

NOTICE OF PUBLIC HEARING BY THE  
TOWN OF BELMONT PLANNING BOARD

ON APPLICATION FOR ONE SPECIAL PERMIT

Notice is hereby given that the Planning Board will hold a public hearing on Tuesday, May 18, 2021 at 7:00 PM by remote access through the Zoom app. to consider the application of Shaw's Supermarkets, Debra Collins, agent, to erect more than one sign at 535 Trapelo Road located in a Local Business I (LBI) Zoning District. Special Permit: 1.- §5.2.5 4-b-1 of the Zoning By-Law allows multiple signs by a Special Permit granted by the Planning Board.

TOWN OF BELMONT PLANNING BOARD

**Note:** Application submittals, meeting agenda & instructions on remote access can be found on the Town's website: <https://www.belmont-ma.gov/planning-board>

TOWN OF BELMONT  
Office of Community Development



Belmont, Massachusetts 02478

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

Date Submitted 4-1-21

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

Location of Sign (Street address) 535 Trapelo Road

Name of Business Star Market

Owner of Business Shaw's Supermarkets Address 750 W. Center St. W. Bridgewater Phone 508-313-4607

Sign Erector I. D. Sign Group Address 9 Bristol Dr., S. Easton MA Phone 508-238-8800

Size of Sign\* Length \_\_\_\_\_ Height 35.1875' Width 80" Square Feet 7.4 sf  
\*Refer to Zoning By-Laws for dimensional limitations. Attach plans for sign.

Material of Sign: Frame Aluminum Face Acrylic Supports stainless studs

Will it be illuminated? yes If so, how? internal LEDs What Hours? \_\_\_\_\_

Are there any other signs for the business? yes If so, how many? 2 Size 48 sf each

Location 'Star Market' signs on street side + parking lot side of building

I hereby certify that the information contained on this application and plans submitted are correct and that the plans will comply with all applicable provisions of Statutes, Regulations and By-Laws.

Signature Debra Collins

**OFFICIAL USE ONLY**

Planning Board Action	Date	Building Department	Date
Granted		Received	
Tabled		Approved	
Denied		Approval Signature	
Conditions			
Approval Signature			

April 14, 2010

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

**General Requirements Town of Belmont Zoning By-Laws Section 5.2.3)**

- a) **Movement.** No sign shall contain any visible movable or moving parts (except for the hands of a traditional analog type, i.e., non-digital clock whose face does not exceed 36 inches in diameter), any moving, flashing, or animated lights, or any automatically changing written or pictorial matter or message.
- b) **Illumination.** No sign shall be illuminated between the hours of 10:00 p.m. and 6:00 a.m. unless the premises on which it is located are open for business. Signs may be illuminated only by the following means:
  - 1) By a white, steady stationary light shielded and directed solely at the sign;
  - 2) By interior non-exposed lights;
  - 3) By exposed neon or similar tube illumination.
- c) **Sign Location.** Signs attached to a roof and v-shaped signs attached to buildings are not permitted. Signs attached to a building must be either flat against the wall or perpendicular to the wall. If attached flat against the wall, the sign shall not project more than 12 inches outward or six inches upward from the wall or parapet of the building. If perpendicular to the building, the sign may not project more than five feet from the building, three feet over a public sidewalk, and shall be no less than two feet from the curb line.

The minimum vertical clearance to the underside of any sign projecting over a sidewalk or other pedestrian or vehicular passage shall be 10 feet above the surface of the sidewalk or passage.

