



MEETING MINUTES

DESIGN REVIEW BOARD

The Amherst Design Review Board will virtually meet at **5:00PM** on **Tuesday, February 15, 2022**

This meeting was recorded on Zoom and may be viewed on the Town of Amherst YouTube Channel. Click on the following link to access this meeting recording:
<https://youtu.be/n9BDKAKGBrl>

At this Meeting, the Design Review Board will conduct the following business:

PRESENT: Catherine Porter, Chair; Erika Zekos; and Thom Long (3)

ALSO PRESENT: Maureen Pollock, Planner and staff liaison to the DRB; applicants, and members of the public;

At this Meeting, the Design Review Board will conduct the following business:

APPLICATION:

DRB FY2022-14, Downtown Amherst Foundation – To review the proposed changes to the entrance doors and exterior building facade for The Drake, a new live performance and music venue, under Section 3.20 of the Zoning Bylaw, located at **44 North Pleasant Street (Map 14A/Parcel 337)** General Business (B-G) Zoning District.

Gabrielle Gould, Executive Director of the Amherst Business Improvement District (Amherst BID) and Downtown Amherst Foundation was present to explain the proposed changes.

Gabrielle Gould explained that in order to make the North Pleasant Street door entrance fire code and ADA/MAAB compliant, they will need to provide a double doors that swing out. The door location will be relocated from the existing single door on the south façade (facing Amity Street) to east façade (facing North Pleasant Street). The existing single door will be converted into a wall, which will be painted a burgundy red to blend in with the surrounding brick wall. The upper part of the wall will be frosted glass to allow light in.

DRB members suggested that the applicant considering placing a bulletin board on the solid wall to help promote upcoming events at The Drake.

After Board discussion, the Board made the following motion and voted with suggestions.

MOTION: Moved by Mr. Long, seconded by Ms. Zekos, and voted (3-0) to give a positive recommendation to the Building Commissioner for Downtown Amherst Foundation's proposed changes to the entrance doors and exterior building facade

for The Drake, a new live performance and music venue, under Section 3.20 of the Zoning Bylaw, located at 44 North Pleasant Street (Map 14A/Parcel 337) General Business (B-G) Zoning District., with the following suggestion:

1. In the future, consider providing a bulletin board on the solid wall to help promote upcoming events at The Drake.

DRB FY2022-15, Jett Craze– To review the proposed signage, color change to the awning, window frame, and doors; as well as proposed outdoor tables and chairs for The Humble Peach, a new vegan bakery, under Section 3.20 of the Zoning Bylaw, located at **174 North Pleasant Street (Map 11C/Parcel 231)**, Limited Business (B-L) Zoning District/Design Review (DR) District.

Jett Craze and Jenna Gigliotti, proprietors of The Humble Peach were present to explain their proposal, which includes:

1. White lettering on the existing awning with the following content, ‘THE HUMBLE PEACH PLANT BASED BAKERY;’
2. Gold lettering on the front door window with the following content, ‘174 BREADS PASTRIES CAKES;’
3. Gold lettering in the larger window with content such as, ‘SEASONAL LOCAL SUSTAINABLE.’ The exact content is not confirmed yet.
4. Replace all the pink coloring on the existing awning and door/window trims with the color green.
5. Provide (3) three tables with chairs for the outdoor patio.

Jett Craze said that the tables and chairs will be brought inside at the close of each business day.

DRB members asked if umbrellas will be provided for each table. Jett Craze responded that he could provide umbrellas though cautioned concerns about wind conditions.

Gabrielle Gould stated that there are street trees in front of 174 North Pleasant Street which provides ample shading in the summer months.

DRB members discussed the proportion of the letters to the size of the awning is tight. Discussed that the lettering should be reduced to provide more breathing room around the awning border.

After Board discussion, the Board made the following motion and voted.

