



TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

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

January 27, 2010

DRB Memorandum #2010-2

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – January 19, 2010

The Tuesday, January 19, 2010, 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), Anita Licis, Jonathan Salvon, and Jim Wald were present.

Also present were Christine Brestrup, Senior Planner, Nina Wishengrad of the Town Commercial Relations Committee and Greg Varypatakis, Applicant.

DRB 2010-00008, Greg Varypatakis for Amherst Crêperie – installation of proposed 2' x 13' aluminum sign

Recommended approval with conditions.

Mr. Varypatakis presented the application. He explained that one of the previous tenants (Wooton Books) had a larger sign (2' x 15') but that the proposed sign would be only 2' x 13', in order to comply with the size limitation in the Zoning Bylaw (no more than 10% of the façade area controlled by the tenant may be covered by a sign).

The sign will not be internally lit, but will be lit from above by the four existing gooseneck lamps. The sign will be aluminum with PVC letters.

Mr. Salvon asked if there were any plans to repaint the sign panel on which the sign would be mounted so that it would match the color of the sign (black). Mr. Varypatakis thought that this suggestion was a good idea and would consider repainting the sign panel to match the black in the sign.

Ms. Licis asked about window and door lettering. There are no plans for window and door lettering.

Ms. Licis stated that the letters appeared to be “3D” and suggested that it might be good to give them some dimension because it would look “more traditional”.

Mr. Varypatakis noted that the town and the building are historic and he doesn't want anything too flashy, but wants something that will blend with the façade and the other buildings in the area.

Mr. Wald recommended taking off the accent on the final “e” in the word “Creperie” and putting the proper accent on the first “e” as would be done in French, as in “Crêperie”.

Ms. Winston asked about the imagery in the center of the sign, which consists of scoops of ice cream in the shape of hearts and strawberries and a banana. Mr. Varypatakis explained that there is symbolism in the image having to do with his mother's children, a grandchild and a nephew.

Ms. Licis commented that it looks charming.

Mr. Varypatakis explained that his family has been in the Greek restaurant business for 27 years. The crêpe concept is popular in Europe. Crêpes will be served for breakfast, lunch and dinner and will come in both sweet and savory forms.

He would like to open on February 5th or 14th. There will be 24 seats and 8 stools for a total of 32 seating places altogether.

There will be free Wi-Fi and two flat-screen TV's. Mr. Varypatakis plans to have a TV showing the crêpe-making process, for marketing purposes. He would like this TV to be visible from the street. Ms. Brestrup recommended that Mr. Varypatakis discuss this idea with the Building Commissioner, Bonnie Weeks, since flashing and moving signs are not allowed. It is unclear whether a TV that is visible from the front window and is intended to attract attention would be considered a flashing and moving sign. Ms. Weeks may recommend that the TV be set back some distance from the window.

Mr. Varypatakis will initially close his restaurant at 9:00 p.m. Eventually he would like to stay open until 2:00 a.m.

He would like to put his hours of operation on the front door using a small sign by the same designer that can be hung on a hook with the words "Open Daily 11 a.m. to 9 p.m."

The menu will be displayed on 5 blackboards arranged on the interior wall with the words lettered in paint that looks like chalk. The Board suggested that it might be good to have a small menu in the window, with pricing.

Conditions:

- 1) The applicant should consider painting the sign panel behind the sign black to match the background of the sign.
- 2) The applicant should consider making the lettering on the sign appear to be, or actually be, three-dimensional.
- 3) The applicant should consider discussing the placement of a TV showing the crêpe-making process with the Building Commissioner.
- 4) The applicant should consider using the French spelling of the word "Crêperie".

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

Future Meetings Scheduled:

Tuesday, February 9, 2010
Tuesday, February 23, 2010

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
Greg Varypatakis, Applicant