

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

TOWN HALL • 525 WASHINGTON STREET • WELLESLEY, MA 02482-5918

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ROBERT W. LEVY, VICE CHAIRMAN
DAVID G. SHEFFIELD

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(781) 431-1019 EXT. 2208

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DEREK B. REDGATE
RICHARD L. SEEGEL

ZBA 2020-58

Petition of Sun Life Assurance Co. of Canada
100 Worcester Street (Cambridge Trust)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Tuesday, November 17, 2020 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 an internally 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 August 28, 2020, the Petitioner filed a request for a hearing before this Authority, and thereafter, due notice of the hearing was given by mailing and publication. In accordance with Chapter 53 of the Acts of 2020, the hearing was scheduled for November 17, 2020.

Present at the public hearing were Tom Fontaine, Chief Banking Officer, Dave Marshall, Design Consultant, and Adelle Greenberg, Cambridge Trust. Mr. Fontaine said that Wellesley Bank merged with Cambridge Trust in June. He said that the request is for approval of an exterior sign at 100 Worcester Street that is almost exactly the same as the one that the Board approved a year ago, with the exception of the letters and colors. The Board said the lighting has changed and from a Zoning Bylaw perspective, has gone from an approved category to a prohibited category.

The Board confirmed that Cambridge Trust occupies one-third of the building, that this is not a retail branch and the space is used just for offices.

A Board member asked why the lighting needed to change, since it was deemed to be sufficient in 2019. Mr. Marshall said that his company recommended the face lit letters versus halo lit, based on the distance of viewing the sign, which is a significant distance off of the highway. He said that with halo illumination, the sign will not be seen, especially with the trees along the highway. Ms. Greenberg said that there is a more elegant look and feel to the face lit letters. Mr. Fontaine said that it is a great distance from where it will be viewed. He said that the sign that was approved last July was probably not in the Bank's best interests. Mr. Marshall said that his company was not involved in the prior approval and would not have recommended that lighting. Mr. Fontaine said that what has changed is a recommendation from a better sign company.

Mr. Fontaine said that the general hours of operation are Monday through Friday, 8 am to 6 pm, with some night meetings. He said that occasionally the bank runs after hour gatherings for some of their higher end clients. He said that it will be difficult for those clients to see the sign if they do not know where they are going, especially during the night during the winter. He said that Wealth Management may relocate to the facility and they tend to work later hours. He said that some sort of lit sign will be very helpful, especially coming from Route 128 or Route 9. He said that 100 Worcester Street does not

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show up on Google yet. A Board member said that there is a Sun Life sign at the entrance, so customers can be directed to the Sun Life Office Park. Mr. Fontaine said that it can be a difficult location to find for people who are not from this area. He said that they have clients who come from all over New England.

A Board member asked how consistent the sign will be with other signs in the office park. Mr. Fontaine said that the only other sign in the park is for Sun Life. He said that this sign will only be visible from Route 9 and Route 128. The Chairman said this intersection is a gateway to Wellesley from the north, south and the east. He said that the Planning Board is strongly opposed to internal illumination.

A Board member said that he would not be opposed to allowing a special permit with a condition that the lighting change from internally lit to halo lit, as long as the graphics do not change. Mr. Marshall said that the plans show white letters. He discussed alternative color options for the letters and the backer. Mr. Fontaine asked that the Board approve the proposed sign of the same color and letter size as submitted, with the only change to halo lighting.

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 22A and Section 25 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.

Authorization Letter, dated 6/8/20, signed by Jon Needham and Alena Tverskoy, Sign Information, Site Map and Sign – 026, dated 5/29/20, revised 7/6/20 and 7/13/20, prepared by American/Interstate Signcrafters were submitted.

On August 20, 2020, the Design Review Board reviewed the project and voted unanimously to approve the project as presented.

On November 17, 2020, Planning Board reviewed and project and recommended that a special permit be approved but internal illumination for the sign be denied.

