



TOWN HALL  
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July 20, 2010

DRB Memorandum #2010-7

**Memo to:** Bonnie Weeks, Building Commissioner  
Jonathan Tucker, Planning Director  
**From:** Christine Brestrup, Senior Planner  
**Subject:** DRB Meeting – July 13, 2010

The Tuesday, July 13, 2010, meeting of the Design Review Board began at 6:30 p.m. in the Second Floor Library/Conference Room, Town Hall. Design Review members Janet Winston (Chair), Jonathan Salvo and Jim Wald were present. Also present were Christine Brestrup, Senior Planner, Attorney Bill Hart of Bulkley, Richardson and Gelinias, Dr. Aaron DeMaio of DeMaio Orthodontics, Brad Gabel of All-Tek Builders, Inc., Colin of Stephen Jablonski Architects and Jaclyn Michon and Brook of The Chopping Block.

**DRB 2010-00013, Adam Niksa for Miss Saigon Restaurant, 96 North Pleasant Street** – Review of design and proposed location of a small projecting wall sign or blade sign

***Recommended approval with conditions***

In Mr. Niksa's absence, Board members reviewed the revised design for the blade sign for Miss Saigon Restaurant. The revised proposal for the blade sign is an 18" x 24" projecting aluminum sign. The upper portion of the sign is proposed to be a tan color with a vine design and green lettering with the words "Miss Saigon", similar to the signs on the front of the restaurant. The revised design also includes a red area at the bottom with the words "Authentic Vietnamese Cuisine Entrance" and an arrow.

There are two proposed locations for the blade sign:

- 1) Mounted on the corner mullion, near the main entrance;
- 2) Hanging from the underside of the overhang.

Board members discussed the revised design and proposed locations and recommended approval with the following conditions:

**Conditions:**

- 1) That the lower, red portion of the sign, with the words "Authentic Vietnamese Cuisine Entrance" and an arrow be eliminated; it was considered to be distracting, confusing and unnecessary and would contribute to the sign clutter that already overwhelms the area;
- 2) That the blade sign be mounted on the corner mullion, in the same plane as the "OPEN" sign, near the entrance, as shown in the left-most computer rendering submitted for this meeting;
- 3) That the blade sign be the same vertical dimensions as the glass in the clerestory and that it line up, top and bottom, with the top and bottom of the glass.

**DRB 2010-00015, Attorney Bill Hart for Bulkley, Richardson & Gelinas, LLP, 7 North Pleasant Street – Review of signs on second floor facades at North Pleasant Street and Main Street**

***Recommended approval without conditions***

Attorney Bill Hart presented the application. Two signs are proposed, one on the south façade and one on the west side. Both signs measure less than 10% of the building wall controlled by the tenant, Bulkley, Richardson and Gelinas. The dimensions of the signs and the façade areas are given on the computer-generated photos submitted with the application.

The signs are proposed to be as follows:

- 1) West wall, 40” x 60” – routed ½” thick PVC, painted light grey and pinned ½” out from the wall;
- 2) North wall, 32” x 48” – same as above

The signs will be individual letters “B, R & G” with a narrow, “stadium-shaped”, solid section below containing the words “Attorneys at Law” in black.

On the west façade, Bulkley, Richardson controls the interior space behind all four windows on the 3<sup>rd</sup> floor. The sign will be centered between the center two windows.

On the south façade, the law firm controls the interior space behind the first three windows. The sign will be centered between the two western-most windows in order to be visible beyond the tree on the Common.

The grey of the signs will match the grey of the fenestration. There will be no lights and nothing flashing. The letters and the stadium shaped lower section will all be separate pieces.

Ms. Winston stated that the Board has no objections to the signs, they are very dignified and they match the architecture and historic design of the building.

**DRB 2011-00001, Dr. Aaron DeMaio, 23 Pray Street – Review of additions to office space, including front vestibule and rear mechanical room and review of sign location(s) and design.**

***Recommend approval with one condition.***

Dr. DeMaio, Brad Gabel and Colin, an architect from Stephen Jablonski Architects, presented the application.

Dr. DeMaio is expanding his office into an adjacent space. He plans to construct two exterior additions to the new combined office space. The first is an entryway, on the Pray Street side of the building. The second is a small mechanical room, to be built under the existing second floor deck, at the rear of the building. The mechanical room/shed will not extend past the edge of the deck. It will be sided with white vinyl siding and white Azek trim.

