



Town of Reading
16 Lowell Street
Reading, MA 01867

PUBLIC SERVICES DEPARTMENT
 Mon - Wed - Thu 7:00 AM – 5:30 PM
 Tues 7:00 AM – 7:00 PM ~ Fri Closed
 Phone 781-942-6613 ~ Fax 781-942-9071
 www.readingma.gov

APPLICATION FOR PERMIT TO ERECT A SIGN

All signs shall comply with Section 8.0 of the Reading Zoning By-Laws and any State Requirements

The undersigned hereby applies for a permit to: Erect Alter Repair a sign at the following location:

Property Address: 505 Main Street, Reading, MA 01867 **Name of Business:** InsurePlus Inc

Is there an approved Master Signage Plan? (please attach) Total Number of Signs Proposed: 1

Zoning District: Residential Business A B C Industrial Overlay

Property Owner: 505 MAIN STREET LLC **Address:** 505 Main Street, Reading, MA 01867

Telephone: 7817758439 **Email:** frankp29@yahoo.com

Business Owner: InsurePlus Inc **Address:** 505 Main Street, Reading, MA 01867

Telephone: 7815026562 **Email:** lucas@myinsureplus.com

Sign Mechanic: Garage Print Studio **Address:** 25 Walnut St, Peabody, MA 01960

Telephone: 9783985164 **Email:** info@garageps.com

Sign 1 – Type: Green Background and Logo with Halo Lighting	Sign 2 – Type:	Sign 3 – Type:
Sign Material: Acrylic, Aluminum, Aluminum Comp, Vynil Stick	Sign Material:	Sign Material:
Sign Dimensions: Length: <u>72</u> Width: <u>24</u> Depth: <u>2.75</u> Total Area: <u>12 sq ft</u> Illuminated: Yes Type of Illumination: Halo Lighting	Sign Dimensions: Length: _____ Width: _____ Depth: _____ Total Area: _____ Illuminated: Type of Illumination:	Sign Dimensions: Length: _____ Width: _____ Depth: _____ Total Area: _____ I Illuminated: Type of Illumination:

Estimated Cost of Sign(s): \$ 5000 Display Dates of Temporary/Banner Sign: Permanently

Total Sign Area of All Signs: 12 sq ft Total length of front façade on which wall sign will be affixed: 58.6 Feet Long
16.9 Feet Tall
990.34 Sq Ft

*Awning and Projecting/Blade Sign - projection/height over sidewalk (at least 8-feet): N/A

Free-Standing Sign:

Distance from ground to bottom of sign: N/A To top of sign N/A Side Yard Setback: N/A

Business Owner Signature: Lucas S. Lemes Date: Nov 8, 2025

Property Owner Signature: Frank Pellegrini Date: Nov 8, 2025
Frank Pellegrini (Nov 8, 2025 12:37:41 EST)

*An awning requires a commercial building permit

The following are required to be submitted with the sign application:

- Dimensioned designs of each sign;
- Building elevation(s);
- Proposed sign location(s);
- Photographs or mock-ups;
- Sign colors & materials;
- Installation details;
 - A side view of how the sign will be attached for wall & blade signs;
 - Foundation details for free-standing signs;
- Internally illuminated signs must have an opaque sign board background. If the illumination shines through more than the letters and graphics, you will be asked to replace the sign. A sample of the sign material must be submitted to the Planning Division for approval; and
- Other information upon request.

All signs in the Business-B Zoning District (downtown and the commercial area on Salem Street), and applications for Master Signage Plans, require approval from the Community Planning & Development Commission (CPDC).

WHAT TO SUBMIT TO THE CPDC (through the Community Development Director):

Seven (7) copies and an electronic copy (jpeg, PDF, or word doc) of the following materials:

- A completed sign permit application;
- The required documentation listed above; and
- Specification sheets for any proposed external light fixtures.

The CPDC meets monthly. To be placed on a CPDC meeting agenda please contact the Planning Division.

