



TOWN HALL
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DESIGN REVIEW BOARD
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September 1, 2009

DRB Memorandum #2009-09

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – September 1, 2009

The Tuesday, September 1, 2009, meeting of the Design Review Board began at 6:35 p.m. in the Town Room of the Town Hall.

Design Review Board Members Janet Winston (Chair), Jonathan Salvon, Kathryn Grandonico and Jim Wald were present.

Also present were Christine Brestrup, Senior Planner, Peter Lillya of the Public Transportation and Bicycle Committee and Jae Young Lee of Arigato Steak and Sushi Restaurant.

DRB 2010-00001, 11 North Pleasant Street and 27-39 Boltwood Walk, Arigato Restaurant
– replace two awning signs

The Board recommended of the two awnings with no conditions.

Ms. Grandonico recused herself from discussion about the signs since the company that she works for, Lincoln Real Estate, owns the building. Due to the applicant's inability to speak English, Ms. Brestrup gave the presentation of the two new signs that are already in place. The two signs are as follows:

- 1) There is a new awning sign over the front door at 11 North Pleasant Street. It is on white awning material with black lettering in a quasi-Japanese style and the words "Arigato" and "Sushi – Sashimi" on one side and "Hibachi – Teriyaki" on the other side. The ends of the awning each have a red strip with the word "Arigato". There is also the word "Sushi" on one end and "Sashimi" on the other end in black Japanese-style lettering.
- 2) There is a new awning sign over the door to the restaurant in the basement at 37-39 Boltwood Walk. It consists of a strip of white material adhered to the fabric of a red and orange striped awning. On the white material are the same words as on the front of the awning at 11 North Pleasant Street.

Ms. Winston and Mr. Salvon commented that these signs are better than the ones that were replaced. Mr. Wald noted that the curve of the awning is attractive.

The Board and Commission members turned to **Old Business**.

Intersection at Route 116 (West Street) and Pomeroy Lane (Pomeroy Village) – further discussion regarding the redesign of the intersection.

Ms. Brestrup updated the Board members on the status of the latest plan for the intersection and stated that there is a need to locate signs announcing the approach of the intersection and the Village Center and identification signs to let people know that they are in a Village Center. There was also a need to locate street furniture. In addition, the DRB had asked Town Engineer, Jason Skeels, for a plan showing the pattern of street lighting (i.e., where the light would fall on the ground from the new street lights (sometimes called a “lumen plan” or a “photometric plan”).

Mr. Salvon asked about signs for the Atkins Corner development and whether the signs for the Pomeroy Lane intersection should be the same as those for Atkins Corner.

Mr. Wald stated that the Historical Commission would like to develop a sign plan for the whole town, and noted that the Commission favors consistency of design. He stated that the HC is almost finished with a plan for signs for the West Cemetery and suggested that these signs could be used as the basis for a town-wide sign plan. He stated that the HC is almost ready to issue an RFP to construct and install the West Cemetery signs.

Ms. Grandonico commented that the Chamber of Commerce Government Affairs Committee is trying to obtain state money to redo the street signs. They were envisioning a 3-tier sign plan. Tier One would be a large map indicating “You are here.” There would be 3 or 4 of these located throughout town. Then there would be signs located within the town and signs showing how to get to Amherst from elsewhere.

The plan calls for some money to come from the town and some money may be available from the state. Ms. Grandonico noted that we don’t have “Center of Town” signs or “Village Center” signs.

Mr. Wald commented that the existing sign system in the downtown has signs that are too dark and too high up.

Ms. Grandonico stated that the current signs are not noticeable when people are driving. There was a plan to have directory signs and to number each commercial location with a list that could be updated. She suggested that a meeting be held with representatives of the Chamber of Commerce, the Historical Commission and the Design Review Board, to begin to discuss a sign plan for the town.

Mr. Wald and Mr. Lillya suggested that the town put up a speed limit sign to be viewed as drivers approach the Pomeroy Lane intersection, but thought that there may not be a need for a sign announcing the approach of a Village Center.

Ms. Winston suggested installing a sign that would read “Entering South Amherst Village” in a style coordinated with other signs in town and below the lettering have the word “SLOW”.

Ms. Grandonico recommended having a sign identifying the “Village Center” to be read once you have actually arrived, rather than a sign indicating an approach to the Village Center.

Mr. Lillya stated that the signs at Pomeroy Village should be the same as those at Atkins Corner.

The Board converged on an opinion that it might be excessive to have “Entering Pomeroy Village” signs. Ms. Grandonico suggested signs that warned of “Pedestrian Crossing Ahead”. Ms. Winston

agreed, stating that people are more likely to pay attention to those types of warning signs, rather than signs indicating an approach to a Village Center.

Mr. Wald asked about lighting for the easement path that will cross the parking lot north of the old apple storage building. Ms. Winston suggested lights attached to the building, located at either corner. Mr. Lillya recommended directed lighting, which would shine down on the path. Ms. Winston stated that there must be lighting in the apartment complex (Pomeroy Lane Coop) behind the parking lot, which will help somewhat to light people's way.

Ms. Brestrup offered to check the existing lighting in the Dancer Computer parking lot.

Mr. Salvon asked about the proposed turning lanes and who was objecting to them. Mr. Lillya stated that the primary objections had come from Ms. Ashby, a former member and chair of the Public Transportation and Bicycle Committee. Mr. Lillya stated that he viewed the turning lanes as almost inevitable, and he didn't see a problem with them.

Ms. Grandonico stated that she would like to see a lighting plan prior to the next time the DRB discusses the intersection plan. She would also like to have a meeting about signs with the three committees (the DRB, the Historical Commission and the Chamber of Commerce Government Affairs Committee) before scheduling a public meeting on the intersection.

The Board members asked Ms. Brestrup to find out from Aaron Hayden if the Select Board would like to have a presentation on the intersection design before a public meeting is scheduled.

The meeting was adjourned at 7:10 p.m.

Future Meetings

The Board scheduled the following future meetings:

Tuesday, October 6

Tuesday, October 20

Tuesday, November 3

Tuesday, November 17

Tuesday, December 1

Tuesday, December 15

Cc: Anita Licis, DRB
Janet Winston, DRB
Jim Wald, DRB & HC
Jonathan Salvon, DRB
Kathryn Grandonico, DRB
Jeffrey Bagg, Senior Planner
Nate Malloy, Associate Planner
Aaron Hayden, Select Board Liaison
Larry Shaffer, Town Manager
Jason Skeels, Town Engineer
Guilford Mooring, Superintendent of Public Works
Peter Lillya, Public Transportation & Bicycle Committee