

CASE NO. PB19-22

NOTICE OF PUBLIC HEARING BY THE PLANNING BOARD

ON APPLICATION FOR DESIGN AND SITE PLAN APPROVAL

Notice is hereby given that the Belmont Planning Board will hold a public hearing on TUESDAY, SEPTEMBER 10, 2019, at 7:00 p.m. in the Board of Selectmen's Meeting Room, Town Hall, 455 Concord Avenue, to consider the application of JEFFREY LASSETER, (manager, Jamaica Jeff's), for DESIGN AND SITE PLAN APPROVAL under Section 5.1.1 b of the Zoning By-Law TO REDUCE THE PARKING REQUIREMENTS for a restaurant at 61 LEONARD STREET located in a Local Business I Zoning District.

PLANNING BOARD





Town of Belmont
Planning Board

COMMUNITY
DEVELOPMENT
110 SEP -4 11:10:57

APPLICATION FOR DESIGN AND SITE PLAN REVIEW

Date: 8/30/19

Planning Board
Homer Municipal Building
19 Moore Street
Belmont, MA 02478

To Whom It May Concern:

Pursuant to the provisions of Section 7.3, Design and Site Plan Review, of the Town of Belmont Zoning By-Laws, I/We the undersigned, being owner(s) of certain parcel of land (with the buildings thereon) situated on 61 Leonard Street Street/Road, hereby make application to your Board for **DESIGN AND SITE PLAN REVIEW** for the erection or alteration on said premises or the use thereof under the applicable Section of the Zoning By-Laws of said Town for JAMAZA Jeff's Restaurant (replacing the previous restaurant "Kashish"). The previous place sat 65 persons, JAMAZA Jeff's will only seat 60 persons. JAMAZA Jeff's is a full service restaurant on the ground that the same will be in harmony with the general purpose and intent of said Zoning By-Law.

Petitioner(s) are further to comply with the requirements of Section 7.3.5 of said Zoning By-Law attached.

Signature of Petitioner

Print Name

Address

Daytime Telephone Number

[Signature]
Jeffrey D. LAsseter
15 Woodland Street
Belmont, Ma 02478
(804) 387-6582
(my cell phone)
(617) 484-Jeff (5333) restaurant #

From: Jeffrey Lasseter, owner and manager, Jamaica Jeff's restaurant

To: Planning Board, Town of Belmont Community Development

Subject: Letter of Business Description for Jamaica Jeff's restaurant submitted to the Belmont Town Design and Site Plan Review Board

Date: 30 August 2019

To Whom It May Concern,

I'm Belmont resident Jeffrey Lasseter, and I appreciate the opportunity to submit the following information regarding Jamaica Jeff's restaurant:

Jamaica Jeff's, located at 61 Leonard Street in Belmont Center, is a restaurant themed to provide authentic Caribbean cuisine and traditional barbeque foods. It will also offer a full service breakfast menu, beginning at 6am each day. The restaurant will be open, per Belmont Town guidelines, between 6am-11pm seven days a week. I have made significant aesthetic renovations to the property to make it an authentic Caribbean style environment (previously this property was known as Kashish, the popular Indian restaurant).

Of note, the previous restaurant at this location had a seating capacity of 65, and was able to use the available parking along Leonard Street and behind the facility in the customer and municipal parking lots without any issues. Having taken over the same space and made renovations in the interior, Jamaica Jeff's will seat less persons (maximum only 60). The restaurant space has both front and rear entrances, each accessible to handicapped persons as well.

Jamaica Jeff's is an idea borne from my career as a U.S. Diplomatic Officer, having served the U.S. Government in the "Foreign Service" mostly overseas for the past 20 plus years (including 6 years in the Caribbean, with 2 years specifically in Jamaica). Given the opportunity to return to the U.S., I eagerly came to Belmont, Ma in 2014 to raise my two sons in this wonderful environment. We love it here, and it is our home. I have thoroughly enjoyed being an active member of the community, coaching Belmont youth sports and supporting various projects. Jamaica Jeff's is an extension of my commitment to this community, as I wanted to open the restaurant to enhance local business, offer a unique cuisine to residents, and work with individuals on various projects to support local community members. For example, Jamaica Jeff's has already made significant commitments for the Belmont High School athletic programs, and I've begun coordination with persons on a special project to benefit the Belmont Senior Center.

