

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Design Review Board
DATE: May 7, 2026
LOCATION: City Hall Third Floor Conference Room A
MEMBERS PRESENT: Chair Jon Ouellette; Vice Chair Michael Barone Jr.;
Kenneth Clawson; Ellen Flannery; Emily Hutchings
MEMBERS ABSENT: Joanna Scott
RECORDER: Kristan Patenaude

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

1. Applications:

b. Agnoli Sign Co., Inc., 722 Washington Street, P.O. Box 1055, Springfield, MA 01101. Sign: **Everbowl**, 19 Dodge Street

Christina Moreau, Agnoli Sign Company and representing the applicant, explained that the proposed sign drawing has been reviewed and approved by the landlord. The requested sign has front lit channel letters, with 15 ¼" letters "Everbowl" and a logo at 23 ¼". These will fit in the area as approved by the landlord. There is a proposed front door white decal.

Clawson stated that the proposed sign is compliant from a zoning perspective.

Clawson: Motion to recommend approval of the wall and window signs for Everbowl, 19 Dodge Street, as presented. Flannery seconds. Motion carries (5-0).

c. Whitney Cramer, 322 Cabot Street, Beverly, MA 01915. Sign: **Cabot Dental**, 332 Cabot Street

Whitney Cramer, owner of Cabot Dental, explained that there is currently a hodgepodge of signs on the site. Clawson stated that his opinion is that the proposal is to replace a preexisting, non-conforming sign.

Hutchings stated that she believes this building would benefit from a free-standing sign. The other Board members agreed. Clawson noted that reducing the sign to 10 s.f. might be better in terms of obtaining a permit.

Barone Jr.: Motion to recommend approval of the freestanding sign for Cabot Dental, 332 Cabot Street, as presented. Clawson seconds. Motion carries (5-0).

e. James Gaddis, 94 Corning St, Beverly, MA 01915. Sign: **JM Gaddis Fine Home Building and Remodeling**, 94 Corning St.

James Gaddis, applicant, explained that the existing sign could remain on the property, with some restoration. His proposal is for a new, second wall sign. The proposed sign will be framed in mahogany. The coloring will be blue and white.

Clawson noted that this is a preexisting business in a residential zone. There are no regulations for signage in a residential zone, so he referred to the CN Zone standards as it could be comparable. The proposed sign is 3'x5' which complies with the CN Zone standards. There is no sign band and there is no illumination proposed. The allowable height of the sign in a CN Zone is 15' or not above the sill of the second story window. This standard will not work for this property. However, Section 300-70.D.1 of the code states that the Design Review Board shall approve or disapprove all signs proposed now or hereafter within the City of Beverly which are not expressly allowed by-right by this Chapter. In approving or disapproving any particular sign not expressly allowed by this Chapter, the Design Review Board should take into consideration the following:

A) The Zoning District uses in the existing area and the general character of the area. The Board finds that this property is located in the R10 District, the most common residential zone in the City. There is another existing business located across the street from this property. This neighborhood should be considered mixed use.

B) The economic and business interest of the party having erected or proposing to erect the sign. The Board finds that the applicant owns a business, and it is necessary to have a sign for the business to exist and do well. The proposed sign has parallels to the previous, existing sign on the property.

C) The aesthetic appearance of the sign and its overall effect on the surrounding area, including ensuring that the sign is consistent with the general policy and adheres to the design guidelines as defined in Section 300-66. The Board finds that the proposed sign is similar to the existing sign. It will be flat on the building and not illuminated. The sign area is under 20 s.f. There will be no negative impacts to the surrounding area.

Hutchings: Motion to recommend approval of the wall sign as presented for JM Gaddis Fine Home Building and Remodeling, 94 Corning St, with the findings as previously determined. Clawson seconds. Motion carries (5-0).

**a. Box Mill Rd Realty LLC (Pat English), 20 Main St, Acton, MA 01720. Sign:
Uncharted, 65 Dodge Street**

Clawson explained that the proposed sign is large at 84.47 s.f., but compliant, as it could be 150 s.f. The sign does not look out of character.

Hutchings: Motion to recommend approval of the wall sign and any future panel sign changes to the freestanding sign, for Uncharted, 65 Dodge Street, as presented. Barone Jr. seconds. Motion carries (5-0).

**d. New Harmony Center for Health and Wellness, 7 Thorndike Street, Beverly, MA
01915. Sign: New Harmony Center for Health and Wellness, 7 Thorndike Street**

Clawson explained that there is a zoning stipulation regarding the district boundary and this property. Hutchings noted that a freestanding sign similar to what is across the street would potentially be more visible from the street. However, this sign may be more for access than visibility.

The Board reviewed the following findings Under Section 300-70.D.1 of the code:

A) The Zoning District uses in the existing area and the general character of the area. The Board finds that this property is on the border of a commercial district and so the proposed signage is in keeping with the character of the area. The sizes of the proposed signs are appropriate for the CC Zone standards. The proposed sign by the door is 4.44 s.f. and the other sign is approximately 21 s.f. The proposed height is appropriate.

B) The economic and business interest of the party having erected or proposing to erect the sign. The Board finds that both proposed signs are needed for the economic viability of the business.

C) The aesthetic appearance of the sign and its overall effect on the surrounding area, including ensuring that the sign is consistent with the general policy and adheres to the design guidelines as defined in Section 300-66. The Board finds that there are other business signs nearby and there are related uses on three of the four sides of this property. These signs will not be out of place in the neighborhood.

Barone Jr.: Motion to recommend approval of the signage as presented for New Harmony Center for Health and Wellness, 7 Thorndike Street, with the findings as previously determined. Hutchings seconds. Motion carries (5-0).

2. Draft Meeting Minutes (as available)

i. April 16, 2026

Hutchings: Motion to approve the April 16, 2026, meeting minutes, as amended. Flannery seconds. Motion carries (5-0).

Clawson: Motion to move the discussion regarding The Cummings Center Global Sign Variance to the June meeting. Barone Jr. seconds. Motion carries (5-0).

Hutchings: Motion to request a discussion regarding the Sign Ordinance updates to the June meeting. Barone Jr. seconds. Motion carries (5-0).

3. Adjourn

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

136 Meeting adjourns at 7:33 p.m.