

RECEIVED
TOWN CLERK
BELMONT, MA

CASE NO. 21-17

2021 AUG 12 PM 1:46 NOTICE OF PUBLIC HEARING BY THE
TOWN OF BELMONT PLANNING BOARD

ON APPLICATION FOR THREE SPECIAL PERMITS

Notice is hereby given that the Planning Board will hold a public hearing on Thursday, September 9, 2021 at 7:00 PM by remote access through the Zoom app. to consider the application of Empire Management Corporation, Brian Lafferty, President, for three Special Permits to erect multiple wall signs, larger directory sign, and relocate the exiting freestanding sign at 777A, 778, 782, 790 Pleasant Street located in a Local Business II (LBII) Zoning District. Special Permits: 1.- §5.2.5 b) 1 of the Zoning By-Law allows multiple wall signs by a Special Permit granted by the Planning Board 2.- §5.2.5 b) 2 of the Zoning By-Law allows larger directory sign greater than 1.5 square feet by a Special Permit granted by the Planning Board 3.- §5.2.5 b) 3 of the Zoning By-Law allows a Standing Sign 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 July 12, 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) 774A, 778, 782, & 790 Pleasant Street

Name of Business Cityside Subaru

Owner of Business Empire Management Corporation Address 171 Great Road, Acton, MA 01720 Phone 978-790-8300

Sign Erector T.B.D. Address _____ Phone _____

Size of Sign* Length _____ Height _____ Width _____ Square Feet _____
*Refer to Zoning By-Laws for dimensional limitations. Attach plans for sign.

Material of Sign: Frame _____ Face _____ Supports _____
See Attached Cityside Subaru Sign Package and cover letter

Will it be illuminated? _____ If so, how? _____ What Hours? M-F 7:00am - 8:00pm
Sat 8:00am - 8:00pm
Sun 12:00pm - 4:00pm

Are there any other signs for the business? Yes If so, how many? _____ See Sign Summary Table
Size _____

Location See Attached Cityside Subaru Sign Package and cover letter

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

OFFICIAL USE ONLY

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



**OFFICE OF COMMUNITY DEVELOPMENT
Town of Belmont
Homer Municipal Building
19 Moore Street
Belmont, Massachusetts 02478-0900
Telephone: (617) 993-2666 Fax: (617) 993-2651**

| |
|------------------------|
| Office Use - Timestamp |
| PB - |

APPLICATION FOR A WAIVER TO ERECT A SIGN

Date Submitted July 12, 2021

The undersigned hereby applies for a waiver from the Planning Board to erect a sign that does not meet the dimensional or operational requirements of the Sign By-Law as follows:

Sign Type(s) Requiring a Waiver: standing sign more than 15 square feet and 5 feet in height above the ground.
1. More than one wall sign totaling the more than 65 square feet (but less than 10%) of the front wall of the building. 2. More than one directory sign greater than 1.5 square feet. 3. A

Section of the By-Law: Sections 5.2.5 b) 1.; Sections 5.2.5 b) 2.; & Sections 5.2.5 b) 3.

Location of Sign (Street address): 774A, 778, 782, & 790 Pleasant Street

Name of Business: Cityside Subaru

Owner of Business: Empire Management Corporation Address: 171 Great Road, Acton, MA 01720 Phone: 978-790-8300

Owner of Sign: Same as Owner Address: _____ Phone: _____

Sign Erector: T.B.D. Address: _____ Phone: _____

(See Attached Cityside Subaru Sign Package and cover letter)

Size of Sign* Length: _____ Height (to top of sign): _____ Square Feet: _____ Thickness: _____

*Refer to Zoning By-Laws for dimensional limitations. Attach additional paper if necessary.

(See Attached Cityside Subaru Sign Package and cover letter)

Material(s): Frame: _____ Face: _____ Supports: _____

(See Attached Cityside Subaru Sign Package and cover letter)

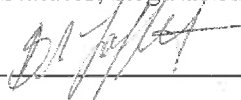
Will it be illuminated? _____ If so, how? _____ What Hours? M-F 7:00am - 8:00pm
Sat 8:00am - 8:00pm
Sun 12:00pm - 4:00pm

(See Attached Cityside Subaru Sign Package and cover letter)

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

Type and Location (See Attached Cityside Subaru Sign Package and cover letter)

I hereby certify that dimensions and other information on this application and plans or sketch submitted herewith are correct and that all applicable provisions of Statutes, Regulations and By-Laws will be complied with.