The entryway will be constructed with an aluminum frame and insulated glass, with a gabled roof trimmed in white. The windows on either side of the entryway will be replaced with 8 over 8 windows to match the dormer windows above. The purpose of the entryway is to protect patients sitting in the waiting room from the wind and weather.

Two new exterior lighting fixtures will be installed on the front of the building, one between the doors to the right of the entryway and one on the gable end of the entryway. The new light fixtures will be by Kichler Lighting and will be the “Seaside – Outdoor Wall Bracket – 1 Lt Inca”, model # 9247NI. They will be wall-mounted.

There will also be a small sign mounted under the light on the gable end with the words “DeMaio Orthodontics” with a small childish figure that is Dr. DeMaio’s logo.

The main aluminum framework of the entryway will be burgundy red as shown in catalog information from The Vistawall Group by Valspar. The windows and doorway on the entryway will have a grid framework, which will be white.

The sign colors were discussed. Dr. DeMaio’s logo includes a childish figure with a big grin and braces, in “flesh” color and navy blue. The lettering on the sign is navy blue and olive green. The background of the sign is white.

The existing blue doors to the right of the entryway will be painted red (to match the entryway) or dark green. One window will be turned into a second door.

Board members agreed that the proposal was appropriate.

**Condition**

- 1) The applicant shall submit color chips for the sign colors for review by the Board.

**DRB 2011-00002, Jaclyn Michon, 40 Main Street – Review of proposed hanging (blade) sign and vinyl signs on windows**

Jaclyn Michon and Brook presented the application. The applicants plan to install a hanging (blade) sign in the same place as the sign for Amherst Hairstylists had been. The proposed sign is to be the same size (15” x 42”) as the previous sign and is to be mounted with the same type of bracket. Its colors are a light green background with white and black lettering. The applicants have recently installed white vinyl lettering on the windows. They also plan to install a panel in the directory sign that is located in the alleyway.

Ms. Winston asked about the size of the vinyl lettering and whether the letters fit within the 10% of façade area allowed by the Zoning Bylaw. Ms. Brestrup offered to confirm this calculation.

Mr. Salvon noted that the vinyl window sign works well. It is very clean and easy to read. He suggested making the letters smaller on the blade sign and making the sign deeper and less wide, so that it has a better proportion.

Ms. Brestrup noted that Section 8.001 of the Zoning Bylaw allows projecting signs to be up to 6 square feet in area, as long as they do not project more than 48” from the building.

Ms. Winston suggested that all of the letters on the sign should be smaller, particularly the “@” symbol. She stated that the “40 Main Street” part of the sign is not readable. She suggested trying white lettering with a black outline, or all white lettering.

Mr. Salvon suggested that all of the letters on the sign should be white, the same as in the window and not as “crammed” together.

Board members asked the applicants to return on July 27<sup>th</sup> with a revised blade sign.

Board members asked Ms. Brestrup to confirm that the size of the vinyl window lettering was within the 10% of the façade area allowed by the Bylaw.

**Old Business**

**Proposed Town Flag**

Mr. Wald, who is also a Select Board member, reported that the Select Board is working on a design competition for a new town flag. The Select Board had determined that the designs should all include the book and plow. Select Board member, Diana Stein, is working on a format for the competition. Currently it is thought that all entries should be received by the Select Board by the end of September. The Select Board will choose a limited number of designs (probably 6) and forward them to the Design Review Board and the Historical Commission for review and recommendations. The Select Board will make a final decision by the end of the year.

The meeting was adjourned at 7:43 p.m.

**Future Meetings**            Tuesday, July 27, 2010

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|-----|-------------------------|--------------------------------|--------------------------|
| Cc: | Janet Winston, DRB      | Nate Malloy, Associate Planner | Adam Niksa, Applicant    |
|     | Jim Wald, DRB & HC      | Jeffrey Bagg, Senior Planner   | Bill Hart, Applicant     |
|     | Kathryn Grandonico, DRB | Larry Shaffer, Town Manager    | Aaron Hayden, Sel. Board |
|     | Jonathan Salvon, DRB    | Dr. Aaron DeMaio, Applicant    | Jaclyn Michon, Applicant |