



## Hyannis Main Street Waterfront Historic District Commission



George A. Jessop, jr. AIA, Chair  
Assistant

Marylou Fair, Administrative

### MINUTES July 21, 2010

To all persons deemed interested or affected by the Town of Barnstable's Hyannis Main Street Waterfront Historic District Commission Ordinance under Chapter 112, Article III of the Code of the Town of Barnstable, you are hereby notified that a hearing was held at Town Hall, 367 Main Street, Hyannis, MA Selectmen's Conference Room, 2<sup>nd</sup> Floor 7:05 P.M. on **Wednesday, July 21, 2010.**

**Members Present:** Barbara Flinn, Vice Chairman, Joe Cotellessa, Marina Atsalis

**Alternate Members Present:** Meaghann Kenney, Paul Arnold

**Members Absent:** Dave Colombo, Dave Dumont, George Jessop

**Alternate Members Absent:** William Cronin

#### **Continued Business**

##### ***Certificate of Appropriateness***

***Ricardo De Olivgira dba Ink, 509 Main Street, Hyannis, Map 308, Parcel 093***

***Represented by Ricardo De Olivgira***

New Sign

(Continued from July 07, 2010)

As there is no representative present at the time this applicant is called, the Chairman tabled any discussion to the end of the Agenda

##### ***Certificate of Appropriateness***

***bella of Cape Cod, 3 Barnstable Road, Hyannis, Map 327, Parcel 006-001***

***Represented by Catherine Bean***

Location Hardship Sign

(Continued from July 07, 2010)

Ms. Bean stated that this is her fourth summer on Cape Cod and she is located off Main Street on Barnstable Road. Presented the picture of the location hardship sign that was included in the Application. Colors are pink and green to duplicate the colors in their company name and the design incorporates pictures of the products they sell. Customers thought they were a baby store so they wanted to get out what they actually sell on the A-frame. She understands that the Commission does not like plastic, but if you have wood, the wood splits, the hinges rot and it will require re-painting as with the plastic, it does not rot and you can put a bungee cord with sand bags between the frame so that it stays put. This material can also be washed.

Ms. Bean further explained that she has had this sign at this location for four years and that it has impacted her store. Without it, they have seen a significant decrease in business and she has had to close her store at 5pm. Barbara Flinn pointed out that this is the reason the ordinance has changed

to allow these types of signs, but you are still in a historic district and she does not believe the plastic signs are appropriate.

Meaghann Kenney commented that she thinks her store is great, but for her, there is more than just the plastic. She would like to see the words “bella” in a larger print and remove some of the graphics and wording as it is very busy. Applicant stated she would want to keep all the words as that is their “thing”. Ms. Kenney again stated she believes it is too busy and she may find that she can remove some the words and it will read better. There are also affordable signs out there that are more appropriate.

Ms. Bean asked if she would promise to change the lettering to something agreeable to this Board, would they Approve her Certificate of Appropriateness tonight and it was the consensus of the Board that if they did this for one applicant, they would have to do it for all and it is a precedent that they do not wish to start. In addition, it is not simply the wording that the Board has difficulty with, but also the material of the sign. Encouraged the Applicant to consider a wooden frame.

**Motion duly made by Joe Cotellessa, seconded by Meaghann Kenney to Continue the Certificate of Appropriateness to August 18, 2010  
So Voted Unanimously**

### *New Business*

#### *Certificate of Appropriateness*

***The Federated Church of Hyannis, 320 Main Street, Hyannis, Map 327, Parcel 074***

Location Hardship Sign

Represented by Roy Fogelren

The sign they propose is for Fridays only for approximately 12 weeks in the summer to promote their Lobster Roll Luncheon and once during Christmastime, and the applicant would be willing to forego Christmas. Material is a composite material, not plastic; however, they did not bring the actual sign to this Meeting.

A discussion took place as to what the actual material is and it was agreed that the applicant should continue the Certificate of Appropriateness to the next meeting when they can produce the sign for the Members to review.

Meaghann Kenney asked the Board if they are going to allow telephone numbers on these location hardship signs. Applicant is willing to delete the telephone number.

**Motion duly made by Paul Arnold, seconded by Joe Cotellessa to Continue the Certificate of Appropriateness to August 4, 2010.  
So Voted Unanimously**

#### *Certificate of Appropriateness*

***Ardeo on Main, 644 Main Street, Hyannis, Map 308, Parcel 053***

Location Hardship Sign & Trade Flag

Represented by Stephen Bail

Mr. Bail noted that his proposed sign is the same as the two previous applicants, however, he pointed out that his will be on private property. The hardship they have is that a beautiful tree has grown in size and now blocks the existing signage. They did look into moving the sign but there is underground electricity that would be very costly should they decide to move the sign.

