

NOTICE OF PUBLIC HEARING BY THE  
TOWN OF BELMONT PLANNING BOARD

ON APPLICATION FOR REVIEW AND APPROVAL OF SIGNS

Notice is hereby given that the Planning Board will hold a public hearing on Tuesday, June 1, 2021 at 7:00 PM by remote access through the Zoom app. to consider the application of Belmont Residential, LLC Heather Hopkins Dudko agent, for review and approval of multiple signs at 525 Common Street located in a Local Business I (LBI) Zoning District. Condition 6.A (Signage and Awnings) of the Design and Site Plan approval allows the erection of signs at the Bradford project by Review and Approval from the 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 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 4-16-2021

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) 525 COMMON STREET.

Name of Business THE BRADFORD

Owner of Business BELMONT RESIDENTIAL Address 250 GIBRALTAR RD. HORSHAM, PA. Phone 508-612-6954.  
TOL BROTHERS

Sign Erector WERCH SIGN Address 7 LINCOLN AVE SCARBOROUGH, ME 04074 Phone 617-689-8081

Size of Sign\* Length SEE Height ATTACHED Width WRITTEN Square Feet BRIEF.  
\*Refer to Zoning By-Laws for dimensional limitations. Attach plans for sign.

Material of Sign: Frame — Face VINYL AND BANKERS. Supports NA

Will it be illuminated? NO If so, how? — What Hours? NA

Are there any other signs for the business? YES If so, how many? ⊕ Size ⊕

Location ⊕ VARIOUS WINDOWS + DIRECTIONAL SIGNS ARE ON PROPERTY.

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.

27 Old Meetinghouse Rd.  
AUBURN, MA 01501.

Signature Walter Hopkinton, Agent Welch Sign  
(508) 612-6954 hwoodhopkins@charter.net

**OFFICIAL USE ONLY**

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

TO: TOWN OF BELMONT PLANNING BOARD

RE: THE BRADFORD  
525 COMMON STREET  
ADDITONAL SIGNAGE

DATE: APRIL 16, 2021

The Bradford is requesting to add additional signage on site. All signage at this property requires review and approval by the Planning Board.

Specifically the client is requesting:

Vinyl lettering on 3 existing doorways each residential building on site.

The vinyl lettering will consist of "The Bradford", directive arrows, hours of operation, etc. The vinyl lettering is intended to help identify the properties as well as direct foot traffic to the correct doors for primary entrance to each property as well as indicate the hours of operation for the leasing office.

The vinyl lettering will be far less than the 20% maximum allowance for window signs on each door. The doors are the individual entrances for the Winslow, Pomona and Hyland Buildings.

IN ADDITION:

The client would like to display two banners indicating that leasing is now available.

- One banner, projecting from the Hyland Building facing Common St. at 20 sq ft.
- One banner, flush mounted to Pamona Building facing Trapelo Rd at 203 sq ft.

Thank you for your consideration.



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

Belmont Residential, LLC  
525 Common Street  
Belmont, MA 02478

Applicant:  
Welch Sign  
Heather Hopkins Dudko, agent  
27 Old Meetinghouse Road  
Auburn, MA 01501

RE: Denial to Install Window Signs

Dear Ms. Hopkins Dudko:

The Office of Community Development is in receipt of your sign application to install window signs at 525 Common Street located in Local Business I (LBI) zoning district

Your application has been denied because as a condition to the project approval, all signage require the preapproval of 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

- F. The Belmont Water Department shall inspect the water main installation during construction. Approval of installation by the Water Department is required prior to issuance of the first Certificate of Occupancy.

