

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

J. RANDOLPH BECKER, CHAIRMAN  
ROBERT W. LEVY, VICE CHAIRMAN  
DAVID G. SHEFFIELD

LENORE R. MAHONEY  
EXECUTIVE SECRETARY  
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WALTER B. ADAMS  
DEREK B. REDGATE  
PETER COVO

ZBA 2025-46

Petition of Bike Realty LLC  
951 Worcester Street (Dunkin)

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, September 11, 2025, at 7:30 pm, on the petition of Bike Realty, LLC requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for modification of an existing standing sign, wall signs and a directional sign, and installation of a new directional sign, two additional wall signs, and replacement of a drive thru menu board. The signage will exceed the total number of signs, total signage area, number of wall signs, total wall sign area, and menu sign area allowed by right in a Commercial District at 951 Worcester Street. A Special Permit is required for standing signs within the required setback area and for internal illumination.

On August 12, 2025, 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 Sthefano Piassa and Web Donovan, Bike Realty LLC, and Keith Dubois, Viewpoint Sign & Awning.

Mr. Dubois said that the existing Dunkin Donuts facility dates back to the early 1990's. He said that the company remodels its stores every 10 years. He said that the current proposal is to update existing signs in accordance with the Dunkin brand plans.

Mr. Dubois said that the existing standing sign at the front of the property will be refaced, repainted and refreshed. He said that the external light fixture on top will be replaced with internal LED illumination.

Mr. Dubois said that the two existing Welcome Back and Drive-Thru free standing directional signs will be refaced and the pole structures will be repainted.

Mr. Dubois said that a new directional sign at the exit, See You Soon, is proposed for pedestrian and vehicular traffic safety. Board members questioned the sign's usefulness, given its location. Mr. Piassa asked that the Board allow the sign to be withdrawn from the application. Mr. Dubois said that the existing Do Not Enter sign will remain.

Mr. Dubois said that two wall signs with Wellesley Runs on Dunkin on the side wall and Something Fresh is Always Brewing on the back wall by the drive-through window are proposed. Board members questioned the usefulness of the Something Fresh is Always Brewing sign, given its location. Mr. Piassa asked that the Board allow the Something Fresh is Always Brewing wall sign to be withdrawn from the application.

Mr. Dubois said that the digital menu is an updated electronic version that will replace the current manual menu with printed inserts. He said that the proposed menu board is smaller but more visually appealing and easier to read.

Mr. Dubois said that the proposal is to replace the two existing, two-color, backlit Dunkin' Donuts wall signs with two internally illuminated Dunkin signs in the same location as the existing signs. He said that the wall signs will be illuminated with LED lights inside each letter. He said that the face of the letters will be translucent vinyl material, similar to other signs in the area. He said that the illumination will be no brighter than the existing backlit signs.

Mr. Donovan said that the facility is open from 5 am to 8 pm. Mr. Piassa said that they usually have a buffer of 15 minutes of lighting after business hours for the employees. The Chairman confirmed that there is site lighting for the parking lot. A Board member said that the signs can only be illuminated while the business is open.

The Chairman said that the Board would not be granting relief for the canopy structure over the speaker tower.

No member of the public wished to speak to the petition.

#### Statement of Facts

The subject property is located at 951 Worcester Street, in a Commercial District.

The Petitioner is requesting modification of an existing standing sign, two directional signs, three wall signs, and a drive thru menu board. The signage will exceed the total number of signs, total signage area, number of wall signs, total wall sign area, menu sign area, less than required setbacks for standing signs, and internal illumination.

Letter to Zoning Board of Appeals, dated 7/10/25, re: Dunkin' Donuts – 951 Worcester St., from Lauren Cronin Delarda, Permit Manager, Viewpoint Sign & Awning, Sign Information, Cover Page, dated 5/6/25, revised 5/16/25 & 7/10/25, prepared by Aharonian & Associates, Inc., Pylon Face Replacements, dated 5/21/25, revised 7/11/25, Directional Sign Face Replacements, Directional Signs, Dimensional Graphics, & South & East Elevation – Channel Letters, dated 5/21/25, prepared by ViewPoint Sign & Awning, Brand Standard ODMB Solution, Coates ODMB Measurements, Permit Site-elevation, Schematic Site Plan, Schedule & Details, A0.1, dated 5/6/25, prepared by Aharonian & Associates, Inc., were submitted.