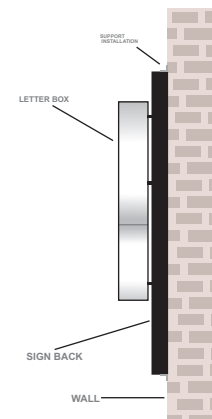
- The sign permit fee is \$12 per \$1,000 total value of construction, with a minimum fee of \$110.
 - Temporary banner signs are \$30 and are allowed for 56 days total per calendar year.
 - An electrical permit is required for illuminated signs
 - After the CPDC approves the proposed sign, the application will be forwarded to the Building Inspector for review and approval.
-
- **A building permit must be obtained before work commences.**

FRONT VIEW



SIDE VIEW

3D VIEW - NIGHT AND DAY



Date	Material	Sign Style	Customer
	ACRYLIC ALUMINUM ALUMINUM COMP VINYL STICK	<input checked="" type="checkbox"/> Back Light Sign <input type="checkbox"/> Front Light Sign <input type="checkbox"/> Non-Light Sign <input type="checkbox"/> Led Neon Sign <input type="checkbox"/> Hollow out Light Box	
Quantity			Location <input type="checkbox"/> Inside <input checked="" type="checkbox"/> Outside
1			System



505 MAIN ST LLC

505 Main Street, Reading, MA 01867

Nov 8, 2025

To Whom It May Concern:

I, Frank Pellegrini, as the owner and authorized representative of 505 MAIN ST LLC, located at 505 Main Street, Reading, Massachusetts 01867, hereby grant permission to the tenant InsurePlus to install and display a new sign on the premises.

This authorization includes approval for a sign design that differs from the existing master signage plan previously filed with the Town of Reading. The tenant is permitted to proceed with the necessary applications and approvals required by the Town to install this new signage.

Should the Town or any related authority require further confirmation, please consider this letter as formal consent from the property owner.

Sincerely,

Frank Pellegrini

[Frank Pellegrini \(Nov 8, 2025 12:37:41 EST\)](#)

Frank Pellegrini

Owner, 505 MAIN ST LLC

505 Main Street

Reading, MA 01867

Phone: (781) 775-8439

Email: frank29@yahoo.com







InsurePlus - Signage Authorization-

Final Audit Report

2025-11-08

Created:	2025-11-07
By:	Lucas Lemes (info@myinsureplus.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAMw-32uw3bf3rIBoKzcRurBnzowmgFPAW

"InsurePlus - Signage Authorization-" History

-  Document created by Lucas Lemes (info@myinsureplus.com)
2025-11-07 - 9:10:01 PM GMT
-  Document emailed to frankp29@yahoo.com for signature
2025-11-07 - 9:11:03 PM GMT
-  Email viewed by frankp29@yahoo.com
2025-11-08 - 5:36:09 PM GMT
-  Signer frankp29@yahoo.com entered name at signing as Frank Pellegrini
2025-11-08 - 5:37:39 PM GMT
-  Document e-signed by Frank Pellegrini (frankp29@yahoo.com)
Signature Date: 2025-11-08 - 5:37:41 PM GMT - Time Source: server
-  Agreement completed.
2025-11-08 - 5:37:41 PM GMT



Town of Reading
16 Lowell Street
Reading, MA 01867-2683

Community Development
Phone: (781) 942-6612
Fax: (781) 942-9071
Website: www.ci.reading.ma.us

Town of Reading
CPDC SIGN REVIEW
Master Signage Plan


RE: 505, 519 Main St., Imran Alvi, Kim Carter and Paul Fontes

On May 8, 2006, the Community Planning & Development Commission, by a vote of 3 to 0, took the following action with respect to an application requesting approval of a Master Signage Plan consistent with the previously approved Master Signage plan lastly revised July 1, 2005, subsequently approved and so modified, for proposed signage located at 505 and 519 Main St.

