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CASE NO. 18-03

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NOTICE OF PUBLIC HEARING BY THE  
PLANNING BOARD

ON APPLICATION FOR WAIVER FROM THE SIGN BY-LAW

Notice is hereby given that the Belmont Planning Board will hold a public hearing on TUESDAY, FEBRUARY 6, 2018, at 7:00 PM in the Board of Selectmen's Meeting Room, Town Hall, 455 Concord Ave., to consider the application of BELMONT BOOKS, Chris Abouzeid and Kathleen Crowley, owners, for a WAIVER FROM THE SIGN BY-LAW under Section 5.2.2 of the Zoning By-Law to INSTALL A PROJECTING SIGN at 79 LEONARD STREET located in a Local Business I Zoning District.

Planning Board



OFFICE OF COMMUNITY DEVELOPMENT  
Town of Belmont  
Homer Municipal Building  
19 Moore Street  
Belmont, Massachusetts 02478-0900  
Telephone: (617) 993-2666 Fax: (617) 993-2651

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BELMONT, MA

Office Use - Timestamp  
2017 DEC 20 PM 3:35  
PB - ~~XXXXXXXXXX~~

17-22

**APPLICATION FOR MORE THAN ONE WALL MOUNTED OR PROJECTING SIGN  
AND/OR STANDING SIGN**

Date Submitted 12/13/17

The undersigned hereby applies for a Special Permit to erect a Standing Sign and/or more than one Wall Mounted or Projecting Sign as follows:

Location of Sign (Street address): 79 Leonard Street

Name of Business: Belmont Books and Black Bear Cafe

Owner of Business: Chris Abouzeid  
Kathleen A Crowley Address: 35 Cedar Road, Belmont Phone: 617-721-6311

Owner of Sign: Chris Abouzeid  
Kathleen A Crowley Address: 35 Cedar Road, Belmont Phone:

Sign Erector: Cronin Signs & Truck Lettering Address: 36 Francis St Watertown Phone: 617-924-6069

Size of Sign\* Length: 3.5ft Height (to top of sign): 2.3ft Square Feet: 8.05 Thickness: 1.5"  
\*Refer to Zoning By-Laws for dimensional limitations. Attach additional paper if necessary.

Material(s): Frame: Steel Face: High Density Foam Supports: Bolted to interior 3/8" steel plate. Plate supported by interior framing.

Will it be illuminated? yes If so, how? LEDs - standard 120V On timer-dusk to closing  
see attachment B What Hours? Not past 9:00pm

Are there any other signs for the business? Yes If so, how many? 3 Panels on Leonard St Size Various - See Addendum A1