Attached to this letter is the Jamaica Jeff's restaurant plan. The true hope is to provide a fun, energetic, casual and delicious addition for our community and to enhance the greater goals of the Belmont Center business sector.

Thanks again for your consideration regarding Jamaica Jeff's. I look forward to working with the Town and please feel free to contact me directly if you have any questions,

A handwritten signature in black ink, appearing to read 'Jeffrey D. Lasseter', with a long horizontal stroke extending to the right.

Jeffrey D. Lasseter

"Jamaica Jeff"

my personal cell phone is (804) 387-6582,

my email is jeffreydl@outlook.com,

my home address is 15 Woodland Street in Belmont, Ma

From: Belmont Center Business Association

To: Planning Board, Town of Belmont Community Development

Subject: Letter of Support for Jamaica Jeff's restaurant submitted to the Belmont Town Design and Site Plan Review Board

Date: 30 August 2019

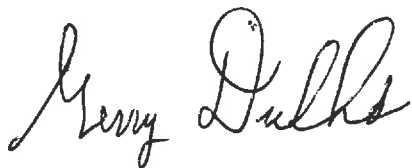
To Whom It May Concern,

Please accept this letter from the Belmont Center Business Association as a positive and resounding show of support for the establishment of Jamaica Jeff's restaurant, (by Belmont resident Jeffrey D. Lasseter), as a welcome addition to Belmont Center.

Jamaica Jeff's is a new, exciting, and different concept that will add a unique variety of food (specifically Caribbean cuisine and traditional barbeque) to the already outstanding gastronomical choices we have in Belmont Center. In addition to lunch and dinner hours, Jamaica Jeff's will also offer a full service breakfast menu to the options people have along Leonard Street. Jeffrey, the owner and manager, has been energetic, engaging and proactive in working with community members to ensure that Jamaica Jeff's will be a positive addition that will serve Belmont residents, the Business Association, and the community at large very well. For example, Jamaica Jeff's has already provided support to Belmont High School athletic programs, and Jeffrey is working with individuals on other ideas to enhance the business sector in Belmont with the specific goal of supporting important community members (such as the Belmont Senior Center).

We in the Belmont Center Business Association are all rooting for our new member, Jeffrey, and look forward to seeing his Jamaica Jeff's restaurant open and become successful for the betterment of the Belmont community.

Thank you for your consideration and support regarding Jamaica Jeff's,

A handwritten signature in black ink, appearing to read "Gerry Dickhaut". The signature is fluid and cursive, with a large, stylized "G" and "D".