On July 10, 2025, the Design Review Board voted unanimously to accept the application as presented, subject to a recommendation.

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 modification of an existing standing sign, two directional signs, three wall signs, and a drive thru menu board, where the signage will exceed the total number of signs, total signage area, number of wall signs, total wall sign area, menu sign area, setback for the standing signs, and for internal illumination, will be in harmony with the general purpose and intent of Section 5.18 of the Zoning Bylaw, as the sign scales 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 designs 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 modification of an existing standing sign, two directional signs, three wall signs, and a drive thru menu board, where the signage will exceed the total number of signs, total signage area, number of wall signs, total wall sign area, menu sign area, setbacks for the standing signs, and for internal illumination, subject to the following condition:

- Signs shall only be illuminated while the business is open.

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.

2025 SEP 25 11:57  
WELLINGTON, MA 02482  
TOWN CLERK'S OFFICE  
WELLINGTON, MA 02482

ZBA 2025-46

Petition of Bike Realty LLC  
951 Worcester Street (Dunkin)

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 (Am)*

Robert W. Levy, Acting Chairman

*Walter B. Adams (Am)*

Walter B. Adams

*Derek B. Redgate (Am)*

Derek B. Redgate

TOWN CLERK'S OFFICE  
WELLESLEY MA 02482

2025 SEP 25 AM 11:57

ZBA 2025-46  
Applicant Bike Realty LLC  
Address 951 Worcester Street (Dunkin)

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

## Pylon Face Replacements (back-lit)



E1 Elevation: (Qty-2) Pylon Face Replacements  
Scale: 3/4" = 1'

**Description:**  
(Qty-2) Pan-formed polycarbonate face replacements (back-lit).  
- Embossed Dunkin' letters & flat translucent vinyl graphics.  
- Translucent white backspray.  
- Sand and re-paint existing cabinet and pole cover as needed.  
- Remove existing external light fixture as needed.  
**UPGRADE TO ENERGY-EFFICIENT LED LIGHTING SYSTEM.**

**Logo/Typeface:**  
Supplied 2023 (Modified For Permitting)

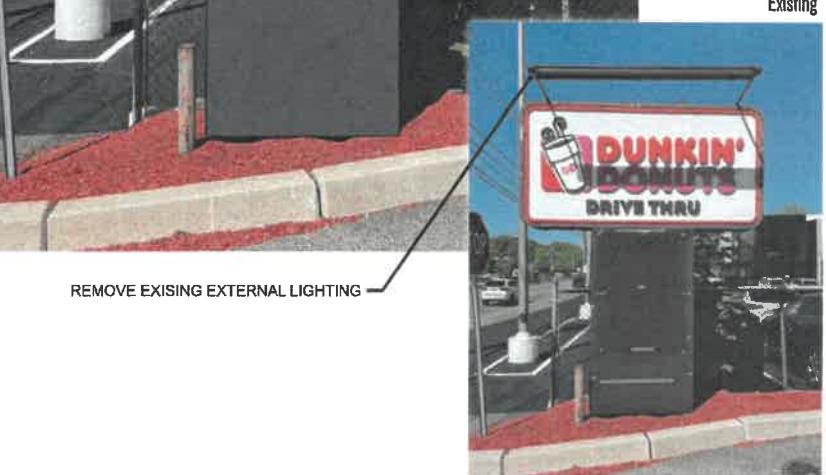
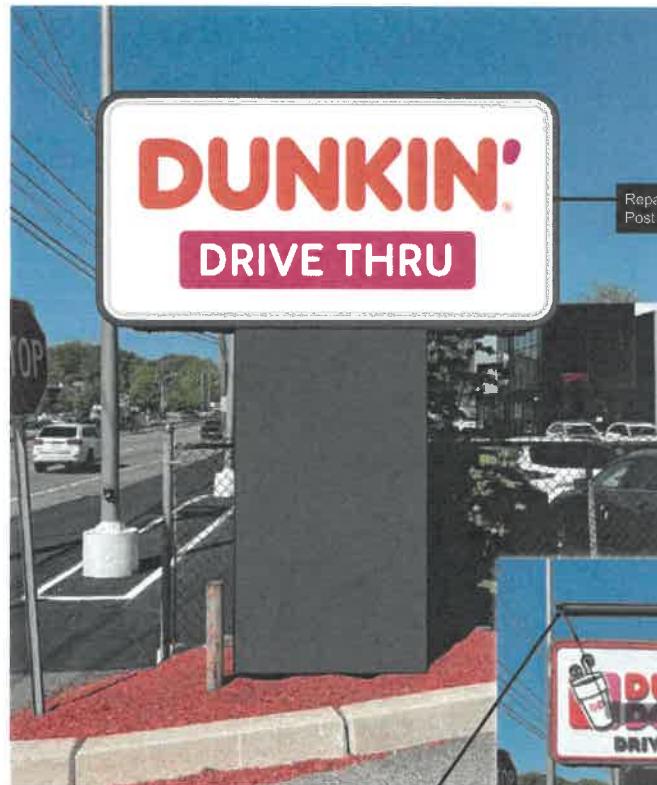
### Colors:

Faces: Clear Polycarbonate  
Backspray:  403 Translucent White back-spray  
Graphics:  DD 3M 3630-3202 Orange trans vinyl (2nd Surface)  
 DD 3M 3630-1511 Pink trans vinyl (2nd Surface)  
Cabinet/Posts:  Painted BM Raccoon Fur 2126-20 (Dark Gray PMS 7540C)

**Installation:**  
By ViewPoint



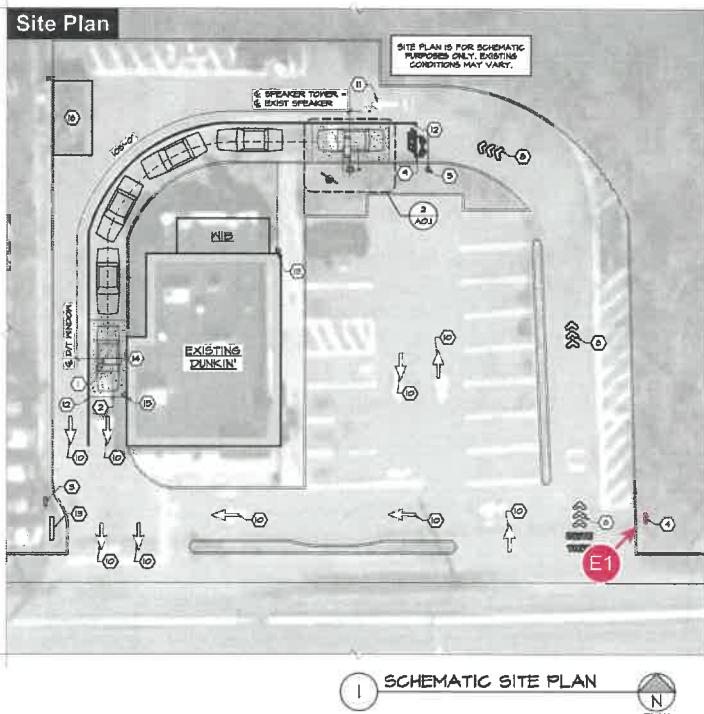
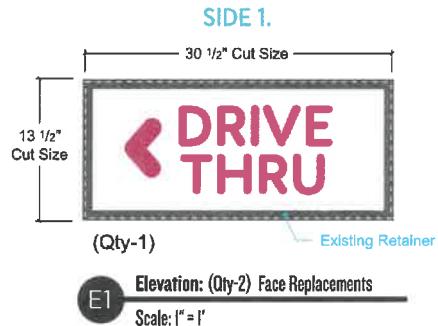
## Proposed



Existing

#2540

## Directional Sign Face Replacements (back-lit)



### Description:

- (Qty-2) Face replacements (back-lit).
- 3/16" clear polycarbonate faces.
- White translucent back-spray.
- Second surface vinyl graphics.
- Re-paint existing post and cabinets.

