



TOWN HALL
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DESIGN REVIEW BOARD
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October 9, 2008

DRB Memorandum #2008-11

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Recommendations of September 24, 2008

The Wednesday, September 24, 2008, meeting of the Design Review Board began at 7:30 p.m. in the Room 101 (South Meeting Room) of the Bangs Center. Members Kathryn Grandonico, Lynda Faye, Jonathan Salvon and Janet Winston were present, along with Senior Planner, Christine Brestrup.

Also present were Diana Stein, liaison for the Select Board, John Kuhn of Kuhn Riddle Architects, Mark Parent and John Korpita, for Amherst Brewing Company, Miguel Perez for Computers and More, Duncan Ferguson for Matt's Barber Shop (Ferguson Signs) and Peter Lillya for the Public Transportation Committee.

The Board turned to **Appointments**.

DRB #2009-00007, 233 North Pleasant Street, Suite 6, Miguel Perez for Computers and More

Recommended Approval of the proposed sign, with conditions

Miguel Perez presented the proposed sign and showed photographs of the Carriage Shops Building and signs of adjacent businesses, along with a simulated photo of his proposed sign in place. Mr. Perez plans to install the sign on the existing sign brackets. The dimensions of the new sign are proposed to be 5' x 2 ½'.

The Board asked about the number of existing signs on the windows of the business and whether Mr. Perez plans to keep them all. Mr. Perez would like to keep the existing signs in the windows. Board members commented that there were too many signs in the windows and it looks too busy.

Mr. Perez would like to change the sign on the door to match the larger logo sign. The sign on the door is proposed to be 28" x 14". Board members commented that the lighted "Open" sign in the window and the other signs on the windows provided too many words in a small space. Board members also asked why the larger sign was not proposed to be more rectangular, to be consistent in proportion and shape with signs for other businesses nearby. Ms. Brestrup noted that in the B-G (General Business) District signs may not exceed 10 percent of the building wall. In this case the "building wall" would be interpreted as that part of the building that is controlled by the business. It appears that the main sign, as proposed, is within the limits allowed. However, the combination of the main sign and the signs in the windows probably exceeds the 10 percent limit.

The Board members complimented Mr. Perez on his attractive sign design, but advised him to leave out the phone number and additional wording. This information can be provided on the door.

Mr. Salvon suggested that there be an addition to the Design Review Board application form, requesting information about the existing signs on the property, including number, size and locations of existing signs.

Conditions:

1. The main sign should be the same shape as the other signs on the building; i.e. it should be longer and less wide. Board members suggested a proportion of 5' x 2'.
2. The telephone number should be deleted from the sign. The words "Computer Service/Electronics" should either be deleted from the sign or moved to the right of the logo. There will be more space on the right if the sign is made longer in the horizontal direction.
3. The sign should be mounted so that the top of the sign is level with the floor of the balcony above the door. The brackets may need to be moved, cut off or replaced to accomplish this repositioning.
4. Excess signs in the windows should be removed so that the total area of signs amounts to no more than 10 percent of the building wall as controlled by Computers and More.

DRB #2009-00008, 59A Boltwood Walk, Duncan Ferguson for Matt's Barber Shop (Ferguson Signs)

Recommended Approval of the proposed sign

Duncan Ferguson presented information about the sign for Matt's Barber Shop. He acknowledged that the sign had already been installed. The new sign is exactly the same size as the previous sign. Raven Books and Left Click were two of the previous tenants. The size of the sign is 1' x 12 ½'. The sign is metal and has a black enamel background with texturized gold-leaf lettering. It is simple and legible. There is a barber shop pole logo at the left side of the sign, in red, white and blue stripes with gold finials. The Board members commented that the sign is beautiful, sophisticated and clear. Mr. Ferguson noted that the font is "Baskerville", one of the oldest alphabets in the world.

The Board turned to **Old Business**.

DRB #2009-00006, 24 North Pleasant Street, Amherst Brewing Company (John Korpita)

Recommended Approval of the proposed signs and lighting.

John Korpita, owner of the Amherst Brewing Company, presented the application. Jonathan Salvon recused himself from discussions about the ABC proposal, since Kuhn Riddle had prepared the design drawings for ABC.

