

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: Design Review Board
DATE: January 6, 2022
LOCATION: **Hybrid Meeting; City Hall Conference Room A**
MEMBERS PRESENT: Sandi Cook (Chair); Joel Margolis (Vice Chair); Ellen Flannery; Caroline Baird Mason; Chelsea Zakas, Associate Planner
MEMBERS ABSENT: Rachel Poor
OTHERS PRESENT: Jason Gagnon; Day Newburg; Kevin Fortin; William Aylward; Rob and Delphine Minogue
RECORDER: Sharlyne Woodbury

Chair Cook calls the meeting to order at 7:05 p.m.

This is a hybrid meeting with special meeting format as required to honor Governor Baker’s Executive Order declared due to the national crisis of COVID-19.

Signs

1. Tread Tabata, 2-6 Enon St

Sousa Signs

The application is for one wall sign, with business name and slogan, and internal illumination. The sign requires a special permit. The property is located in the CN zoning district.

Jason Gagnon of Sousa Signs addresses the Board on behalf of the applicant. He states the building has been refurbished with fresh exterior paint and signs. The signs are going to be consistent throughout the strip mall. The sign is going to be on a custom painted raceway to match the building color with internal illumination. Cook asks for an explanation of the difference between day and night renderings. Mr. Gagnon explains the only night lighting to come through will be the white lettering. Mason asks about the difference between the existing sign size that is allowed by right vs the requested size that requires a special permit. Members discuss the scale of the other signs. Mason examines the signs in context with the other signs. Zakas confirms the sign size that is allowed by right per the Sign Ordinance. Flannery asks about a sense of scale and whether the proposed sign is smaller than what is currently there. The most comparative sign in the strip mall is the “Mattress Firm” sign.

There being no further comments or questions regarding the matter:

Cook: Moves to recommend the ZBA approve the special permit for the sign as presented.
Mason seconds. The motion carries 5-0.

2. Cape Ann Center for Dance, 2-6 Enon St

Sousa Signs

The application is for one wall sign, including the business name, a graphic, and internal illumination. The sign requires a special permit. The property is located in the CN zoning district.

Jason Gagnon of Sousa Signs addresses the Board on behalf of the applicant. He states the sign will be a halo illuminated wall sign, mounted to a custom painted raceway to match the building color. This sign will be consistent with the other strip mall signs. The only night illumination will come through the white of the sign.

There being no further comments or questions regarding the matter:

Flannery: Moves to recommend the ZBA approve the special permit for the sign as presented.
Mason seconds. The motion carries 5-0.

3. Mission Boathouse, 1 Water St

Kevin Fortin

The application includes four wall signs including the business name and logo, with halo illumination; and three directional parking signs with no illumination. The wall signs require special permit due to size and illumination. The property is located in the BHD zoning district. The parking signs are required through the property owner's Chapter 91A permit.

Kevin Fortin of AA Thrifty Sign & Awning addresses the Board on behalf of the applicant. Mr. Fortin describes the signs noting the reversed channel letters. The face does not light up, and there is a subtle light from the back to soften the light noise. The letters stand off the building with a soft halo effect. Mr. Fortin describes the aluminum sailboat art lighting. Margolis asks how strong the art will be, and whether it will be able to withstand a storm. Mr. Fortin responds that inside each geometric shape there is perimeter tube framing that holds the art/sail to the building. The tube framing creates a wind block. Most of the sails are flush to the walls.

Mr. Fortin begins discussion on the light effects. He states that these are LED lights, and there will be a "wash" of light down the wall. Mason asks if there can be a time limitation on the lighting, and suggests the lights turn off shortly after closing. Mason states is not a fan of the "MB" sign, as she finds it redundant. Margolis reviews the font, and Mr. Fortin notes it is consistent at all the business' locations. The "MB" sign was requested by the owner and is part of their branding, being on most buildings.

Cook reviews the wash light look. Mr. Fortin provides further details. Margolis asks about the font. Cook asks if the wash can be controlled with a dimmer. Mr. Fortin explains the types of LEDs that will be used. Members discuss the required parking signs. Mason further discusses the south and north elevation lighting, and suggests they should be off after hours. Cook discusses the night lighting; noting that a subtle feature might be cool to see as someone is driving over the bridge at night.

