

**CITY OF BEVERLY  
PUBLIC MEETING MINUTES**

**BOARD OR COMMISSION:** Design Review Board  
**DATE:** May 6, 2021  
**LOCATION:** **Virtual Meeting**  
**MEMBERS PRESENT:** Ellen Flannery, Caroline Baird Mason, Rachel Poor,  
Chelsea Zakas, Joel Margolis (Vice Chair), & Matthew Ulrich  
**MEMBERS ABSENT:** Sandi Cook (Chair)  
**RECORDER:** Stacia Chamberlain

Chelsea Zakas calls the meeting to order at 7:00 p.m. Joel Margolis opens the floor to discuss sign proposals.

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

<b>Name</b>	<b>Subject</b>
1. Ariana Puopolo 279 Cabot Street Beverly, MA 01915	<b>Sign:</b> Sblended 279 Cabot St.

This is in the CC zoning district. The application includes one PVC wall sign on the primary facade with business name and logo. The sign is not illuminated. The sign complies with the Ordinance.

Representatives for this project are not available, so we move on.

2. The Sign Center 40 Orchard St. Haverhill, MA 01830	<b>Sign:</b> Beth Israel Lahey Health, Primary Care / Specialty Care 30 Tozer Rd.
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This is in the IR zoning district. The application includes one acrylic lettering and printed vinyl sign with business name and logo to be placed on the brick building's primary facade. The sign is not illuminated. The sign is legally nonconforming because of its location above the second floor windows. The previous sign received a special permit. The special permit runs with the property, and the proposed sign does not exceed the nonconformity. Therefore, a new special permit is not required.

Representative David for the Sign Center speaks. Previous presentation for signage was proposed and approved by the city for this location. The signage will increase in square footage from 46 to 62 sq ft. allowing for the removal of the Lahey Health sign and replacing it with Beth Israel Lahey Health.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the sign as presented. Mason seconds. The motion carries 6-0.

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| 3. Hunter Tuccio  | <b>Sign:</b> The Bagel Shop |
| 1 Dodge Street    | 1 Dodge Street              |
| Beverly, MA 01915 |                             |

This is in the CN zoning district. The application includes two PVC composite wall signs with business name and logo: one on the primary facade, one on the secondary facade; and one panel replacement for the freestanding pylon, internally illuminated. The sign dimensions comply with the ordinance. The wall sign on the secondary facade is legally nonconforming.

Hunter Tuccio speaks for the sign proposal. One sign is within the gas station Sunoco freestanding sign, illuminated from the inside. Others are replacing the Dunkin' Donuts signs, same size and dimensions. Board member comments: Flannery says it is clean-looking. Zakas comments that the shop's other location sign at 3 Oak Street Beverly Farms has to go through the DRB as well.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the sign as presented. Zakas seconds. The motion carries 6-0.

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| 4. YMCA of the Northshore | <b>Sign (cont.):</b> YMCA of the Northshore |
| 254 Essex Street          | 254 Essex Street                            |
| Beverly, MA 01915         |   |

This is in the R-15 zoning district. The application includes one freestanding sign perpendicular to Essex St. with business name and logo. The sign is internally illuminated. The sign is legally nonconforming.

This agenda item is continued from last month. Judith Cronin speaks; Greg Riskin from White Light Digital is present as well. Cronin asks Board members if they have questions about the size of the sign. It has been determined since the previous meeting that the size of the sign is not of concern. The central issue regarding this proposal is the lighting. Cronin describes how they have worked with White Light to create an internal LED light-powered sign, as opposed to spot lighting, to be respectful of the neighborhood while, critically, illuminating the entrance/exit. Riskin adds technical aspects of the LED specifications. Flannery asks for consideration in dimming the light in the sign after a certain hour to be considered by Cronin. All agree that visibility of the sign and the entry/exit for the safety of pedestrians,

drivers, and bikers is important. Discussion of the Y's various closing times as pertains to the illumination and dimming/shutting off of the sign follows. Cronin proposes at least a 30-minute grace period for turning the sign off after operating hours, not in excess of 30 minutes past 10pm. All Board members agree on the condition that the sign is turned off by 10:30pm. This application, with the proposed condition, will now go to the ZBA for approval.

There being no further comments or questions regarding the matter:

Ulrich: Moves to recommend the sign as presented to the ZBA contingent on illumination timing condition that the sign be turned off by 10:30 PM. Poor seconds. The motion carries 6-0.

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| 5. Andrew Leonard<br>283 Elliott Street<br>Beverly, MA 01915 | <b>Sign:</b> Harborlight Community Partners<br>41 Pleasant Street |
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This is in the CC (WPO & DPOD) zoning district. The application includes one aluminum wall sign with business name and logo, placed on the primary facade of the building. The sign is not illuminated. The sign complies with the Ordinance.

