



TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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May 20, 2008

DRB Memorandum #2008-5

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Recommendations of May 14, 2008

The Wednesday, May 14, 2008, meeting of the Design Review Board began at 7:30 p.m. in the Second Floor Meeting Room, Town Hall. Members Kathleen Fisher, Janet Winston and Anita Licis were present, along with Senior Planner, Christine Brestrup.

Also present were Duncan Ferguson of Ferguson Signs, for Prep Cosmetics and Claire Aniello of La Piazza Ristorante.

The Board turned to Appointments.

DRB #2008-00012, 202 North Pleasant Street, Duncan Ferguson of Ferguson Signs, for Prep Cosmetics
Recommended Approval of the design of two hanging signs proposed for the north and east facades, with conditions.

The signs were proposed as follows:

- One 18" x 10 feet Wood Panel sign in a bluish magenta color, to be hung from the soffit, centered on the porch area in front of the building;
- One 18" x 48" Wood Panel sign in a bright blue color, to be hung from the soffit, centered in the opening of the porch area, on the north side of the building;
- The lettering is proposed to be a light gray script, in a variation on the Balmoral Font.

The Board's recommendations were as follows:

- Shorten the larger sign by about 6" at each end so that the ends of the sign are more centered between the porch posts;
- Consider widening the larger sign so that the lettering can be slightly larger;
- Consider adding an inset border around both signs.

DRB #2008-00013, 30 Boltwood Walk, Claire Aniello, La Piazza Ristorante

Recommended Approval of the design of awnings, the awning sign, the outdoor furniture and the proposed barrier, as proposed.

The awning, awning sign and outdoor furniture are proposed as follows:

Awnings and sign

- Three awnings – two at 12'-6" and one at 16'-3 1/2", are to be installed over the windows on the west side of the building, replacing the awnings that had been in place prior to the fire;

- The awnings are to be straight (as shown on the sketch submitted) or slightly curved;
- The center awning is to have the words “La Piazza Ristorante” in Caslon Bold lettering;
- The awning are to be charcoal gray in color, as shown in the Sunbrella Fireresist catalogue, in Fireresist Plus fabric, Color #9649;
- The lettering is to be either white or ivory;
- Letters are to be 6” high on an 8” drop on the front of the awning, with 1” space above and below;
- According to calculations presented by the applicant, the combined total of all existing signage, plus proposed awning signage, on this façade will be approximately 3 to 4% of the façade area. (This does not include signage which may be proposed on barriers around the outdoor dining area.);
- Barriers around the outdoor dining area are to be black metal tubing with canvas inserts, connected to the metal frame with roping;
- Color of canvas inserts in the metal barriers is to be charcoal, to match the awning, or blue (teal) to match interior shades on the windows (visible from the exterior).

Site furniture

- Tables for seasonal outdoor dining are to be black, foldable metal tables, as shown in the photograph provided by the applicant (as described at <http://www.ballarddesigns.com/shopping/product/zoom/altviewmain.jsp?iProductID=1785&Default=view>) – Café Table – 30”);
- Chairs for seasonal outdoor dining are to be silver metal – possibly the same as used at the Monkey Bar (as described at <http://www.emuamericas.com/contract/product.cfm> – Coupole #354) or, alternatively, black plastic, as shown in the photograph provided by the applicant (as described at <http://www.contract-furnishings.com/gchairreturn.asp?ProductID=100000012>) – Miami Bistro Sidechair)
- Umbrellas at tables to be “market-style” umbrellas, in red as shown in the photograph provided by the applicant (<http://www.patioshoppers.com/images/products/arm4107-6t.jpg>)

Old Business

The Board had a lengthy discussion about the role of the DRB in the permitting process, in light of the Board’s response to a recent application for review of signs at the Bank of America building and in light of a series of emails exchanged between the Planning Director and Board member Kathleen Fisher. The Board discussed the need to refer to and rely on Section 3.2 of the Zoning Bylaw, with specific emphasis on Section 3.204, Design Review Principles and Standards, when reviewing applications. Ms. Fisher asked Ms. Brestrup to research examples of strong Design Review Boards in Massachusetts and throughout the country, to see how the role of the Amherst Design Review Board could be strengthened.

Cc: Kathleen Fisher, DRB member
 Anita Licis, DRB member
 Janet Winston, DRB member
 Applicants:
 Duncan Ferguson, Ferguson Signs
 Claire Aniello, La Piazza Ristorante
 Carolyn Holstein, Zoning Staff Assistant