

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2023-12

Petition of Rotunda Realty LLC/Grove Street Neighbors LLC
35-39 Grove Street (Truly's)

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, March 2, 2023, at 7:30 p.m. in the Kingsbury Room, 485 Washington Street, Wellesley, on the petition of Rotunda Realty, LLC & Grove Street Neighbors LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw to re-wrap an existing awning sign and for installation of a new awning sign and window graphics. The signs will exceed the number and the letter height allowed by right, at 35 & 39 Grove Street, in the Wellesley Square Commercial District.

On February 8, 2023, 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 Jeff Kulass, Viewpoint Sign and Awning, and Jeff Marcus, owner, Truly's.

Mr. Marcus said that the intent is to hire a GM and open for business in about a month and a half. He said that Truly's will be located in the new building.

A Board member said that one part of the business is in the old building and the other is in a new building. He said that the businesses are a package but have two different addresses. Mr. Marcus said that they looked at other parts of Wellesley but it worked out that they got 39 Grove Street and were able to keep the original store location.

Mr. Kulass said that it is effectively two different entities. He said that the issue came down to the lettering on the awning. He said that the Design Review Board (DRB) said that it was two separate signs and strongly recommended that the Applicant come to the ZBA to get approval of lettering on the second awning because they liked the look and the continuity. He said that it will be five and a half inch lettering on the second awning. He said that they will need relief for the letter height for the Truly's vinyl window sign.

MAR 16 PM 2:10

Mr. Marcus said that the biggest confusion since they moved is that people go to the old location and are not seeing the new one. He said that people driving by see that it is all papered up and don't see that it is next door.

The Chairman said that there are two separate building owners, two separate addresses, and two DRB recommendations. A Board member confirmed that the DRB recommendations were incorporated into the plans that were submitted to the ZBA.

The Chairman asked about lighting. Mr. Kulass said that it is LED down lighting in the awning that will not shine through the fabric. A Board member confirmed that it will not illuminate the printing. The Chairman discussed adding a condition that lighting be shut off by 10 pm.

There was no one present at the Public Hearing who wished to speak to the petition.

Statement of Facts

The subject property is located at 35 & 39 Grove Street, in the Wellesley Square Commercial District.

The Petitioner is requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw to re-wrap an existing awning sign and for installation of a new awning sign and window graphics. The signs will exceed the number of signs and the letter height of 18 inches will exceed the 8 inches that is allowed by right.

Letter to Zoning Board of Appeals, dated 1/24/23, from Lauren Delarda, Permit Manager, ViewPoint Sign & Awning, Sign Information, GIS Map, Letter of Authorization, dated 11/29/22, signed by Avi Shoss, Rotunda Realty LLC, and Letter of Authorization, dated 10/13/22, signed by Tricia Buzgo, Grove Street Neighbors LLC, decision ZBA 2018-48, recorded on 8/16/18, aerial map, photograph of elevation, SlimLiner Low-profile outdoor and indoor linear lighting Specifications, and Elevation Drawings, dated 12/27/22 & 1/24/23, prepared by ViewPoint Sign and Awning were submitted.

On January 24, 2023, the Design Review Board reviewed the signs and voted unanimously to recommend approval of the applications for 35 and 39 Grove Street.

On February 23, 2023, the Planning Board reviewed the petition and recommended that a special permit be approved.

Decision

This Authority has made a careful study of the materials submitted and the information presented at the hearing.

It is the opinion of this Authority that re-wrapping an existing awning sign and for installation of a new awning sign and window graphics that will exceed the number of signs and a letter height of 18 inches that will exceed the 8 inches that is allowed by right will be in harmony with the general purpose and intent of Section 5.18 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 to re-wrap an existing awning sign and for installation of a new awning sign and window graphics that will exceed the number of signs and a letter height of 18 inches that will exceed the 8 inches that is allowed by right, subject to the following conditions:

1. The plans shall be in compliance with the Design Review Board recommendations, DRB 23-01 and DRB 23-02, dated January 24, 2023.
2. Sign lighting shall be shut off by 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.