John Kuhn and John Korpita presented the proposal for new signs. There will be two new signs. One will be located in the archway of the canopy leading into the new entryway to Amherst Brewing Company and one will be located along the south edge of the canopy. Both signs will be integrated into the canopy structure. They will be back-lit signs made of lexan and painted black. The light will shine through the lettering and "hops" logo creating a color that will match the other signs on the building. Mr. Kuhn noted that the new design for the canopy now shows a doubling of the columns as the Board had recommended on September 10th.

Mr. Korpita presented the proposal for new lighting. There will be four (4) additional canister lights to match the five (5) existing canister lights in the ceiling over the entryway. He showed photographs of the existing canister lights. The square plastic wall-mounted lights are already there and will remain. There will be three (3) ceiling fan lights added in the outdoor seating area. These will not be visible from the outside.

Old Business

Redesign of Intersection at Route 116 (West Street) and Pomeroy Lane (Pomeroy Village)

The Board reviewed the draft plans for the redesign of the intersection, prepared by the Department of Public Works. Board members discussed the issue of bus pull-offs and bus shelters. They discussed a suggestion (presented by Jane Ashby, Chair of the Public Transportation Committee, in a meeting with Ms. Brestrup), recommending that the southbound bus stop not be moved to the south side of the intersection, as had been proposed. In support of leaving the southbound bus stop in its current location, Ms. Ashby had suggested that

there does not need to be a pull-off on the west side of the road for this bus stop, since the bus will stop only for a short time. If a pull-off is constructed in this location, the existing trees on the west side of the road may be lost.

Ms. Brestrup offered to call Al Byum at the UMass Transportation Office to ask if it would be possible to have a bus stop in the travel lane, with no pull-off.

The Board discussed the need for a bus shelter on the northbound side in addition to a bike rack. Board members agreed that it may not be necessary to install a bus shelter or a bike rack on the southbound side since there is not much room, and there are not many people getting on the bus here and riding south to South Hadley.

According to studies done by the PTC most people riding the bus from this intersection are heading north to the University or to the center of town. They need a bus shelter while they are waiting for the bus. However, on the return trip they get off the bus and scatter to their homes or cars and do not need a bus shelter once they are off the bus.

Board members discussed pushing the southbound bus stop further to the north, close to a driveway entering the large parking lots, but decided that this would move the bus stop too far away from the intersection and the crosswalks.

The Board members discussed the possibility of adding “mid-block” crosswalks, not located at the intersection. They would like to hear from the DPW and Town Engineer about the practicality of this idea. One location that might make sense is to install a crosswalk across West Street at the northbound bus stop.

Peter Lillya noted that if there were no pull-off at the southbound bus stop, the bus could pull off into the bike lane. He also suggested that the travel lanes could be 11 feet rather than 12 feet wide.

Mr. Salvon agreed with the plan to close up the Hess driveway and also agreed with the proposed placement of the road within the right-of-way.

The Board turned to **New Business**.

Election of Officers

The Board discussed and dismissed the option of having a “rotating chair”.

Lynda Faye MOVED to nominate Janet Winston to be Chair. Jonathan Salvon seconded the motion and the Board VOTED unanimously to elect Janet Winston as Chair.

Janet Winston MOVED to nominate Lynda Faye to be Vice-Chair. Jonathan Salvon seconded the motion and the Board VOTED unanimously to elect Lynda Faye as Vice Chair.

The Board did not elect a Clerk.

The meeting adjourned at 9:15 p.m.

Cc: Anita Licis, DRB member
Janet Winston, DRB member
Kathryn Grandonico, DRB member
Jonathan Salvon, DRB member
Lynda Faye, DRB member
Applicants:
Miguel Perez, Applicant
Duncan Ferguson, Applicant
John Korpita, Applicant
Barry Roberts, Building Owner
Carolyn Holstein, Zoning Staff Assistant
Jeffrey Bagg, Senior Planner
Jason Skeels, Town Engineer
Peter Lillya, Public Transportation Committee
Jane Ashby, Public Transportation Committee
Rob Crouner, Public Works Committee
Diana Stein, Select Board