Signature 

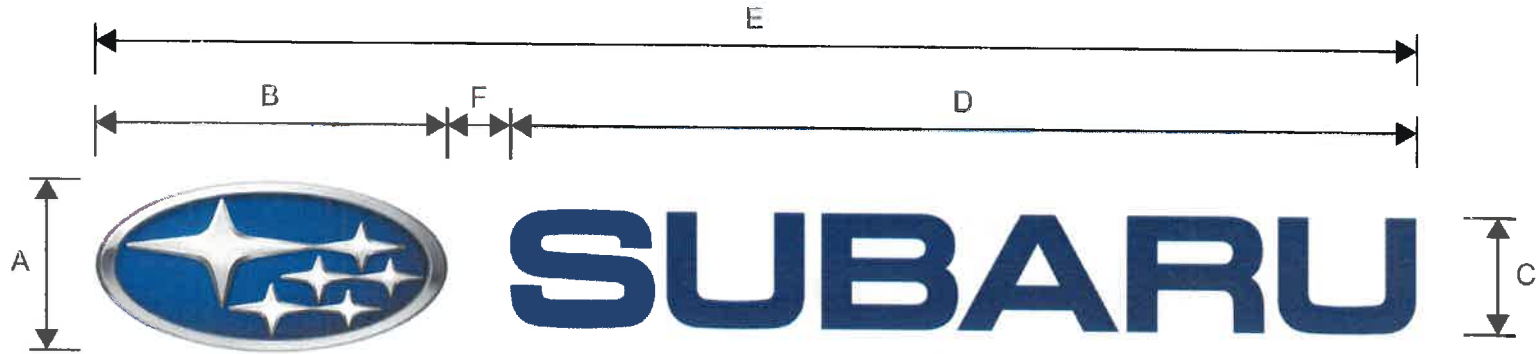
| | |
|---|-------------|
| <u>(Office Use Only)</u> | |
| <u>Planning Board Decision</u> | Conditions: |
| Granted W/D Denied | |
| Date: | |
| Approval Signature on behalf of the Planning Board: | |



**CITYSIDE
SUBARU®**

**SIGN PACKAGE
FOR TOWN PERMITS
BELMONT, MA
JULY 12, 2021**

LOGO & CHANNEL LETTERS SIGN

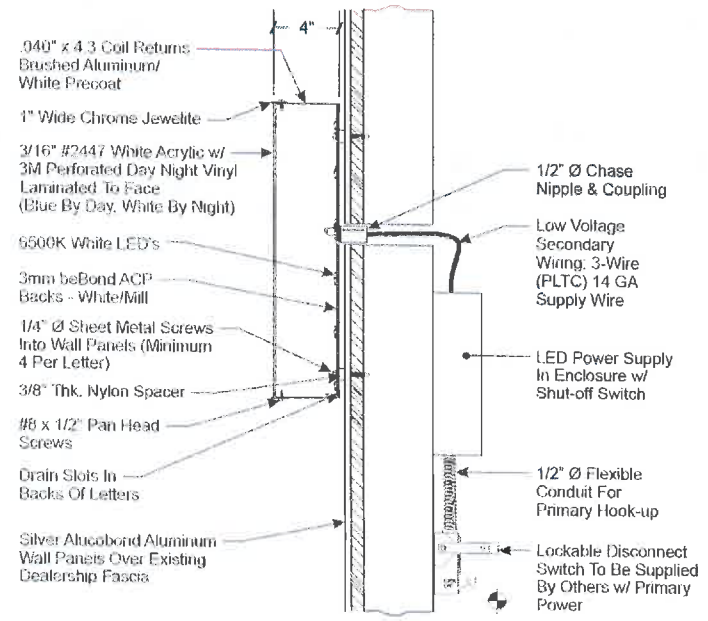


| SIGN TYPE | A | B | SF | SIGN TYPE | C | D | SF | E | F | ELECTRICAL LOADS | AMPS/CIRCUITS |
|--------------------|-----|-----------|-------|-------------|-----|------------|-------|------------|-----------|-----------------------|--------------------------|
| LOGO.CHR.53_SUB.19 | 53" | 9' 0" | 39.75 | CL36_SUB.19 | 36" | 23' 1-3/4" | 69.44 | 33' 9-1/4" | 1' 7-1/2" | 5.04 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| LOGO.CHR.36_SUB.19 | 36" | 6' 1-3/8" | 18.34 | CL24_SUB.19 | 24" | 15' 5-1/8" | 30.85 | 22' 7-1/2" | 1' 1" | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| LOGO.CHR.24_SUB.19 | 24" | 4' 0-7/8" | 8.15 | CL18_SUB.19 | 18" | 11' 6-7/8" | 17.36 | 16' 5-1/2" | 9-3/4" | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| LOGO.CHR.20_SUB.19 | 20" | 3' 4-3/4" | 5.66 | CL14_SUB.19 | 14" | 9' 0" | 10.50 | 13' 0-3/8" | 7-5/8" | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |

BLUE DAY/WHITE NIGHT FACES METALLIC SILVER TRIM METALLIC SILVER RETURNS

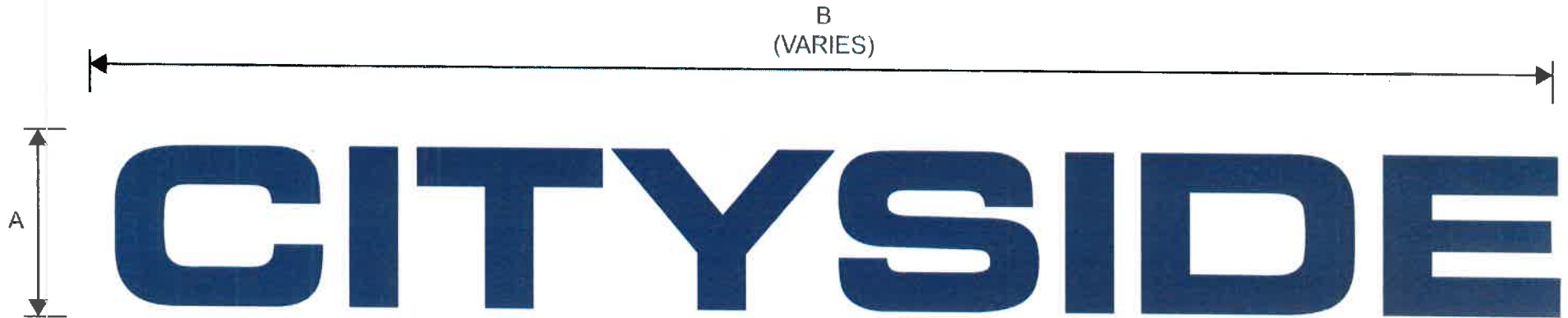
- STANDARD WALL SIGN NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
 2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Mounting Hardware By Sign Installer.

- STANDARD LETTER NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
 2. Letter To Letter Wiring & Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Mounting Hardware By Sign Installer.
 5. Full Size Drilling Template Furnished With Sign.
 6. This Sign has been Designed with the Criteria as set forth in the IBC 2018. The Design Meets or Exceeds those Requirements for the Geographical Location in Which it is to be Erected.



**CROSS SECTION
SCALE: NTS**

RETAILER LETTERS SIGN

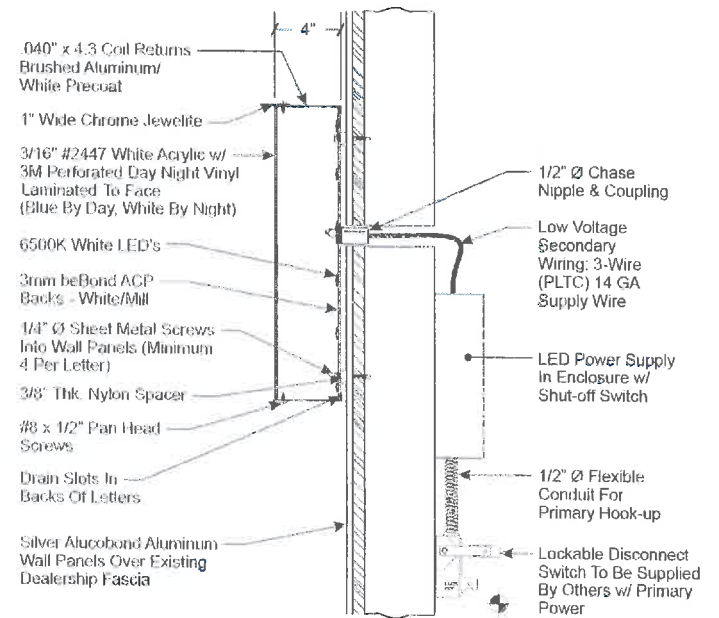


| SIGN TYPE | A | B | SF | ELECTRICAL LOADS | AMPS/CIRCUITS |
|-------------|-----|---------|----------|-----------------------|--------------------------|
| 24" LETTERS | 24" | 18'-11" | 37.83 SF | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| 18" LETTERS | 18" | VARIES | VARIES | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |

BLUE DAY/WHITE NIGHT FACES
METALLIC SILVER TRIM
METALLIC SILVER RETURNS

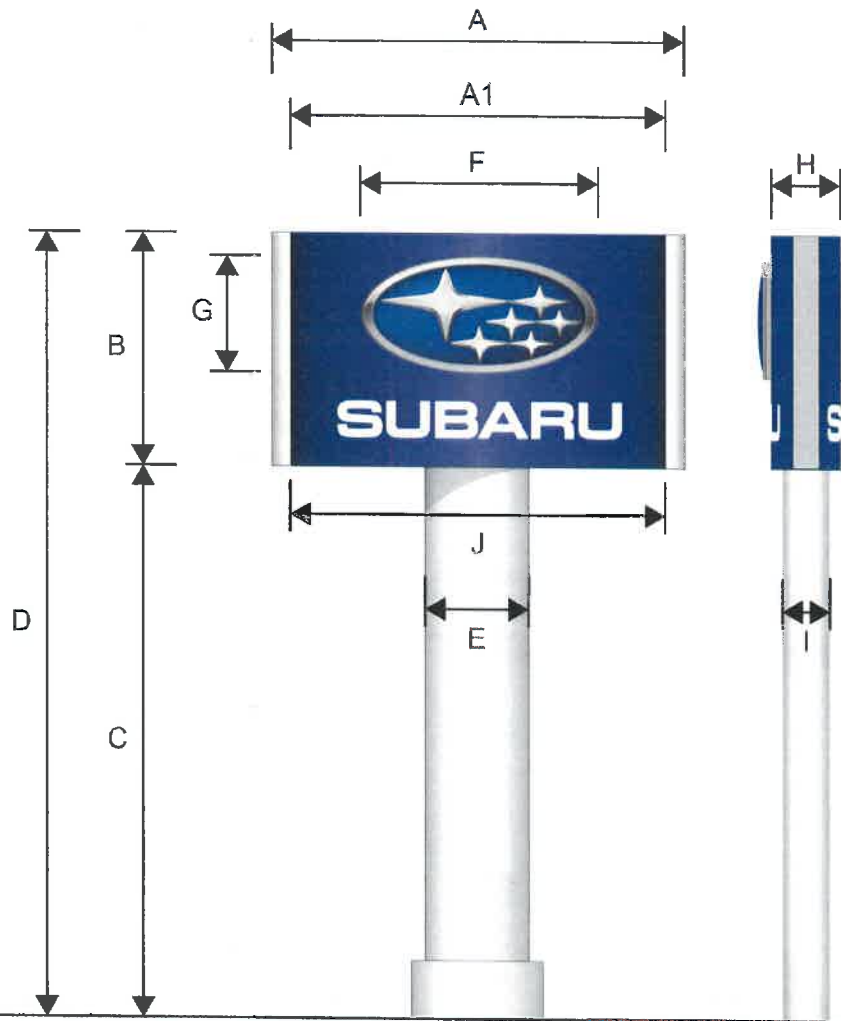
STANDARD LETTER NOTES:

1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
2. Letter To Letter Wiring & Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
3. Sign Shall Be U.L. Listed.
4. Mounting Hardware By Sign Installer.
5. Full Size Drilling Template Furnished With Sign.
6. This Sign has been Designed with the Criteria as set forth in the IBC 2018. The Design Meets or Exceeds those Requirements for the Geographical Location in Which it is to be Erected.



CROSS SECTION
SCALE: NTS

PYLON SIGN



Pylon/Monument Sign Application

- White Push-Thru Formed "SUBARU" Copy
- Formed Logo with Chrome Stars & Ring, 3M Blue (PMS 281) Vinyl Backed Routed Aluminum Face Painted to Match (PMS 281) Blue
- Aluminum Endcaps Painted Silver
- Aluminum Oval Pole Cover Painted Silver