He believes his sign is professionally lettered and asks if the Board could look at reviewing the material as he also believes that his sign is of an industrial type plastic and not a flimsy plastic. He did have a wooden sign with a metal frame and it was always on the ground being blown over by the wind.

Marina Atsalis wished to comment that after reviewing the first few applications for this Location Hardship Signage, the main objection she has, provided the sign stands up on its own without buckets or bags of sand, is the top handle and hinge of the plastic signs. If it had a white cap over the top like a covering, this may fix the issue for her, but she would have to see a sample. Barbara Flinn and Meaghann Kenney added that they feel this may be a viable solution, provided a sample is presented. Mr. Bail indicated that he would check with his sign maker to see if this is a possibility.

Mr. Bail asked the Commission if they could act on his second part of the application, which is for a Trade Flag 3'x5' in traditional red, white & blue with the words OPEN in the middle white section.

**Motion duly made by Meaghann Kenney, seconded by Joe Cotellessa to Approve the Trade Flag, 3'x5' red, white & blue as Submitted.**

**So Voted Unanimously**

**Motion duly made by Marina Atsalis, seconded by Meaghann Kenney to Continue the Certificate of Appropriateness for the Location Hardship Sign to August 4, 2010.**

**So Voted Unanimously**

**NOTE: The Members of the Commission asked Staff to notify the previous two applicants of the discussion regarding the possibility of a "cap" for the top of the sign and suggest that they also look into this and provide samples at the next scheduled meeting August 4, 2010**

***Certificate of Appropriateness***

***Keith Gilmore Enterprises LLC, 29 North Street, Hyannis, Map 327, Parcel 001***

Fence

Represented by Keith Gilmore

Mr. Gilmore explained that this section of fencing would be behind the florist shop on North Street. If you are facing the florist shop from North Street, there are two fences that abuts the two properties and the owner wishes to continue with the same style and material to close off the alleyway to prevent undesirable foot traffic. Painted white wood with three braces and a flat top with a gate so that personnel can access for meter readings.

**Motion duly made by Joe Cotellessa, seconded by Paul Arnold to Approve the Certificate of Appropriateness for a Fence as Submitted.  
So Voted Unanimously**

*Certificate of Appropriateness*

***Kennedy Gallery, 574 Main Street, Hyannis, Map 308, Parcel 277***

Trade Figure/Symbol

Represented by Diane DiCicco

Ms. DiCicco explained that they are proposing a removable easel with a wooden frame that will feature different pictures to display and the easel will adjust to fit many different size paintings. Marina Atsalis asked if they could paint the easel white and Ms. DiCicco did not believe that that would present any problem. Meaghann Kenney thanked the applicant for “thinking outside the box” in presenting their concept for a trade figure or symbol and hopes other businesses along Main Street will do the same.

**Motion duly made by Meaghann Kenney, seconded by Joe Cotellessa to Approve the Certificate of Appropriateness for a Trade Figure or Symbol as Submitted.  
So Voted Unanimously**

*Certificate of Appropriateness*

***Town of Barnstable, 46 Pearl Street, Hyannis, Map 326, Parcel 019***

Trade Flag

Represented by Melissa Hersh

The trade flag will be the traditional red, white and blue with the words “OPEN” on the middle white space of the flag.

**Motion duly made by Meaghann Kenney, seconded by Marina Atsalis to Approve the Certificate of Appropriateness for a Trade Flag as Submitted.  
So Voted Unanimously**

*Certificate of Appropriateness*

***Town of Barnstable, 250 South Street, Hyannis, Map 326, Parcel 138***

Trade Flag

Represented by Melissa Hersh

This will also be the traditional red, white and blue with the words “OPEN” on the middle white space of the flag. The flag will hang to the left of the door.

**Motion duly made by Meaghann Kenney, seconded by Marina Atsalis to Approve the Certificate of Appropriateness for a Trade Flag as Submitted.  
So Voted Unanimously**

*Certificate of Appropriateness*

***Stanley Allan Holmy dba Second Time Around, 631 Main Street, Hyannis, Map 308, Parcel 131-002***

Trade Flag

Represented by Stanley Allan Holmy

Mr. Holmy presented a photo of the flag which will be the traditional red, white and blue with the words "OPEN" on the middle white portion of the flag.