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 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,

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Petition of Sun Life Assurance Co. of Canada
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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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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 (Chm.)
J. Randolph Becker, Chairman

David G. Sheffield (L.M.)
David G. Sheffield

Robert W. Levy (L.M.)
Robert W. Levy

ZBA 2020-58
Applicant Sun Life Assurance Co. of Canada
Address 100 Worcester Street (Cambridge Trust)

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

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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

CAMBRIDGE TRUST

CT037
100 Worcester Street
Suite 300
Wellesley, MA 02481

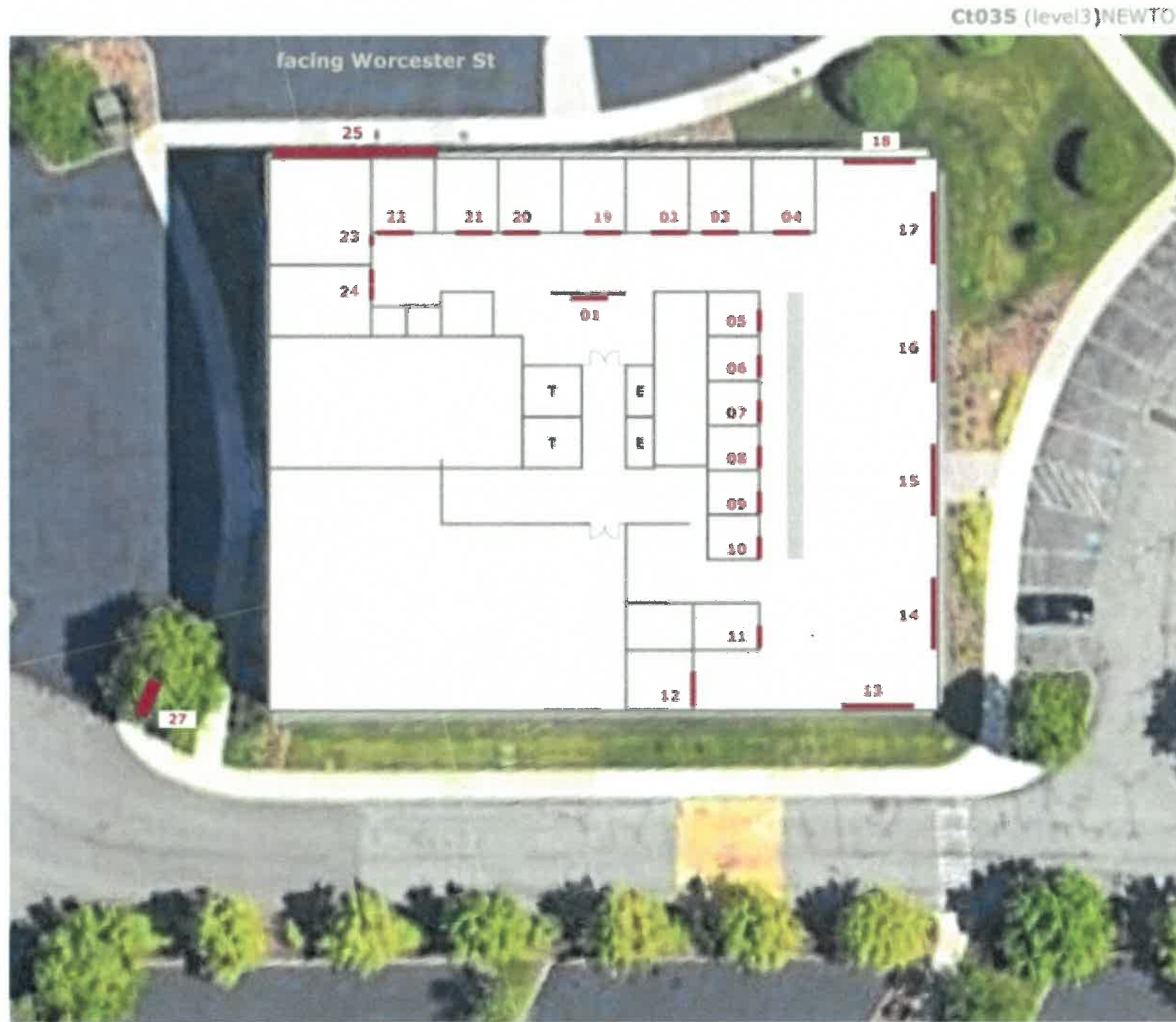
Job Number: 71011

Sales Rep: JB

Designer: BB

May 29, 2020





130 Commerce Road, Boynton Beach FL 33426 | (561) 547-3760
 327 New South Road, Hicksville NY 11801 | (631) 273-4800
 americansigncrafters.com