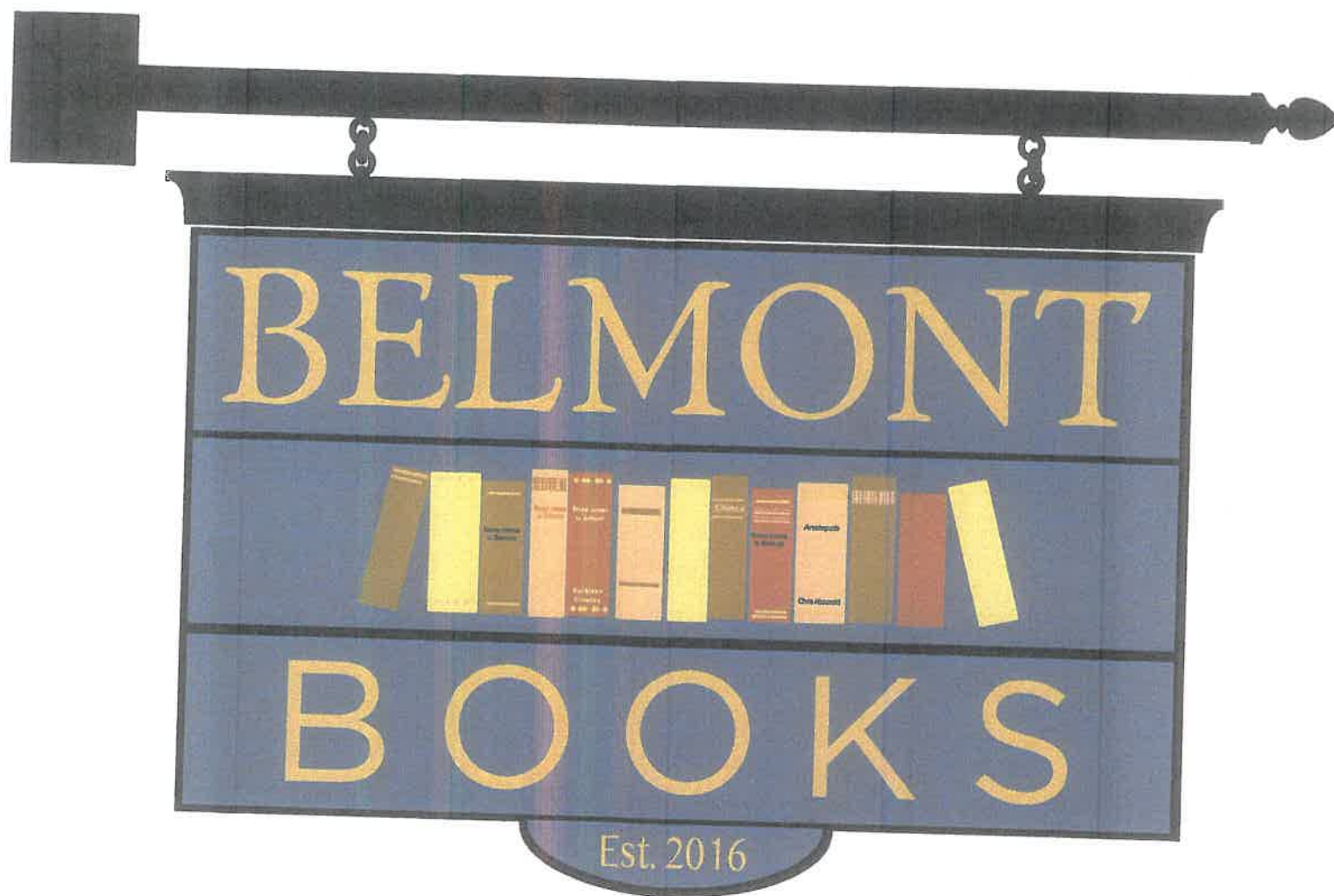
Type and Location Various - See Addendum A

I hereby certify that dimensions and other information on this application and plans or sketch submitted herewith are correct and that all applicable provisions of Statutes, Regulations and By-Laws will be complied with.

Signature [Signature]

<b><u>(Office Use Only)</u></b>	
<b><u>Planning Board Decision</u></b>	Conditions:
Granted      Denied	
Date:	
Approval Signature on behalf of the Planning Board:	

July 26, 2017



Addendum A





December 4, 2017

Belmont Books, Inc.  
79 Leonard Street  
Belmont, MA 02478  
ATTN: Chris Abouzeid

Dear Chris,

This letter confirms that Albert J. Locatelli Realty Trust approves having you or your sign contractor installing a blade sign as noted in the attached design.

If you have any questions or need further information, please let me know.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kevin C. Foley".

