

**DRAFT  
CITY OF BEVERLY  
PUBLIC MEETING MINUTES**

**BOARD OR COMMISSION:** Design Review Board  
**DATE:** June 2, 2022  
**LOCATION:** **City Hall Conference Room A**  
**MEMBERS PRESENT:** Sandy Cook (Chair), Ellen Flannery, Rachel Poor, Jon Ouellette  
**STAFF PRESENT:** Victoria Healey, Associate Planner  
**MEMBERS ABSENT:** Caroline Mason Baird  
**OTHERS PRESENT:** Pam Gougian ZBA representative  
**RECORDER:** Sharlyne Woodbury

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Chair Cook calls the meeting to order at 7:00 p.m.

**Signs**

**1. Garden City Pub, 23 Enon Street All About Signs, LLC c/o James Withrow**

This is in the CG zoning district. The application includes one wall sign and replacement of existing sign. The wall sign is internally illuminated. No special permits required.

Applicant is not available.

**2. Beth Israel Lahey Health Primary Care 900 Cummings Ctr Batten Bros Signs c/o Jeff Sarra**

This is in the IG zoning district. The application includes two wall signs with name and internal illumination. The wall signs are located on the primary and secondary façades. The signs are permitted by right via the 1998 ZBA Variance issued for the Cummings Center.

Ed Batton presents on behalf of the applicant. Lahey Health is converting Beth Israel Health. The logo cannot be changed as part of branding. Sign size is determined by Cummings Properties as their signs are consistent with the 1998 granted ZBA variance. The raceway is painted to match the building. Ouellette expresses concern over the uncentered sign lettering and prefers a sense of balance. Batton explains the logo does not permit for centering, however; will try to accommodate as best as possible.

There being no further comments or questions regarding the matter:

**Motion:** Cook moves to approve the Beth Israel sign as presented with the condition they center the signage letters vertically within the band. Flannery seconds. The motion carries 4-0.

**3. Jacks Barber Shack, 129 Cabot Street North Boston Studios**

This is in the CC zoning district. The application includes two wall signs and a replacement of the existing sign. Barber pole required by under MA code. Staff notes verify the Building Inspector confirms there can be more than one primary façade. No special permits are required.

Matthew Nutter presents to the board on behalf of the applicant. The signs are consistent with the Lucky Dog signs to match what currently displays. Ouellette inquires about the clearance for the bar and questions the bracketry inquiring if the existing bracketry will match. Nutter confirms they prefer to use the existing area to mount the bracketry rather than create new holes in the siding and structure. Nutter

confirms they will match as close to the Lucky Dog as possible and will maintain similar materials and black color.

There being no further comments or questions regarding the matter:

**Motion:** Flannery moves to approve the Jack's Barber Shack sign as presented. Ouellette seconds. The motion carries 4-0.

**4. Pathways for Children, 292 Cabot Street Dawn's Sign Tech c/o Alisha Etheridge**

This is in the CC zoning district. The application includes one window sign graphic with logo; one standing sign with external illumination; one wall sign. Special permit required for the standing sign.

Alisha Etheridge presents to the board on behalf of the applicant. These are replacement signs where existing signs are looking worn and tired. Sign B façade is West Dane Street with a frame built into the wall. Pathways seeks to make this their main entrance. Poor expresses the sign "for children" is hard to read and suggests the lettering should be white. Etheridge will confer with the applicant for branding. Flannery concurs, this location is in a tight spot, visibility is key. Cook, why did the applicant not choose to do the white lettering? Etheridge believes they are trying to modernize their sign.

Ouellette prefers the wider sign in terms lighting and visibility with the larger letters on the pane. Members inquire if this sign is either grandfathered in or requires a special permit. Etheridge does not know if the existing sign has a special permit. Healey confirms the existing sign does not have a special permit and would need to go before the ZBA. Cook inquires if time is a factor. Etheridge confirms cost is an issue for the applicant. Members discuss the best way to motion the sign for approval without needing a special permit. The sign has been there quite some time and should be grandfathered in. Ouellette points out the columns should be steadily anchored to the stand. Healey will research the 6-year rule for grandfathered signs.

There being no further comments or questions regarding the matter:

**Motion:** Cook moves to recommend to the Zoning Board of Appeals they approve the larger sign with the caveat if it is grandfathered in, it does not need to go before the Zoning Board of Appeals, and the Design Review Board is approving it. Flannery seconds. Discussion on the motion. Cook adds the condition to lighten the "for children" lettering to white. Flannery seconds. The motion carries 4-0.

**Motion:** Cook moves to approve the smaller sign with the lighter lettering of the "for children" as presented. Flannery seconds. The motion carries 4-0.

**Motion:** Cook moves to approve the West Dane Street façade sign as presented. Flannery seconds. The motion carries 4-0.

**Motion:** Cook moves to approve the window sign with graphics as presented. Flannery seconds. The motion carries 4-0.

Sidebar:

Members briefly discuss the Garden City Pub renovation site.

**5. New/Other Business**

**a. Approve draft meeting minutes**

**i. February 3, 2022**

Flannery corrects prior minutes vote as 3-0-1. Ouellette abstains.

**ii. April 7, 2022**

Flannery corrects prior minutes vote as 3-0-1. Ouellette abstains.

**Motion:** Cook moves to approve February 3, 2022 and April 7, 2022 minutes as written with Flannery's corrections. Flannery seconds. The motion carries 4-0.

**b. Elect Vice Chair**

Cooks asks for nominations for Vice Chair.

**Motion:** Flannery moves to nominate Jon Ouellette as Vice Chair of DRB for the calendar year 2022. Cook seconds. The motion carries 4-0.

**6. Adjournment**

**Motion:** Cook moves to adjourn. Ouellette seconds. The motion carries 4-0.

Meeting adjourned 7:38 p.m.

**Next meeting Thursday, July 7, 2022.**