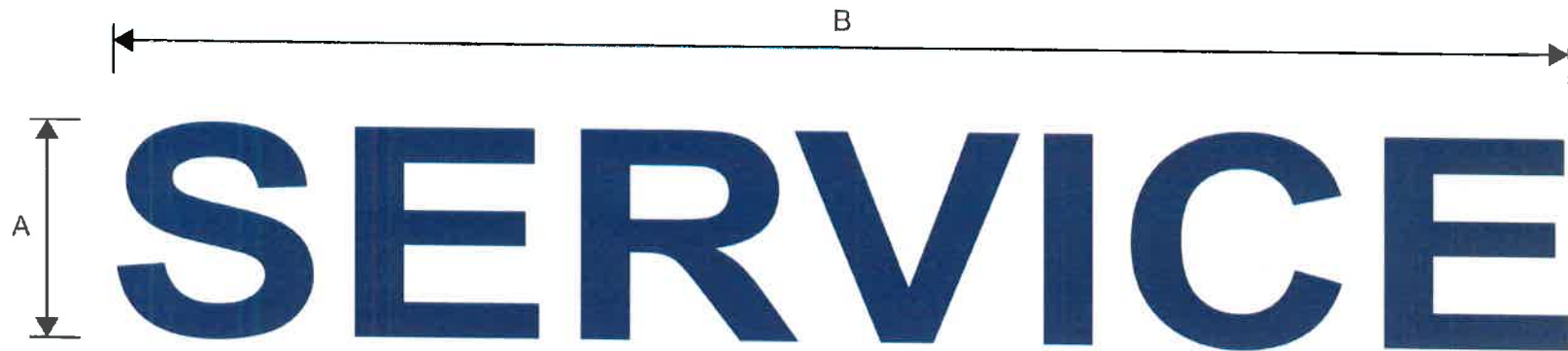
| SIGN TYPE | A | A1 | B | C | D | E | F | G | H | I | J | SF (A) | SF (A1) |
|-------------|--------|---------|-------|---------|---------|--------|------------|-----------|-----------|-----------|---------|--------|---------|
| P120_SUB.19 | 15' 2" | 13' 9" | 8' 8" | 18' 3" | 26' 11" | 2' 3" | 8' 11-1/2" | 4' 4-3/4" | 2' 6" | 1' 2" | 14' 10" | 131.45 | 120 |
| P90_SUB.19 | 13' 1" | 11' 10" | 7' 6" | 18' 3" | 25' 9" | 2' 3" | 7' 6-5/8" | 3' 8-1/2" | 2' 1-1/2" | 1' 2" | 12' 9" | 98.12 | 90 |
| P65_SUB.19 | 11' 2" | 10' 2" | 6' 4" | 14' 8" | 21' 0" | 1' 11" | 6' 5-1/8" | 3' 1-7/8" | 1' 9-3/8" | 1' 1-5/8" | 10' 11" | 70.72 | 65 |
| PS0_SUB.19 | 9' 9" | 8' 9" | 5' 7" | 14' 8" | 20' 3" | 1' 11" | 5' 8-3/4" | 2' 9-3/4" | 1' 8" | 1' 1-5/8" | 9' 5" | 54.43 | 50 |
| P30_SUB.19 | 7' 7" | 6' 11" | 4' 4" | 10' 11" | 15' 3" | 1' 11" | 4' 4-1/2" | 25-13/16" | 1' 3-3/4" | 1' 1-5/8" | 7' 3" | 32.86 | 30 |

| ELECTRICAL LOADS |
|-----------------------|
| 5.80 AMPS @ 120 VOLTS |
| 4.64 AMPS @ 120 VOLTS |
| 2.32 AMPS @ 120 VOLTS |
| 1.74 AMPS @ 120 VOLTS |
| 1.16 AMPS @ 120 VOLTS |

- STANDARD PYLON NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
 2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Soil Assumed To Be Medium Clay, Or Better, With Minimum Soil Bearing Capacity Of 2,500 PSF.
 5. Concrete 2,500 PSI @ 28 Days.
 6. Reinforcing Steel Shall Be ASTM A615 GR-40.
 7. Structural Steel Shall Be ASTM A36.
 8. All Welds Shall Conform To A.W.S Standards.



