

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: Design Review Board
DATE: April 1, 2021
LOCATION: **Virtual Meeting**
MEMBERS PRESENT: Sandra Cook (Chair), Joel Margolis (Vice Chair), Ellen Flannery, Caroline Baird Mason, Chelsea Zakas
MEMBERS ABSENT: Rachel Poor, 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. 71 Cherry Hill Drive, Tenant names TBD

This is in the IR zoning district. The application includes a freestanding sign with street number and space for future tenants, internally illuminated. The sign is legally nonconforming.

Scott Spaulding introduces himself and presents his sign. He is replacing an existing sign that is more in style with the interior building design. The new sign accommodates 3 tenants with matching square footage, illuminating tenant name and background. Simple and clean design. Members have no comments or objections.

There being no further comments or questions regarding the matter:

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

2. 244 B Elliott Street, Gagnon's Shoe Repair Orthopedics

This is in the CG zoning district. The application includes one wall sign with business name, no illumination. The sign complies with the ordinance.

Rich Gagnon introduces himself and presents his sign. Gagnon is bringing his sign from Salem to the Beverly location. This is a smaller sign than the existing sign. Flannery asks Cook and Zakas if the sign complies with the Ordinance. Zakas confirms Ordinance compliance. Margolis asks Gagnon his intentions for the awning frame. As of the moment Gagnon does not plan to use the awning frame, however; he is happy to accommodate the preferences of the Board and the Ordinance. If he has to add an awning cloth or if he needs to remove the frame he will. Gagnon inquired with the building owner about removing the frame. The building owner has not provided a specific response on removing the awning frame.

There being no further comments or questions regarding the matter:

Cook: Moves to approve the sign as presented with the condition the awning frame is covered with fabric or removed. Flannery Seconds. Margolis amends the

condition to include a time frame of 60 days to comply with the condition.
Flannery seconds the amendment to the motion. The motion carries 5-0.

3. 130 Sohier Road, Life Storage

This is in the IR zoning district. The application includes one wall sign with the business name and internal illumination. The sign complies with the ordinance.

Jason Parillo with Back Bay Signs represents the applicant. The sign is visible and located along the front facing façade of Sohier Road. The sign is internally lit with channel lettering. After sign installation as part of an existing condition the current banner will be removed. Zakas confirms the condition and removal of the banner.

There being no further comments or questions regarding the matter:

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

4. 181 Elliott Street (100 Cummings Center Suite 106-Q), MDVIP – Helena Santos-Martins, MD

This is in the CC zoning district. The application includes one wall sign with the business and physician's names and internal illumination. The sign complies with the ordinance.

Vasu Patel of Fast Signs represents the applicant. The sign is simple in design following Cummings Properties requirements, internally lit with channel lettering. Cook inquires why the "MDVIP" is prominent before the physician's name. Vasu confirms this is a brand with multiple locations.

There being no further comments or questions regarding the matter:

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

5. 254 Essex Street, YMCA of the Northshore

This is in the R-15 zoning district. The application includes a free-standing sign with name of business and address plus internal illumination. The sign is legally nonconforming requiring a special permit from ZBA for the change in size and illumination.

Arthur Athanas and Steve Panunzio represent the applicant. Athanas simply states the sign replaces the old sign that was destroyed a few months ago.

Members weigh in with comments and concerns. Mason disagrees with the size and illumination of the sign. Flannery about the size of the previous sign. Zakas confirms the nonconformity of the sign and that the applicant is due before the ZBA for special permit. Panunzio does not have the information for the previous sign as he was not present for that project or installation. Cook and members try to gauge the dimensions of the sign. Panunzio confirms the sign in the application is larger than the previous sign noting the differences in the signs. The previous sign was of simple construct as a plastic sheet where the current sign has more depth to its design.

Cook asks to elaborate on the illumination. Mason inquires if a spotlight can be substituted instead of having internal illumination keeping in mind the residential neighbors. Cook inquires if the sign is lit all night. Panunzio replies the sign can have dimmers and be on a timer to soften the illumination effect. The Y is open most nights until 9 p.m.

Cook returns to the size and asks Zakas how much the sign needs to be reduced in order to avoid going before the ZBA for special permit. Despite a reduction in size, Zakas reminds the Board the applicant is required to present before the ZBA for the change in illumination. Margolis offers comments of concern about the traffic entering and exiting onto Essex Street. The sign seems too large and blocks the traffic view. Panunzio confirms the applicant would like the sign to fit into the curb of the existing base. Mason strongly suggests this application be continued to the next meeting in order to have the prior dimensions researched and to properly advise the applicant on size conformity. Both Zakas and Panunzio will aim to produce estimations close to the original sign dimensions for the next meeting. Cook asks the applicant to return to the May meeting.

