

CITY OF BEVERLY
PUBLIC MEETING MINUTES

BOARD OR COMMISSION: City of Beverly Design Review Board
SUBCOMMITTEE:
DATE: March 2, 2023
LOCATION: Beverly City Hall Conference Room A
MEMBERS PRESENT: Jon Ouellette (Chair), Ellen Flannery, Caroline Mason,
Pam Gougian (late)
MEMBERS ABSENT: Rachel Poor (Vice-Chair)
STAFF PRESENT: Dylan Lukitsch, Economic Planning Developer
RECORDER: Naomi Moca

Chair Ouellette calls the meeting to order at 6:31 p.m.

1. Applications

- a. TPC MA Inc.,** 4 Bomac Road, Beverly, MA 01915. **Sign:** TPC MA Inc, 4 Bomac Rd.

Christy Richards, applicant, is present. Richards states that the proposed sign will replace an existing sign in a free-standing frame on the property. The location of the frame will remain the same.

Baird: Motion to approve the sign as presented. Flannery seconds. Motion carries (4-0).

6:35 Gougian arrives.

- b. Karrah Rose Hair Studio,** 5 Abbott Street, Beverly, MA 01915. **Sign:** Karrah Rose Hair Studio, 5 Abbott St.

Ashley Lendall and Brittany Pirrotta, the applicants, are present. Pirrotta and Lendall state that the salon is in the location of the former Gabo's Hair Studio and that they have occupied it for approximately one year. Pirrotta and Lendall state that the site of the sign will be above a set of three steps. The Board discusses the height of the sign, which will be a minimum of nine feet. The Board recommends adapting the font of the sign to make it more legible from a distance.

Chair Ouellette: Motion to approve the sign with the condition that the height be a minimum of nine feet above the sidewalk surface. Flannery seconds. Motion carries (5-0).

- c. Coastal Orthopedic Associates,** 152 Conant Street, Beverly, MA 01915. **Sign:** Coastal Orthopedic Associates, 152 Conant St.

Chair Motion that the Coastal Orthopedics application to be submitted and
Ouellette: reviewed at the April 6, 2023 meeting. Mason seconds. Motion carries (5-0).

- d. Beth Israel Lahey Health**, 85 Herrick Street, Beverly, MA 01915. **Sign:** Beth Israel Lahey Health, 85 Herrick St.

Jason Parillo is present on behalf of Poblocki Sign Company. Parillo states that the majority of the signs in the application are being updated with letters and words covering existing lettering as opposed to being replaced. Parillo states that some are on wood posts, and all are directional or way-finding type signs.

The Board discusses index overlay panels. Parillo states that only the overlays will light up, and that the garage entrance signs will also be updated. The Board discusses the site analysis, and consideration of shrubs interacting with sightlines from the street. Parillo states that the signage will be placed in the exact locations of the existing signs, and that an effort has been made to not disturb the existing landscaping. Parillo states that the blue color will not degrade with UV exposure.

Flannery: Motion to approve the signage package as presented. Ouellette seconds.
Motion carries (5-0).

- e. Chris Bandereck**, 426 B Boston Street, Topsfield, MA 01983. **Sign:** Whoo(pie) Wagon, 181 Elliott Street, Beverly, MA 10195.

Sean Shah of Fast Signs is present on behalf of the applicant. Shah states that the retail location is within the Cummings Center in Beverly at the base of the garage on the west side, and the sign will be located on Building 950. Shah states that the sign is located on a raceway with the least amount of penetration into the building, and that the height will be between 12-15 feet from the sidewalk.

The Board discusses whether the proposed sign is the only sign. Shah states that a street-cluster sign has not been considered.

Flannery: Motion to approve the sign as presented. Chair Ouellette seconds. Motion carries (5-0).

- f. Kim Taking**, 308 Cabot Street, Beverly, MA 01915. **Sign:** Nana Nails & Spa, 408 Cabot St.

Vy Duong of C+ Sign and Graphics is present on behalf of the applicant. The Board discusses the percentage of the total window space that will be covered being excessive and potentially detracting from the business's appearance. Duong agrees to withdraw the window portion of the

application. The Board discusses the business telephone number on the sign and Duong states that the business owner is comfortable with that information being on display.

