



TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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November 15, 2011

DRB Memorandum #2011-11

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – November 8, 2011

The Tuesday, November 8, 2011, meeting of the Design Review Board began at approximately 6:40 p.m. in the Second Floor Conference Room/Library, Town Hall.

Design Review Board members Janet Winston, Chair, Jonathan Salvon and Michael Hanke were present. Also present were Christine Brestrup, Senior Planner and applicant Jonathan Lyman for Game Central Station.

DRB 2012-00008 – Jonathan Lyman of Sign-Grafx, 220 North Pleasant Street – Review of two proposed signs

Recommended approval with conditions

Mr. Lyman presented the two signs, one proposed for the front of the building (to be mounted on the porch) and one for the north side of the building (to be mounted on the porch between the columns).

- The main sign, to be mounted on the front of the porch, is proposed to be 96" x 24", and is proposed to hang from the bottom of the porch overhang; the wording on the sign is to be "Buy Sell Trade Rent" across the top, "Game Central Station" in the middle and "Video Games Game Room/Tournaments Cell Phones/Accessories Movies" on the bottom; the sign is proposed to be "aluminum" with a solid plastic middle and aluminum on the sides; it was proposed to have two round logo designs (in yellow, white and light green) and the body of the sign is to be blue with black or gray bands at top and bottom.
- The side sign, to be mounted on the north side of the porch between the columns, is to contain essentially the same wording, and the same color scheme, but will be 18" x 24" in size and the words "Video Games Cell Phones Movies" will be the most prominent part of the sign.

The signs were proposed to have a reflective backing. Mr. Lyman showed a sample of how this would look.

After much discussion Board members recommended the following:

Conditions

- 1) Narrow the main sign and mount it on the wood panel above the porch, under the eaves of the porch rather than hanging it from the bottom of the porch overhang;
- 2) Simplify the sign by removing some of the wording to make it less cluttered (there were too many words);
- 3) Consider removing the words "Buy Sell Trade Rent" and "Video Games Game Room/Tournaments Cell Phones/Accessories Movies"; consider putting these words on the window rather than on the sign itself;

- 4) Consider simplifying the side sign by removing the words “Buy Sell Trade” or limiting the wording to the name of the business along with the logos.

Old Business

DRB 2010-00002 – 43-51 North Pleasant Street, Archipelago Investments, LLC for Boltwood Place – Review paving block color

Recommended approval without conditions

Ms. Brestrup explained that when the applicant had come before the Board previously he had proposed the use of gray, square paving blocks in the tree belt between the concrete walkway and the curb line on the east side of the Boltwood Place building. Questions had arisen about whether the proposed paving blocks should be red in color instead of gray, in order to match the sidewalk paving throughout the downtown area.

After discussion the Design Review Board members recommended that the original gray paving blocks be used as proposed. The gray blocks are more compatible with the look of the new building and the paving in this area will appear to be associated with the new building rather than with the rest of the public sidewalks throughout the downtown area.

The meeting was adjourned at approximately 7:07 p.m.

Cc: Janet Winston, DRB
Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Jonathan Lyman, Applicant
Kyle Wilson, Applicant
Jim Wald, Select Board Liaison
Jeff Bagg, Senior Planner