



TOWN HALL  
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September 26, 2011

DRB Memorandum #2011-10

**Memo to:** Bonnie Weeks, Building Commissioner  
Jonathan Tucker, Planning Director  
**From:** Christine Brestrup, Senior Planner  
**Subject:** DRB Meeting – September 13, 2011

The Tuesday, September 13, 2011, meeting of the Design Review Board began at approximately 6:30 p.m. in the Second Floor Conference Room/Library, Town Hall.

Design Review Board members Janet Winston, Chair, Derek Noble, Jonathan Salvon and Michael Hanke were present. Also present were Christine Brestrup, Senior Planner and applicants Ken Sullivan and Walter Pacheco for Antonio's, Michelle Lorence for CVS Pharmacy, Roy Johnson for Amherst Boosters' Club and LSSE, Duncan Ferguson of Ferguson Signs for Eliana's Barber Shop and Paul Hathaway for Chez Albert.

**DRB 2012-00004 – Stamatis Reves for Antonio's Pizza, 31 North Pleasant Street** – Replace old sign with new sign; replace awning

***Recommended approval without conditions***

Mr. Sullivan and Mr. Pacheco presented the application. Antonio's is proposing to remove the existing awning and replace it with a new black awning and a new sign on the front of the building. The storefront is 290 square feet in area. The new sign will be 28.8 square feet in size, as shown on the measured drawing submitted to the Board. Ms. Brestrup noted that the Zoning Board of Appeals and the Building Commissioner will need to review the measurements to confirm that the size of the sign, as measured, complies with the Zoning Bylaw. The applicants presented photographs of a similar sign in place in the Providence, R.I. location.

The applicants submitted a composite photograph showing the new awning and sign in place, including red painted trim around the door and window and a green, white and red banner across the bottom of the window. Planning Director, Jonathan Tucker, had recommended in an email, dated August 22, 2011, that the frame around the door and window should be black or dark green. However, the Board members agreed with the design for the storefront as presented and noted that the red-painted frame was more festive. Otherwise the storefront will be too dark, they said.

Board members commented that the size of the sign was appropriate to the scale of the building. They agreed that the applicants could include a sign on the sides of the awning, if it would fit within the size limitations for signs in the downtown area. It is up to the Zoning Board of Appeals and the Building Commissioner to make this determination.

Mr. Sullivan stated that the applicants may choose not to install the green, white and red banner on the window. They may prefer to have a clear window.

Board members strongly approved of the design. They commented that it looked "bright and sharp" and would be "better for the street" than the existing awning and sign.

**DRB 2012-00005 – Lorence Signworks for CVS Pharmacy, 76 North Pleasant Street** – Replace 30” x 16’-7 ½” sign; replace blade sign; new lens for channel letters

***Recommended approval without conditions***

Michelle Lorence presented the application. The three new CVS signs will be the same size and the same material as the existing signs. The new signs are proposed to be as follows:

- 1) Sign #1 – Large sign currently located on the façade will be rebuilt and moved to the brick entablature over the door and all lettering will be red with a black outline;
- 2) Sign #2 – Blade sign currently located at the corner of the building will be remade and installed in the same location and all lettering will be red with a black outline;
- 3) Sign #3 – Internally lit letters at the rear of the building will be kept in place but the “lenses” in the “channel letters” will be replaced with new lenses in the same red color.

Ms. Brestrup noted that Planning Director, Jonathan Tucker, had recommended that the large sign (Sign #1) remain on the façade next to the window, rather than being moved to the new location on the entablature, because this is a pedestrian-oriented downtown location and the sign should be visible primarily to pedestrians, and not directed at drivers of vehicles. Board members noted that this store is in both a pedestrian and a vehicular-oriented location. They did not feel that the sign being moved to a place above the door was objectionable and they noted that it would be more visible from a car.

**DRB 2012-00006 – Roy Johnson for Amherst Boosters’ Club, in conjunction with Town of Amherst LSSE, 205 Triangle Street, Community Field** – New scoreboard at softball field

***Recommended approval without conditions***

Roy Johnson presented the application. He noted that Vic Keedy, Jr., in whose memory the scoreboard was being donated, had been a longtime Amherst resident and had worked for 40 years at the UMass food services. His family and friends had raised money for a memorial fund and decided to donate it to the town for a softball scoreboard for the softball field at Community Field. The Amherst Boosters’ Club also contributed money to this endeavor. Although the scoreboard will not have Mr. Keedy’s name on it, the Boosters’ Club would eventually like to put a plaque on the fence in Mr. Keedy’s memory. (The plaque is not part of this application.)