Chair Motion to approve the sign with the condition that the window signs are
Ouellette: removed from the application and are not installed. Flannery seconds. Motion carries (5-0).

g. Richard Pretorius, 267A S. Main Street, W. Bridgewater, MA 02379. Sign: Panacea Wellness, 13 Enon Street, Beverly, MA 01915.

Richard Pretorius of Pretorius Electric and Sign Co. is present as well as Mark Palmer of Panacea Wellness, the applicant.

- Materials added to the record: Sheet 505 of 5 Pylon sign four feet by 17 inches

The Board discusses the location of the sign, the square footage being compliant, whether there are any components that are not in compliance with the requirements, the actual square footage of the wall sign being 24 square feet, that the sign is illuminated on the building face, and that the illumination will be on only during business hours. The Board discusses the importance of the brightness of the illumination being in compliance with the requirements, especially as a courtesy to the residential buildings across the street.

Chair Motion to approve the wall sign and pylon sign as presented. Flannery
Ouellette: seconds. Motion carries (5-0).

h. Beverly Restaurant Associates LLC, 1 Water Street, Beverly, MA 01915. Sign: Mission Boathouse, 1 Water St.

Martin A. Bloom of Beverly Restaurant Associates, LLC is present and states that the three signs in the application will be annotating the public space on the lower levels, including the market, gallery, and cantina. Bloom states that the signs will be on the water side facing the marina. The Board discusses the supports for the sign, that there is no illumination, and that a special permit is needed from the Planning Department for the number of signs on the property.

Chair Motion that the application for the Mission Boathouse be approved with the
Ouellette: condition that it go through to the Zoning Board of Appeals for special permit. Flannery seconds. Motion carries (5-0).

7:25 p.m.

Chair Motion to recess briefly in order to relocate to the Council Chambers for the
Ouellette: remainder of the meeting. Flannery seconds. Motion carries (5-0).

7:32 p.m.

Chair Motion to reconvene the meeting in the Council Chambers for the remainder of
Ouellette: the meeting. Flannery seconds. Motion carries (5-0).

- i. **Axcelis Technologies, Inc.**, 108 Cherry Hill Drive, Beverly, MA 01915. **Sign:**
Axcelis Technologies, 105 Sam Fonzo Drive.

Boyd Morrison of Gamble Design is present as well as Jeff Schlichte, Plant Engineer of Axcelis Technologies. Morrison states that the proposed sign is 10 square feet and the proposed site is on the corner of L P Henderson Road and Sam Fonzo Drive, at 108 Cherry Hill Road. Morrison states that the signs will echo the design of the existing signs and that one half of the sign will be halo illuminated, and the other half will be push-through illuminated. The board discusses that the sign will be facing LP Henderson Road, and perpendicular to Sam Fonzo Drive, thus not facing Trask Street. Morrison states that the entrance sign will be two feet high by nine feet wide and will float above the entrance canopy, with no illumination.

Morrison states that the signs are for the purpose of directing traffic visiting the property. Morrison states that the three directional signs on Sam Fonzo Drive will be 8.25 square feet, freestanding, and double-sided. The second double-sided sign will be located on LP Henderson Road. The third freestanding sign will be one-sided for the loading dock.

The Board discusses the colors of the signs, the two signs that are on the public right-of-way, and that the only illuminated sign will be the one on LP Henderson Road. Schlichte states that the building is staffed 24 hours a day due to being a three-shift business, the nature of the business being a logistics center. Schlichte states that delivery hours are primarily 7 a.m. to 5 p.m. and primarily along Sam Fonzo Drive. The Board discusses the base material of the monument sign which is recovered limestone.

Chair Ouellette asks if there has been any discussion with the City about sight triangles from the street. The Board recommends that the applicant confirm with the City whether the signs are in compliance with the required distance. Schlichte states that the applicant will submit application to the Zoning Board of Appeals for the special permit.

Chair Motion to recommend approval of the special permit for the number of signs
Ouellette: pending Zoning Board of Appeals (ZBA) review as presented, with the condition that the applicant comply with the City's sight triangle requirements from Sam Fonzo Drive and LP Henderson Road. Mason seconds. Motion carries (5-0).