Members express concerns for light and its effect on the adjacent residential neighborhoods, disrupting the waterfront and homes and apartments. Mason suggests there should be a balance between respecting the residences and compromising with business operation hours. Members discuss a balance between not having a black building at night and being intrusive to the neighbors. Mr. Fortin notes the light is reflected toward the building, not projecting out. Mr. Fortin confirms the lights can be dimmed and timed. Members discuss conditions for the lighting. Once the structure is built and the lighting applied, the members can further review the effects on the neighborhood.

There being no further comments or questions regarding the matter:

Cook: Moves to recommend the ZBA approve the special permit for the signage as presented, with the condition that the LED lighting over the sailboat art is dimmable, and the Board will revisit whether or not the illumination for the wall signs should be turned off at a certain hour. Flannery seconds. The motion carries 5-0.

4. Tesoro Cucina, 79 Bridge St

William Aylward

The application includes one wall sign with the business name and no illumination. The signs complies with the Ordinance. The property is in the CN zoning district.

William Aylward addresses the board. Mr. Alyward states he will be removing the existing sign from the building to sand, refinish, repaint and reuse the sign. The building owner approves.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the signage as presented. Margolis seconds. The motion carries 5-0.

5. Delphine's Kitchen, 261 Cabot St Rob and Delphine Minogue

The application includes one wall sign with the business name and internal illumination, one projecting sign with the business name, and one window sign with the business name. The signs comply with the Ordinance. The property is in the CC zoning district.

Rob and Delphine Minogue introduce themselves addressing the board. Rob Minogue begins the discussion with the projecting sign on the upper northwest corner of the building. The projecting sign provides a visual when driving down Cabot Street. The wall sign will replace the existing sign, and will have the same dimensions. Mason confirms with Mr. Minogue the sign is within the indentation in order to preserve the decorative brickwork. Cook and Mason discuss the projecting sign next to Tartine's sign for size comparison. Mason inquires if the projecting sign can be made smaller, and asks about the lighting. Mr. Minogue confirms the projecting sign will have small goose neck lights. The wall sign will maintain internal illumination. Margolis advises to put a timer on the lights.

Members inquire if this is a sit-down restaurant. The Minogues state they would like to appeal to late night customers leaving the theater or other venues. The bakery would like to have later hours on the weekends up to 10 p.m. Typical week day hours are 8 a.m. - 7 p.m. Members continue to discuss the light and its effects on the residential apartments. Cook offers thoughts on Cabot Street business signs, stating it is a business district and a few lit signs would not be out of character. Flannery suggests a midnight curfew for the lights. Zakas states that illuminated signs should be consistent among the neighboring businesses. Mr. Minogue discusses the electrical wiring. The signage will be isolated by a photocell. Cook points out the photocell would be on all night long, and suggests getting a timer and a dimmer. That way there is an option for later to determine if the sign will stay on all night or have a curfew.

There being no further comments or questions regarding the matter:

Mason: Moves to approve the signage as presented, with the condition the projecting sign is smaller in all dimensions; and to allow for administrative approval to further review the Cabot street night lighting before a determination on the sign night curfew is applied. Discussion on the motion. Flannery suggests specific dimensions for sign size reduction. Mr. Minogue notes the height and width ratio must be in proportion; suggesting 2 inches proportionally.

The motion is amended to approve the signage as presented, with the condition the projecting sign length is reduced to 32". Flannery seconds. The motion carries 5-0.

6. New/Other Business

a. Approve draft meeting minutes

i. November 4, 2021

Flannery: Moves to approve the minutes as amended. Mason seconds. The motion carries 5-0.

ii. December 2, 2021

Flannery: Moves to approve the minutes as amended. Mason seconds. The motion carries 5-0.

7. Adjournment

Cook: Moves to adjourn. Margolis seconds. The motion carries 5-0.

Meeting adjourned 8:25 p.m.

Next meeting Thursday, February 3, 2022.