There being no further comments or questions regarding the matter:

Cook: Moves to continue to the May 6, 2021 meeting. Flannery seconds. The motion carries 5-0.

Site Review

6. Site Plan Review, 350 Rantoul Street, Reverie 73 "Fresh Fields LLC"

This is in the CC zoning district. The site review is a renovation of an existing mixed-use building converted into a retail marijuana space. All marijuana retail sites require a special permit from ZBA.

Miranda Siemasko, Chris Tymula, Zachary Brock, Rick Alpern are present, and on behalf of the applicants/owners Rick Alpern and Jeff Black. Siemasko begins the presentation noting all marijuana dispensaries require special permits. This is a recreational marijuana site with historical presence dating back to the 1880s. While the building is listed on the Mass Historic Inventory site, it is noted as a building of interest, not a historic building. Bearing that in mind, the developer will be considerate and present plans to honor the historical era of its inception. Currently this is a mixed use building with retail on the ground floor and residential apartments above. The whole building will be converted to the dispensary space and usage.

Brock begins his presentation for the floor plan. He reviews the mixed space use starting with the ground floor conversion to retail. The second floor will be converted to the safe and product storage. The third floor will remain vacant and unused. The retail space will have a circular flow from entry, product display, to point of purchase and sale, then to exit. The building rear has a porch and egress that will be converted to accommodate delivery vans. This includes a closing barrier for security. There will be small elevator to bring deliveries to the second-floor vault and storage. The second floor will be for security staff, managers and employees only. A pneumatic tub system will deliver the product and send orders to the ground floor retail.

Brock continues the presentation and reviews building elevations, materials and color scheme. The colors will match the brand color scheme. Those colors being green, gray, off white, and translucent wood stain. There will be new green siding, horizontal wood shiplap siding, accents off the building are brushed stainless steel gray, and black chain-link fence. The windows will be replaced with translucent glaze. This is for security. Brock emphasizes they want to preserve the historic style of the building. Brock points out the sign placement for the building with a projecting sign at the entry and room for another sign in the middle of the storefront.

Siemasko provides additional highlights for the Board's consideration and review. The Cannabis Commission and State legislation require translucent window glaze. The retractable sally port is also required by the State for the loading and unloading of product. Both are expressed for security concerns.

Tymula presents the landscape design. There is not a lot of space to work with. Most of the lot is paved sidewalk or street. The small greenspace in the front will have small shrubs, grasses and lilies selected for color and species hardiness. There will be two bike racks available.

Margolis asks how many dedicated off-street parking spaces. Siemasko reviews the total number of parking spaces in and around the building are 27. The owners have secured off street parking via lease agreement with 380 Rantoul Street. Siemasko notes there is a permanent easement in the rear that is reciprocal to the adjacent condominium. They are currently in talks to iron out concerns from the condo residents and fully expect both parties to come to a satisfactory agreement.

Margolis inquires for the total number of employees. Siemasko replies there are a maximum of 19, with 12-15 dedicated to peak hours of operation and high intensity shifts. Mason weighs in with comments on the MAFIS report. She appreciates the dedication to preserve the historical nature of the building with the developer's attention to detail. Flannery also approves the plan design and attention to detail. Cook inquires if the wood is cedar or composite. Brock responds it is pine. Zakas inquires about the rod lighting at the entryway, with Brock confirming that style of lighting only in that area. Brock confirms the rear will have recessed lighting. Margolis asks for the hours of operation, 10 a.m. to 8 p.m., Monday through Friday.

There being no further comments or questions regarding the matter:

Cook: Moves to recommend to the ZBA they approve the site plan as presented with a finding there is no adverse visual effect to the neighborhood. Zakas seconds. The motion carries 5-0.

7. New/Other Business

a. Draft meeting minutes

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

Additional comments:

Zakas would like to add time on the agenda to discuss updating/amending/reviewing the sign ordinance. She welcomes the input and experience of the members regarding potential updates and changes. Asks that members please think of examples to review.

Flannery commented on the New Merrill Lynch sign at 500 Cummings Center. The sign is tasteful and fits in with the building. Cook adds comments noting the staff work is greatly appreciated. The application review process has been streamlined and efficient to guide applicants with ordinance compliance from the beginning. Members concur.

8. Adjourn:

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

Meeting adjourned 8:11 pm.

Next meeting May 6, 2021.