Gerry Dickhaut

President, Belmont Community Business Association

ALBERT J. LOCATELLI REALTY TRUST
STANDARD FORM COMMERCIAL LEASE



1. PARTIES. Albert J. Locatelli Realty Trust, a Massachusetts Realty Trust with transferable shares u/d/t July 31, 1964 recorded with Middlesex District Registry of Deeds in Book 10598, Page 112, having its usual place of business in Belmont, Middlesex County, Massachusetts, (LESSOR, which expression shall include its successors and assignees where the context so admits), does hereby lease to Jamaica LLC (Entity Name), (LESSEE, which expression shall include its successors, executors, administrators, and assignees where the context so admits), and the LESSEE hereby leases subject to and with the benefit of the terms, covenants and conditions of this Lease, the following described premises:
2. PREMISES. The interior ground floor premises now numbered 61 Leonard Street in Belmont, Massachusetts in Middlesex County containing approximately 2,000 square feet on the ground floor and approximately 2,000 square feet of basement space (hereafter called the "demised premises" or the "leased premises") reserving to LESSOR and those claiming by, through and under LESSOR, space for all pipes, ducts, conduits, wires, apparatus and appliances now or hereafter leading to and from or serving those portions of the building numbered 49 to 63 Leonard Street (inclusive) (hereafter sometimes called the "Building") of which the Demised Premises are a part, which are not hereby leased, and/or leading to and from or serving LESSOR's adjacent buildings numbered 65 - 97 (inclusive) on said Leonard Street as they now exist ("Adjoining Building").
3. TERM. The term of this lease shall be for Ten (10) years and shall commence on July 1, 2019 (the "Commencement Date") and shall end on June 30, 2029, however, LESSEE on or after the fifth lease year can provide LESSOR with a letter of termination to become effective at the end of eighteen (18) months after such notice is provided.
4. BASE RENT and PERCENTAGE RENT. The LESSEE shall pay to the LESSOR rent at the rate of See Rider (Paragraphs #24 & 25).
5. SECURITY DEPOSIT. LESSEE shall pay to the LESSOR the amount of Sixteen Thousand Five Hundred Dollars (\$16,500.00), which shall be held by the LESSOR and will accrue one percent (1%) interest per year. The security deposit and accrued interest shall be held as security for the LESSEE'S performance as herein provided and refunded to the LESSEE at the end of the lease subject to the LESSEE'S satisfactory compliance with the conditions hereof which will be paid in full upon the completion of Lessor's work per attached Exhibit A.
6. ADDITIONAL RENT ADJUSTMENT. The LESSEE shall pay to the LESSOR as additional rent See Rider (Paragraphs #29 & #30).
7. UTILITIES. The LESSOR has arranged for the leased premises to be served by certain utilities, all subject to interruption due to any accident, to the making of repairs, alterations or improvements, to labor difficulties, to trouble in obtaining fuel, electricity, service or supplies from the source from which they are usually obtained for said Property, or to any cause beyond the LESSOR'S reasonable control. LESSEE shall pay directly to the proper authorities charged with the collection thereof for all LESSEE's utilities used or consumed on the leased premises; provided, however, if such utility service is not separately metered, LESSOR shall invoice LESSEE for its share of any such utility charges and LESSEE shall promptly pay such invoice. In the event work performed by, or any negligence of, LESSOR its agents, employees or contractors is the cause of an interruption or failure in the supply of any utility or service to the leased premises, LESSOR shall use reasonable efforts to promptly cause such service to be restored, but in no event whatsoever will LESSOR be liable to LESSEE for any damages arising out of any failure or interruption in the supply of any such utility service, including without limitation, any lost profits, direct, indirect, incidental or consequential damages.
8. USE OF LEASED PREMISES. The LESSEE shall use the demised premises for the sole purpose of operating a first quality Jamaican restaurant selling food and beverages. The leased premises shall remain open for business and shall be fully stocked and staffed for at least the hours of 11:30 AM to 9:00 PM Tuesday through Sunday (at LESSEE's discretion, LESSEE may choose to open longer business hours so long as such hours are allowed by the Town of Belmont).
9. COMPLIANCE WITH LAWS. The LESSEE acknowledges that no trade or occupation shall be conducted in the leased premises or use made thereof which will be unlawful, improper, noisy, or offensive, or contrary to any law or any municipal by-law or ordinance in force in the city or town in which the premises are situated. In its use and occupancy of the leased premises, LESSEE shall comply at its sole expense with all laws or regulations in effect with respect to the leased premises; provided, however, LESSEE shall not be required to comply with any such laws or regulations which may require structural alterations, structural repairs, or structural additions, unless made necessary by the acts or work performed by LESSEE or due to LESSEE'S particular use or operation in the leased premises, in which event LESSEE shall comply at its expense.

LESSEE further agrees not to generate, store, use or dispose of hazardous or toxic substances in or on the Property of which the leased premises are a part or dispose of hazardous or toxic substances from such Property to any other location, or commit or suffer to be committed in or on such Property any act which would require the filing of a notice under Federal or Massachusetts law, without the prior written consent of LESSOR and then only in compliance with any and all Federal, state and local laws and ordinances regulating such activity; nor make any use of the leased premises or Property which is improper, offensive or contrary to any law or ordinance or which will invalidate any of LESSOR'S insurance; nor conduct any auction, fire, "going out of business" or bankruptcy sales. "Hazardous substances" and "Toxic substances", as used in this paragraph, shall include oil and petroleum products and shall otherwise have the same meanings as defined and used in the Comprehensive Environmental Response Compensation and Liabilities Act of 1980, as amended, 42 U.S.C. 9601 et seq.; in the Toxic Substances Act, U.S.C. 2601 et seq.; in Mass. Gen. Laws C. 21E and in the regulations adopted and publications promulgated pursuant to said Acts.