2023 MAR 16 PM 2:10
TOWN OF ROTUNDA
WELLINGTON, MA 01973

ZBA 2023-12
Petition of Rotunda Realty LLC/Grove Street Neighbors LLC
35-39 Grove Street (Truly's)

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, Acting Chairman


Walter B. Adams


Derek B. Redgate

2023 MAR 16 PM 2:11
TOWN OF WELLESLEY
RECEIVED

ZBA 2023-12
Applicant Rotunda Realty LLC/Grove Street Neighbors LLC
Address 35-39 Grove Street (Truly's)

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:

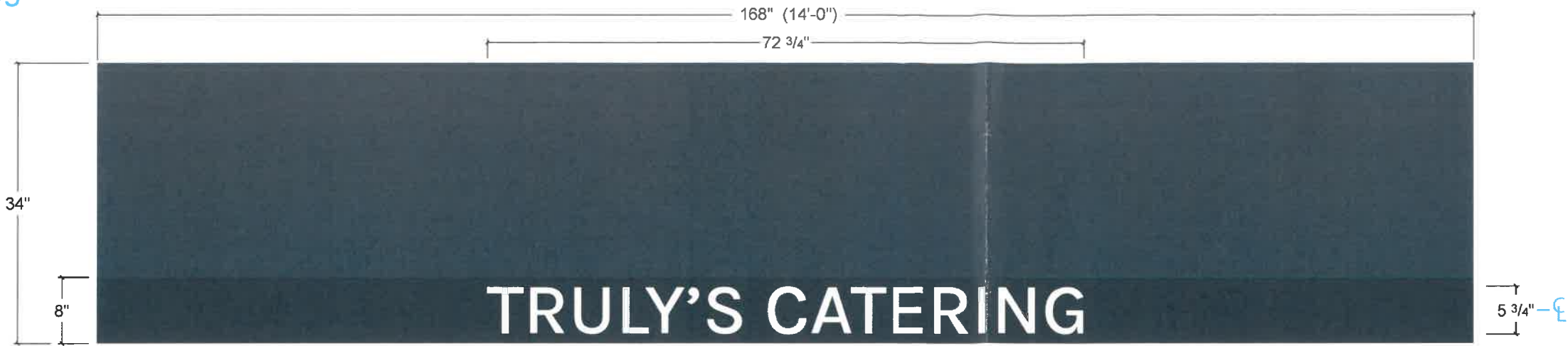
Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

Awning

35 GROVE ST. WELLESLEY, MA



E1 Elevation: #12944.1 (Qty 1) Awning
 Scale: 3/4" = 1'

Description:

- (Qty 1) Shed style awning with SGS graphics on valance.
- Welded aluminum tube frame
- Sunbrella awning fabric
- SGS heat sealed graphics on valance.
- Awning installed with z-clips.
- Sloan Slimliner LED for downlighting. (see frame drawing for details)

Typeface/Logo:
 Supplied by Customer

- Colors:**
- Frame - painted to match Sunbrella Marine Blue 6078 fabric
 - Fabric - Sunbrella Marine Blue 6078
 - Graphics - White GlenRaven Film
 - Downlighting - Warm White LEDs

Installation:
 By Viewpoint.

SEE ATTACHED SPEC SHEET FOR LIGHTING INFO

PRE-EXISTING BLADE SIGN



RE Rendering & Photo Elevations: Proposed Rendering & Existing Photo

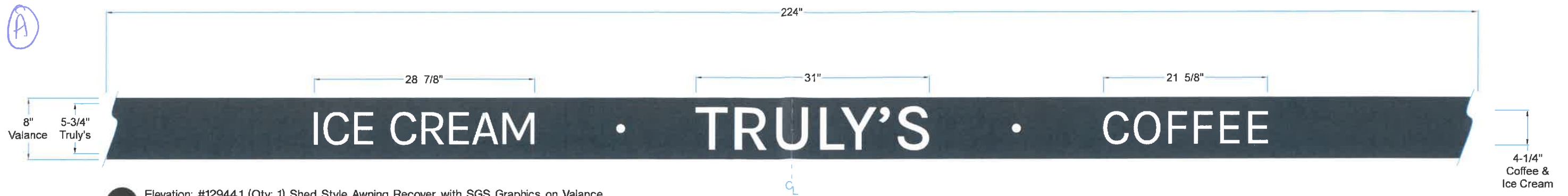
Job: Pucker - Truly's	Account Manager: Jeff Kwass	Date: 11.28.22 .75	Revisions: 11.29.22 .5	Revisions: 01.05.23 .25 SM
Location: 39 Grove Street - Wellesley, MA	File: Pucker_Trulys_WellMA_39Grove_awn_2f.ai	Designer: Mathew Hoard	Revisions: 01.24.23 .5 MH	

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ViewPoint SIGN AND AWNING
 1.508.393.8200
 FAX 1.508.393.4244

Customer Approval Acct. Manager Approval Production Approval

AWNING RE-WRAP



E1 Elevation: #12944.1 (Qty: 1) Shed Style Awning Recover with SGS Graphics on Valance

ICE CREAM: 4 1/4" x 28 7/8" = .85 sq.ft.
 TRULY'S: 5 3/4" x 31" = 1.24 sq.ft.
 COFFEE: 4 1/4" x 21 5/8" = .64 sq.ft.
 TOTAL SQUARE FOOTAGE = 2.73 sq.ft.

