/16 & 3/16/16
2A.3	Sm Vehicular Directional	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/29/16
2B.1	Lg Vehicular Directional w/ Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
2B.2	Lg Vehicular Directional w/ Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
2B.3	Lg Vehicular Directional w/ Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16, 3/2/16 & 3/16/16
2C.1	Sm Vehicular Directional w. Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16, 3/16/16 & 3/29/16
2C.2	Sm Vehicular Directional w/ Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16, 3/16/16 & 3/29/16
2C.3	Sm Vehicular Directional w/ Changeable Message	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16, 3/2/16, 3/16/16 & 3/29/16
3.1	Pedestrian Directional	12/7/15	Advanced Signing	1/4/16, 1/25/16 & 3/16/16
3.2	Pedestrian Directional	12/7/15	Advanced Signing	1/4/16, 1/25/16 & 3/16/16
3.3	Pedestrian Directional	12/7/15	Advanced Signing	1/4/16, 1/25/16 & 3/16/16
3.4	Pedestrian Directional	12/7/15	Advanced Signing	1/4/16, 1/25/16 & 3/29/16
3.5	Pedestrian Directional	12/7/15	Advanced Signing	1/4/16 & 1/26/16
4.1	Building ID (Ground Sign)	12/7/15	Advanced Signing	1/4/16 & 1/27/16
4.2	Building ID (Ground Sign)	12/7/15	Advanced Signing	1/4/16, 1/27/16 & 3/16/16
4.3	Building ID (Ground Sign)	12/7/15	Advanced Signing	1/4/16 & 1/27/16
4.4	Building ID (Ground Sign)	12/7/15	Advanced Signing	1/4/16 & 1/27/16
4.5	Building ID (Ground Sign)	12/7/15	Advanced Signing	1/4/16, 1/27/16, 3/16/16 & 3/29/16
4A.1	Building ID (Wall Mount)	12/7/15	Advanced Signing	1/4/16, 2/8/16 &

				3/16/16
4A.2	Building ID (Wall Mount)	12/7/15	Advanced Signing	1/4/16 & 2/8/16
6.1	Campus Map Display	12/7/15	Advanced Signing	1/4/16, 1/27/16 & 3/16/16
6.2	Campus Map Display	12/7/15	Advanced Signing	1/4/16, 1/27/16 & 3/16/16
7a.1	Tavern Parking ID	12/7/15	Advanced Signing	1/28/16 & 3/16/16
7a.2	Tavern Parking ID	12/7/15	Advanced Signing	1/4/16, 1/27/16 & 3/16/16
7a.3	Tavern Parking ID	12/7/15	Advanced Signing	1/4/16 & 1/28/16
7a.4	Tavern Parking ID	12/7/15	Advanced Signing	1/4/16, 1/28/16, 2/1/16 & 2/3/16
7a.5	Tavern Parking ID	12/7/15	Advanced Signing	1/4/16, 1/28/16, 2/1/16 & 2/3/16
8.1	Gate Message	12/7/15	Advanced Signing	
15.1	Event Banner Bracket (wall mount)	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
14A.3	Event Display Cabinet (wall mount)	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
14A.12	Event Display Cabinet (wall mount)	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
14A.2	Event Display Cabinet (wall mount)	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16
14.3	Event Cabinet Display	12/7/15	Advanced Signing	1/4/16, 1/13/16, 1/25/16, 2/3/16 & 3/16/16

On May 12, 2016, the Design Review Board reviewed the application and voted unanimously to recommend approval of the signage.

On May 31, 2016, the Planning Department Staff 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 signs are 42 directional signs that will exceed the maximum area allowed by right, two (2) double sided standing signs that will exceed the square footage allowed, one (1) standing sign for a field not associated with a building, one (1) standing sign in addition to an existing standing sign for a

RECEIVED
 TOWN CLERK'S OFFICE
 WELLESLEY MA 02482
 JUN 5 P 2:37

building, 12 internally illuminated standing signs, one (1) internally illuminated wall sign, two (2) internally illuminated standing signs, and one (1) vinyl banner wall sign. Total proposed signage will consist of 42 directional signs, 44 Building ID standing signs, 11 Building ID wall signs, 12, internally illuminated Campus Map standing signs, 2 internally illuminated standing signs, 1 internally illuminated wall sign & 1 vinyl banner wall sign.

It is the opinion of this Authority that installation of 42 directional signs that will exceed the maximum area allowed by right, two (2) double sided standing signs that will exceed the square footage allowed, one (1) standing sign for a field not associated with a building, one (1) standing sign in addition to an existing standing sign for a building, 12 internally illuminated standing signs, one (1) internally illuminated wall sign, two (2) internally illuminated standing signs, and one (1) vinyl banner wall sign, as part of total signage that will consist of 42 directional signs, 44 Building ID standing signs, 11 Building ID wall signs, 12, internally illuminated Campus Map standing signs, 2 internally illuminated standing signs, 1 internally illuminated wall sign & 1 vinyl banner wall sign, 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 42 directional signs that will exceed the maximum area allowed by right, two (2) double sided standing signs that will exceed the square footage allowed, one (1) standing sign for a field not associated with a building, one (1) standing sign in addition to an existing standing sign for a building, 12 internally illuminated standing signs, one (1) internally illuminated wall sign, two (2) internally illuminated standing signs, and one (1) vinyl banner wall sign, as part of total signage that will consist of 42 directional signs, 44 Building ID standing signs, 11 Building ID wall signs, 12, internally illuminated Campus Map standing signs, 2 internally illuminated standing signs, 1 internally illuminated wall sign & 1 vinyl banner wall sign, in accordance with submitted plans.

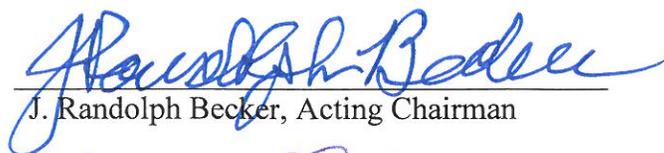
The Inspector of Buildings is hereby authorized to issue a permit for the sign upon receipt and approval of a sign application and any other materials he may require. No sign shall be installed until said permit has been issued.

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2016 JUN 15 P 2:37

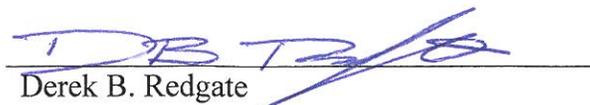
ZBA 2016-44
Petition of Babson College
231 Forest Street

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02482
2016 JUN 15 P 2:37

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


David G. Sheffield


Derek B. Redgate

cc: Planning Board
Inspector of Buildings
lrm