The scoreboard will be maroon in color, similar to the existing baseball scoreboard and soccer scoreboard. The digits will also be similar in font and size (18”) to the existing scoreboards. All lettering will be capitals. It will be a Nevco Model 1500 and will be 16 feet long x 5 feet high x 8 inches deep (which is smaller than the baseball scoreboard). It will be mounted on “I-beam” supports, with padding around the bases to keep people from injuring themselves if they run into the supports. The bottom of the scoreboard will be 10 feet above surrounding grade. There was a brief discussion about the size of the scoreboard, but Board members were reassured that it would be smaller than the baseball scoreboard.

The location will be slightly off first base, with one support on the slope of the hillside and the other on flat ground. It will face the softball field. Mr. Johnson noted that neither of the existing scoreboards can be seen easily from the softball field and therefore a new scoreboard is needed.

Mr. Hanke mentioned the fact that wind loads had been an issue for the baseball scoreboard. Mr. Johnson stated that Guilford Mooring, Superintendent of Public Works, would be asked to help with the structural aspects of the design.

Mr. Johnson noted that the following people had been involved in determining the location of the scoreboard:

- Ron Bohonowicz, Director of Facilities for the Schools and Town
- Alan Snow, Director of Parks and Grounds
- Mark Miville, Programming Staff, LSSE
- Karen Keough-Huff, Director of Athletics, Amherst Regional High School
- Kasey Schmidt, Coach

Mr. Bohonowicz will assist the Boosters in obtaining solar power for the scoreboard.

Mr. Johnson noted that there would be a dedication ceremony at a softball game next season.

**DRB 2012-00007 – Duncan Ferguson for Eliana’s Barber Shop, 233 North Pleasant Street – Install new sign**

***Recommended approval without conditions***

Duncan Ferguson presented the application. Eliana’s will occupy Unit #3 in the Carriage Shops. Unit #3 is one of 50 units in the Carriage Shops. Mr. Ferguson described the sign. It is aluminum with vinyl letters. The colors are red, white and blue. “Eliana’s” is in red script on a white background. The words “Barber Shop” are below, in block white letters on a blue field. A barber pole is shown on either side of the word “Eliana’s”. Mr. Ferguson stated that the sign is now in place, due to a misunderstanding with the landlord about a “blanket approval” of signs for the building.

Ms. Winston stated that she may have offered recommendations if the sign were not already in place. Mr. Noble commented that the sign was sharp and simple, clean and clear. He expressed approval for the use of the symbolic barber poles and also the white lettering (“Barber Shop”) on the blue background. Mr. Salvon agreed with the general opinion that the sign was “non-controversial”.

Old Business

**DRB 2010-00005 – Clearwater Restaurant, (soon to be Chez Albert), 178 North Pleasant Street – Review of revised exterior lighting**

***Recommended approval without conditions***

Paul Hathaway presented the application. The original light fixtures chosen for the building and reviewed by the DRB were too modern and also too expensive. The light fixtures currently being proposed are a traditional style, more in keeping with the French menu offered by Chez Albert. There will be two post-mounted fixtures at the corners of the outdoor dining area and two wall-mounted fixtures on the façade of the building, on either side of the windows. There will also be two goose-neck style fixtures mounted on the building façade over the sign. The fixtures will have a black finish and “latte” (frosted) glass panels. The wall-mounted fixtures will be 21.5 inches high. The post-mounted fixtures will be 24.5 inches high. The goose-neck shade will be 10.5 inches high.

Mr. Hanke noted that the light fixtures looked large in the drawing presented to the Board. Mr. Hathaway stated that the drawing was a little out of scale. After some discussion about the size of the fixtures the Board members agreed that they would look fine. Mr. Salvon noted that the frame of the fixtures will take up part of the height. The light fixtures will be fitted with 100 watt incandescent bulbs. Mr. Noble stated that this will not be too bright. Ms. Winston commented that the proposed fixtures had an “old Paris streetlight look”.

The meeting was adjourned at approximately 7:50 p.m.

Cc: Janet Winston, DRB  
Jonathan Salvon, DRB  
Derek Noble, DRB  
Michael Hanke, DRB  
Ken Sullivan, Applicant  
Michelle Lorence, Applicant  
Roy Johnson, Applicant  
Duncan Ferguson, Applicant  
Paul Hathaway, Applicant  
Jim Wald, Select Board Liaison  
Jeff Bagg, Senior Planner