

TOWN OF WELLESLEY



MASSACHUSETTS

ZONING BOARD OF APPEALS

888 WORCESTER STREET • SUITE 160 • WELLESLEY, MA 02482

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ZBA 2025-53
Petition of Rotunda Realty LLC
c/o The Grossman Co. Inc.
35 Grove Street

Pursuant to due notice, the Special Permit Granting Authority held a Remote Public Hearing on Thursday, October 9, 2025, at 7:30 pm, on the petition of Rotunda Realty LLC c/o The Grossman Co. Inc. requesting a Special Permit pursuant to the provisions of Section 5.18 and Section 6.3 of the Zoning Bylaw for window signs that will exceed the maximum total number of signs, total signage area, number of window signs, and window sign area allowed by right, at 35 Grove Street, in the Wellesley Square Commercial District.

On September 4, 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 Emily Sano and Charlotte Nakhoul.

Ms. Sano said that the request is for a special permit for increased square footage of vinyl signage across retail windows. She said that the windows will be clear, except for the line work and small amounts of text that continue across eight panels of glass. She said that they are trying to provide uniformity while bringing a spirit of joy and community to the storefront. She said that they mirrored some of the elements inside to allow for visibility into the space and connection with pedestrians.

A Board member said that the proposed signage seems to be more whimsical than the block signage that is typically proposed for identification of entrances and spaces. He said that the size of the signage is probably hard to calculate. The Chairman said that the underlying assumption in the Zoning Bylaw is for rectangular signs with rectangular block letters. He said that the proposed signage doesn't fit in with the bylaw neatly. He said that the best that the Board can do is to look at the signage in an objective way and try to fit it as best it can with the bylaw.

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

Statement of Facts

The subject property is located at 35 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 for window signs that will exceed the maximum total number of signs, total signage area, number of window signs, and window sign area allowed by right.

Letter to Zoning Board of Appeals, dated 8/27/25, from Lauren Cronin, Permit Manager, Viewpoint Sign & Awning, Sign Information, Letter of Authorization, dated 3/5/25, aerial photograph – Location of Proposed Window Graphics, photographs of existing conditions, and Elevation Drawing, dated 6/30/25, 7/07/25 & 8/07/25, prepared by Viewpoint Sign & Awning, were submitted.

On August 21, 2025, the Design Review Board voted unanimously to accept the application as presented.

On October 7, 2025, the Planning Board reviewed the petition and recommended approval of a special permit.

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 installation of window signs that will exceed the maximum total number of signs, total signage area, number of window signs, and window sign area allowed by right, 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 installation of window signs that will exceed the maximum total number of signs, total signage area, number of window signs, and window sign area allowed by right, in accordance with the submitted plans.

The Inspector of Buildings is hereby authorized to issue a permit for the signs 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 2025-53
Petition of Rotunda Realty LLC
c/o The Grossman Co. Inc.
35 Grove 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.

J. Randolph Becker (2025)
J. Randolph Becker, Chairman

David G. Sheffield (2025)
David G. Sheffield

Peter Covo (2025)
Peter Covo

ZBA 2025-53
Applicant Rotunda Realty LLC c/o The Grossman Co. Inc.
Address 35 Grove Street

NOT VALID FOR RECORDING UNTIL CERTIFIED BY TOWN CLERK

RECEIVED
TOWN CLERK'S OFFICE
WELLESLEY MA 02481
2025 OCT 23 PM 12:28

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.

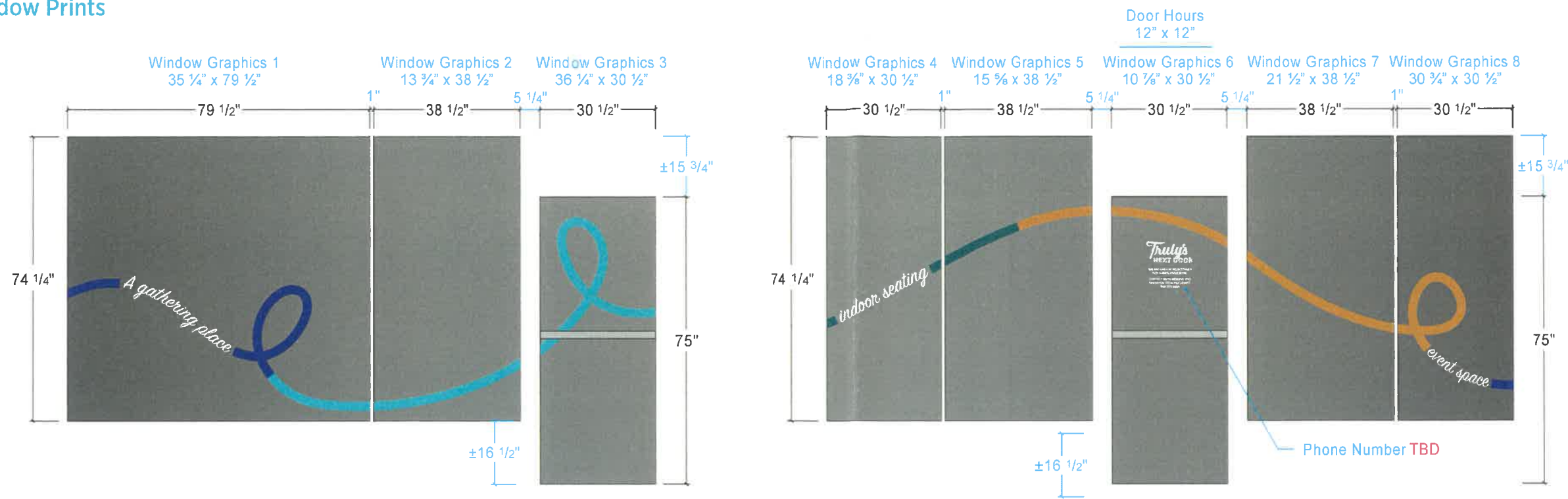
Date:

Attest:

Cathryn Jane Kato
Town Clerk

cc: Planning Board
Inspector of Buildings
lrm

Flooded Window Prints



E1 Elevation: (Qty-1) Flooded Window Prints
Scale: 3/8" = 1'
Total: 53.41 sf.

Description:
(Qty-1) Flooded Window Prints
- Flooded window prints are first surface applied.

Logo/Typeface:
Supplied by Customer

Colors:
Window Prints - ☐ 3M IJ180c White Controltac vinyl
☐ 3M 8518 Clear Gloss over-laminate
☒ Printed Per CMYK

Installation:
By ViewPoint

DOOR HOURS
12" x 12" = 1 sf.

WINDOW GRAPHICS
1) 35 1/4" x 79 1/2" = 19.46 sf.
2) 13 3/4" x 38 1/2" = 3.67 sf.
3) 36 1/4" x 30 1/2" = 7.67 sf.
4) 18 3/8" x 30 1/2" = 3.89 sf.
5) 15 5/8" x 38 1/2" = 4.17 sf.
6) 10 7/8" x 30 1/2" = 2.30 sf.
7) 21 1/2" x 38 1/2" = 5.74 sf.
8) 30 3/4" x 30 1/2" = 6.51 sf.
Total: 53.41 sf.



Proposed

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#2192