Description:

- (Qty: 1) Shed style awning recover with SGS graphics on valance.
- Existing welded aluminum tube frame
 - Recovered with Sunbrella awning fabric
 - SGS heat sealed graphics on valance
 - Awning reinstalled onto previous location with new hardware as required
 - Sloan Slimliner LED for downlighting. (see frame drawing for details)

SEE ATTACHED SPEC SHEET FOR LIGHTING INFO.

Typeface/Logo:

- Art Supplied by Customer

Colors:

- Fabric - Sunbrella Marine Blue 6078
- Graphics - White GlenRaven Film
- Downlighting - Warm White LEDs

Installation:

- By ViewPoint



RE Rendering & Photo Elevations: Proposed Rendering & Existing Photo



SEE PAGE 2 FOR WINDOW GRAPHIC DETAIL

Job:
Truly's (Pucker)
Location:
39 Grove St. Wellesley, MA

Account Manager:
Jeff Kwass
File:
Pucker Truly's WellMA 39Grove awn recover 1e.plt

Date:
07.12.22 D1.0
Designer:
Pete Rivera

Revisions:
09.12.22 D.5 MH
11.28.22 D.25 MH
01.24.23 D.25 MH
01.24.23 D.25 MH

Revisions:



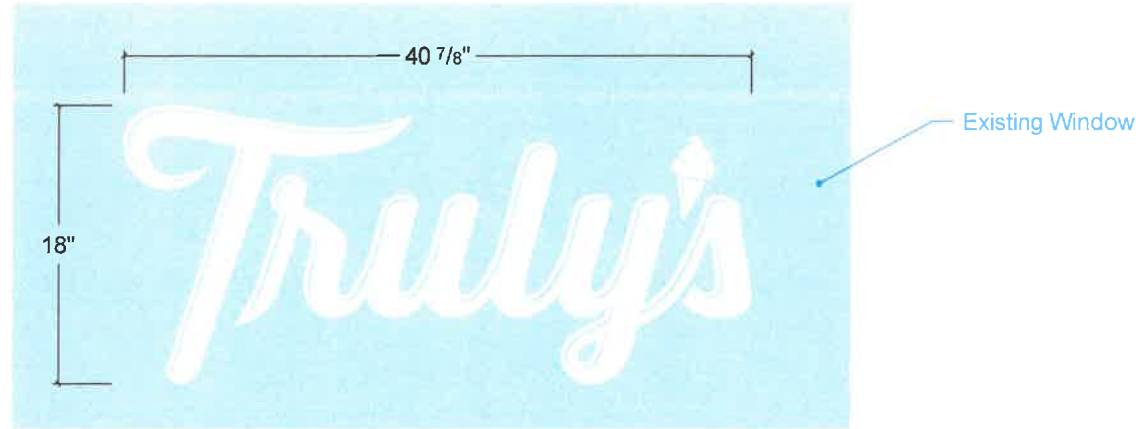
ViewPoint
SIGN AND AWNING

1.508.393.8200
FAX 1.508.393.4244

Customer Approval | Acct. Manager Approval | Production Approval

Window Logo

Ⓑ



E1 Elevation: #12944 (Qty 1) Window Logo
 Scale: 1" = 1' Total Square Footage: 18" x 40 7/8" = 5.125 sq.ft.

Description:
 (Qty 1) Window Logo
 - Graphics are first surface applied vinyl.

Logo:
 Supplied by Customer

Colors:
 Logo - Oracal 751-010 White opaque vinyl

Installation:
 By Viewpoint.

Ⓐ See awning recover drawing for details. (PAGE 1 OF 2)



Proposed:
 Scale: 1/4" = 1'

TOTAL WINDOW AREA IS 73.7 SF (EXCLUDING EXT. DOORS)
 (81" H x 131" W)