

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Design Review Board
DATE: July 9, 2026
LOCATION: City Hall Third Floor Conference Room A
MEMBERS PRESENT: Chair Jon Ouellette; Vice Chair Michael Barone Jr.;
Kenneth Clawson; Philip Thornton; Joanna Scott; Emily
Hutchings
MEMBERS ABSENT: Ellen Flannery
RECORDER: Kristan Patenaude

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

1. Applications:

a. Signarama Danvers, 75 High Street, Danvers, MA 01923. Sign: **La Condesa**, 374 Rantoul St.

Samantha Baron, Signarama, explained that the proposal is to replace the current sign in the same dimensions. The proposed sign will be made out of aluminum composite on a 1" thick metal frame. There is no intention to add additional signage in the windows at this time.

Clawson stated that this application is fully compliant with zoning.

Barone Jr.: Motion to recommend approval of the sign for La Condesa at 374 Rantoul St., subject to the plans submitted. Ouellette seconds. Motion carries (6-0).

b. Signarama Danvers, 75 High Street, Danvers, MA 01923. Sign: **Away Games**, 407 Cabot St.

Clawson explained that there is nothing specifically in the regulations regarding a panel replacement in a freestanding sign as is being proposed, but all signs have to be reviewed under the current ordinance. This location is in the back corner of an L-shaped building.

Ouellette asked if the lettering is too small for readability. Baron explained that this sized lettering is what fits on the sign location. This will likely be clearer when produced.

Ouellette: Motion to recommend approval of the sign for Away Games at 407 Cabot St., as presented. Hutchings seconds. Motion carries (6-0).

c. Poyant Signs/Simone Johnson, 125 Samuel Barnat Blvd., New Bedford, MA 02745.
Sign: **CVS Pharmacy**, 19 Dodge Street

Gary McCoy, Poyant Signs on behalf of CVS Pharmacy, explained that the proposal is to reinstall the old signage. CVS tried out a clinic at this location, but it did not work out. The proposal is to remove the clinic and reinstall the old signage.

Clawson stated that the applicant is also proposing a window sign. McCoy stated that the insert of this sign will be changed. The height of the sign is 16', not 15'.

Hutchings: Motion to recommend approval of the wall sign and window sign for CVS Pharmacy at 19 Dodge Street, as presented. Scott seconds. Motion carries (6-0).

d. Peabody Signs/Tor Larson, 34 Route 125, Kingston, NH 03848. Sign: Modern Elegance, 410 Rantoul St.

Tor Larson, representing the applicant, stated that the proposal is to keep the new sign within the existing footprint, shrinking it horizontally and shifting it to fit the windows. Instead of being front lit, the new sign will have acrylic letters which will light up. The sign itself will be halo lit with a satin black finish.

Clawson stated that this sign is fully compliant in terms of zoning. Additional window signs would need to be reviewed by the Board.

Ouellette: Motion to recommend approval of the sign for Modern Elegance at 410 Rantoul Street, as presented. Hutchings seconds. Motion carries (6-0).

e. Acme Sign Corp., 3 Lakeland Park Dr., Peabody, MA 01960. Sign: Children's Art Classes, 409 Cabot St.

Clawson stated that the sign is compliant in terms of zoning. The window sign on the door is not compliant based on the sizes given, though there does not seem to be anything inappropriate with it overall.

Ouellette: Motion to recommend approval of the signage application for Children's Art Classes at 409 Cabot Street, as presented. Barone Jr. seconds. Motion carries (6-0).

2. Discussion regarding the status of the Global Sign Variance at 181 Elliott Street, Beverly, MA 10915, The Cummings Center

Stephen Drohosky, Cummings Properties, explained that there is a 1998 variance in place. The Cummings Center has outgrown that sign variance a bit, but not dramatically. The Board has recently had discussions that some of the sign applications, while not bad signs in any way, are inconsistent with the variance. The variance applies to only the 100, 800, and 900 buildings. In addition, the 200, 600, 500, and 950 buildings are not covered by the variance. Clawson stated that he believes the language of the variance for the first floors would cover all of the buildings, as the language reads that it is for the entirety of the complex. Whereas the second floor language

in the variance is specific to building numbers. Drohosky stated that he believes there are currently a total of 93 signs, with 69 signs on the three buildings. The variance allows for 80 signs on the 1st floor and up to 12 signs in 17 locations on the 2nd, 3rd, 4th, and 5th floors. There are currently 47 signs on the first floors, well under the 80 allowed and 22 on the upper floors, so ten over the 12 allowed. He needs to go before the Zoning Board to seek approval for the signs that Pressed Café wants. He asked what else he should go before the Zoning Board for at this time.

Clawson stated that he has a count of 33 signs on the upper floors and 60 on the first floors for the entire complex. He suggested that The Cummings Center request that the Zoning Board alter the variance to include a global sign plan based on a maximum number of potential signs. The original purpose of the variance was likely to make sure the complex did not light up the night, but this does not seem to be at issue. The lettering should remain as white with black, but logos should be allowed to have coloring. Drohosky agreed that he would like to have some flexibility for the signs on the building. He asked about a recommendation letter from the Design Review Board. There was agreement that this could be considered by the Board at a future meeting, along with the application from Pressed.

Hutchings suggested removing the number of exact signs and instead having design standards for the complex. This could include a maximum square footage of signage allowed for each building.

There was discussion regarding how to best navigate the site in terms of signage.

3. Draft Meeting Minutes (as available)

i. 6-4-2026

Ouellette: Motion to approve the June 4, 2026, meeting minutes, as presented. Hutchings seconds. Motion carries (5-0-1, Thornton abstains).

4. Adjourn

Ouellette: Motion to adjourn. Barone Jr. seconds. Motion carries (6-0).

Meeting adjourns at 7:36 p.m.