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BELMONT, MA

CASE NO. 21-21

2021 DEC -1 AM 8:32

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, December 21, 2021 at 7:00 PM by remote access through the Zoom app, to consider the application of Audrey Azzoto, Good Look Optical, to erect more than one sign at 415 Concord Avenue 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

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

11/15/21

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) 415 CONCORD AVE, BELMONT MA 02478

Name of Business

Good Look Optical

Owner of Business

Audrey Azzoto

Address

193 Scituate St

Phone

617-913-1203

Sign Erector

Crosby Design Inc.

Address

53 Bradford St. Concord

Phone

978-371-1111

Size of Sign\* Length

96"

Height

10 1/2"

Width

Thickness 2 3/4

Square Feet

7

\*Refer to Zoning By-Laws for dimensional limitations. Attach plans for sign.

Material of Sign: Frame

PVC-Sintra

Face

PVC-Sintra

Supports

Quarter inch lag bolts

Will it be illuminated?

Yes

If so, how?

Preexisting inset lights

What Hours?

7am 10pm

Are there any other signs for the business?

Yes

If so, how many?

1

Size

36" L" x 48" H (12 sq ft)

Location

415 Concord ave, Belmont ma - Projecting SIGN

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

Audrey Azzoto

**OFFICIAL USE ONLY**

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

## General Information

### Establishment Information

Name of Establishment: Good Look Optical  
Address of Establishment: 415 Concord Ave., Belmont Ma  
02478

### Contact Information

Owner of Establishment: Audrey Azzoto  
Owner Address: 193 Scituate Street, Arlington Ma 02476  
Owner Phone Number: 617-913-1203

### Property Information

Owner of Property: Jane Stanichuk  
Owner Phone Number: 857-492-4726  
Owner of Property Consent Signature: Jane Stanichuk

## Sign Erector Information

Sign Erector Name Crosby Design Inc. / Bill Crosby  
Sign Erector Telephone Number ~~978-371-1111~~  
#978-371-1111

### IMPORTANT NOTE: Nonconforming Signs

Signs made nonconforming as a result of new requirements of the Belmont Zoning By-Law that are subsequently enlarged, redesigned, replaced, or altered in any way including repainting in a different color, shall comply immediately with all provisions of this By-Law and provided further that any such sign which has deteriorated to such an extent that the cost of restoration would exceed 35% of the replacement value of the sign at the time of replacement shall not be repaired or rebuilt or altered except to conform to the requirements of this By-Law.

Please see last page for Footnote information



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

October 27, 2021

Good Look Optical  
Audrey Azzoto  
415 Concord Ave  
Belmont, MA 02478

RE: Denial to Install Additional Sign

Dear Ms. Azzoto

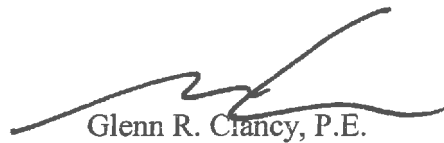
The Office of Community Development is in receipt of your sign application to install a additional sign at 415 Concord Avenue, Good Look Optical, located in Local Business I (LBI) zoning district.

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 additional 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 Robert Hummel, Senior Planner at (617) 993-2650 in order to begin the process.

Sincerely,



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

To whom it may concern,

My name is Audrey Azzoto and I have recently opened an optical business named Good Look Optical in Belmont center. I opened my store on March 1<sup>st</sup>, 2021 located at 415 Concord avenue next to the post office.

I am writing to you because I would like to request permission to put up a small wall/building signage on the building over my windows. I am requesting this additional signage because I desperately need this due to many people cannot see that I am an optical store. I have a projecting sign from the building but it is visible to only people walking the sidewalk on the same side. People who are driving by can't see this sign and drive past not knowing what my business offers. That is a huge loss of potential business since there is so much traffic that passes by my store daily. Many people have said they can't read the small print on my signage saying "optical". They see only the bold larger print of "Good Look". Many people have said they assumed it was a clothing store or a hair salon. I feel I am losing potential business because people can't see that I am an Optical store. I am a small business and want to thrive here so I can stay in business especially during these hard times. I want to do everything I can to stay in business. Once people realized I'm an optical store they are very pleased and happy that I am local.

I have talked with the signage company who made and mounted my projecting sign and they are on board to do the smaller signage. I talked to my landlord and she is giving me permission to do the signage and mounting it. I showed both of them the design and we are set to go. The colors and design will match the projecting sign. The sign is going to say Eyeglasses and Sunglasses with a pair of black eyeglasses in the middle of the words. I am attaching the image of the signage and a photo of where the sign will be mounted on the building above my windows.

I hope you can allow me to put my sign up so I can continue to serve Belmont and the surrounding towns with their Optical needs. I love Belmont center and hope to continue to be a part of a great community.

Thank you,  
Audrey Azzoto

Sign is 10.5" tall x 96" wide

**EYEGLASSES**



**SUNGLASSES**

Sign is .75" deep here

Sign is 2.75" deep here  
as the glasses are attached  
to the front of the yellow  
portion.

SIGN