PROJECT

CAMBRIDGE TRUST

100 Worcester St, Suite 100, Wellesley MA 02481

DATE

05.29.20

ACCOUNT EXECUTIVE
 PROJECT MANAGER
 DESIGNER

JB
 DM
 BB

REVISIONS

- 07.06.20 TB - Add S04-S12 & S19-S22 & S28
- 07.13.20 TB - Update specs
- 07.16.20 BB - Update Vinyl/Paint
- 08.17.20 BB - Update 026
- 11.19.20 BB - Update 026

APPROVAL

- Approved
- Approved as Noted
- Revise & Resubmit

Approved:
 Date:

- ALL ELECTRICAL COMPONENTS ARE TO BE U.L. LISTED AND APPROVED AS PER NEC'S 2011
- ALL TRANSFORMERS GROUND FAULT PROTECTED & COMPLY WITH NEC-600-23
- ALL SECONDARY WIRING INSIDE LETTER IS TO BE HIGH TENSION GTO AS PER NEC-600-31
- ALL PRIMARY WIRING TO BE #12 THWN AS PER NEC-60-5
- GROUNDING AND BONDING AS PER NEC 250
- INSTALLATION WILL COMPLY WITH ALL OF THE REQUIREMENTS OF NEC 600 & FBC.805.2.4
- SIGNS WILL BE CONTROLLED BY A PHOTOCELL OR ASTRONOMICAL TIME CLOCK.

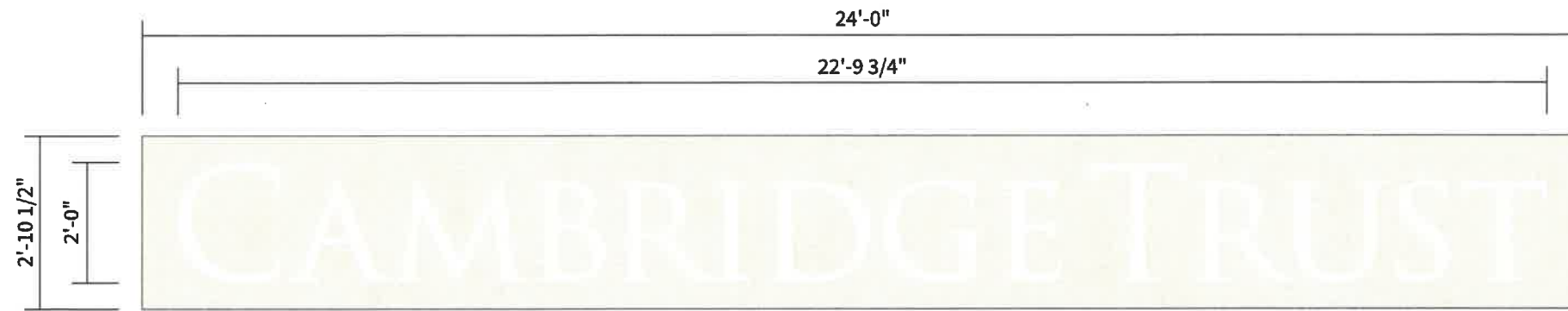


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1 Front View

Scale: 3/8"=1'-0"

New primary power will need to be run to this sign site.
There is access behind the wall.
Backer to match wall color.

