



TOWN HALL  
4 Boltwood Avenue  
Amherst, MA 01002-2351

DESIGN REVIEW BOARD  
(413) 259-3040  
(413) 259-2410 [Fax]  
[planning@amherstma.gov](mailto:planning@amherstma.gov)

February 23, 2009

**DRB Memorandum #2009-01**

**Memo to:** Bonnie Weeks, Building Commissioner  
Jonathan Tucker, Planning Director  
**From:** Christine Brestrup, Senior Planner  
**Subject:** DRB Meeting  
February 10, 2009

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The Tuesday, February 10, 2009, meeting of the Design Review Board began at 7:35 p.m. in the Glass Room, Bangs Center. Members Janet Winston (Chair), Jonathan Salvon and Kathryn Grandonico were present, along with Senior Planner, Christine Brestrup. Also present were Jason Skeels, Town Engineer, Peter Lillya, member of the Public Transportation and Bicycle Committee, Chuck Santos of Viewpoint Sign and Awning, Michele Inglese from Papa Gino's, and Brian Stahl and Tom Murphy of Stacker's Pub.

**DRB #2009-00009, 48 North Pleasant Street, Viewpoint Sign & Awning for Papa Gino's**

***Recommended Approval of the proposed sign and awnings, with conditions***

The applicant applied for review of a replacement sign over the main entry and installation of two awnings (one with lettering and one without lettering).

Chuck Santos of Viewpoint Sign and Awning and Michele Inglese of Papa Gino's presented the proposal. The sign which will replace the "Via Via" panel sign is proposed to be a 3/4" PVC sign panel with 3/4" PVC letters mounted on the sign panel. It is designed to look like a carved sign.

Initially, this sign was proposed to be lit by the existing light fixtures mounted on the front wall of the building. It was not proposed to have interior illumination.

The Board discussed the existing lighting fixtures for this sign and asked the applicant to consider removing the light fixtures and installing gooseneck lights above the sign panel. The applicant stated that it would be possible to install a box sign with a lexan or acrylic face that would be interior-lit. The Board expressed strong preference against the box sign with interior lighting and in favor of the panel sign with dimensional lettering and gooseneck lighting.

As an alternative to the initial lighting proposal for the front panel sign, the applicant proposed a 3" deep panel sign with gooseneck lights mounted as part of the sign (to avoid the window above). All agreed that this would be a suitable look for the town.

The awning is proposed wrap around the northeast corner of the building and to have interior illumination. The light will be mounted inside the awning and will provide a subtle illumination for the white lettering. The letters will consist of a "heat-sealed graphic" mounted on the awning fabric. The fabric will be similar to "Sunbrella" fabric but it is weather resistant. The red of the awning will be a dark red.

The square footage of the signs on each wall will be less than 10% of each building wall, as allowed in the Bylaw. There will be no additional signage on the storefront.

#### Conditions

- 1) The applicant should consider replacing the existing lighting fixtures on either side of the front sign panel with a series (3 or 4) of goose-neck lights, shining down to illuminate the sign. The color of the goose neck lights should be black. The applicants may integrate these goose neck lights into the sign, since there is very little room above the sign for lights to be installed.
- 2) There should be no additional signage on the storefront.

#### **DRB #2009-00010, 55-57 North Pleasant Street, Brian Stahl for Stacker's Pub (formerly Delano's)**

##### *Recommended Approval of the proposed signs, with conditions*

The applicant applied for review of three new signs – installation of two small signs on the store front and replacement of an existing blade sign – in addition to painting the window trim and wood trim on the façade and replacement of the awning canvas with black canvas to include the words “Stacker's Pub”.

Tom Murphy presented the proposal for Stackers. He described the replacement sign for the blade sign that is mounted on the second story. The mounting will remain as is and only the face plates will be replaced. The new blade sign will be black with gold lettering. It will have a white border to help it to stand out from the existing black frame.

The two signs proposed for the façade will replace an existing Pinocchio's menu sign. The first sign will be a 2' x 3' “Stacker's Pub” sign, in black, with gold lettering, and a logo consisting of two stacked Guinness glasses. This sign will have a gold border inset from the edge. The second sign will be a 1.33' x 3' “Pinocchio's on-the-go” sign, in white, with red and black lettering and a black inset border.

The signs will be illuminated by the three (3) existing lights mounted under the awning. The ambient light from the street will also provide illumination.

