

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

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

Barone Jr. called the meeting to order at 6:32 p.m.

1. Applications:

a. Kathleen Pizzello, 8 Hodges Court, Salem, MA 01970. Sign: **The Moon and the Mat**, 267 Cabot Street

Kathleen Pizzello, applicant, explained that she is requesting approval to install a sign. The sign will be painted with the business name using a muralist. Clawson asked if the sign will be large enough. Hutchings stated that it fits in the sign band well. A projecting sign could be requested in the future, if needed. Pizzello stated that she is considering an additional vinyl in the window with additional information. Clawson noted that this would generally require a separate application. He suggested that approval of the application could include the addition of a window application as long as it is not more than 20% of the window area.

Hutchings: Motion to recommend approval of the sign as presented, option 1, for The Moon and the Mat at 267 Cabot Street, along with any compliant window signage. Scott seconds. Motion carries (5-0).

b. Christine Picano, 14 Yankee Way, Beverly, MA 01915. Sign: **Offerings**, 719 Hale Street

Anthony Picano, representing the applicant, explained that Offerings is a retail store. The sign will be replaced in-kind. The color will be off-white with some brown. The sign will be at least 10' above the sidewalk. The proposed window signage was also reviewed.

Barone Jr.: Motion to recommend approval of the requested replacement projecting sign to be installed in the existing mounting hardware, as presented, along with the proposed Option 1 window signage for the application at 719 Hale Street, applicant Offerings, subject to the plans and images submitted. Flannery seconds. Motion carries (5-0).

c. Poyant Signs/Gary McCoy, 125 Samuel Barnet Blvd, New Bedford, MA 02745.
Sign: **CVS**, 434 Rantoul Street

Gary McCoy, Poyant Signs, explained that the applicant is requesting some signage changes at 434 Rantoul Street. This is a rebrand. Clawson noted that the proposed sign is slightly smaller than the existing sign. McCoy stated that the façade will be patched and painted as part of the project. There will be two signs flanking the entrance and additional incidental signs. Clawson stated that the wall signs on the façade and signs on the drive through are in the purview of the Board. Anything under 2 s.f. is not reviewable by this Board.

There was discussion regarding the proposed switch from “Exit” to “Drive Through Pharmacy” is a change but is not facing the public way. There was agreement that this could be installed if the applicant so chooses but could also be removed.

Hutchings: Motion to recommend approval of the wall sign on the Elliot Street façade, the wall sign on the Rantoul Street façade, and the two wall signs on the pharmacy canopy, for CVS at 434 Rantoul Street. Scott seconds. Motion carries (5-0).

d. 143 Brimbal Ave LLC c/o Glovsky & Glovsky LLC, 8 Washington Street, Beverly, MA 01915. Modification to Site Plan Review: Landry & Arcari Rugs and Carpeting, 143 Brimbal Avenue

This item was previously withdrawn.

2. Draft Meeting Minutes (as available)

i. February 5, 2026

Flannery: Motion to approve the February 5, 2026, meeting minutes, as amended. Clawson seconds. Motion carries (5-0).

3. Adjourn

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

Meeting adjourns at 7:02 p.m.