NOTE: Sign backer must be securely mounted to building/studs.

NOTE: Center sign horizontally between windows and vertically on signband.

ELECTRICAL NOTE: EXPOSED EXTERIOR 20 AMP WEATHERPROOF ELECTRICAL DISCONNECT REQUIRED WITHIN VISUAL RANGE OF SIGN REQUIRED FOR EVERY 16 AMPS OF SIGNAGE. ACTUAL NUMBER OF CIRCUITS TO BE DETERMINED BY A LICENSED ELECTRICAL CONTRACTOR. ACTUAL LOCATION OF BOX MAY VARY. CIRCUITS AND SWITCH TO BE PROVIDED BY OTHERS. INPUT VOLTAGE - 120V
ALL SIGNAGE WILL BE (MET) LISTED,(U.L.) 48 STANDARD COMPLIANT AND CARRY (MET) LABELS.

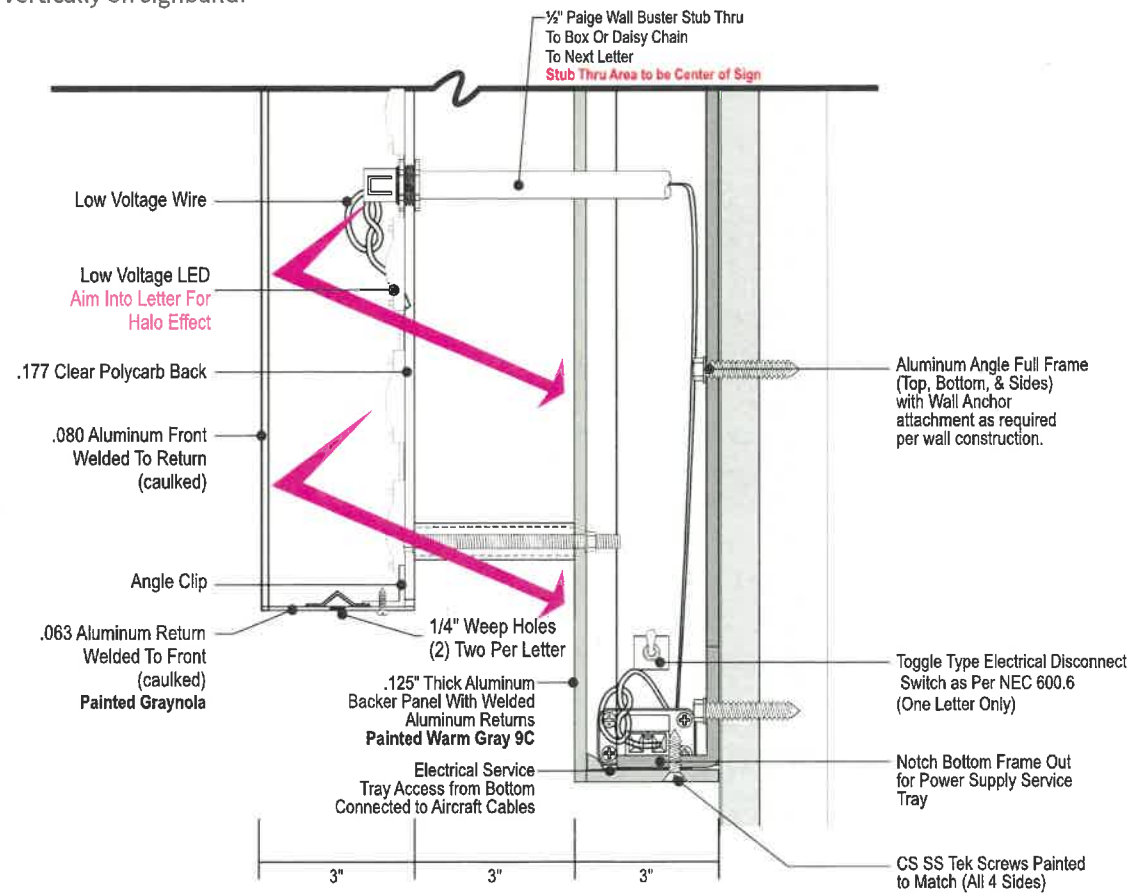
2 End View

Scale: 3/8"=1'-0"