Kevin C. Foley

Trustee

Albert J. Locatelli Realty Trust

## Special Permit Application to Town of Belmont

Projecting Sign – Belmont Books, 79 Leonard Street

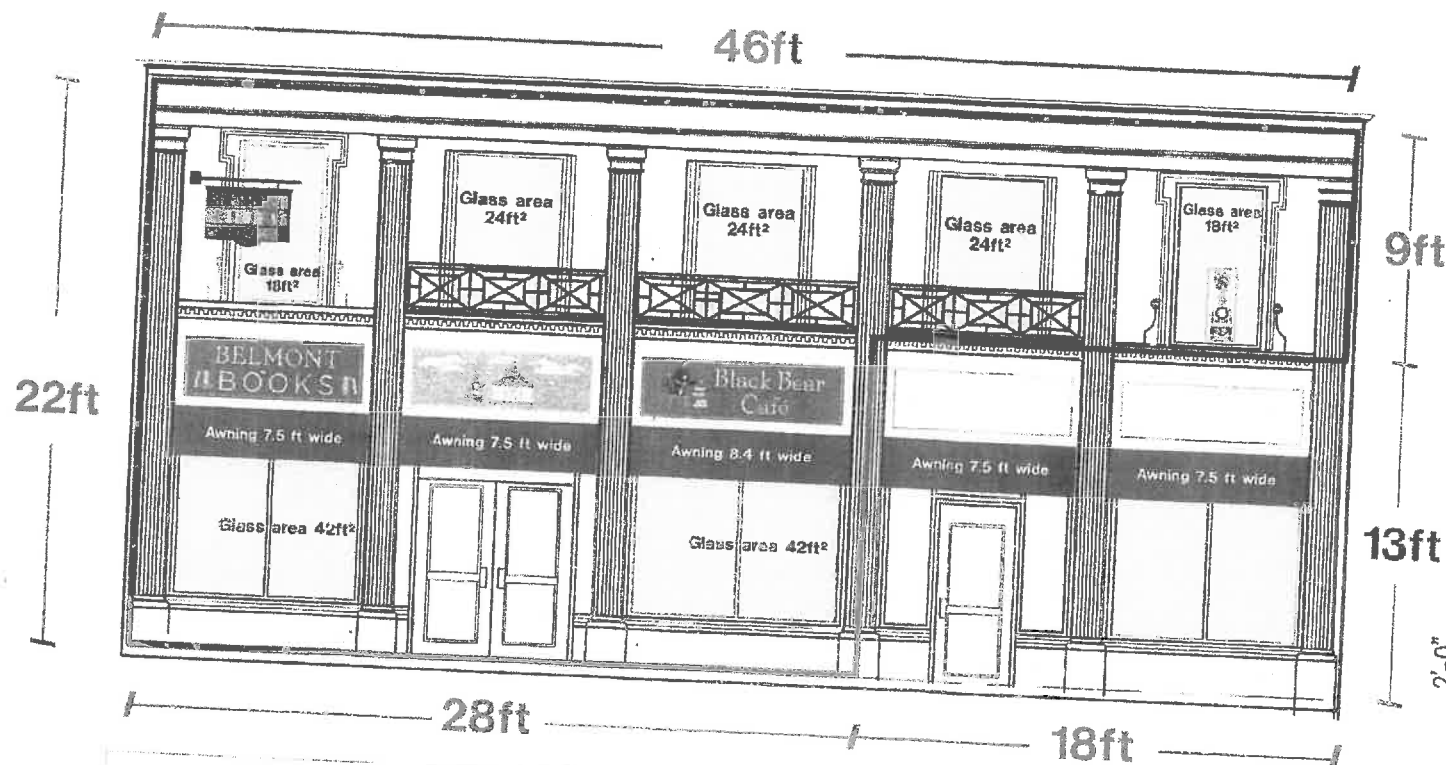
- 1) Written description: Color rendering of sign is attached. Colors reflected will principally be the same as signs currently approved and installed at Belmont Books storefront. The only difference is that yellow text of projecting sign will be gilded in gold. The dimensions of the sign are 3.5ft in width by 2.3ft in height. The depth/thickness of sign would be 1.5 inches. The sign would be made from HDU (high-density urethane foam). This material will not rot/split or warp. The area shown in blue would be routed/recessed and the text and books would be raised/dimensional pieces similar to dimensional text/books on current storefront signs.

The bracket supporting the sign would be made of welded steel. Paint would be applied via powder-coating to vastly reduce rust and weather impact. Prior to completion of the store's interior, a 16"x12"x3/8" steel plate was installed on reinforced interior wall joists. Sign would be supported via a galvanized nut/bolt system as the plate on the bracket will line up with interior steel plate. There is also the option to install exterior wire stays to give the bracket more stability.

A light timer has been installed. Sign would be illuminated from dusk to closing hours, but not to exceed 9:00pm.

- 2) Need for sign. Generally, the storefront signage is not visible until drivers are directly in front of the store. Many store patrons have mentioned they were only aware of the store upon walking past. A projecting sign, similar to other storefronts, currently with projecting signs, will allow for far more visibility to drivers as they drive through the center. Given Leonard Streets' relatively busy/compressed access, drivers do not have the freedom to safely take their eyes off the road and view the storefront when passing.

# Addendum A1



Total Glass area  $18+24+24+24+18+42+42=192\text{ft}^2$

Window signs as % of total glass  $3/192=1.5\%$

Signs as a % of total area:

Total:

$46 \times 22$  less  $18 \times 13 = 778\text{ft}^2$



$2.3' \times 6.9' = 15.9\text{ft}^2$



$2.3' \times 6.9' = 15.9\text{ft}^2$



$2.3' \times 7.5' = 17.25\text{ft}^2$

subtotal wall signs =  $49.05\text{ft}^2$



$1.1' \times 2.8' = 3.08\text{ft}^2$

subtotal =  $52.13\text{ft}^2$



$2.3' \times 3.5' = 8.05\text{ft}^2$

Total Signage =  $60.18\text{ft}^2$

$60.18/778=7.7\%$

Attachment B

- HOME & GARDEN
- COMMERCIAL BUILDINGS & OFFICES
- STORAGE & LOGS
- DOORS & LATTICE
- PLANTERS
- ARTIFICIAL PLANTS
- SIGN BRACKET STORE

