



2019 00013109

Bk: 72183 Pg: 390 Doc: DECIS
Page: 1 of 2 01/31/2019 11:22 AM

PB 18-17

RECEIVED
TOWN CLERK
BELMONT, MATOWN OF BELMONT
PLANNING BOARD

2019 JAN -9 AM 11:04

CASE NO. 18-17

APPLICANT: Santander Bank
and owner

PROPERTY: 35 Leonard Street

DATE OF PUBLIC HEARING: October 2, 2018

MEMBERS SITTING/
VOTING:

Chuck Clark, Chair
Steve Pinkerton, Vice Chair
Thayer Donham
Karl Haglund
Edmund 'Ed' Starzec

Introduction

This matter came before the Planning Board ("Board") of the Town of Belmont ("Town") acting as Special Permit 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, Santander Bank ("Applicant"), requests a Waiver from the By-Law under Section 5.2.2 of the Zoning By-Law to install a projecting sign at 35 Leonard Street located in the Local Business I Zoning District.

Proposal

The Applicant proposes to install a projecting blade sign that will extend 41" off the existing brick wall. It will be internally illuminated and will be 7.5 square feet (36" long x 30" tall x 4" deep). This sign will be in addition to the existing wall sign and signage contained on the valance of the awning.

The intent behind the additional sign is to increase the visibility of the Bank when traveling north on Leonard Street into Belmont Center as the abutting establishment's awning and signage block the Bank's existing signage from view.

Submissions to the Board

1. September 10, 2018:
 - a. Application for a Waiver to Erect a Sign;
 - b. Property Owner/Landlord Permission Documentation;
 - c. Project Description;
 - d. Existing conditions photographs;
 - e. Proposed renderings;
 - f. Materials information; and,
 - g. Locational aerial photographs.

*Tellier Realty Trust
43 S. Cottage Rd.
Belmont MA - 02478*

Public Hearing

The Board held a duly advertised public hearing on October 2, 2018, and continued it to November 27, and December 18, 2018. The Board closed the public hearing and deliberated on December 18, 2018.

No member of the public spoke in favor or opposition to the Applicant's proposal.

Deliberation and Decision

On October 2, 2018, the Board discussed the Applicant's request for a Waiver under Section 5.2.2 of the Zoning By-Law to install a projecting sign at 35 Leonard Street located in the Local Business I Zoning District. The Board discussed concerns over the potential proliferation of projecting signs and requests for waivers, and continued the hearing until November 27 to provide the Board time to consider the ramifications and potential precedent of an approval.

At the continued hearing on November 27, the Board charged member Karl Haglund with the task of conducting a review of the By-Law and an analysis of the potential ramifications of the approval. The hearing was then continued to December 18, 2018, to provide Mr. Haglund with sufficient time to conduct the analysis.


On December 18, the Board reviewed a case study analysis of signage in Concord, Massachusetts, and deliberated on the application. The Board determined that the proposed sign was in-keeping with the intent of the By-Law and that it was not substantially more detrimental to the neighborhood, and agreed that similar applications would be deliberated on a case by case basis.

Accordingly, upon motion duly made and seconded, **the Board voted 4-0 to GRANT THE APPLICANT'S REQUEST FOR A WAIVER to install a projecting sign at 35 Leonard Street subject to the following conditions:**

General:

1. The sign shall be placed on center with the existing pilaster as opposed to off-center as depicted in the application materials submitted on September 10, 2018.

On Behalf of the Board,

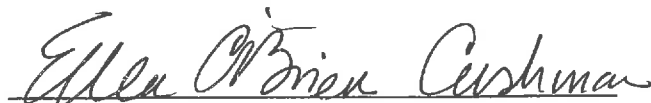


Spencer E. Cober, Staff Planner
Dated: January 8, 2019

CERTIFICATION

I, Ellen O'Brien Cushman, hereby certify that twenty (20) days have elapsed after the decision was filed in the office of the Belmont Town Clerk on January 9, 2019, and further I certify that no appeal has been filed with regard to the granting of said one (1) Waiver with one (1) condition, and as shown on the plans submitted to the Board.

January 31, 2019



Ellen O'Brien Cushman, Town Clerk
Belmont, MA