



TOWN HALL
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DESIGN REVIEW BOARD
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May 17, 2011

DRB Memorandum #2011-06

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – May 10, 2011

The Tuesday, May 10, 2011, meeting of the Design Review Board began at approximately 6:35 p.m. in the Library/Second Floor Conference Room, Town Hall.

Design Review Board members Janet Winston, Derek Noble and Michael Hanke were present. Also present were Christine Brestrup, Senior Planner, and applicants Molly and Alex Feinstein.

DRB 2011-00019 – GoBerry, 28 Amity Street, Amherst Cinema Center Building – Review of new exterior signs

Recommended approval without conditions.

Molly and Alex Feinstein presented the application. GoBerry offers yogurt made from local ingredients with fresh fruit toppings. The applicants are proposing to occupy the space in the Amherst Cinema Building that was formerly occupied by Essentials. The signs will be the same size as the former Essentials signs. The font for the new signs was created by Ms. Feinstein's cousin. Both signs have a white background with black lettering and the store's logo which is a blueberry with leaves, pointing in the direction of the store. The "O" in GoBerry is also in the form of a blueberry. The words "GoBerry", "Frozen Yogurt", "Fresh Fruit" and "Local Dairy" appear on the signs. One sign will hang from the arcade near the entry to the store. The other sign will be installed on the directory near the street. Board members were enthusiastically supportive of the sign designs and did not suggest any changes to the signs. They encouraged the Zoning Board of Appeals to approve the signs as presented.

The DRB members asked about vinyl signs on the windows and doors. Mr. Feinstein stated that they would like to place white vinyl letters with the logo and a blue strip on the door. The size will be limited by the size of the glass.

Board members suggested that the applicants consider placing letters on the door and the blueberry and "Fresh Fruit" on the windows. The vinyl on the doors and windows should be placed high enough or low enough so that people can see in the windows.

The meeting was adjourned at approximately 6:55 p.m.

Cc: Janet Winston, DRB
Kathryn Grandonico, DRB
Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Jim Wald, Select Board Liaison
Jeff Bagg, Senior Planner
Nate Malloy, Associate Planner
Molly and Alex Feinstein, Applicants