### Typeface/Logo:

Dunkin Sans Medium

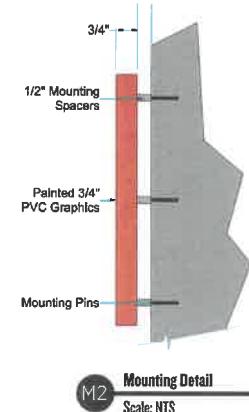
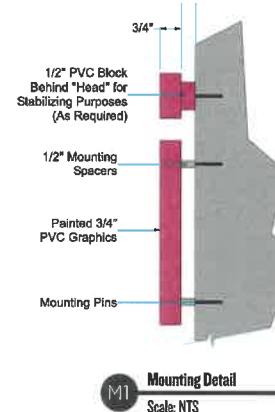
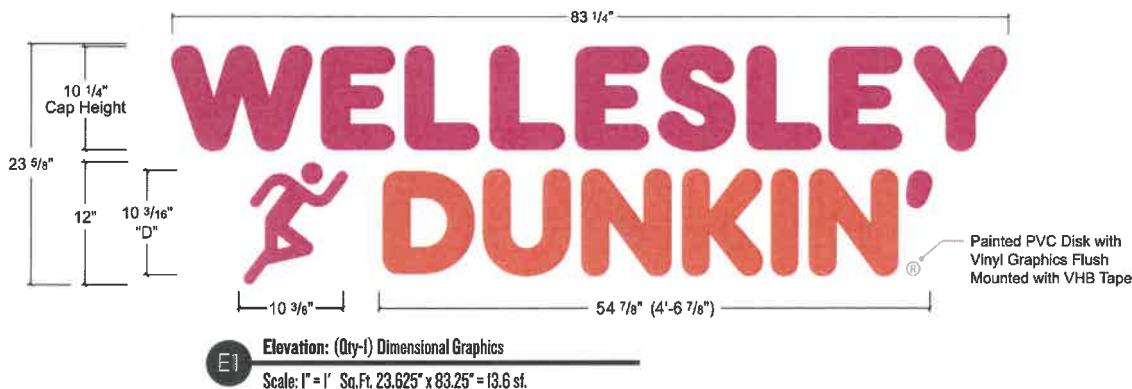
### Colors:

Back-lit Faces:	<input type="checkbox"/> 3/16" Clear Polycarbonate
Graphics:	<input checked="" type="checkbox"/> 3M 3630-1511 (Pink) trans. vinyl (2nd Surface)
	<input checked="" type="checkbox"/> 3M 3630-3202 (Orange) trans. vinyl (2nd Surface)
Backspray:	<input type="checkbox"/> 403 translucent White
Cabinet:	<input type="checkbox"/> Painted Dark Gray PMS 7540C (BM Raccoon Fur 2126-20)
Post:	<input checked="" type="checkbox"/> Painted to match PMS 3564C

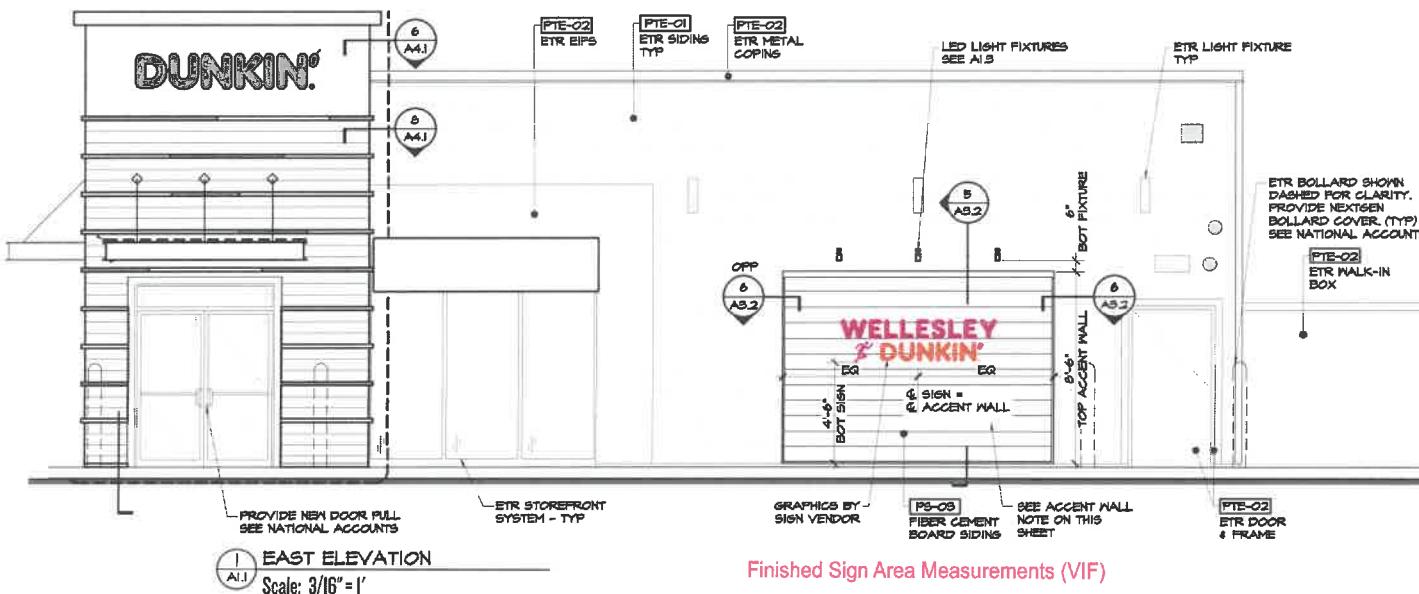
### Installation:

By ViewPoint

Dimensional Graphics (non-lit) - 12in Stacked



EAST ELEVATION



Finished Sign Area Measurements (VIF)

J:\2Jobs\Donovan\Wellesley\_951 Worcester St\_Donovan Network\_External Remodel\_Quote\_WO 2540\Design\Working Design

#2540

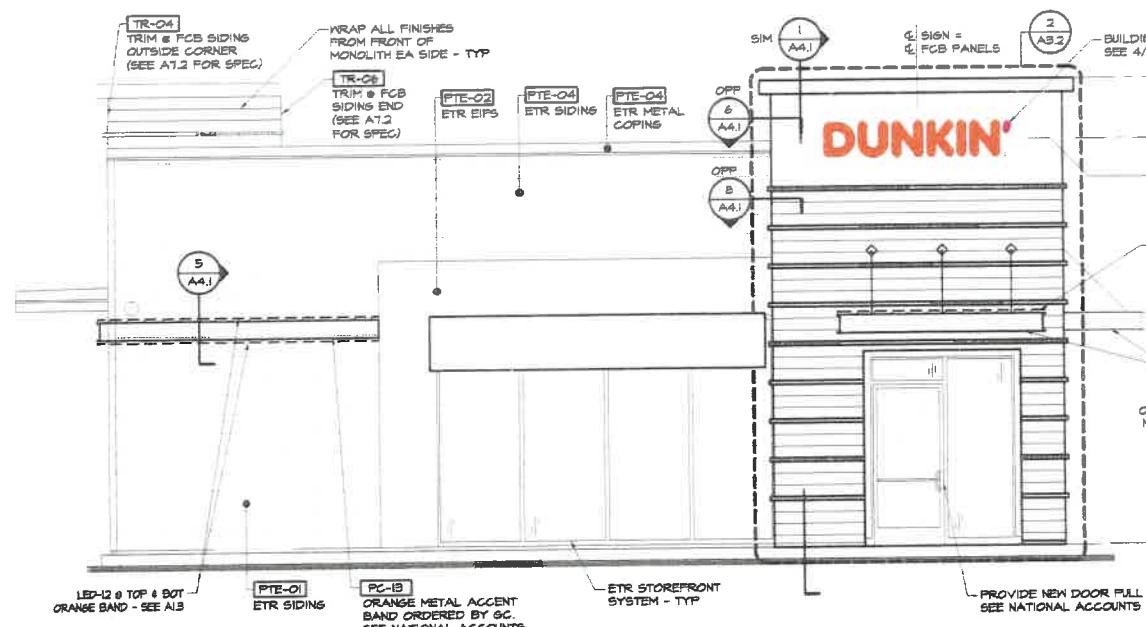