5. Lighting

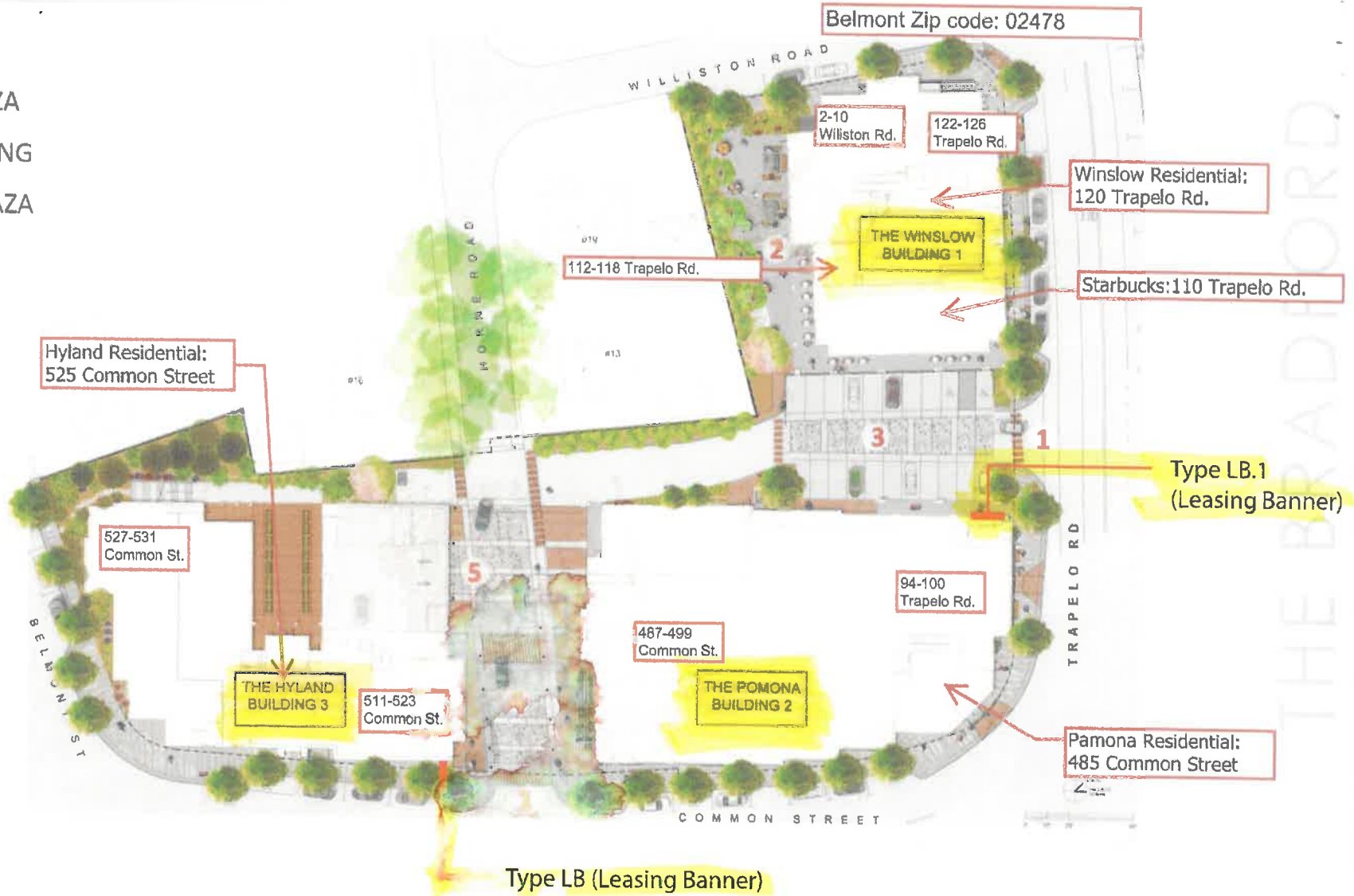
- A. The lighting for Cushing Village shall comply with Section 5.4.3, Light and Glare, of the Zoning By-Law, and the lighting plan as shown as made part of the Project Plans.
- B. Details as to the type of fixtures to be utilized within the Development and the manner in which both vehicular and pedestrian paths of travel will be lit shall be part of the Definitive Site and Building Plans (see condition 12 (A)) to be submitted to the Board for its review and approval.
- C. Exterior signs shall have lights for visibility at night.
- D. Lights fixtures shall be required to be appropriately screened so as to prevent light from reflecting in the eyes of people on the sidewalks, in buildings, or in cars, or spilling over onto neighboring properties.
- E. Exterior light fixtures shall be shielded from view or blended into the building's lines. Decorative fixtures may be exposed as a design element.
- F. Electrical conduit shall be concealed within the moldings and lines of the building.
- G. There shall be no neon or flashing signs.

