



ZONING BOARD OF APPEALS  
TOWN HALL WELLESLEY, MA 02181

STEPHEN S. PORTER, Chairman  
JOHN A. DONOVAN, JR.  
ROBERT R. CUNNINGHAM

MARY ANN McDOUGALL  
Executive Secretary  
Telephone  
~~355-1004~~  
431-1019

WILLIAM E. POLLETTA  
FRANKLIN P. PARKER  
SUMNER H. BABCOCK

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85-37

Petition of Abigail's Children's Boutique of Wellesley, Inc./Wellesley Realty Trust  
102 Central Street

Pursuant to due notice, the Special Permit Granting Authority held a Public Hearing on Thursday, July 18, 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 WELLESLEY REALTY TRUST AND ABIGAIL'S CHILDREN'S BOUTIQUE OF WELLESLEY, INC. requesting a Special Permit pursuant to Section XXIIIA and Section XXV of the Zoning Bylaw to allow a standing sign approximately 18 square feet in area in the parking lot at the rear of 102 CENTRAL STREET near WESTON ROAD, in a Business District.

On June 28, 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 at the hearing was Thomas Mann, Director of Abigail's, who presented a plot plan showing the location of the sign. Coward Shoe, prior tenant, maintained a sign in the same location. Abigail's feels the sign is necessary in order for customers to see the rear entrance from the rear parking lot. Mr. Mann pointed out that the Design Review Board is in favor of the proposed sign.

Other than Mr. Mann, no one was present in favor of or in opposition to the request.

Statement of Facts

The property in question is located at 102 Central Street, in a Business District, owned by Wellesley Realty Trust. Abigail's Children's Boutique of Wellesley, Inc. operates a retail store at the location with a front entrance on Central St. and a rear entrance to a private parking lot shared by other stores.

The petitioner has a wall sign at the rear entrance and proposes to have a standing sign 50 feet to the rear, in the parking lot, for greater visibility to potential customers. Coward Shoe, the prior tenant, had a sign at that location. The sign would be 3 feet by 6 feet in size.

A Plan of land was presented by Charles Thompson, Registered Land Surveyor, dated April 28, 1970, as was a sketch of the sign and photos.

The Design Review Board held a preliminary and final review on June 12, 1985 after which it recommended approval of the sign with suggestions for improvement.

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The Planning Board, at its regular meeting of July 17, 1985, voted to oppose the granting of a Special Permit, stating in a letter of July 18, 1985 it "...does not believe that there is a need for an additional sign at this location. There are many businesses that do not have as much visibility as they would like to have but this does not justify adding signs which contribute to sign clutter."

Decision

This Authority has made a careful study of the evidence presented. It is the opinion of this Authority that the proposed standing sign is needed and will be in harmony with the general purpose and intent of Section XXIIA of the Zoning Bylaw.

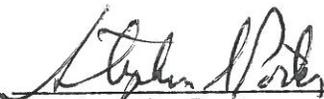
Therefore, a Special Permit is hereby granted to Abigail's Boutique of Wellesley, Inc., for a sign at the rear parking lot of 102 Central Street at the location a shown on plans and sketches presented to this Authority, said sign to be 3 feet by 6 feet in size.

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

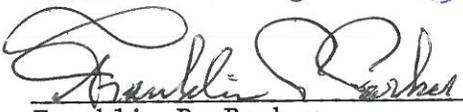
APPEALS FROM THIS DECISION,  
IF ANY, SHALL BE MADE PURSUANT  
TO GENERAL LAWS, CHAPTER 40A,  
SECTION 17, AND SHALL BE FILED  
WITHIN 20 DAYS AFTER THE DATE  
OF FILING OF THIS DECISION IN  
THE OFFICE OF THE TOWN CLERK.

cc: Planning Board  
Building Inspector

mam

  
Stephen S. Porter, Chairman

  
Robert R. Cunningham

  
Franklin P. Parker

Aug 9 12 53 PM '85  
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