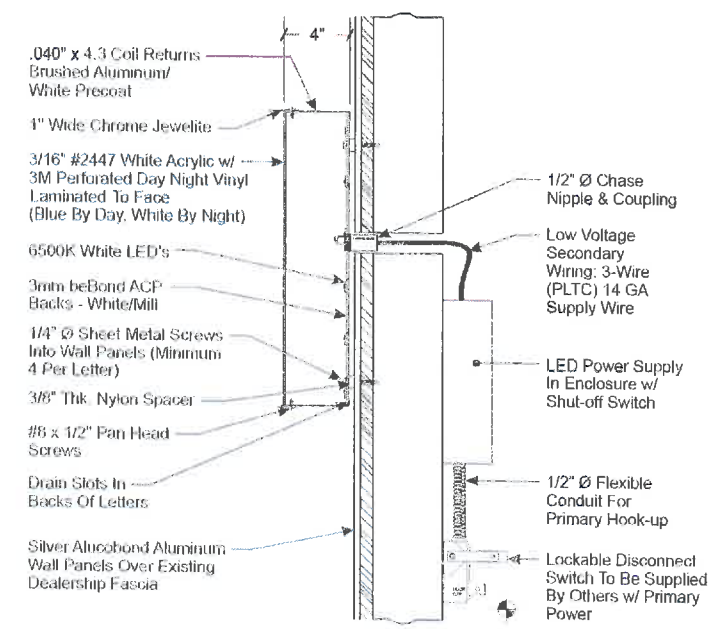
SERVICE LETTERS SIGN



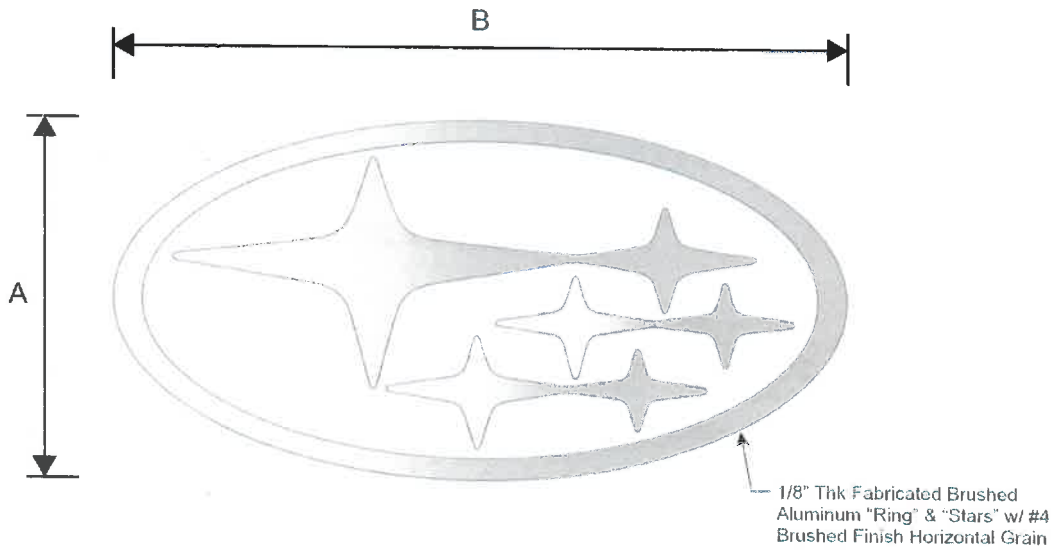
| SIGN TYPE | A | B | SF | ELECTRICAL LOADS | AMPS/CIRCUITS |
|-------------|-----|------------|-------|-----------------------|--------------------------|
| 24" LETTERS | 24" | 13' 9-1/4" | 27.54 | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| 18" LETTERS | 18" | 10' 4" | 15.5 | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |
| 12" LETTERS | 12" | 6' 10-5/8" | 6.89 | 1.89 AMPS @ 120 VOLTS | (1) 20 AMP 120 VOLT CIR. |

BLUE DAY/WHITE NIGHT FACES
METALLIC SILVER TRIM
METALLIC SILVER RETURNS

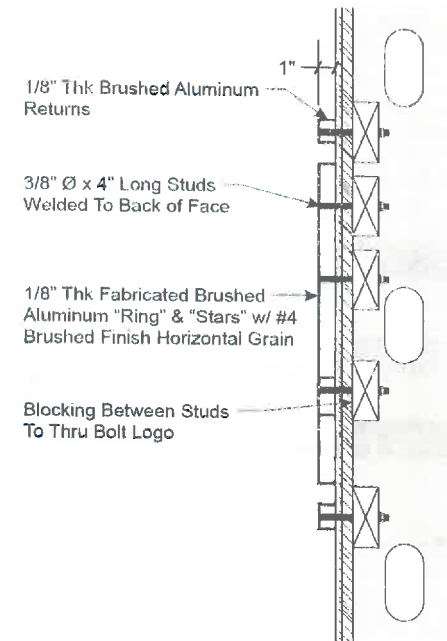
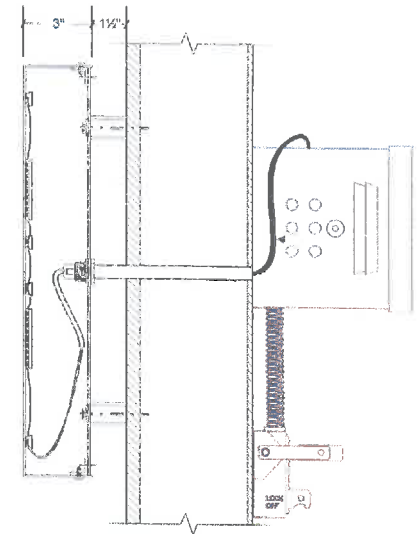
- STANDARD LETTER NOTES:**
1. Sufficient Primary Circuit In Vicinity Of Sign By Others.
 2. Letter To Letter Wiring & Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
 3. Sign Shall Be U.L. Listed.
 4. Mounting Hardware By Sign Installer.
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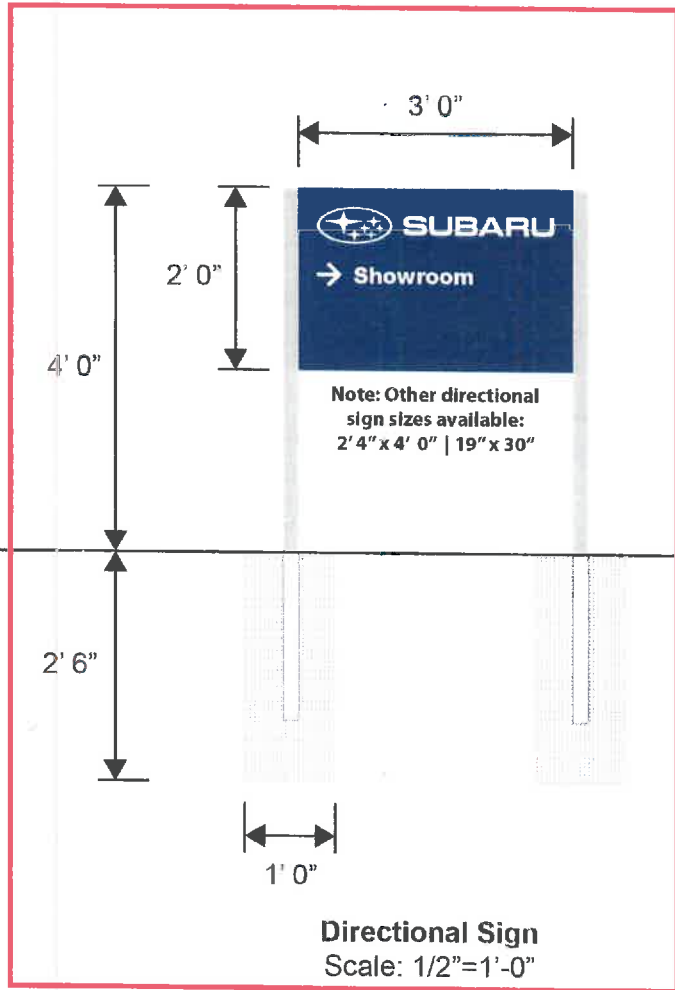
INTERIOR ILLUMINATED & NON-ILLUMINATED LOGO SIGN