6. Signage and Awnings

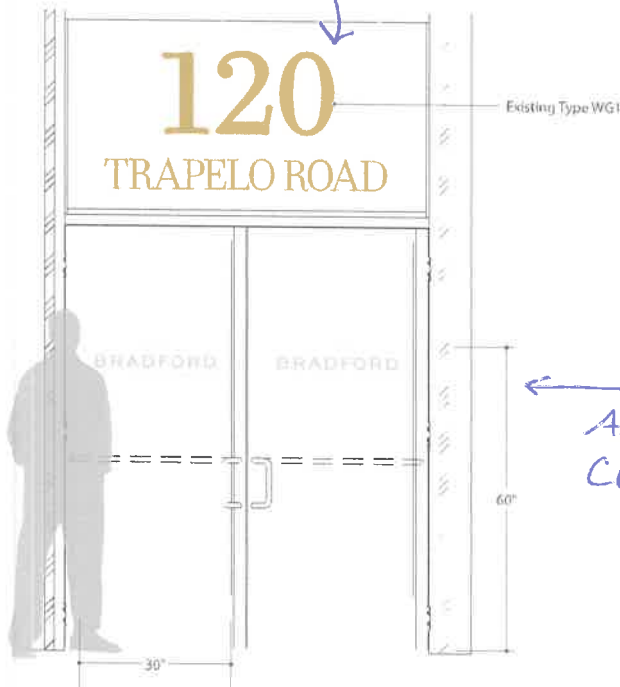
- A. Signs and awnings shall be reviewed and approved by the Board.
- B. All signs shall comply with Sections 5.2.4(b)(1) and 5.2.4(b)(4) of the Zoning By-Law.
- C. Standing and/or project signs shall not be permitted within the Development. This condition shall not preclude temporary standing signs that conform to the Sign By-Law (Section 5.2.3) to be utilized during construction or initial marketing of the Development.
- D. Sign hardware should be hidden from view to the extent feasible. Supports should be located on walls or window frames, and painted to complement the building's color scheme.
- E. Periodic maintenance is required for awnings, in addition to full replacement every ten years, depending on the color, exposure to the sun, and fabric.

# SITE PLAN

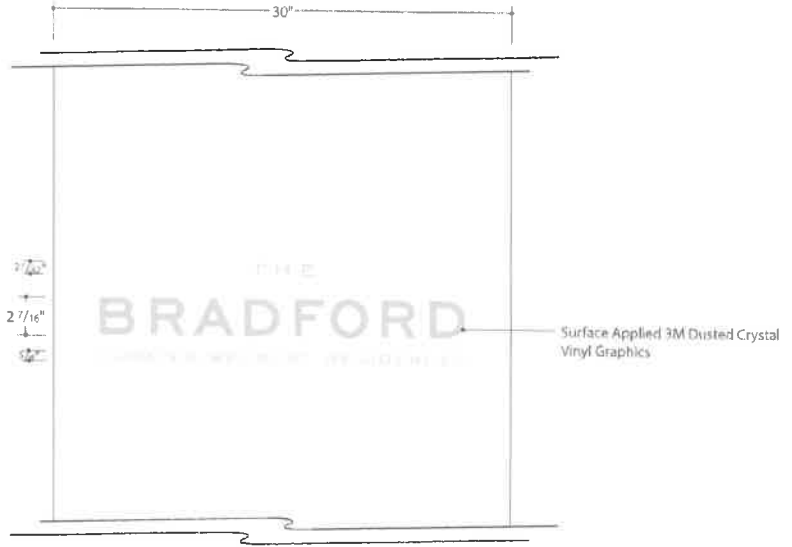
1. SITE ENTRIES
2. PEDESTRIAN PLAZA
3. ON-GRADE PARKING
4. HORNE ROAD PLAZA
5. GARAGE ENTRY



EXISTING



ADD THIS COPY ONLY.