KCF

thereof, amounts equal to the several installments of the base rent, additional rent and other charges reserved as they would, under the terms of this Lease, become due if this Lease had not been terminated or if LESSOR had not entered or re-entered, as aforesaid, whether the demised premises be re-let or remain vacant, in whole or in part, or for a period less than the remainder of the term of this Lease or for the whole therefore. In the event the demises premises be re-let by LESSOR, LESSEE shall be entitled to a credit in the net amount of rent and other charges received by LESSOR in re-letting, after deduction of all reasonable expenses incurred in re-letting the demised premises (including, without limitation, cost of restoring the demised premises to a condition necessary to rent, brokerage fees and the like).

As an alternative, at the election of LESSOR, LESSEE will upon such termination pay to LESSOR, as liquidated damages such a sum as at the time of such termination represents the amount of the excess, if any, of the then value of the aggregate amount of the annual base rent, additional rent and other charges which would have been payable by LESSEE under this Lease for the remainder of the term of this Lease if the Lease has been fully complied with by LESSEE over and above the then fair rental value (in advance discounted to present value) of the demised premises for the balance of the term of this Lease.

If LESSEE shall default, after reasonable written notice thereof, in the observance or performance of any conditions or covenants on LESSEE'S part to be observed or performed under or by virtue of any of the provisions in any Article of this Lease, LESSOR without being under any obligation to do so and without thereby waiving such default, may remedy such default for the account and at the expense of LESSEE. If LESSOR makes any expenditures or incurs any obligations for the payment of money in connection therewith, including but not limited to reasonable attorney's fees, in instituting, prosecuting or defending any action or proceeding, such sums paid or obligations incurred, with interest at the rate of eighteen percent (18%) per annum and costs, shall be paid to LESSOR by LESSEE forthwith as additional rent.

Any and all rights and remedies which LESSOR may have under this Lease, and at law and in equity, shall be cumulative and shall not be deemed inconsistent with any other right or remedy.

20. NOTICE. Any notice from the LESSOR to the LESSEE relating to the leased premises or the occupancy thereof, shall be deemed duly served, if left at the demised premises addressed to the Lessee, or, if mailed by registered or certified mail, return receipt requested, or by recognized overnight carrier, postage prepaid, addressed to the LESSEE at 61 Leonard Street, Belmont, MA 02478. Any notice from the LESSEE to the LESSOR relating to the leased premises or the occupancy thereof, shall be deemed duly served, if mailed to the LESSOR by registered or certified mail, return receipt requested, or by recognized overnight carrier, postage prepaid, addressed to the LESSOR at such address as the LESSOR may from time to time advise in writing. All rent and notices shall be paid and sent to the LESSOR at 67 Leonard Street, Belmont, Massachusetts 02478, and such address shall be used for notice to LESSOR until further written notice.
21. SURRENDER. The LESSEE shall at the expiration or other termination of this lease remove all LESSEE'S goods and effects from the leased premises, LESSEE shall deliver to the LESSOR the leased premises and all keys, locks thereto, and other fixtures connected therewith (except removable trade fixtures which are not attached or affixed to the building or demised premises) and all alterations and additions made to or upon the leased premises except fixtures as agreed to in advance in writing by LESSOR, in the same condition as they were at the commencement of the term, or as they were put in during the term hereof, reasonable wear and tear and damage by fire or other casualty only excepted. In the event of the LESSEE'S failure to remove any of LESSEE'S property from the premises, LESSOR is hereby authorized, without liability to LESSEE for loss or damage thereto, and at the sole risk of the LESSEE, to remove and store any of the property at LESSEE'S expense, or to retain same under LESSOR'S control or to sell at public or private sales, without notice any or all of the property not so removed and to apply the net proceeds of such sale to the payment of any sum due hereunder, or to destroy such property.
22. BROKERAGE. See Rider (Paragraph #31).
23. OTHER PROVISIONS. It is also understood and agreed that the provisions of the Rider attached hereto are incorporated herein in Paragraphs #24 through #46).