✓ The Board granted this Master Sign Plan with the following conditions:

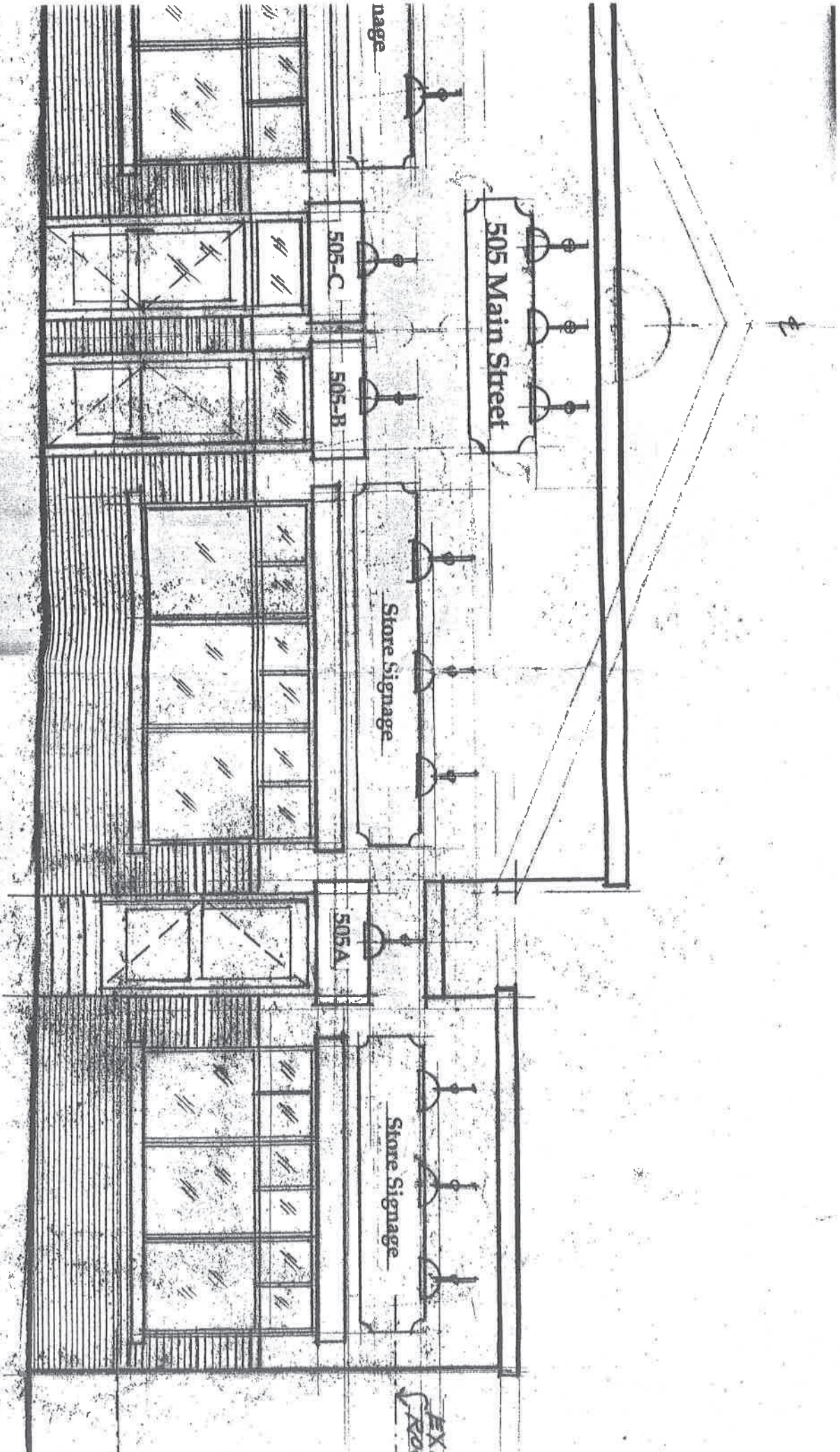
1. The coloring, dimensions, materials and locations of the signage shall be required as submitted with the application. Prior to issuance of a sign permit, adequate renderings indicating the approved dimensions of signage and lettering, as well as materials, shall be submitted to the Town Planner by May 12, 2006.

Certified: _____


Town Planner, as witness to the vote

Date: _____

5.9.06



Page

505 Main Street

505-C

505-B

505A

Store Signage

Store Signage

EX
R/O



Store Signage

519

2nd Floor Tenant
MAP
of
DOWNTOWN
READING