2 Detail: Vinyl Graphics  
Scale: 1 1/2"=1'-0"

1 Mounting Elevation: Winslow Building  
Scale: 1/2"=1'-0"

NOTE:  
Available Glass in both doors: 32 Sq Ft  
Both Sets of Vinyl Graphics: 2 Sq Ft

(76 sq (door Area))

(Winslow Bldg.)

Toll Brothers  
Belmont Leasing Wayfinding

Type WG  
Window Graphics

Date:	Rev/Ver:	Drawn By:
12.14.20	V1.0	AFD

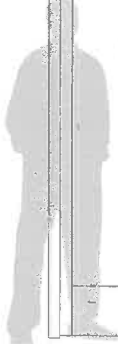


EXISTING

485  
COMMON STREET

Existing Type WG1

ADD THIS COPY ONLY TO  
DOORS (7% OF DOOR AREA)



BRADFORD

BRADFORD

60"



**1** Mounting Elevation: Pomona Building  
Scale: 1/2"=1'-0"

**NOTE:**  
Available Glass In both doors: 55 Sq Ft  
Both Sets of Vinyl Graphics: 4 Sq Ft

**2** Detail: Vinyl Graphics (Left Door)  
Scale: 1 1/2"=1'-0"

Surface Applied 3M Dusted Crystal Vinyl Graphics

**3** Detail: Vinyl Graphics (Right Door)  
Scale: 1 1/2"=1'-0"

(POMONA Bldg.)

Toll Brothers  
Belmont Leasing Wayfinding

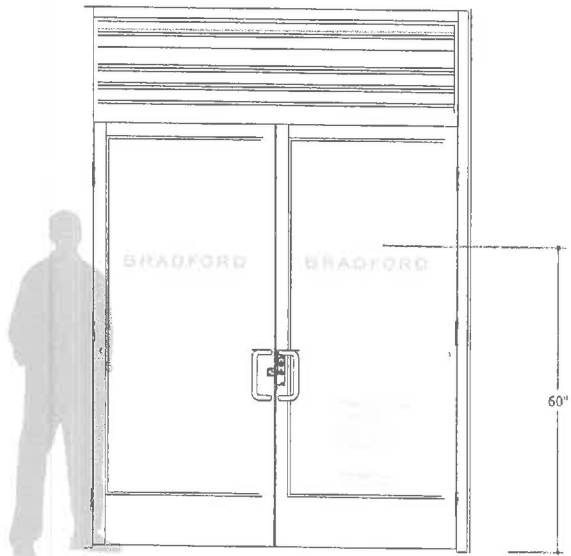
Type WG  
Window Graphics

Date:	Rev/Ver:	Drawn By:
03.16.20	V1.0	AFD
04.30.20	V2.0	AFD
01.22.21	V3.0	AFD





ADD THIS COPY TO  
DOORS.  
(11% Door  
AREA) ↓



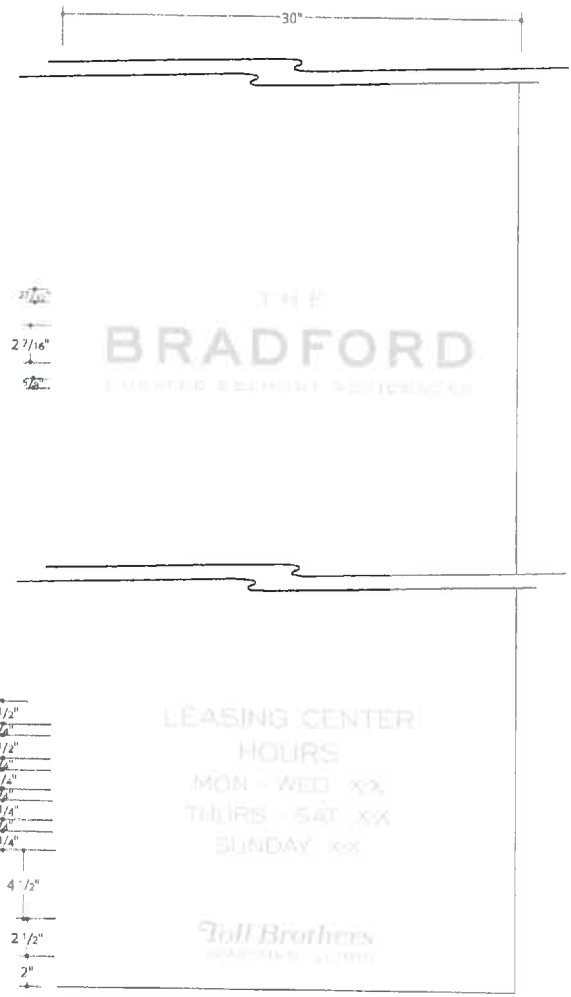
**1** Mounting Elevation: Hyland Building  
Scale: 1/2"=1'-0"