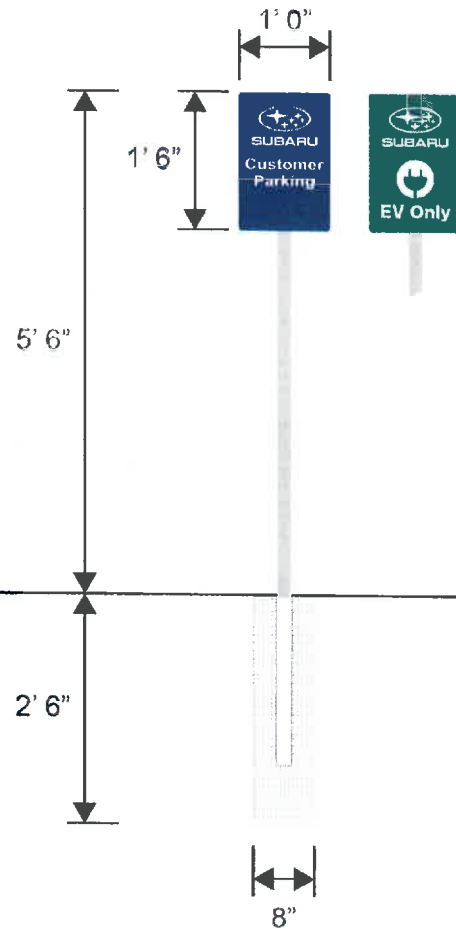
| SIGN TYPE | A | B | 5F |
|--------------------|-----|-------------|-------|
| 53" NI LOGO_SUB.19 | 53" | 9' 0" | 39.75 |
| 48" NI LOGO_SUB.19 | 48" | 8' 1-13/16" | 32.60 |
| 36" NI LOGO_SUB.19 | 36" | 6' 1-3/8" | 18.34 |
| 24" NI LOGO_SUB.19 | 24" | 4' 0-7/8" | 8.15 |



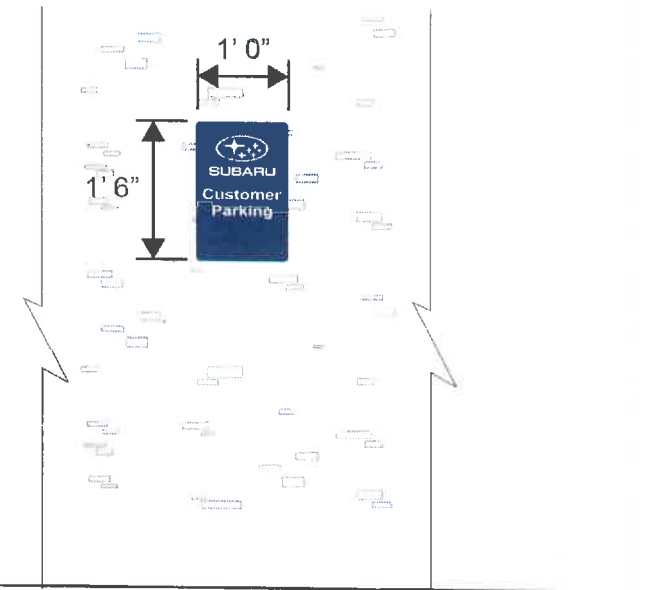
DIRECTIONAL & REGULATORY SIGNS



Directional sign 2' 0" h x 3' 0" w x 4' 0" oah
with Twin Poles and White Reflective Graphics
Sample Copy: Logo / Subaru at Top
Showroom with Right Arrow



