



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

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85-56

Petition of Taylor's Stationery-Accent Gifts/Alfred E. Fraser  
34 Central Street

Pursuant to due notice, the Special Permit Authority and the Permit Granting Authority held a Public Hearing on Thursday, September 19, 1985 at 8 p.m. in Room 17 of the Town Offices at the Phillips Building, 12 Seaward Road, Wellesley Hills, on the petition of TAYLOR'S STATIONERY-ACCENT GIFTS/ALFRED E. FRASER requesting a Special Permit and/or a variance pursuant to Section XXIIA, Section XXV and Section XXIV-D of the Zoning Bylaws which will allow a second wall sign approximately 2'6" by 5' at 34 CENTRAL STREET at the corner of Abbott Street in a Business District.

On August 20, 1985, the petitioner requested a hearing before this Authority and thereafter due notice of the hearing was given by mailing and publication.

Presenting the case was John McQuillan who explained sketches of the proposed sign and stated that the sign is necessary to identify their store from the Abbott Street side.

No others were present favoring or opposing the request.

Statement of Facts

The property in question is located at 34 Central Street at the corner of Abbott Street in a Business District, owned by Helen L. Fraser Family Trust, Alfred A. Fraser, Bank of New England, Trustees.

*MaT* Taylor's Stationery/Accent Gifts, the tenant, proposes to erect a wall sign at the Abbott Street side of the building in order to identify the store for those approaching it from the <sup>east</sup> ~~west~~. The sign would be 2.5 feet by 5 feet, a total of 12.5 square feet. It would be 15 feet high, identical in design to the existing Taylor's sign facing Central Street. A Special Permit and/or a variance is requested for the second sign.

A previous Board of Appeals decision on March 4, 1976 (ZBA Case 76-2) granted permission to Ara Yacobian for a similar wall sign at the Abbott Street wall of the building.

Plans were submitted, drawn by Architecture Company Inc., 25 Huntington Ave., Boston, dated 8/23/85. Photos were also presented.

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SEP 21 AM '85

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The Design Review Board reviewed the application on August 15, 1985 and accepted the proposed sign with suggestions in letters of August 16, 1985 and September 10, 1985.

The Planning Board, at its regular meeting of September 10, 1985, voted to oppose the granting of an additional sign for the business as explained in a letter of September 11, 1985.

A letter dated September 17, 1985 was received from Marilyn Fraser, Property Manager of Helen L. Fraser Family Trust, in support of the proposed sign.

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Decision

This Authority has made a careful study of the evidence presented. The petitioner is requesting a Special Permit and/or a variance to allow a second sign to identify the business which is located at the corner of Central Street and Abbott Street.

This Authority is of the opinion that the proposed wall sign is in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw and that literal enforcement of the provisions of the Zoning Bylaw would involve substantial hardship to the petitioner due to the location of the building, and that desirable relief may be granted without substantially derogating from the intent or purpose of the Zoning Bylaw.

This Board is aware that a similar sign existed on the Abbott Street wall for many years per Board of Appeals permission in 1976, to identify Ara's. It is the opinion of this Board that the proposed wall sign can be allowed in order to continue to identify the business at the corner of Central Street and Abbott Street.

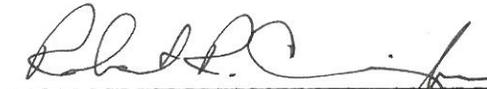
Therefore, a variance is granted from Section XXIIA and pursuant to Section XXIV-D and Section XXV to allow a second sign at 34 Central Street, said sign approximately 2.5 feet by 5 feet on the Abbott Street wall of the building, said sign to be no higher than 15 feet from grade level, as shown on plans drawn by Architecture Co. Inc. dated 8/23/85.

The Inspector of Buildings is hereby authorized to issue a permit for the sign upon his receipt and approval of an application.

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.

cc: Planning Board  
Building Inspector  
mam

  
Stephen S. Porter, Chairman

  
Robert R. Cunningham

  
John A. Donovan, Jr.