Andrew Leonard speaks about the placement of the sign on the facade of the building, as presented in the application. There are no objections or questions.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the sign as presented. Ulrich seconds. The motion carries 6-0.

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| 6. Anchor Sign<br>2200 Discher Street<br>Charleston, SC 29405 | <b>Sign:</b> Dollar Tree<br>48 Dodge Street |
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This is in the CG zoning district. The application includes five signs; including two wall signs on the primary facade and two wall signs on the secondary facade, and one panel replacement for existing freestanding shopping center sign, with business name and logo. The signs are internally illuminated. The "Dollar Tree" wall signs and replacement pylon panel comply with the ordinance. The medallion logo signs exceed the allowed square footage of wall sign, therefore they do not comply with the ordinance and require a special permit.

Scott Kipnis speaks about the project. He discusses that sign illumination is controlled by the Dollar Tree Corporation and that it was a topic for discussion among the DRB. Kipnis highlights that not having illumination of the sign would potentially pose a safety concern. Flannery comments on the size of the signs that they look large for the building. The size of the sign letters is slightly smaller than other

corporate signs, it is an odd building and signage was in keeping with what was granted to the Walgreens. The 60" medallion logo signs will be recommended to the ZBA for approval/no approval. The size of the Dollar Tree facade sign is appropriate, the medallion sign exceeds approved size. They discuss store operating hours and will follow requirements from the city as to whether the signs are illuminated past 10pm. Matt comments that the medallion is appropriately sized for the building.

There being no further comments or questions regarding the matter:

Zakas: Moves to approve the internal channel letters and replacement pylon as is, and recommends the medallion logo signs for ZBA approval; with the condition that the Conant St.-facing illuminated signs are turned off by 10pm. Mason seconds. The motion carries 6-0.

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| 7. Walter Ciampa    | <b>Sign:</b> Anchor Home Medical & Pharmacy |
| 409 Cabot Street #8 | 409 Cabot Street #8                         |
| Beverly, MA 01915   |   |

This is in the CG zoning district. The application includes one wall sign with business name and logo, as well as a pylon replacement for the freestanding shopping center sign. The sign is internally illuminated. The signs comply with the Ordinance.

Vy D. presents for CT Signs and Graphics. She discusses the sign specifications as presented in their application, and there are no questions or objections.

There being no further comments or questions regarding the matter:

Flannery: Moves to approve the signs as presented. Mason seconds. The motion carries 6-0.

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| 8. Elaine Costello/Metro | <b>Sign &amp; Awning Sign:</b> OTTO Pizza |
| 70 Lorum Street          | 199 Rantoul Street                        |
| Tewksbury, MA 01876      |   |

This is in the CC zoning district. The application includes one wall sign on the primary facade, one projecting sign, vinyl graphics on two glass doors, and a temporary banner. The wall sign is internally illuminated, the projecting sign is not illuminated. The signs comply with the Ordinance.

Elaine Costello & Dana McNutt speak for the sign company. The client would like to put up the temporary banner soon to let people know that the company is opening there soon. Flannery asks where the temporary sign will be located; McNutt says that it's possible to see where it will be placed in the drawings on the page for the Temporary Banner.

There being no further comments or questions regarding the matter:

Ulrich: Moves to approve the sign as presented. Flannery seconds. The motion carries 6-0.

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| 9. Matthew Sullivan | <b>Sign:</b> Old Planters Brewery & Taproom |
| 16 Cross Street     | 232 Rantoul Street                          |
| Beverly, MA 01915   |   |

This is in the CC zoning district. The application includes one wall sign painted on the brick exterior with the business name. The sign is not illuminated. The sign does not comply with the ordinance due to size, and requires a special permit.

A representative from Old Planters is not on the call so the agenda item will be postponed.

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| 10. c/o Glovsky & Glovsky, LLC | <b>Site Plan:</b> Landry & Arcari |
| 143 Brimbal Ave.               | 143 Brimbal Ave.                  |
| Beverly, MA 01915              |                                   |

This topic has been postponed to the June meeting.

#### 11. New/Other Business

##### a. Draft meeting minutes

Zakas: These have not been distributed yet and will be reviewed for the June meeting.

##### b. Discussion on current sign ordinance

Zakas: Sign ordinance should be revisited. Mason comments that carrying over Grandfathered rights should not be continued. She recommended asking Steve Frederickson about rules and regulations re: change. Flannery wants to get rid of the billboards near the West Dane Street downtown area and the Beverly/Salem bridge area as it obscures views of the waterfront. All members agree, Zakas will move forward on this issue. Flannery recommends to review sign ordinances of other towns for efficiency's sake.

#### 11. Adjourn:

Margolis: Motions to adjourn. Flannery seconds. The motion carries 6-0.

Meeting adjourned: 7:50 pm.