Info Blade Sign 1' 6" h x 1' 0" w x 5' 6" oah
Pole Mounted with White Reflective Graphics
Sample Copy: Customer Parking



Info Wall Plaque Sign 1' 6" h x 1' 0" w
Pole Mounted with White Reflective Graphics
Sample Copy: Customer Parking

SIGN SUMMARY TABLE

WALL MOUNTED SIGNS - FRONT

| LOCATION | SIGN CONTENT | DIMENSIONAL REQUIREMENTS | | ILLUMINATION |
|--|-----------------|--------------------------|------------|------------------------|
| | | ALLOWED * | PROPOSED | |
| A | "CITYSIDE" TEXT | --- | 37.83 S.F. | INTERNALLY ILLUMINATED |
| B | "SUBARU" TEXT | --- | 30.85 S.F. | INTERNALLY ILLUMINATED |
| C | SUBARU LOGO | --- | 18.34 S.F. | INTERNALLY ILLUMINATED |
| FRONT BUILDING WALL = 9,900± SF FACING PLEASANT STREET | | TOTAL: | 65 SF | 87.02 S.F. ** |

WALL MOUNTED SIGNS - BACK

| LOCATION | SIGN CONTENT | DIMENSIONAL REQUIREMENTS | | ILLUMINATION |
|---|-----------------|--------------------------|------------|------------------------|
| | | ALLOWED * | PROPOSED | |
| D | SUBARU LOGO | --- | 39.75 S.F. | NONE |
| E | "SERVICES" TEXT | --- | 15.50 S.F. | INTERNALLY ILLUMINATED |
| BACK BUILDING WALL = 7,400± SF CONTAINS A PUBLIC ENTRANCE | | TOTAL: | 65 S.F. | 55.25 S.F. |

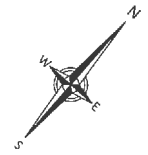
STANDING SIGN

| LOCATION | SIGN CONTENT | DIMENSIONAL REQUIREMENTS | | ILLUMINATION |
|----------|------------------------|--------------------------|---------------|------------------------|
| | | ALLOWED * | PROPOSED | |
| F | "SUBARU" TEXT AND LOGO | 15 S.F. | 30.00 S.F. ** | INTERNALLY ILLUMINATED |
| | | 5' HT. | 15'-3" ** | |

DIRECTORY SIGN

| LOCATION | SIGN CONTENT | DIMENSIONAL REQUIREMENTS | | ILLUMINATION |
|----------|--|--------------------------|--------------|--------------|
| | | ALLOWED * | PROPOSED | |
| G | "SUBARU SERVICE PARTS" LOGO & DIRECTIONAL ARROWS | (1) @ 1.5 S.F. | 6.00 S.F. ** | NONE |
| H | "SUBARU SERVICE PARTS" LOGO & DIRECTIONAL ARROWS | (1) @ 1.5 S.F. | 6.00 S.F. ** | NONE |

* PER SECTION 5.2.5 (b) 1, WALL SIGNS MAY NOT EXCEED THE LESSER OF 10% OF THE WALL AREA OR 65 SQUARE FEET.
 ** WAIVER REQUIRED (SEE COVER LETTER AND "APPLICATION FOR A WAIVER TO ERECT A SIGN" FOR MORE INFORMATION.)



LDG
 LAND DESIGN COLLABORATIVE
 Chauncy Place | Terrace North | Suite 1
 45 Lyman Street
 Westborough, MA 01581
 508.533.6300 | LDG@LDGDESIGN.COM

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Project Owner
Empire Management Corporation
 171 Great Road
 Acton, MA 01720

Project Applicant
Empire Management Corporation
 171 Great Road
 Acton, MA 01720

Project Site
Cityside Subaru
 740A - 790 Pleasant Street
 Belmont, MA (Middlesex County)

Sheet Title
SIGNAGE EXHIBIT

Town Permits

| No. | Date | Revised | By |
|-----|------|---------|----|
| | | | |
| | | | |
| | | | |

Drawn By: 07/22/2020
 Checked By: 20 03/23
 Date: 07/22/2020 Project No: 20 03/23
 Scale: 1" = 20'

Sheet No: **EX-102**