IN WITNESS WHEREOF, the LESSOR and LESSEE have hereunto set their hands and seals this 31 day of July, 2019.

LESSEE:

LESSOR:

Immara Jeff's LLC Entity Name

Albert J. Locatelli Realty Trust

BY: [Signature]

BY: [Signature]

Director / CEO (Authorized Agent of

Kevin C. Foley, As Trustee of Albert J. Locatelli Realty Trust, and without personal recourse against the Trustee or his assets

Immara Jeff's LLC (Name of Entity)

A black and white photograph of a construction site. A large excavator bucket is dumping a load of material, possibly concrete or rubble, onto a grid of rebar. The scene is dark and smoky, with the excavator's arm visible on the left side. The title 'BUSINESS PROPOSAL PLAN' is overlaid in large, bold, white capital letters on the right side of the image.

BUSINESS PROPOSAL PLAN

JAMAICA JEFFS

PRESENTED BY
JEFFEREY LASSETER



Along with contributing to the development of Belmont as a food led destination, one of the fundamental objectives of Jamaican Jeff's is to develop the site as a community hub and space. It is essential that the development of the restaurant benefits not only the tenant but also the local community. With this in mind, I plan to develop the business in 3 stages. The first stage of development will focus on the creation of a sustainable food product and business model, which will offer value for money and a enjoyable user experience for the customer. The 2nd and 3rd stages of development will revolve around the development of Jamaican Jeff's within the environment as a community space, and also a social enterprise project designed to benefit the local community.

OUR PLAN



BUSINESS OBJECTIVES

Sustainable Product/ Community Led / Giving Back

SUSTAINABILTY

In terms of food produce, menu development and the pace of business development. The Jamacian Jeff's will be at the forefront of traditional Caribbean cookery and will aim to contribute to Belmont's development as a food led destination.



COMMUNITY

Jamaican Jeff's will be developed as a local hub and will be representative of the local community. All aspects of the business will be developed with the community in mind.



GIVING BACK

Jamaican Jeff's will give back to the community through social enterprise projects, community events and business development.



TIMELINE OF ACTIVITIES



S1

0-12 Months

RESTAURANT
BUSINESS
DEVELOPMENT



S2

9-24 Months

COMMUNITY
SPACE



S3

18 - 36 Months

SOCIAL
ENTERPRISE

FOOD STYLE

The food offering will be developed in line with the business ethos & objectives. The food will be sustainably produced and sourced where possible with a key focus on healthy, organic and seasonal options. We hope to be able to purchase the majority of the vegetables & herbs required locally. The menu style will be coherent with current food trends and contain small and large plates. It will include an all-day brunch offering and daily specials. The menu will also include traditional Caribbean favourites such as jerk pork, curried conch and stews. We hope to offer excellent value of money for each product.



FOOD STYLE

There will be a focus on producing a high-quality Caribbean coffee offering. In the morning we will also offering Caribbean classics, like saltfish fritters and spiced porridge in a bid to catch the local commuters. All food will be available to take away or sit in.

Our main focus is to provide an authentic taste of the caribbean in Belmont, offering traditional cooking methods with the freshest produce.

Not only providing a quality service and culinary experience our guests will not forget, but to have them be part of this venture in everyway possible.



BEVERAGE

There will be a small but quality wine offering , with wines by the glass being available at reasonable prices. A selection of local caribbean beers and spirits will also be available along with a variety of quality non-alcoholic drinks and soft drinks.