The façade will be painted black with gold trim, reminiscent of the classical pubs in Ireland. Both the frames and the panels will be black. The entry alcove will also be painted black and the entry door will be painted red. There will be a fine gold line painted along the edge of the wooden frames that make up part of the façade.

The existing blue awning fabric will be replaced with black fabric. The letters “Stackers Pub” will be added to the awning in gold.

Mr. Murphy stated that the total square footage of the signs will be less than 10% of the wall area.

Mr. Salvon commented that the font used in the signs was not in keeping with the classical Irish pub theme, but the applicants were reluctant to change their logo and lettering.

The Board suggested that the signs would stand out from the black façade if they were mounted on a gold sign panel. This will also help to unify the signs and make them appear more like a directory sign. The gold sign panel should be placed so that there is a gap of an inch or two between it and the black wooden frame.

#### Conditions

- 1) The existing light fixtures should be painted black.

2) The applicants should consider mounting both panel signs (“Stacker’s Pub” and “Pinocchio’s on the go”) on a background panel of gold to make the two signs appear more integrated with one another and to help them to stand out from the black wall background. The gold sign panel should be slightly larger than the signs mounted on it, but should not extend up to the edge of the black frame in which it sits. There should be an inch or two of black wall on either side of the gold panel.

The Board turned to **Old Business**.

### **Old Business**

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

The Board began the meeting with a review of new information received since the last meeting on January 13.

Ms. Brestrup listed the documents that had been received, including:

- A letter from the Public Transportation and Bicycle Committee, dated January 22, 2009, (commenting on pedestrian safety, bus shelters, flexibility in signaling, and the location of crosswalks);
- An email from Terry Forrest, dated February 10, 2009, advocate for people with disabilities, commenting on the design of bus stops;
- A memo from Christine Brestrup dated February 6, 2009, regarding a meeting with Glenn Barrington, of UMass Transit Services;
- A memo from Christine Brestrup, dated January 28, 2009, regarding the January 13, 2009, DRB meeting.

Mr. Skeels presented an alternative to the most-recently proposed plan. The new plan shows a multi-use path that can be used by pedestrians, bicyclists, joggers and bike riders. This multi-use path will replace the bike lanes in the vicinity of the intersection. Mr. Skeels noted that “serious” bikers could choose to use the path or share the road with the cars. The multi-use path might eventually connect with a path that would travel through the Notch and down into South Hadley. He noted that the sidewalk in front of Hampshire College is wider than normal and may be integrated into a future multi-use path that may run along Route 116.

Mr. Skeels stated that the multi-use path would be 10 feet wide in the vicinity of the intersection. It would have a yellow stripe down the middle to divide those traveling north from those traveling south. The path would be constructed of asphalt, but driveway crossings could be brick, granite and concrete, like the street crossings. These crossings would give those using the path an indication that they are entering or are already in a village center. Mr. Lillya noted that people seem to be getting accustomed to multi-use paths.

Ms. Grandonico expressed support for the concrete and brick crosswalks, but she had concerns about the costs.

Mr. Skeels stated that the cost estimates indicated that the costs were not that far apart. He stated that the PTBC is requesting that there be reflectorized paint around the crosswalks.

Mr. Lillya stated that the speeds at the Pomeroy Lane intersection are higher than those in the center of town and that therefore the reflectorized paint at the crosswalks was especially important.

Mr. Skeels reported on the meeting with Glenn Barrington of UMass Transit Services. Mr. Barrington agreed that there was no need for a bus shelter on the southbound side, but that a waiting area with a bench would be appropriate.

Mr. Lillya noted that the shelter on the northbound side should contain a partial bench with enough space to accommodate a wheelchair beside it. Ms. Grandonico stated that there should be a bike rack as well. Mr. Skeels stated that the town had a stock of bike racks and could install one at each bus stop.

Ms. Grandonico stated that the goal of the redesign of the intersection should be to create more community and to encourage more people to use the bus.

Ms. Brestrup reported that Terry Forrest had been concerned about the lack of a bus shelter on the southbound side because future development in the area might increase the need for a shelter in that location. She noted that if there is a future need for a bus shelter, one can be installed at that time.

Mr. Skeels stated that the plan shows the multi-use path ending at Glendale Road. It might need to be 8 feet wide in the vicinity of the bridge and may need a guardrail where the path abuts the road.

