

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Design Review Board
DATE: February 5, 2026
LOCATION: City Hall Third Floor Conference Room A
MEMBERS PRESENT: Chair Jon Ouellette; Michael Barone Jr.; Kenneth Clawson;
Ellen Flannery; Emily Hutchings; Joanna Scott
RECORDER: Kristan Patenaude

Ouellette called the meeting to order at 6:30 p.m.

1. Applications:

a. Keara Healy – Portsmouth Sign Co., 19 Nimble Hill Road, Newington, NH 03801.
Sign: **Verizon**, 55 Dodge Street, Unit 110

Keara Healy – Portsmouth Sign Co., explained that the proposed sign will be installed on an existing sign band. The new letterset measures 173.23”x38.83”. Also, a window sign is proposed at the entrance door. The scale of the channel letters is outside of what is allowed for this District and a Special Permit application has been submitted.

Clawson explained that this was before the ZBA last October. Unfortunately, this application was delayed because of that. The minimum size that a sign can be in this District is 20 s.f. In his opinion, that is a very small sign for the location. The proposed lettering is larger than the original sign, but the band itself is the same size. The distance from the public way to the sign is approximately 485’. A 20 s.f. sign from 500’ away is not very large. The proposed window sign is compliant.

There was agreement that, while the proposed lettering is too large, the overall sign may be appropriate. The Staples sign next door is larger than this proposed sign.

Hutchings: Motion to recommend approval of the window sign as presented; find that the proposed wall sign is consistent in size based on the scale and design of the building and site; and to recommend that the ZBA approve the Special Permit for the proposed wall sign. Clawson seconds. Motion carries (6-0).

b. Heather Hopkins Dudko, 27 Old Meetinghouse Road, Auburn, MA 01501. Sign:
TruNorthBank, 254 Cabot Street

Heather Hopkins Dudko, representing the applicant, explained that TruNorthBank is rebranding approximately 32 locations in the area. This location contains two signs. Sign A on the front wall will be placed and mounted in the same size but in a different color. Sign B will be placed in the existing location in a different color.

Clawson stated that the two signs comply for this location. This is an in-kind replacement.

Barone Jr.: Motion to recommend approval of the Option 1 signage for Signs A and B for TruNorthBank at 254 Cabot Street, subject to the plans submitted. Flannery seconds. Motion carries (6-0).

c. Heather Hopkins Dudko, 27 Old Meetinghouse Road, Auburn, MA 01501. Sign: TruNorthBank, 48 Enon Street

Heather Hopkins Dudko, representing the applicant, stated that the replacement Sign A is proposed in the location of an existing sign which was 36 s.f. and the proposed size is 55 s.f. Clawson stated that the majority of the sign dimensions are approximately 20 s.f. Drawing the rectangle around the logo leads to the empty space being factored in and makes the sign larger than what is allowed. The maximum size allowed for the sign is 30 s.f.

The Board discussed that shrinking the proposed sign to meet the square footage of the allowable size may not look as nice. The proposed sign size may meet the need of this auto-centric area. Clawson noted that the sign will be 50' back from the road.

Dudko stated that she does not know what the proposed lighting for the sign will be.

Hutchings: Motion to recommend approval of both the wall sign and the panel sign for TruNorthBank at 48 Enon Street, as presented. Flannery seconds. Motion carries (6-0).

d. Heather Hopkins Dudko, 27 Old Meetinghouse Road, Auburn, MA 01501. Sign: TruNorthBank, 140 Brimbal Avenue

Heather Hopkins Dudko, representing the applicant, explained that there are currently three sets of channel letters on the building, 110 s.f. each. The original proposal is to replace them at 44 s.f. each. The applicant has since requested to change this to 60 s.f. each. This was due to a request from the landlord. The idea is to set the lettering in the center of the façade.

Clawson noted that this façade faces a connector road.

Barone Jr.: Motion to recommend the issuance of the sign permit for the three requested signs at 140 Brimbal Avenue for TruNorthBank, subject to the plans presented. Flannery seconds. Motion carries (6-0).

2. Election of Board Chairperson and Vice-Chairperson

Flannery: Motion to nominate Jon Ouellette as Chairperson the DRB for 2026. Barone Jr. seconds. Motion carries (5-0-1).

Flannery: Motion to nominate Michael Barone Jr. as Vice-Chairperson the DRB for 2026. Ouellette seconds. Motion carries (5-0-1).

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92 **3. Draft Meeting Minutes (as available)**

93 **i. January 8, 2026**

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95 Hutchings: Motion to approve the January 8, 2026, meeting minutes, as amended. Flannery
96 seconds. Motion carries (6-0).

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98 **4. Adjourn**

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100 Ouellette: Motion to adjourn. Clawson seconds. Motion carries (6-0).

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102 Meeting adjourns at 7:22 p.m.