- j. **Fazio Enterprises, Inc., c/o Glovsky & Glovsky, LLC**, 8 Washington Street, Beverly, MA 01915. **Site Review:** Fazio Enterprises, Inc., 451 Essex Street.

Miranda Siemasko of Glovsky and Glovsky is present on behalf of the applicant as well as Ben Scott of SV Design, Bob Griffin of Griffin Engineering, and Landscape Architect Laura

Rutledge. Scott presents the proposed project, which is a five-unit, two-story townhouse design including two retail spaces.

The Board discusses the neutral color of the design and how it will allow accent colors to stand out. The Board discusses the central location of the fenced enclosure for the dumpster and for recycling collection. Griffin states that there is a contract in place with a private sanitation company, and that if composting is needed by the residents, there is space within the site for compost collection as well.

The Board discusses the grading change, the catch basins with an underground infiltration system for storm water, and that the site is adjacent to wetland and thus must go before the Conservation Commission. Scott states that the HVAC units for an AC condenser unit will be located in the rear. Griffin states that there is generous space alongside the parking area and in the rear for snow removal. The Board discusses that solar panels are not part of the initial construction, but that the project is solar-ready, and how much vegetation has to be removed to accommodate the project.

The Board discusses that there may be a future need to re-apply if the Conservation Commission finds that significant changes need to be made to the project. Siemasko and Griffin state that the residential units are proposed to be rentals.

Rutledge presents the landscaping design, which includes a mix of perennials and shrubs. Rutledge states that there will be plantings in the back of the building and along the parking area. Rutledge states that the landscaping plan focuses on interest and privacy screening. The Board discusses moving some plantings out of the way of the snow removal area, that the plant list is nearly all native, and the planting soil depth specifications.

Scott states that the siding will be fiber cement. The Board discusses making composting space a priority for new site designs.

Chair Motion to approve the site plan as presented, with the following conditions:
Ouellette: shift the vegetation 8-10 feet at the end of the parking lot and swap the amelanchier grandiflora to amelanchier canadensis. Flannery seconds. Motion carries (5-0).

k. Depot Square Phase II, LLC. Site Update: Depot Square Phase II, LLC, 134-142-46 Rantoul Street and 1-9 Park Street.

Chris Koeplin, President of Gateway Beverly Crossing, Kristen Poulin, Director of Development of Gateway Beverly Crossing, and Ben Scott of SV Design are present. Koeplin summarizes three updates: One, the awning over the retail space has been eliminated. Scott states that the sign band is made of baffle shiplap. Two, the exterior downlight specifics have been provided as requested. Poulin states that the historical sign on the Casa de Luca building was approved by

the ZBA and has been added to the update. Third, granite benches have been added to the courtyard.

The Board discusses the choice to replace the transom with a panel instead of glass, the addition of a fourth arc light along Park Street, and the progress of the historic presentation piece located in the courtyard.

Chair Motion to approve the revision dated 1/27/2023, containing all amendments
Ouellette: on the drawings 1.22.23 as part of the record, including the updated version as presented today, and to recommend approval to the Planning Board. Mason seconds. Motion carries (5-0).

- 1. Barnat Development LLC, 100 Rantoul Street, Beverly, MA 01915. Site Review:**
100 Rantoul St.

Flannery: Motion to reschedule **Barnat Development LLC** to the April 6, 2023 meeting. Chair Ouellette seconds. Motion carries (5-0).

2. Discussion

- a. Design Document (Chair Ouellette)**

Chair Ouellette states that he has been working with Lukitsch and the Planning Team to define the Design Review Board's role. Chair Ouellette states that he is in the process of drafting a document that defines the parameters of the Board's responsibilities, which will benefit both applicants and the Planning Board. Chair Ouellette states that he has been researching similar boards in other communities. Mason observes that part of the Board's role is to influence what the City looks like, as opposed to design being dictated to the City by developers.

3. Adjourn

Flannery: Motion to adjourn. Mason seconds. Motion carries (5-0).

Meeting ends at 9:15 p.m.

The next regular meeting of the Design Review Board is scheduled for Thursday, April 6, 2023.