

**CITY OF BEVERLY  
PUBLIC MEETING MINUTES**

CITY OF BEVERLY  
RECEIVED  
CITY CLERK'S OFFICE

2022 MAY 26 P 4: 19

**BOARD OR COMMISSION:** Design Review Board  
**DATE:** February 3, 2022  
**LOCATION:** **Hybrid Meeting; City Hall Conference Room A**  
**MEMBERS PRESENT:** Ellen Flannery, Caroline Baird Mason, Rachel Poor, Chelsea Zakas, Associate Planner  
**MEMBERS ABSENT:** Sandi Cook, Joel Margolis  
**OTHERS PRESENT:** John Peterson; Jason Gagnon; Henry Nguyen; Kevin Cuartas; Peter B.  
**RECORDER:** Sharlyne Woodbury

---

Associate Planner Chelsea Zakas 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. Goddard, 181 Elliott Street **John Peterson****

The application includes one wall sign with business name and internal illumination. The sign complies with the Ordinance. The property is located in the IG zoning district.

John Peterson addresses the Board on behalf of the applicant. He states the design is clean and straightforward; a single sign with white channel lettering. Members have no objections.

There being no further comments or questions regarding the matter:

Mason: Moves to approve the sign as presented. Zakas seconds. The motion carries 4-0.

**2. Garniss Law Office & Tesoro Cucina, 77 Bridge Street **John Peterson****

The application includes one wall sign and two replacement panels for tenants' businesses, with no illumination. The signs comply with the ordinance. The property is located in the CN zoning district.

John Peterson addresses the Board on behalf of the applicant. Flannery questions if the Garniss Law Office wall sign on the building for the applicant is permitted, Zakas affirms yes. The Tesoro Cucina will be replacing the sign in the standing sign slot. Zakas recaps the relevant discussion at the January DRB meeting, stating the Tesoro building sign was approved. Tesoro is only presenting their tenant panel for approval. Members have no objections.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the Garniss Law Office signage as proposed. Mason seconds. The motion carries 4-0.

Flannery: Moves to approve the Tesoro Cucina tenant panel as proposed. Mason seconds. The motion carries 4-0.

**3. Active Healing, 2-6 Enon Street**

**Jason Gagnon**

The application is for one wall sign with business name and slogan. The sign is internally illuminated and requires a special permit. The property is in the CN zoning district.

Jason Gagnon presents to the Board on behalf of the applicant. Mr. Gagnon is returning to the Board since he will be updating the signage for multiple tenants in the strip mall. He states they are seeking uniformity and consistency. The location is at the intersection of Route 1A and Dodge Street. It is a heavily trafficked area. After Mr. Gagnon presents the signs, Zakas asks about the square footage of the sign. Mr. Gagnon explains the dead space between the units and further discusses the two tangle boxes. Zakas requests an updated drawing to make the file current if the square footage is reduced.

Mr. Gagnon reviews the internal illumination and Zakas explains that the sign component requires special permit. Members discuss the internal illumination for the other businesses in the strip mall, and that it is consistent with the existing signs. Flannery asks for clarification regarding which components of the sign require a special permit. Mr. Gagnon and Zakas confirm that both the size and lighting require a special permit. Zakas asks if Mr. Gagnon has started the special permit application process, and Mr. Gagnon responds no, he hasn't. Poor states she is ok with reducing the sign square footage. Zakas notes they will need the updated changes for the application file and for reference.

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 4-0.

**4. Tuscan Hills Pizzeria, 407-409 Cabot Street**

**Ricardo El Mimouni**

The application includes one wall sign and one replacement tenant panel. The wall sign is internally illuminated. The signs comply with the Ordinance. The property is located in the CG zoning district.

Henry Nguyen addresses the Board and represents the applicant. He states the sign has a clean aesthetic with channel letters attached to the wall, and reviews the size. Mr. Nguyen discusses the update for the tenant replacement panel on the pylon sign. Both signs will be within the existing space or smaller. Members appreciate the simple look.

There being no further comments or questions regarding the matter:

Mason: Moves to approve the signage as presented. Flannery seconds. The motion carries 4-0.

**5. Nail Creations Lounge and Spa, 244 Elliott Street**

**Narin Vann**

The application includes one wall sign with business name and logo plus internal illumination. The sign complies with the Ordinance. The property is located in the CG zoning district.

Kevin Cuartas addresses the Board and represents the applicant. He states the wall sign is internally lit with translucent vinyl. He states the dimensions have been adjusted to make the sign 20 square feet. Mason asks about the context of the sign/business per the location. Mr. Cuartas states the spa is located in the small strip complex near Starbucks, the convenience store and the liquor store, etc. Flannery asks about the front windows. Mr. Cuartas notes they are not adding any signs to the window. Peter B. confirms. He points out there is already an open sign, a waxing sign, plus signs for business and gift certificates. Flannery and Mason agree the windows are busy. Flannery states her concern about the lit

signs. Mr. Cuartas explains the pictures are old and the windows are not that crowded. Peter said there is only the open sign and walk in/welcome sign, and that he has removed the posters. Currently the only posters are the waxing sign, open for business and mask signs. The walk in and welcome sign is pre-existing. He shows via video the current state of the windows. Members are reassured, and state the windows are cleaner with the former clutter removed. Flannery states she is comfortable with what is presented.

Flannery reviews the Sign Ordinance for the benefit of the new business owners. She explains that only 20% of the windows are allowed to be covered in signage, and if the new owners want to add signage, they must come in for Board review and approval. Peter B. states he understands and agrees to comply with the Ordinance, and that he prefers clean windows. Flannery asks Mr. Cuartas if he is also presenting the pylon sign. Peter B. responds that the landlord will not allow him to use the tenant panels. He discusses what the landlord will allow and not allow, and reviews the plow damage done to the front of the building. Members state their concern about tenant/landlord relationship and its potentially discriminatory nature. Zakas states she will follow up on the panel sign on behalf of the applicant.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the signage as presented. Mason seconds. The motion carries 4-0.

**6. New/Other Business**

**a. Approve draft meeting minutes**

**i. January 6, 2022**

Minutes will be approved at the March 2022 meeting.

**7. Adjournment**

Zakas: Moves to adjourn. Mason seconds. The motion carries 4-0.

Meeting adjourned 7:33 p.m.

**Next meeting Thursday, March 3, 2022.**