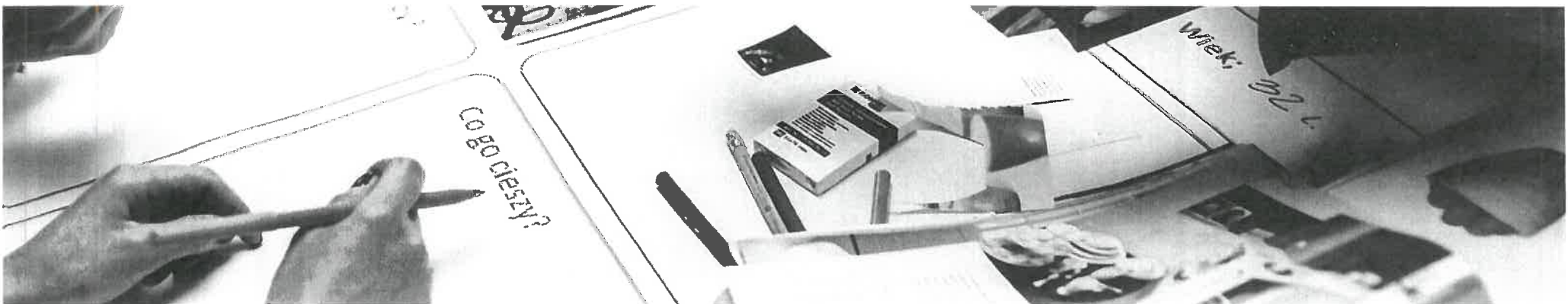
MARKETING

The marketing for the business will mainly revolve around digital marketing. A modern and functional website will be designed to present a clear brand image. The site will contain updated menus and pictures from the restaurant but also relevant information on projects and news from the community. The website will also feature an online booking platform to allow the customer to book tables instantly. The site website will compete in an SEO campaign to ensure it is visible locally and nationally. As soon as the lease is confirmed, the site will be developed and published and contain updates of the development of the restaurant until it is open.



Other digital platforms will be used to develop the restaurant, including Facebook and Instagram. These channels will be used to engage customers, provide a clear brand image and to develop a fan following. The daily post will be used to engage customers with images of food, updates on developments which will try to 'tell the story' of the restaurant. Facebook & Instagram pages will be launched once the website is complete and there is sufficient content and imagery to develop a digital marketing plan and strategy. It's essential that the program is well thought through, consistent in style and provides regular quality content.

An email newsletter campaign will also be developed to market events and developments at the restaurant. Capturing of the email addresses will be via wifi sign up or sign up to the restaurant loyalty scheme which will provide points for purchases and hopefully encourage return custom.



THE LAUNCH

Initial marketing for the opening of Jamaican Jeff's will be designed around a series of soft launches which will aim to attract influential members of the local community & press.

The first launch will be a canape and drinks reception which will introduce guests to the concept, ethos and plans for Jamaican Jeff's — followed by a soft launch service and subsequent dinner service provided at a discounted price.