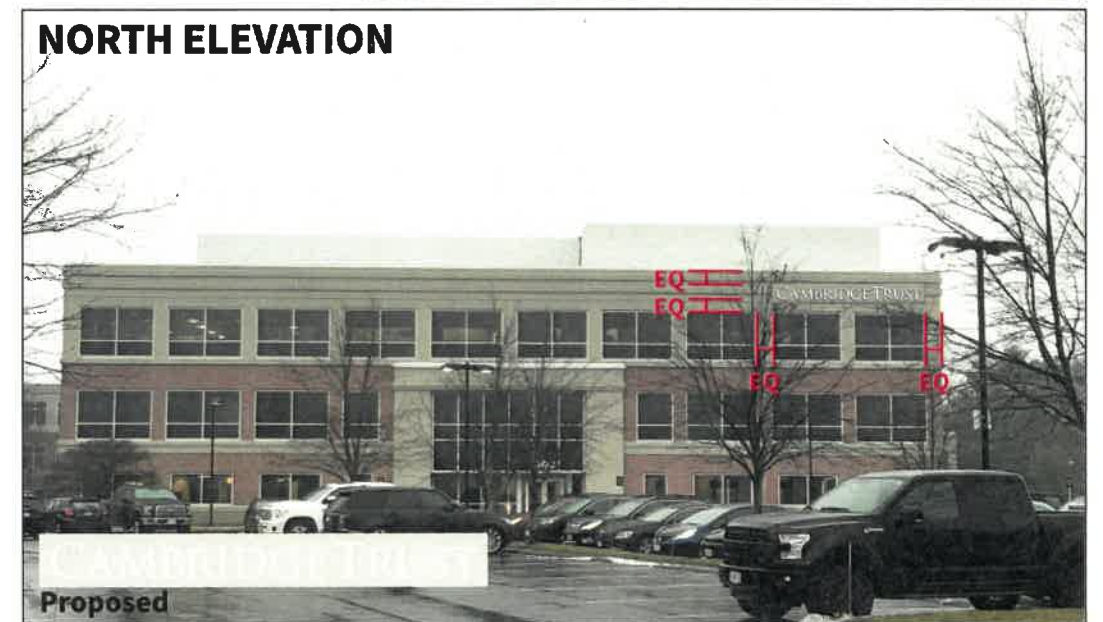
Color Reference Chart

- P5** Letter Returns
Matthews Paint - Graynola
MP 13795 R184759
- P6** Staging Panel Face/Returns
Matthews Paint
Warm Gray 9C

FASTENER SCHEDULE		
	3/8" LAG SCREW	FOR USE WITH WOOD OR EIFS WALL SYSTEMS. 1-1/2" MIN PENETRATION (EXCL. TIP)
	3/8" DIA. THREADED ROD	FOR USE WITH WOOD, CONCRETE BLOCK OR EIFS WALL SYSTEMS.
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE. EMBED A MIN. OF 2 1/2"
	3/8" DIA. HILTI HIT ROD WITH HY150 MAX ADHESIVE	FOR USE WITH CONCRETE. EMBED A MIN. OF 2"
	3/8" DIA. HILTI HIT ROD WITH HY20 ADHESIVE	FOR USE WITH MASONRY AND BRICK. EMBED A MIN. OF 3 3/8"
	3/8" DIA. HILTI HIT ROD WITH HY20 ADHESIVE	FOR USE WITH CONCRETE BLOCK. EMBED A MIN. OF 2"
	3/8" DIA. HILTI HLC SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8"



NORTH ELEVATION



130 Commerce Road, Boynton Beach FL 33426 | (561) 547-3760
327 New South Road, Hicksville NY 11801 | (631) 273-4800
americansigncrafters.com

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