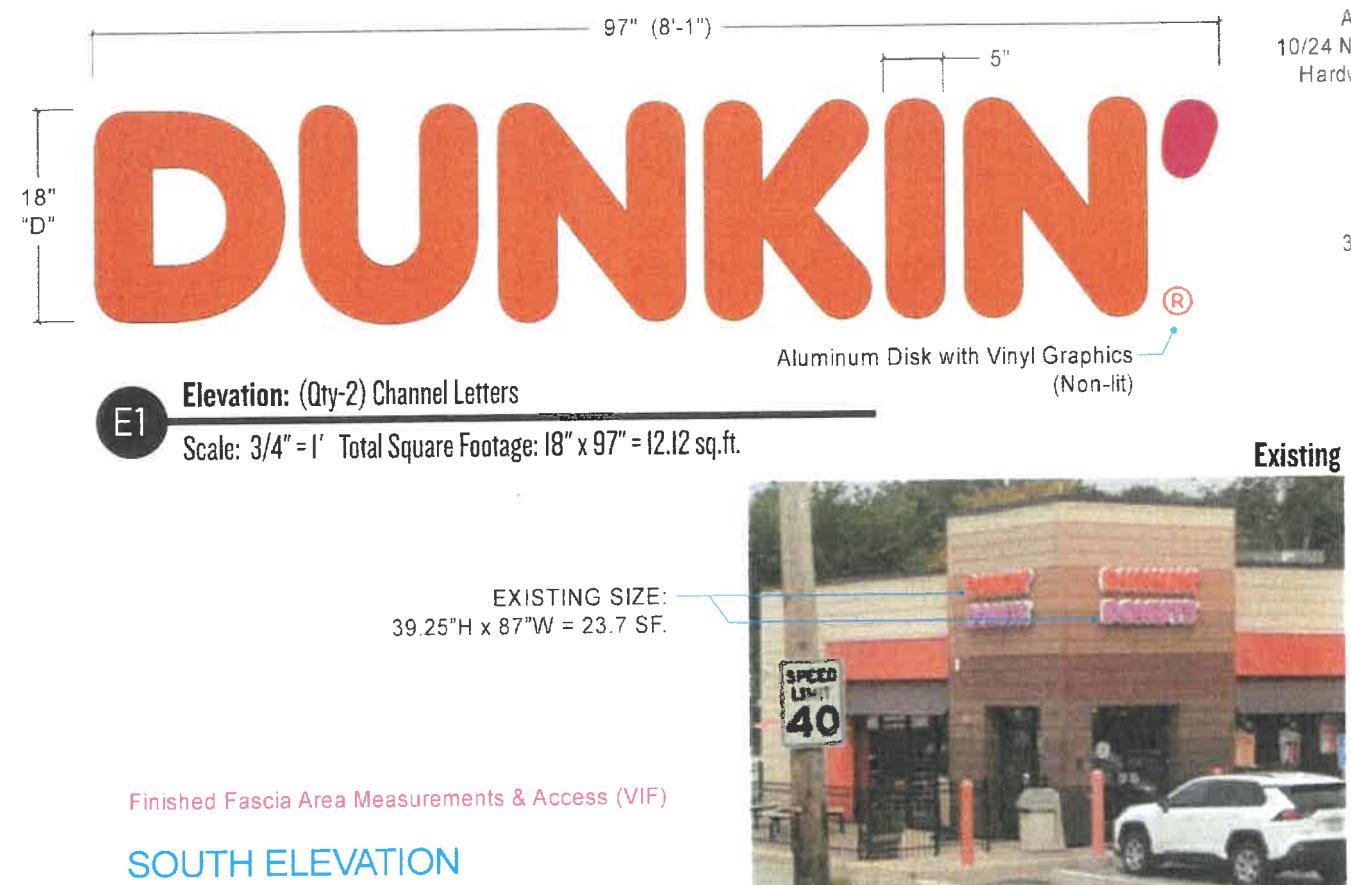
\*DRAWINGS PROVIDED BY THE MANUFACTURER OF THE MENU BOARD UNITS



**BRAND STANDARD ODMB SOLUTION** - The required solution is a stand-alone pedestal ODMB, positioned next to a separate stand-alone canopy order point.

