



TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

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

July 20, 2011

DRB Memorandum #2011-08

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – July 19, 2011

The Tuesday, July 19, 2011, meeting of the Design Review Board began at approximately 6:30 p.m. in the Town Room, Town Hall. The meeting was called to order by Ms. Winston.

Design Review Board members Janet Winston, Derek Noble and Michael Hanke were present. Also present were Christine Brestrup, Senior Planner, and applicants, as follows:

- Jason Di Caprio, applicant for High Horse LLC, 24 North Pleasant Street;
- Barry Roberts, property owner for High Horse LLC;
- John La Valley, furniture maker for High Horse LLC.

DRB 2012-00001 – Bill Hellman of State Permits for CVS, 76 North Pleasant Street – Review of styrene panels proposed for interior of storefront

Recommended approval without conditions

Mr. Hellman did not appear before the DRB. The Board members reviewed the two proposals that had been submitted: 1) red panels with white lettering and 2) photo panels with red lettering and red shapes. Board members also reviewed Planning Director Jonathan Tucker's emailed comments on both design proposals.

Ms. Brestrup explained that two designs had been submitted for the proposed styrene panels. The Planning Director had commented on both designs. The applicant was considering whether to submit a third proposal but wanted to hear the DRB's comments on the two proposals that had been submitted before submitting a third design.

Mr. Noble stated that the second design with the photo panels was busy and cluttered. The first design was simple and bold. The CVS building is not a historic building and did not need to be treated as such.

Ms. Winston noted that using an image of the UMass chapel in the photograph did not make sense. If a photo was to be used, it should be of something in the downtown area, such as Town Hall.

Mr. Hanke stated that the red panels with white lettering were a "benign" design and that they would not be especially noticeable because people always focus on the doors when entering CVS.

Ms. Winston proposed adding some black lines to the red panels on the top and bottom, but the other Board members did not agree with this suggestion. They expressed the opinion that the simple color boxes, as proposed, would be less noticeable. Board members agreed that the photographic images would be too distracting.

Mr. Noble stated that the panels would be set back more than 6 inches inside the glass and that a combination of shadows and reflections would make the panels less obvious than they appeared in the image submitted with the application. Board members agreed by consensus that a third design proposal did not need to be submitted.

DRB 2012-00002 – Jason Di Caprio for High Horse LLC, 24 North Pleasant Street – Review proposed signs, stone façade, metal awning, patio furniture, painting of metal railing and entryway trim

Recommended approval with conditions

Mr. Di Caprio presented the application, along with Barry Roberts, the building owner, and John La Valley, the furniture maker.

Mr. Di Caprio distributed an updated version of the proposal. He described the proposed changes to the building:

- The existing canvas awning will be removed; the new awning will be black metal standing-seam roofing; if the roofing material is too expensive the awning will be black canvas;
- The sign with the image of the horse and lettering will be 12 gauge “plasma cut” steel, powder-coated black; the letters and image of the horse will be placed directly on the building; the image of the horse is based on a Picasso drawing of Don Quixote’s horse;
- The existing building has metal siding covering an old window; the applicant plans to install a thin-veneer stone façade over the metal siding; if this is too expensive, he will paint the metal siding the same color as the proposed stonework; Ms. Winston suggested painting it in an Italian style to mimic the mottling of the stonework;
- The trim and railings on the North Pleasant Street side of the building, which is now white, will be painted black; the trim on the Amity Street side of the building will remain white;
- The trim on the doors and around the entryways to the new establishment will be painted red, a slightly darker shade of red than was used at the Amherst Brewing Company;
- The size of the main sign has been scaled down; the size of the main sign will be 9’ x 9’, including the text;
- The name “High Horse” and the words “Brewery Bistro” will be installed over the entryways, on three signs, each 9’ x 1’ in size.
- The size of all of the signs taken together will not exceed 10% of the area of the wall controlled by this establishment.

Mr. Noble stated that the new color scheme works well. The solid awning is sophisticated and the proposed sign has a “great graphic”.

Mr. Noble noted that the images of the signs show two different fonts. He recommended that the applicant choose one font and stick with it, to be consistent. The Board agreed that the font on the main sign works well.

The patio furniture and its proposed layout were presented. There will be 2 large tables, 4 small tables and 4 tables for 2 people. The tables will have a black cast iron base and a mahogany top with a urethane spar varnish. Larger tables will have two bases each. The chairs will be metal, stackable, “deco-style”, with a galvanized steel finish. (Black paint for the chairs was considered, but would cause the surfaces to be too hot in summer.) The chairs will be stacked and chained when not in use.

Conditions

- 1) Consider using one font for all of the signs; the font on the main sign is preferred.

Old Business

DRB2010-00002, 43-51 North Pleasant Street, Archipelago Investments, LLC for Boltwood Place – Review of plan for treatment of the site, in accordance with Condition #5 established at DRB meeting on November 3, 2009

The applicant requested a postponement of this review.

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

Cc: Janet Winston, DRB
Jonathan Salvon, DRB
Derek Noble, DRB

Jason Di Caprio, Applicant
Bill Hellman, Applicant
Jim Wald, Select Board Liaison

Michael Hanke, DRB

Jeff Bagg, Senior Planner