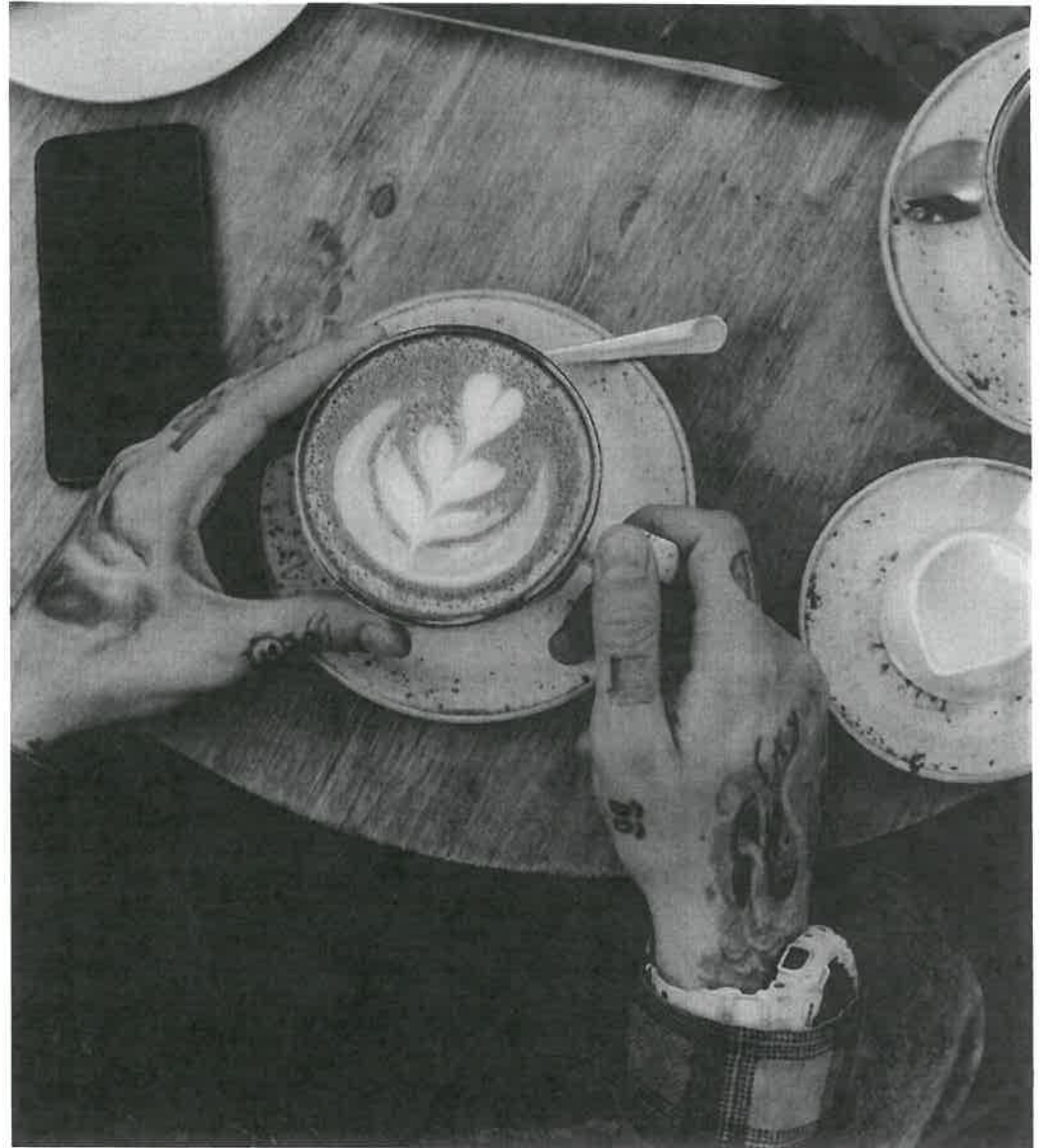
RESTAURANT STYLE

We expect to spend \$60,000 dollar on internal refurbishment of the dining area and kitchen.

The restaurant style will be rustic, traditional and designed to bring the outside in. The restaurant interior will be designed with a rustic & welcoming ethos in mind, mirroring a tropical feel, calm colours with good use of space. Furniture that adds enthusiasm to the exposed brickwork will be used to keep the feeling of an outdoor rustic enviroment. Long, family-style sharing tables will also be used to encourage conversation and make the best use of the available space.

Much consideration will be given to the customers that wishes to the use the restaurant for drinks/ tea & coffee only, ensuring that they are welcomed and have a positive experience whilst ensuring maximum revenue can be obtained for each available table.

Team members will use either lpads or tablets for ordering; this not only ensures that the order is sent to the kitchen quickly and efficiently but that each item of stock is efficiently recorded when used. This style of product management/till system will assist in the development of the restaurant menu as it continues to progress.



THE TEAM

In line with the business principles of growing organically and at a sustainable pace, the team will be small to start. Consisting of Jeff in a business owner/manager, one full-time chef, one full-time kitchen assistant. FOH will be staffed by one full-time shift leader and 2 flexible FOH team members led by Jeff.