# SIGN BRACKET STORE

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Product Design



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## ARCHITECTURAL SIGN BRACKETS

- Architectural Sign Brackets - All
- Wall Mount Sign Brackets
- Fixed Mount Sign Brackets
- Lighted Wall Mount Sign Brackets
- Single Post Sign Brackets
- Ceiling Mount Sign Brackets
- Street Sign Frames & Brackets
- Sign Hanging Hardware
- Real Estate Sign Products and Promotional Sign Supplies

## SIGN HARDWARE & SIGN MOUNTS

- Sign Hardware - All
- Direct Sign Mounts | Corridor Sign Holders
- Ceiling Hangers & French Cleats
- Sign Standoffs
- Wall Mount Sign Hardware, Hardware For Signs
- Post Mount Sign Hardware
- Ceiling Mount Sign Hardware
- Interior Displays & Brackets
- Street Sign Mounting Brackets
- Strap Banding Sign Hardware
- Sign Hanging Hardware
- Sign Security Hardware

home > Architectural Sign Brackets > Lighted Wall Mount Sign Brackets > Lighted 50in. Universal Straight Arm Bracket for Hanging Signs

### Lighted 50in. Universal Straight Arm Bracket for Hanging Signs



SIGN BRACKET STORE

Click to enlarge

Description Dimensions

Make sure your business signage doesn't become invisible after sundown. Hanging sign brackets with lights ensure your storefront, office or building can be easily found by pedestrians and clients. This 50in. long straight arm bracket is manufactured with weather resistance in mind. Two by two inch tubular steel is welded to a heavy duty mounting plate; the arm extensions are galvanized steel and the light bullets are PAR20 for precision lighting. Highlight seasonal item changes or special events where foot traffic will be sure to see these. Customizable, so adapting this bracket to individual requirements is not a problem. Call or email us for a no obligations quote.

Code	379B-WL-50-LKIT
Price	\$409.85
Availability	Usually ships in 2-3 weeks
Dimensions	Main Arm: 50"L Backplate: 6" Sq. Ext. Arms: 24"L Installation Hardware Not Included

Qty 1

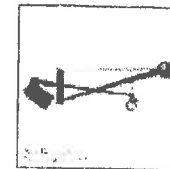
ADD TO CART

Product Specifications PDF

## You May Also Like



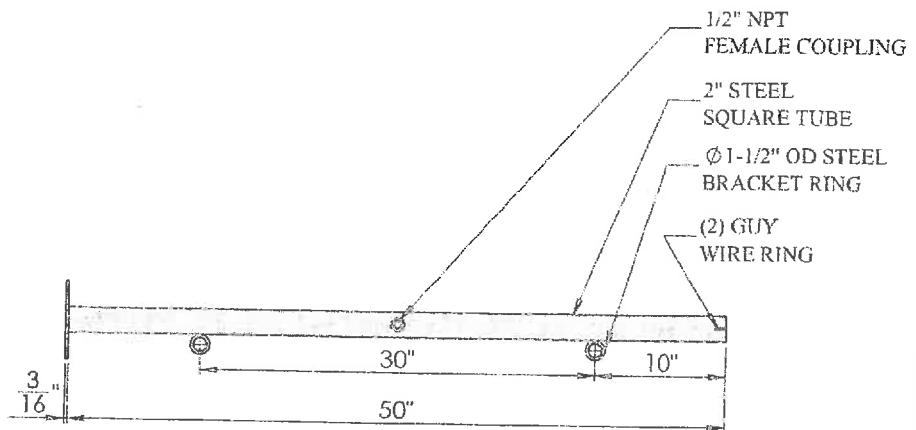
50in. Universal Straight Arm Bracket with Backplate  
Price: \$199.85



50in. Universal Straight Arm Bracket with Backplate  
Price: \$239.85



24in. Universal Straight Arm Bracket with Backplate  
Price: \$399.85



**FRONT VIEW**

**SIGN BRACKET STORE**  
 800-876-6841 | [signbracketstore.com](http://signbracketstore.com)

F: 760-603-0812