

**TOWN OF BELMONT  
PLANNING BOARD**

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**CASE NO.** 21-17  
**APPLICANT:** Brian Lafferty, Empire Management Corporation  
**PROPERTY:** 774A, 778, 782, and 790 Pleasant Street

**DATE OF PUBLIC HEARINGS:** September 9, 2021  
Continued: October 5, 2021  
October 19, 2021  
November 2, 2021

**MEMBERS VOTING:** Stephen Pinkerton, Chair  
Matt Lowrie  
Thayer Donham  
Ed Starzec  
Karl Haglund

**Introduction:**

This matter came before the Planning Board ("Board") of the Town of Belmont ("Town") acting as the Special Permit Approval Granting Authority under the Zoning By-Law of the Town of Belmont, Massachusetts ("By-Law") and Chapter 40A of the Massachusetts General Law ("Zoning Act"). The Applicant, Brian Lafferty, ("Applicant"), requested three (3) Special Permits under Sections §5.2.5 4-b) 1, §5.2.5 4-b) 2 & §5.2.5 b) 3 of the By-Law to propose multiple signs that would not be allowed without special permits. The proposal is located at 774A, 778, 782, and 790 Pleasant Street and in the Local Business II Zoning District (LBII). §5.2.5 4-b) 1, §5.2.5 4-b) 2 & §5.2.5 b) 3 of the By-Law allows additional signs by special permit from the Planning Board.

The three (3) requested Special Permits are as follows:

- 1) Additional Wall Signs
  - a. The Planning Board may grant a Special Permit authorizing more than one identifying signs on an exterior wall provided that the aggregate area of such signs does not exceed the limits set forth herein.
- 2) Additional Directory Sign
- 3) Freestanding Sign
  - a. The Planning Board may grant a Special Permit for the erection of a standing sign. A Special Permit may be granted if the Board finds that the sign complies with the requirements and purposes of this By-Law. The size of the sign shall not exceed 15 square feet in area nor shall it exceed 5 feet in height above the ground.

**Proposal:**

The Applicant proposed five wall signs (36' - 0" by 22' - 7.5"), (36' - 0" by 22' - 7.5"), (53' - 0" by 9' - 0"), (18' - 0" by 10' - 4"), (24' - 0" by 18' - 11") with proposed internal illumination. The Applicant also proposed two 2' - 0" by 3' - 0" directory sign with no proposed illumination and one 15' - 2" by 7' - 7" freestanding sign with proposed internal illumination. This sign replaces the non-conforming on site. The total display area of all of the proposed signs complies with the By-Law requirements.

**Submissions to the Board:**

- 1) August 12, 2021 Application Submissions:
  - a. Application Pages;
  - b. Sign Package.
- 2) Continuation Requests:
  - a. October 4, 2021 Continuation Request by the applicant;
  - b. October 19, 2021 Continuation Request by the applicant.

**Public Hearing:**

The Board held a duly advertised public hearing conducted via ZOOM videoconference (in connection with current restrictions regarding social distancing in connection with COVID-19) on September 9, 2021, and it was continued to October 5, 2021 (no deliberation), October 19, 2021 (no deliberation), and November 2, 2021. The public hearing was closed at the November 2, 2021 public hearing. Mr. Almonte from Land Design Collaborative and Christopher Emilius from Brennan Consulting presented the project to the Board. At the November 2, 2021 Planning Board public hearing, they discussed the request for the additional directory sign and the board asked the applicant to remove "Sign G" labeled on the submitted plans as the board felt that it was not necessary. The removal of "Sign G" eliminated the need for a third special permit (§5.2.5 4-b) 2) from the Planning Board.

**Deliberation and Decision:**

On November 2, 2021, the Board deliberated on the Applicant's request for Special Permit Approval under Section §5.2.5 4-b) 1, §5.2.5 4-b) 2 & §5.2.5 b) 3 of the Zoning By-Law to allow additional wall signs, additional directory signs, and a standing sign.

Accordingly, upon motion duly made and seconded, **the Board voted 5-0 to approve two (2) special permits at 774A, 778, 782, and 790 Pleasant Street located in the Local Business II (LB-II) zoning district with the following conditions:**

1. This decision is approved pending the approval of the Design & Site Plan that is current being reviewed by the Planning Board.
2. This approval is based upon the submitted plans presented at the November 2, 2021 Planning Board Meeting. No modifications may be made without the approval of the Board, or a determination in writing by the Board that the modification is so minor that the approval by the Board is not required.
3. Directory "sign G" shown on the plans discussed at the November 2, 2021 meeting, shall be eliminated from the final approved plans. The Applicants shall be required to apply for a special permit from the Planning Board to seek changes to permit "Sign G" in the future.
4. Prior to any building permit being issued, this decision shall be recorded at the Middlesex South District Registry of Deeds or the Middlesex Registry District of the Land Court. Proof of recording shall be forwarded to the Zoning Enforcement Officer prior to the issuance of any building permit.

On Behalf of the Board,



Robert Hummel, Senior Planner

Dated: November 8, 2021