

**CITY OF BEVERLY  
PUBLIC MEETING MINUTES**

**BOARD OR COMMISSION:** Design Review Board  
**DATE:** February 4, 2021  
**LOCATION:** **Virtual Meeting**  
**MEMBERS PRESENT:** Sandra Cook (Chair), Joel Margolis (Vice Chair), Ellen Flannery, Caroline Baird Mason, Rachel Poor Matthew Ulrich, Chelsea Zakas  
**MEMBERS ABSENT:**  
**RECORDER:** Sharlyne Woodbury

Chair Cook calls the meeting to order at 7:02 p.m.

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

**Signs**

**1. 45 Enon Street** **Edible**

This is in the CG zoning district. The application includes one wall sign with business name and logo. The sign is internally illuminated. The sign complies with the Ordinance.

Nick D’Alleva introduces himself. This is a rebranding of the business with the applicant dropping “Arrangements” from the business name. Per the new franchise the chain stores are all required to rebrand. Board members have few additional comments. Cook confirms the sign is internally illuminated.

There being no further comments or questions regarding the matter:

Cook: Moves to approve the sign as presented. Poor Seconds. The motion carries 7-0.

Addition:

Flannery inquires if the applicant intends to replace the panel on the pylon sign. D’Alleva confirms. The Board informs D’Alleva he must return with a design application for approval of the pylon sign panel replacement.

**2. 11 Enon Street** **Calico**

This is in the CG zoning district. The application includes 2 wall signs on the primary and secondary facades and one replacement panel on the pylon sign. The primary wall sign is internally illuminated; the secondary wall sign is externally illuminated. Both include the name of the business; the secondary sign identifies the type of business. All signs comply with the Ordinance.

Per staff notes, the building inspector confirmed the secondary wall sign does not need a special permit because the sign is pre-existing, and the sign does not exceed its current size.

Pamela Jagiello of Signs by J, Inc., represents the applicant. This is a rebranding of the business. Jagiello details the illumination for both the primary and secondary wall signs. The goal is to soften the external illumination and have a simpler design concept with a clean and classic appearance. The Board has

minimal comments. Mason inquires about the internal illumination for the secondary wall sign. Jagiello distinguishes between the before and after illumination effects and the decision behind it.

There being no further comments or questions regarding the matter.

Flannery: Moves to approve the sign as presented. Mason Seconds. The motion carries 7-0.

### **3. New/Other Business**

#### **a. Draft meeting minutes**

Flannery: Motions to approve January 7, 2021 minutes as presented with edits by Flannery. Mason seconds. The motion carries 7-0.

### **4. Adjourn:**

Cook: Motions to adjourn. Flannery seconds. The motion carries 7-0.

Meeting adjourned 7:15 pm.

**Next meeting March 4, 2021.**