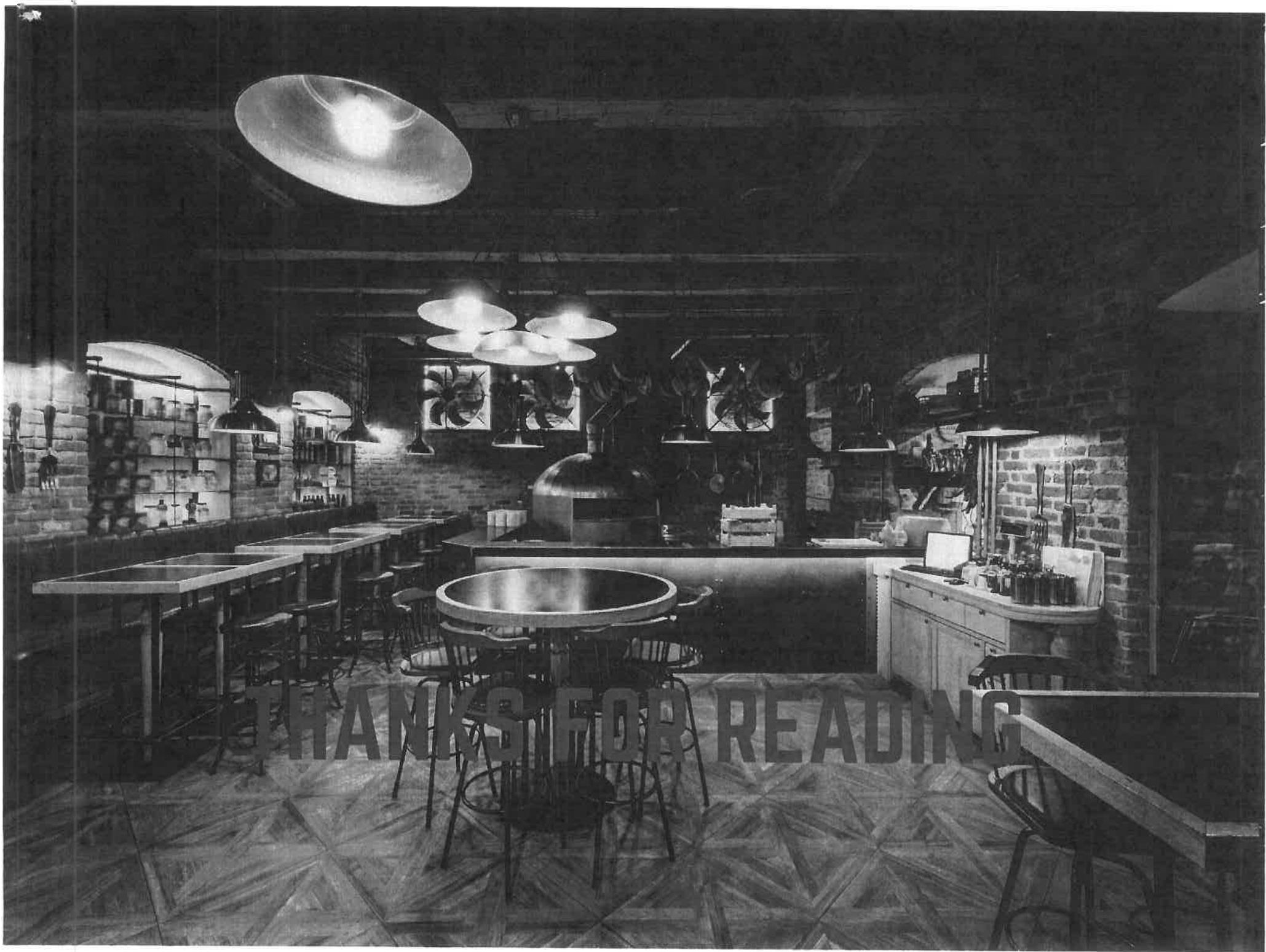
The restaurant will aim to ensure that it provides employment to a diverse selection of the local community. I am hoping to employ young & mature team members offering flexibility with shifts and special dispensation giving to working parents or

COMMUNITY SPACE

The second stage of development we would hope to take place within 18 months of opening. This stage would revolve around the development of the restaurant space as an events & community hub. The restaurant would aim to offer bespoke events within the community setting that would be fun & entertaining but also engaging, educational and community focused.

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THANKS FOR READING