

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

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

Chair Cook calls the meeting to order at 7:00 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. 50 West Street, Beverly Farms Dental

This is in the R45 zoning district. The application includes one freestanding sign with business name, image and is externally illuminated. The sign complies with the Ordinance and does not require special permit.

Frank Meroney of Fast Signs of Quincy represents the applicant. The applicant returns to DRB with a new sign proposal that does not require special permit from the ZBA. Per Meroney the applicant opted for a different design concept than originally presented at a previous DRB meeting. They are updating the sign with new name and logo. All dimensions will remain within existing conditions. Mason and Flannery concur the new design is tasteful and appropriate to the residential neighborhood. Zakas reviews the dimensions on the drawing submitted with the application. There is a typo. The proposed signage will be within the 1.5" dimensions per the existing requirements.

There being no further comments or questions regarding the matter:

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

2. 45 Enon Street, edible

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

Nick D'Alleva introduces himself. The applicant returns to discuss the panel sign. The applicant appeared previously to discuss the rebranding of the business. This is a double-sided panel sign viewed from Rte. 1A entering and exiting Beverly/Wenham from the plaza. Members agree the sign is appropriate.

There being no further comments or questions regarding the matter:

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

3. 374 Rantoul Street, Domo Hibachi & Sushi

This is in the CC zoning district. The application includes one wall sign with business name and image; the sign is externally illuminated.

Michelle Lee represents the applicant, Alan Yu. A composite aluminum and PVC sign will be placed next to the door. Cook asks how the letters/sign are attached to the wall. Zakas confirms the signs will be stud mounted. There will be a gooseneck light above the sign for external illumination. Members concur the sign is appropriate to the area.

There being no further comments or questions regarding the matter:

Mason: Moves to approve the sign as presented. Zakas seconds. The motion carries 5-0.

4. 278 B Cabot Street, Nest

This is in the CC zoning district. The application includes three window signs. One includes business name and logo; one includes business name, logo, and business type; one displays real estate listings. Only the real estate listing display is internally illuminated. Steve Frederickson confirms the window signs comply with the Ordinance as long as collectively they cover less than 10 sq. ft. of the windows.

Syndi Zaiger reintroduces herself, representing the applicant. Zaiger returns to the Board with window signs that are size compliant from the original presentation at a prior meeting. Zakas reviews Frederickson's interpretation for the amount of window signs permitted by Ordinance. His concern was the total window coverage. Since the window coverage in total is less than 10 sq. ft. it does not require special permit or review from ZBA. Zaiger confirms to the Board there will always be only 9 listings in the real estate display frame and they do change monthly. Poor asks if the signs are digital or flat. Zaiger responds they are flat and slightly back lit. Flannery seeks clarification for the logo and door sign size. Clarification is whether or not the Board asked for the signs to be slightly increased improving visibility. Per Zaiger the door sign is smaller in order to avoid going over 10 sq. ft. and the window sign is staying the same.

There being no further comments or questions regarding the matter:

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

5. New/Other Business

a. Draft meeting minutes

Flannery: Motions to approve February 4, 2021 minutes as presented with edits by Flannery. Cook seconds. The motion carries 5-0.

6. Adjourn:

Cook: Motions to adjourn. Flannery seconds. The motion carries 5-0.

Meeting adjourned 7:20 pm.

Next meeting April 1, 2021.