MOTION: Moved by Ms. Zekos, seconded by Mr. Long, and voted (3-0) to give a positive recommendation to the Building Commissioner for DRB FY2022-15, Jett Craze– To review the proposed signage, color change to the awning, window frame, and doors; as well as proposed outdoor tables and chairs for The Humble Peach, a new vegan bakery, under Section 3.20 of the Zoning Bylaw, located at 174 North Pleasant Street (Map 11C/Parcel 231), Limited Business (B-L) Zoning District/Design Review (DR) District, with the following suggestion:

1. Reduce the font size of the lettering on the existing awning so there is more space around the awning border.

DRB FY2022-16, Graphic Impact Signs– To review the proposed building wall signage, under Section 3.20 of the Zoning Bylaw, located at Bank ESB, **253 Triangle Street (Map 11C/Parcel 265)**, Limited Business (B-L) Zoning District/Design Review (DR) District.

Chad Bolotin of Graphic Impact Signs was present to explain Easthampton Savings Bank’s proposal, which is to install (1) one 34 ¾ inch high by 66 inch wide (16 square feet in area) permanent wall sign frame structure for a changeable marketing advertisement image. The location of the sign frame structure is at the north façade (rear building) at the easterly corner of the building, along Cottage Street.

The bank anticipates changing the marketing image about 6 times annually and prior to each change. A copy of the proposed marketing image will be provided to Inspection Services to have on record along with the proposed date of the marketing panel change. The intention of this application is to have the permanent sign frame permitted with the allowance of the changeable marketing image.

The existing condition photo shows a “now open” sign. For clarification, the “now open” has been removed. The “BankESB” sign over the door entrance along the north facade will remain.

Thom Long asked why is the proposed sign so high up on the building façade. Chad Bolotin responded the bank would like the proposed sign to be at the same elevation of the proposed “BankESB” sign and so the proposed sign cannot be vandalized as it will not be in reach from pedestrians.

Maureen Pollock stated she will ask the Building Commissioner whether the DRB can review and provide recommendations on content for the bank’s proposed changeable marketing advertisement imagery, without the exact messaging before the them. Chad Bolotin stated the Bank will use the same fonts and colors for all future marketing advertisement imagery. The only thing that is not in front of DRB is the exact messaging.

Erika Zekos asked if the proposed sign could align with the bottom of the “BankESB” sign.

Thom Long suggested to align the proposed sign at an equal distance from the top edge of the building and side edge of the building. Stated the yellow colored lettering over the green background is difficult to read. Suggested to make the green background darker in color.

After Board discussion, the Board made the following motion and voted with suggestions.

MOTION: Moved by Mr. Long, seconded by Ms. Zekos, and voted (3-0) to give a positive recommendation to the Building Commissioner for Graphic Impact Signs’ proposed building wall signage, under Section 3.20 of the Zoning Bylaw, located at Bank ESB, **253 Triangle Street (Map 11C/Parcel 265)**, Limited Business (B-L) Zoning District/Design Review (DR) District, with the following suggestions:

1. Align the proposed wall sign with the bottom of the existing “BankESB” sign over door entrance along the north façade.
2. Align the proposed wall sign at an equal distance from the top edge of the building and the side edge of the building.
3. Make the green background darker in color.

4. NOTE: the DRB's recommendation and suggestions are relative to the permanent sign frame and specific marketing image submitted. Planning Staff will ask the Building Commissioner whether the DRB may review and provide recommendations on content without the exact messaging before them. The Bank will use the same fonts and colors for all future marketing advertisement imagery. The only thing that is not in front of DRB is the exact messaging/content.

APPROVAL OF MEETING MINUTES: None

GENERAL PUBLIC COMMENT PERIOD: None

OTHER BUSINESS NOT ANTICIPATED WITHIN 48 HOURS: None

ADJOURN:

MOTION: Moved by Mr. Long, seconded by Ms. Zekos, and voted (3-0) to adjourn the meeting at 6:09PM

CATHARINE PORTER, CHAIR

AMHERST DESIGN REVIEW BOARD