**NOTE:**  
Available Glass in both doors: 32 Sq Ft  
Both Sets of Vinyl Graphics: 3.5 Sq Ft



**3** Detail: Vinyl Graphics (Right Door)  
Scale: 1 1/2"=1'-0"

**NOTE:**  
Available Glass in both doors: 32 Sq Ft  
Both Sets of Vinyl Graphics: 3.5 Sq Ft



**3** Detail: Vinyl Graphics (Right Door)  
Scale: 1 1/2"=1'-0"

(Hyland Bldg.)

Toll Brothers  
Belmont Leasing Wayfinding

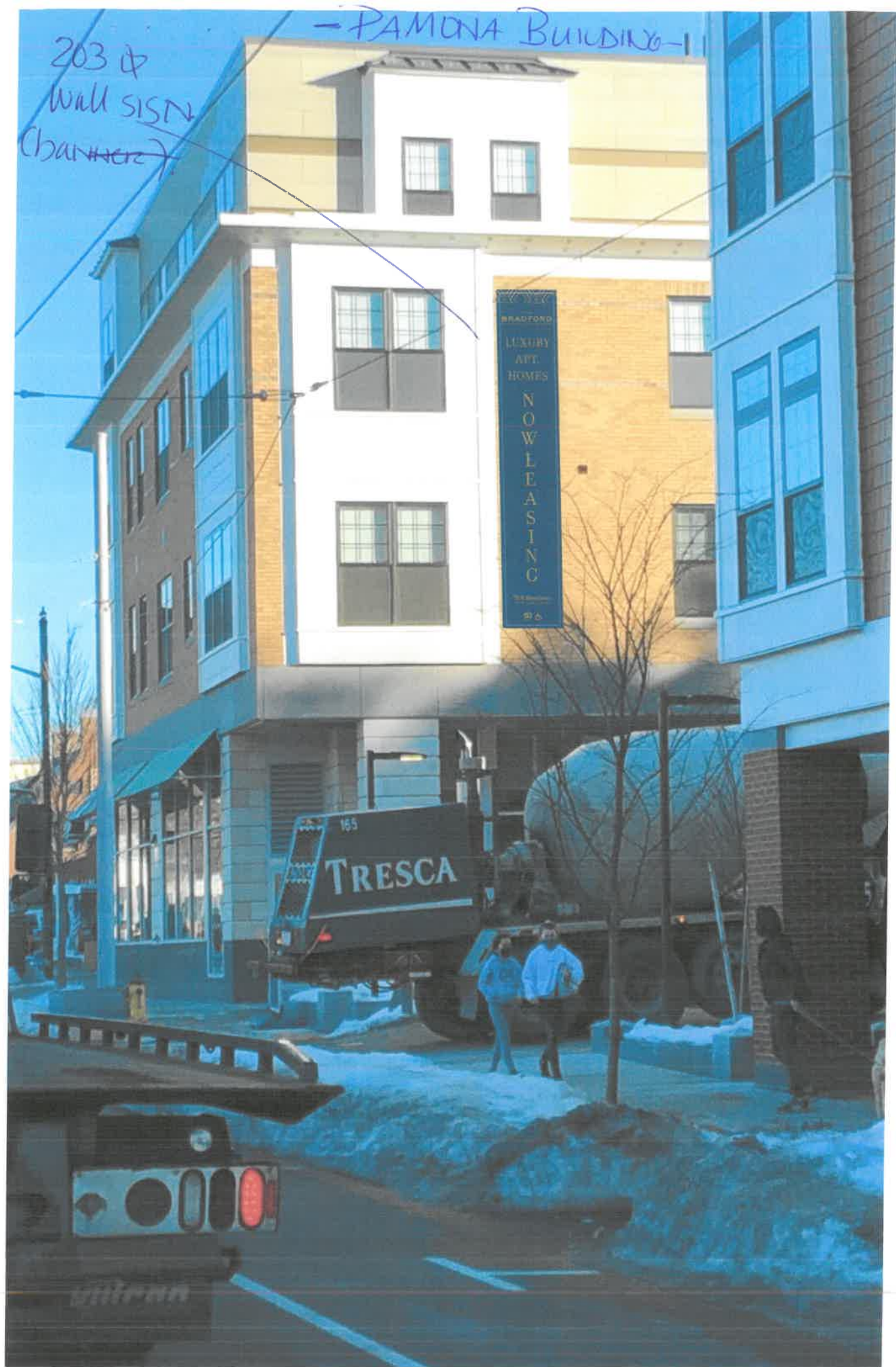
Type WG  
Window Graphics

Date:	Rev/Ver:	Drawn By:
03.16.20	V1.0	AFD
04.30.20	V2.0	AFD
12.18.20	V3.0	AFD
01.07.21	V4.0	AFD
01.22.21	V5.0	AFD
03.26.21	V6.0	AFD



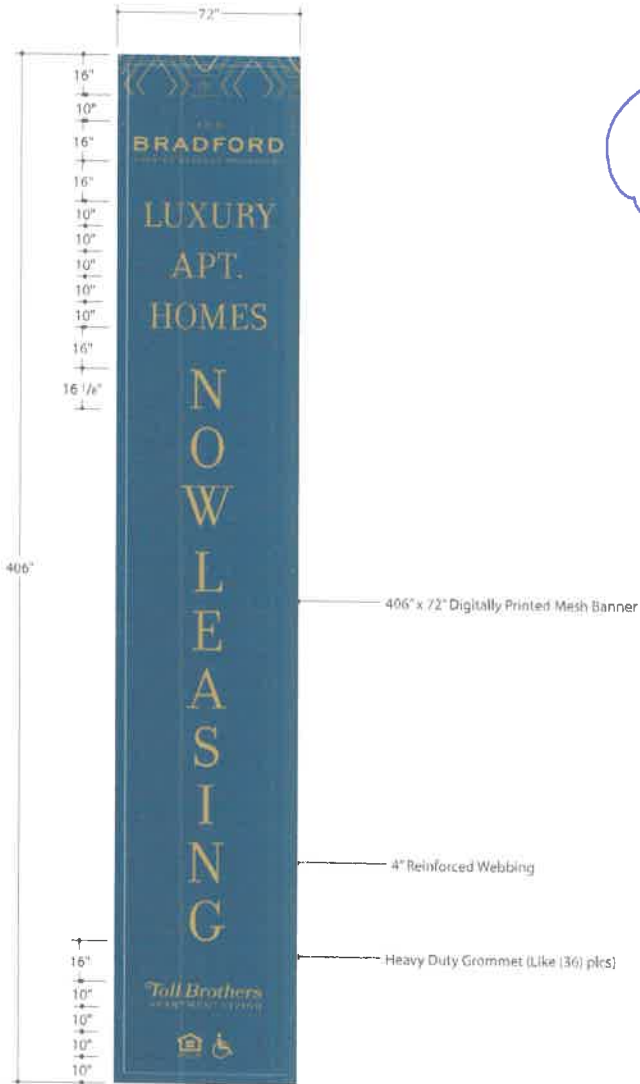
- RAMONA BUILDING -

203 &  
Will sign  
(change)



