

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Design Review Board
DATE: August 6, 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 – Samantha Baron, 75 High Street, Danvers, MA 01923. Sign: **Graze Craze**, 103 Cabot St.

Clawson explained that he wanted to know the dimensions of the window graphic for Graze Craze versus the rest of the text. If the entirety of the text decal is considered, it takes up approximately 65% of the window. The actual logo itself takes up 17%, which is under the 20% allowed. The projecting sign is 92” from the fascia and the sidewalk sits below this. The projecting sign is just under 9’ above the sidewalk. The Board encouraged that this be moved slightly up.

Barone Jr.: Motion to recommend approval of the signs for Graze Craze at 103 Cabot St., subject to the plans submitted, specifically the updated plan delivered at the meeting. Scott seconds. Motion carries (6-0).

b. Doreida Paras, 3 Greenwood Avenue, Beverly, MA 01915. Sign: **Idore Aesthetics & Wellness**, 146 Cabot St.

Doreida Paras explained that the proposed sign is letters with the business name. There is no window signage proposed at this time. Clawson noted that and window signage would need to come back to the Board for review. He stated that the proposed sign is fully compliant.

Hutchings noted that the size of “Aesthetics & Wellness” could be increased, if the applicant so chose.

Hutchings: Motion to recommend approval of the wall sign for Idore Aesthetics & Wellness at 146 Cabot St., as presented. Barone Jr. seconds. Motion carries (6-0).

c. Seaside Graphics, Inc., 27 Railroad Drive, Gloucester, MA 01930. Sign: **YMCA**, 7 Reservoir Road

The applicant's representative explained that the wall sign is 11.8' x 29.5' which is the same size as the existing sign. The same awning will also be used. The sign is proposed to be made of ACM, and the letters will be PVC. Clawson stated that the height does not comply, but it is based on the design of the existing building.

The applicant's representative explained that the proposed freestanding sign is PVC and ACM at the bottom. This will be the same height and width of the previous sign, but with the additional "salon and spa" sign at the bottom. The existing sign structure will be utilized. There will be no lighting on either sign.

Barone Jr.: Motion to recommend approval of wall sign and freestanding sign for YMCA at 7 Reservoir Road, subject to the plans submitted. Ouellette seconds. Motion carries (6-0).

2. Draft Meeting Minutes (as available)

i. 7-9-2026

Clawson: Motion to approve the July 9, 2026, meeting minutes, as amended. Hutchings seconds. Motion carried (6-0).

Barone Jr.: Motion to include a future agenda topic to discuss temporary signage and temporary banners. Ouellette seconds. Motion carries (6-0).

3. Adjourn

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

Meeting adjourns at 7:10 p.m.