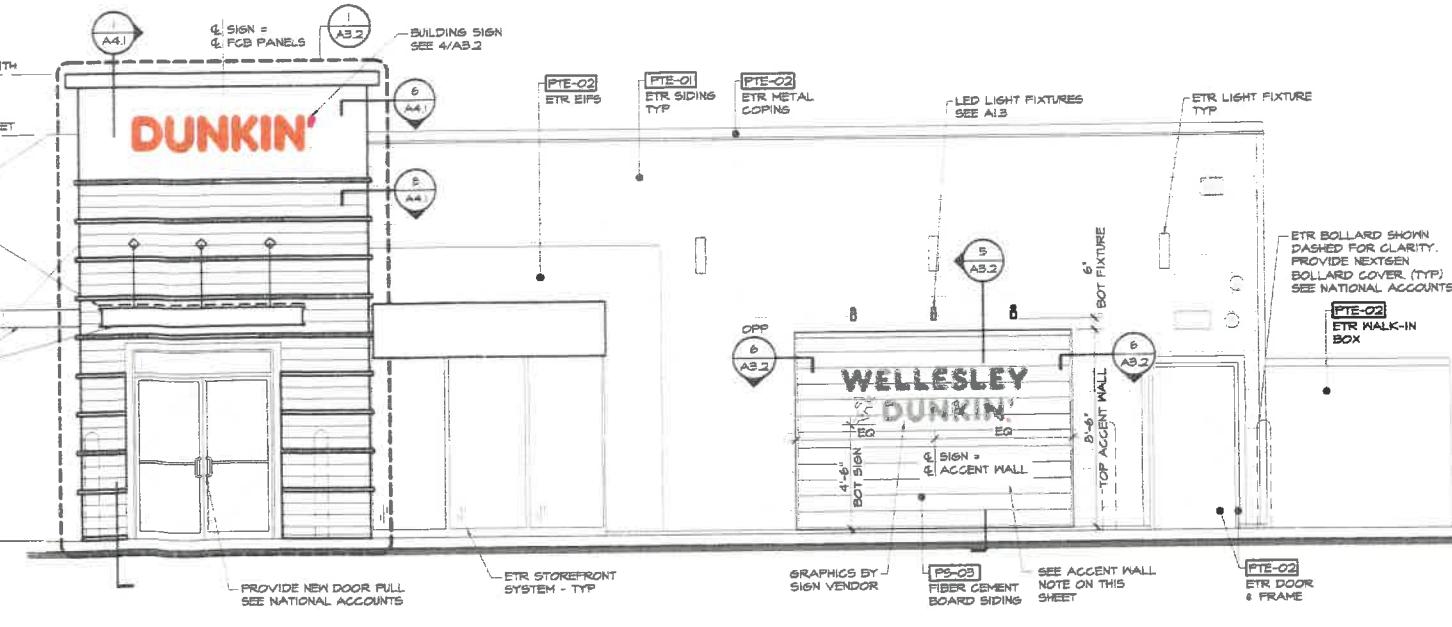


## South & East Elevation - Channel Letters



2 **SOUTH ELEVATION**  
At.1 Scale: 1/8" = 1'

Scale: 1/8" = 1'



**EAST ELEVATION**

Scale: 1/8" =

J:\2Jobs\Junkin\Wellesley 951 Worcester St. Donovan Network\_Exterior Remodel\_Quote\_WO 2540\Design\Working Design

#2540



508.393.8200  
VIEWPOINTSIGN.COM

35 LYMAN STREET • NORTHBOROUGH MA 01532

JOB: Dunkin' PC 303453  
LOCATION: 951 Worcester St. Wellesley, MA

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ACCOUNT MANAGER:  
Keith DuBois  
FILE NAME:  
DD\_WolfeleyMA-DE1Wor

Keith DuBois

DESIGNER:  
Steven Mann  
DATE:  
05/21/25

DATE:  
05/21/25

CUSTOMER APPROVAL:

DATE:

PRODUCTION APPROVAL:  
TBD / VIF  
DATE:

TBD / VIF

TOWN OF WELLESLEY



MASSACHUSETTS

## ZONING BOARD OF APPEALS

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RECEIVED  
WELLESLEY MA  
MUNICIPAL CLERK'S OFFICE  
111 WORCESTER STREET  
WELLESLEY, MA 02482  
SEP 25 2025

ZBA 2025-46

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R E C E I P T  
Printed: October 16, 2025 @ 10:45:01  
Norfolk Registry of Deeds  
William P O'Donnell  
Register

Trans#: 71759 Oper:CHRISCHRIS

=====  
Book: 42705 Page: 571 Inst#: 72777  
Ctl#: 225 Rec:10-16-2025 @ 10:45:01a  
WELL 951 WORCESTER STREET

DOC	DESCRIPTION	TRANS	AMT
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DECISION			
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50.00	Surcharge		50.00
5.00	Tech. Surcharge		5.00
Postage/Handling Fee			1.00
State Fee \$40.00			40.00
 Total fees:			<hr/>
*** Total charges:			106.00
 CASH PMT PAYMENT -CASH			110.00
Overpayment amount:			4.00
REF CASH REFUND -CASH			4.00