BRADFORD  
LUXURY  
APT.  
HOMES  
NOW  
LEASING  
165

165  
TRESCA



203 sq ft wall sign  
(banner)

(Trapelo Rd. on Pamona Bldg)

**I** Elevation: Complete Unit  
Scale: 1/4"=1'-0"

Toll Brothers  
Belmont Leasing Wayfinding

Type LB.1  
Leasing Banner - Wall Mount

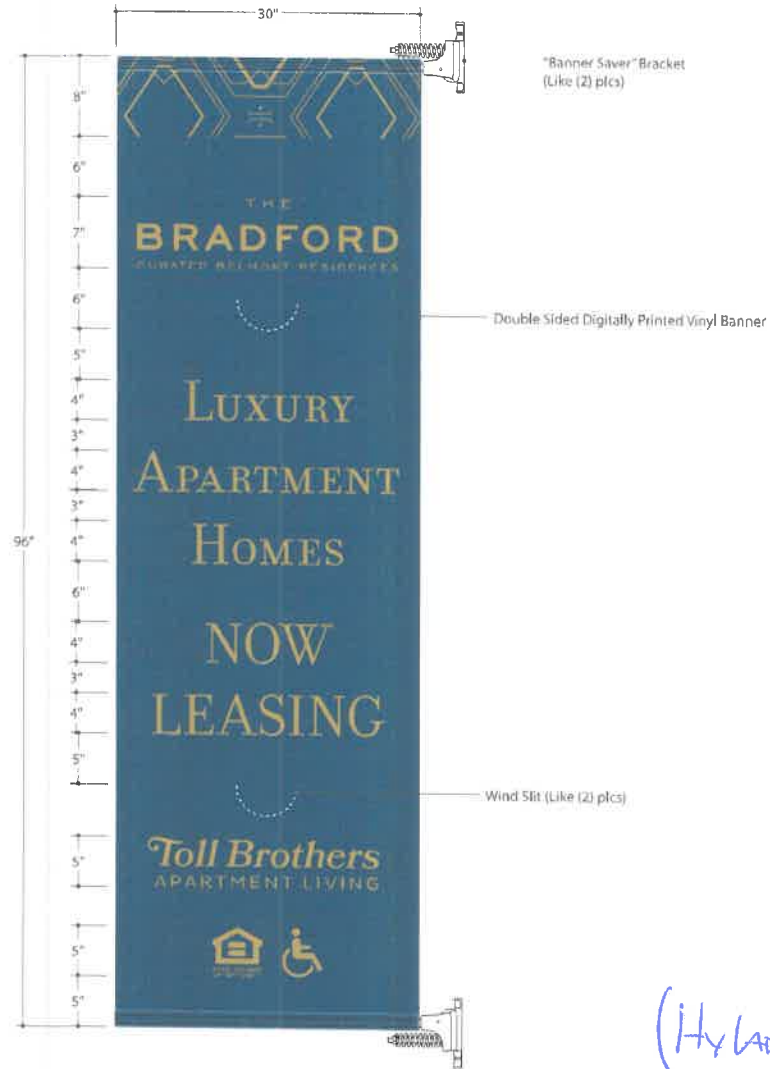
Date:	Rev./Ver:	Drawn By:
03.01.21	V1.0	AFD
03.26.21	V2.0	AFD

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DC\_V2.1 08/19/2017

Job Number: \*





20 sq ft

(Hyland Bldg on) COMMON Street (Perpendicular to)

**I** Elevation: Complete Unit - Side A (TYP.)  
Scale: 1"=1'-0"

Toll Brothers  
Belmont Leasing Wayfinding

Type LB  
Leasing Banner - Projecting

Date:	Rev./Ver:	Drawn By:
12.15.20	V1.0	APD
03.26.21	V2.0	APD

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Job Number: \*

DC\_V2.1 06192017





HIGHLAND BLDG.

20 sq ft  
banner



Common St.





HIGHLAND BLDG  
↓

20 SQ FT BANNER

COMMON ST