**Motion duly made by Meaghann Kenney, seconded by Joe Cotellessa to Approve the Certificate of Appropriateness for a Trade Flag as Submitted  
So Voted Unanimously**

*Certificate of Appropriateness*

***DB's Surf Bar, 575 Main Street, Hyannis, Map 308, Parcel 111-00B***

Location Hardship Sign & Trade Flag

Represented by Amanda Converse, Hyannis Main Street BID

Ms. Converse explained that the sign would be a wood frame and the center would be chalkboard. Marina Atsalis asked if anything will be placed on the blue portion at the top of the sign, perhaps their logo. Ms. Converse noted that it will remain just the blue and Meaghann Kenney added that the Restaurants logo is very interesting and they may want to consider adding this. The Members discussed that the writing on the chalkboard should be professionally lettered.

**Motion duly made by Paul Arnold, seconded by Meaghann Kenney to Approve the Certificate of Appropriateness for a Hardship Location Sign with as close to professionally lettered as possible and if any additional signage is to be added, they are required to return to this Commission.**

**So Voted Unanimously**

*Certificate of Appropriateness*

***La Petite France Café, 349C Main Street, Hyannis, Map 327, Parcel 114***

Location Hardship Sign, Trade Figure/Symbol

Represented by Heidi Parent

The location hardship sign will have a frame made of metal and the center area is designed to be able to write the menu in color pens. It will be displayed throughout the summer months and only on weekends in the winter months. The trade figure depicts a chef that is located just outside the entrance. Marina Atsalis added that the lettering should be professionally done.

**Motion duly made by Joe Cotellessa, seconded by Marina Atsalis to Approve the Certificate of Appropriateness for a Location Hardship Sign and a Trade Figure/Symbol as Submitted.**

**So Voted Unanimously**

*Certificate of Appropriateness*

***19<sup>th</sup> Hole, 11 Barnstable Road, Hyannis, Map 327, Parcel 006***

Open/Closed Sign

Represented by Amanda Converse, Hyannis Main Street BID

Ms. Converse noted that the words "Open" are in white and the surrounding neon is red. Barbara Flinn asked where the sign is located and Ms. Converse indicated that it will be to the right of the door inside of the window.

**Motion duly made by Marina Atsalis, seconded by Joe Cotellessa to Approve the Certificate of Appropriateness as Submitted for an Open/Closed Sign with the words "Open" to be in White and the surrounding neon in Red.**

**So Voted Unanimously**

*Certificate of Appropriateness*

***Ricardo De Olivgira dba Ink, 509 Main Street, Hyannis, Map 308, Parcel 093***

***Represented by Ricardo De Olivgira***

New Sign

(Continued from July 07, 2010)

Mr. De Olivgira is now present and the Commission reviewed his Application at this time.

He has made the changes that this board recommended at the last meeting and provided examples of different background colors, a black and a white background. Marina Atsalis asked if he is considering the black background and the applicant responded yes. Meaghann Kenney commented that the sign has been cleaned up and would suggest putting the words Cartridge Refilling and Computer Repair together on one line and then underneath Ink, Toner and Laser on another line and to add black bullets between the words Ink, Toner, Laser. Marina Atsalis suggests the bullets could be in the primary colors of an ink cartridge.

**Motion duly made by Marina Atsalis, seconded by Joe Cotellessa to Approve the Certificate of Appropriateness as Amended to reflect the words Cartridge Refilling and Computer Repair together on one line and then underneath Ink, Toner and Laser on another line and to add bullets between the words Ink, Toner & Laser.**

**So Voted Unanimously**

**Other Business**

Growth Management Director Jo Anne Miller Buntich asked for a moment of the Commissions time to update them on previous discussions regarding their concerns over enforcement of the decisions this Board makes. They are making progress on a date to walk Main Street and will have more information for them soon. They are also looking into a way to make the process clearer and to get an understanding of how the enforcement procedure works and what the expectations should be. For the present time, if you see something that is inappropriate, a complaint or notice should be passed onto the Building Department. These issues should be directed to the Chair and then the Chair can pass it onto the Building Department, or they can direct any concerns to her. Ms. Buntich noted that the enforcement process relies on complaints because of limited resources.

Amanda Converse wished to add that the BID has done a tremendous amount of outreach to get the word out.

**Having no further business before this Commission, a motion was duly made by Joe Cotellessa, seconded by Meaghann Kenney to Adjourn the Meeting at 8:30pm**

Respectfully submitted,  
Marylou Fair, Recording Secretary

All applications and plans may be reviewed at the Town of Barnstable, Office of Hyannis Main Street Waterfront Historic District Commission, 200 Main Street, Hyannis, MA.