**Business Districts (Town of Belmont Zoning By-Laws Section 5.2.4 b))**

In an area zoned as a Local Business or General Business District, the following are permitted:

- 1) **Attached Signs.** One sign for each exterior wall of an establishment if such wall faces a public way, private way, or contains a public entrance.
  - > **Wall Mounted** - The area of the sign may not exceed the lesser of 10% of the wall area of such establishment or 65 square feet
  - > **Projecting** - The area of the sign may not exceed 12 square feet if projecting perpendicular to the wall
  - > **More than one sign** - The Planning Board may grant a Special Permit authorizing more than one identifying sign on an exterior wall provided that the aggregate area of such signs does not exceed the limits set forth herein.
- 2) **Standing Signs.** The Planning Board may grant a Special Permit for erection of a standing sign if it finds that the sign complies with the purposes of this By-Law and the following dimensional requirements:
  - > In the LBI and LBIII Districts the sign shall not exceed 15 square feet in area nor shall it exceed 5 feet in height above the ground.
  - > In the LBII and GB Districts the sign shall not exceed 30 square feet in area nor shall it exceed 15 feet in height above the ground.

The Special Permit shall specify the size, type, and location of the sign and impose such other terms and conditions as deemed necessary to promote the purposes of this By-Law. Such signs shall be permitted for a term not to exceed five years, which may be renewable if so specified in the Special Permit.

Client:	SHAW'S SUPERMARKET
WIP # :	02-24906
Sales:	HOUSE
Designer:	LIESL

MATERIALS	
A:	3/16" 2447 TRANSLUCENT WHITE ACRYLIC
B:	1/4" CLEAR ACRYLIC
C:	TRANSLUCENT VINYL
D:	RED GEM CAP
E:	.040" COIL STOCK RETURNS
F:	1/8" ALUPANEL BACKERS
G:	WHITE LEDS

COLORS / FINISHES	
	ARLON 253 CARDINAL RED
	WHITE
	MP WHITE

PRODUCTION NOTES
FLUSH MOUNT TO BUILDING
CAPSULE MOUNTED TO BUILDING
MECHANICAL FASTENED BLUE SCREWS

LETTERS MOUNTED TO BUILDING WITH PADS AND STAINLESS 10/24 STUDS
---

INSTALL NOTES
CAPSULE FLUSH MOUNTED TO BUILDING.

LETTERS MOUNTED WITH PADS AND 10/24 STUDS
---

PROOF REVISIONS
-----------------

SENT: 2/17/21
REV 1:
REV 2:
REV 3:

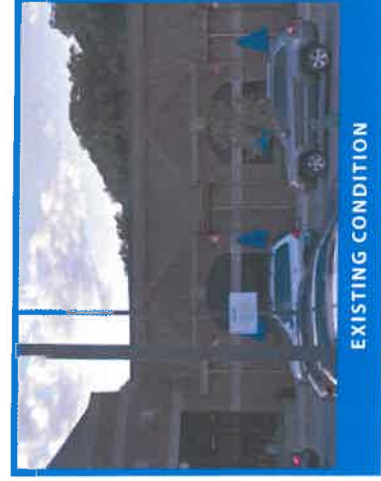
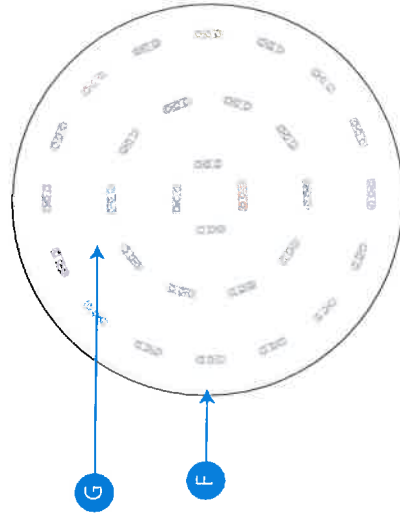
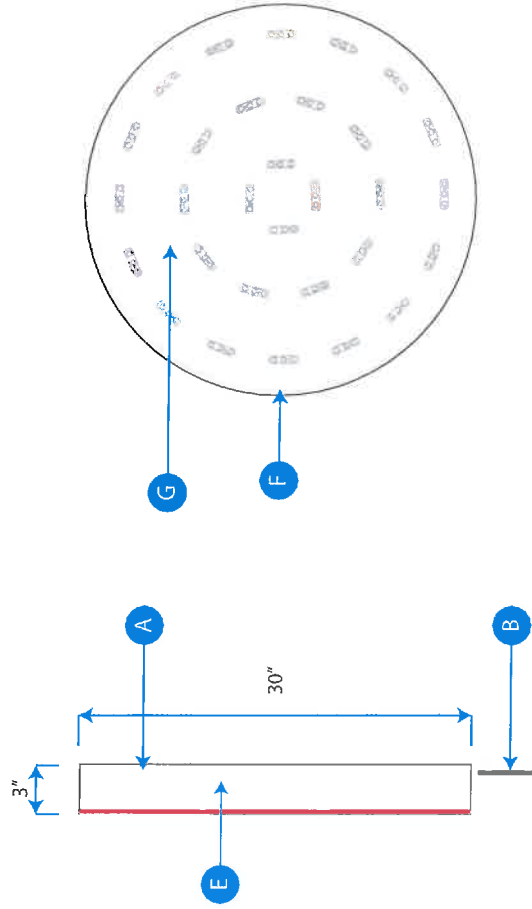
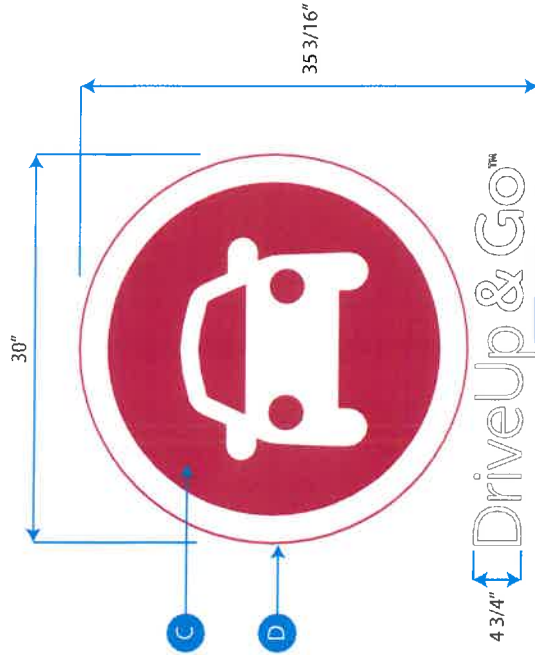
ITEM: 1

SIGN TYPE: DRIVE UP & GO SIGNAGE (30" VERTICAL)

Sig#: 44738

Qty: 1

535 TRAPELO ROAD BELMONT, MA



EXISTING CONDITION



VIRTUAL ELEVATION (APPROX SCALE)

CLIENT APPROVAL

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



OFFICE OF COMMUNITY DEVELOPMENT  
TOWN OF BELMONT

19 Moore Street  
Homer Municipal Building  
Belmont, Massachusetts 02478-0900

Telephone: (617) 993-2650 Fax: (617) 993-2651

Building Division  
(617) 993-2664  
Engineering Division  
(617) 993-2665  
Planning Division  
(617) 993-2666

March 31, 2021

Shaw's Supermarkets  
Debbie Collins, agent  
750 West Center,  
West Bridgewater, MA 02379

RE: Denial to Install Multiple Wall Signs

Dear Ms. Collins,

The Office of Community Development is in receipt of your sign application to install a second wall sign at 535 Trapelo Road, Shaw's Supermarket, located in Local Business I (LBI) zoning district.

Your application has been denied because it does not comply with the current Town of Belmont By-Laws. More specifically, §5.2.5 4. b) 1. of the By-Law allows the installation of more than one sign by a Special Permit granted by the Planning Board

The installation of the second wall sign is allowed by a Special permit granted by the Planning Board.

If you choose to proceed with this option, please contact the Office of Community Development to schedule an appointment with Ara Yogurtian, Assistant Director at (617) 993-2650 in order to begin the process.

Sincerely,

Glenn R. Clancy, P.E.  
Inspector of Buildings

AERIAL LOCATION VIEW



## EXISTING SIGNAGE