In the location where the multi-use path ends and the bike lane resumes along the edge of the road, there will need to be a crosswalk. The location of the splitter island should be coordinated with the location of the crosswalk to provide a safety zone in the middle of the road for pedestrians and bicyclists.

Mr. Skeels noted that the new alternative plan limits the amount of property that will need to be taken from abutters. However there will be a small taking in front of the new office building. The lanes will be as follows:

- 12 foot through lane northbound
- 11 foot turning lane
- 12 foot through lane southbound.

These measurements include the striping.

The Board discussed the concern raised by Terry Forrest regarding a 4" curb required at the bus stops. This 4" curb will prevent the bus exit ramps from being too steep for wheelchairs. Mr. Skeels did not see a problem with accommodating this 4" curb for the ramps from the buses.

Mr. Lillya and Ms. Winston agreed that moving the bus stop at Pomeroy Lane eastbound was a good idea.

The issue of signal controls was discussed. Mr. Skeels noted that the pedestrian crossing would only operate when the button is pushed.

The three DRB members in attendance agreed that they all liked the multi-use path and agreed with the plan as presented. Mr. Skeels noted that the plan still includes the five-foot grass strip between the path and the roadway, that the disturbance to trees roots will not increase from the previous plan and that the 24" maple at the NW corner might be saved.

The Board turned to **New Business**.

### **New Business** **Mullin Rule**

Ms. Brestrup distributed copies of Town Counsel's letter regarding the Mullin Rule and noted that she had asked Town Counsel for an opinion on whether the Mullin Rule would apply to the Design Review Board, given that the DRB is not an adjudicatory body and does not generally hold public hearings. Mr. Salvon noted that the DRB does hold public hearings, from time to time. The Board will consider this issue at a future meeting.

The Board turned to **Future Meetings**.

### **Future Meetings**

Mr. Salvon stated that Wednesdays and Thursdays are fine for him. Ms. Grandonico asked if the meetings could be held earlier. The Board decided hold its next meeting on Tuesday, February 24, 2009, at 7:00 p.m. and to discuss the issue of schedules at that meeting.

The Board returned to **Old Business**.

**Old Business**

**Downtown Sidewalks**

Mr. Skeels presented the latest version of a plan that the Board had previously reviewed showing the reconstruction of the sidewalk from St. Brigid’s Church to the Fire Station. Mr. Skeels noted that the plan included three new trees in the vicinity of the Tucker-Taft Building. A variety of trees will be chosen for the streetscape and Red Oaks seem to be favored by the Shade Tree Committee. There will be new benches, trash receptacles and lamp posts installed. Benches and bike loops will be placed strategically to protect trees. The crosswalk at the Fire Station will be steep enough to require handrails. There will be an additional step at the CVS stairs. Barry Roberts, owner of the building next to St. Brigid’s, will be reconstructing the upper portion of the streetscape, adjacent to the building. He will be incorporating a paved patio, with a retaining wall to take up the grade between it and the sidewalk.

Mr. Skeels will give copies of the plans to the Planning Department.

Ms. Grandonico asked to have a count on the number of lamp posts because she is in charge of the “Merry Maple” lighting.

Mr. Skeels noted that the DPW is planning to complete construction on this portion of the sidewalk in time for the 250<sup>th</sup> Parade, which will occur on September 15<sup>th</sup>. The DPW plans to coordinate its work with Mr. Roberts.

The Board members agreed by consensus that the plan was satisfactory.

Ms. Winston asked what was happening about the signs on the Common. Ms. Brestrup reported that she was trying to contact the proponents of the signs to have them attend a DRB meeting. She also stated that Mr. Wald would be discussing this topic with the Historical Commission and would have a report for the DRB at a subsequent meeting.

The meeting adjourned at 9:11 p.m.

Cc:	Anita Licis, DRB member	Peter Lillya, Public Transportation Committee
	Janet Winston, DRB member	Jane Ashby, Public Transportation Committee
	Kathryn Grandonico, DRB member	Rob Crouner, Public Works Committee
	Jonathan Salvon, DRB member	Larry Shaffer, Town Manager
	Aaron Hayden, Select Board	Jason Skeels, Town Engineer
	Jeffrey Bagg, Senior Planner	Guilford Mooring, Superintendent of Public Works
	Nate Malloy, Associate Planner	Roy Rosenblatt, Director of Community Development