



TOWN HALL
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Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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December 13, 2011

DRB Memorandum #2011-12

Memo to: Bonnie Weeks, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – December 6, 2011

The Tuesday, December 6, 2011, meeting of the Design Review Board began at approximately 6:35 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 Jim Wald, Select Board liaison, Christine Brestrup, Senior Planner and applicants Pete Charron for Pure Flight Disc Golf and Ultimate, David Stevens for Rogue Tattoo & Piercing and Mark Tassinari for Amherst College/The Lord Jeffery Inn.

DRB 2012-00009 – Pete Charron for Pure Flight Disc Golf and Ultimate, 233 North Pleasant Street – Review of proposed sign

Recommended approval with conditions

Mr. Charron presented the application. The business sells discs to be used in disc golf and Ultimate Frisbee. It is located in the Carriage Shops, a building owned by Jerry Gates. The storefront is downstairs and is hidden behind a set of stairs. Mr. Charron is proposing to mount the sign on the stair structure, similarly to the way the “Antiques” sign is mounted, to the right of the “Antiques” sign. It will be at the same level as the “Antiques” sign. The bottom of the sign will be approximately 9’-0” above the grade of the walkway. The sign will be hung in this spot because of visibility. It would not be visible if it were hung lower down on the stairs. The sign will be 5’ x 2’, and will be mounted so that there will be a 3” clearance between the back of the sign and the handrail of the stairs. The sign will fit between two of the poles that support the canopy. The distance between the poles is five feet. The existing metal bracket will be raised up in order to mount the sign. The sign will be slightly larger than the “Antiques” sign.

Ms. Winston and Mr. Salvon suggested lining up the top of the new sign with the top of the “Antiques” sign.

There is an existing temporary vinyl sign in place now which has the same design as the proposed permanent sign.

Mr. Hanke suggested that the new permanent sign can be fabricated out of “Sintra”, a structural foam sheet and the letters can be vinyl.

Mr. Charron plans to put the phone number on the sign in the upper right hand corner.

Ms. Winston suggested that the image on the sign be moved to the left (left-justified) for better balance. This would allow more white space on the right side.

Conditions

1. Line up the top of the new sign with the top of the “Antiques” sign and let the bottom hang below the bottom of the “Antiques” sign;

2. Left-justify the image on the sign, to provide more white space on the right.

DRB 2012-00010 – David Stevens for Rogue Tattoo & Piercing, 233 North Pleasant Street – Review of proposed signs

Recommended approval without conditions

David Stevens presented the application. He proposes to install four signs, as follows:

- 1) Main sign, painted wood, exterior lighted, hanging – 18” x 84” – with the shop name “Rogue Tattoo & Piercing”;
- 2) Window neon sign – 13” x 32” – non-flashing – with the word “Tattoo”;
- 3) Window neon sign – 13” x 32” – non-flashing – with the word “Piercing”;
- 4) Window neon sign – 11” x 20” – non-flashing – with the word “Open”.

Mr. Stevens’ shop occupies a second floor space over the Amherst Wines & Spirits shop. The sign will be mounted on the underside of the eaves, to the right of the sign for “Guitar”.

The area of the façade controlled by Mr. Stevens shop is 8’ x 22’ or approximately 176 square feet. The proposed signs are within 10% of the area of the façade, as allowed by the Zoning Bylaw in the B-G zoning district:

Main sign 10.5 square feet

Neon signs 2 signs at 2.67 square feet plus 1 sign at 1.67 square feet = 7.01 square feet

The bottom of the main sign will hang about 2” below the bottom of the “Guitar” sign.

The main sign will be dark burgundy with a lighter color for the lettering. There will be a pinstripe around the edges of the sign in the same color as the lettering. Mr. Stevens will make the sign himself. He is an artist who formerly designed displays at Yankee Candle.

Old Business

DRB 2010-00007 – Mark Tassinari of Amherst College for the Amherst Inn Company, The Lord Jeffery Inn, 30 Boltwood Avenue – review of proposed signs and submittals requested in DRB memorandum (dated January 13, 2010) from the January 5, 2010 DRB meeting

Recommended approval without conditions

Mr. Tassinari presented the proposed signs and submittals. He explained that when Amherst College had initially appeared before the Design Review Board (in 2010) it had intended to reuse the existing inn sign. Amherst College had also been asked to present information about street and site furniture, including railings, to the Design Review Board.

Mr. Tassinari stated that the original sign was not in good condition and did not match the new logo that had been established for the inn. Therefore a new sign had been designed. He presented the new sign to the Board. The new sign will be a single-faced, carved cedar sign, routed and hand carved and painted white with black and gold lettering. It will be mounted within the existing, historic frame and support in the original location along Boltwood Avenue. The original metal framework was restored and a replica column was constructed to support the new sign.

There will also be a new sign for the restaurant “30 Boltwood”. The new sign will also be a single-faced, carved cedar sign, routed and hand carved and painted with taupe, white, black and copper paint. It will be similar in size to the original “Boltwood Tavern” sign and will be mounted in the same place over the entrance to the restaurant.

Mr. Tassinari also presented a package of directional and parking signs. These will be mounted on 4 x 4 or 2 x 2 aluminum posts, painted black, and located around the site as necessary.

Outdoor furniture will consist of wooden benches and side tables by Westminster Teak, wooden chairs by Summer Classics and wooden dining tables by Summer Classics.

Mr. Tassinari also presented information about wicker, waterproof, upholstered furniture that will be used outside, on the patio and on the covered porch. The wicker will be black and the upholstery will be shades of gray or beige.

In addition, Mr. Tassinari presented photographs of the metal outdoor railings. The handrails will be painted black. There will also be a white “picket” railing around the entrance to 30 Boltwood that will be painted white.

Ms. Winston observed that the items presented looked beautiful.

Mr. Hanke left at 7:30 p.m. to attend the Historical Commission meeting.

Town Flag

Board members Janet Winston and Jonathan Salvon reviewed nine flag designs prepared by local artist, Barry Moser. They noted that in some of the flag designs other symbols had been substituted for the traditional book and plow that has been part of Amherst’s town seal for several decades.

In some designs, the book had been replaced by the lamp of learning. In some designs the plow had been replaced by sheaves of wheat.

Mr. Salvon noted that the image of the plow in some of the designs was identifiable as a plow and that it was well-executed. He observed that the new flag designs had simplicity. Both Board members stated that the designs were much improved over previously submitted designs.

Ms. Winston stated that she preferred to keep the name of “Amherst” and the date “1759” on the flag.

Mr. Salvon recommended that the decision about the flag not be mixed up with a discussion about the town seal. These two decisions could be made separately, he said.

Board members discussed holding a DRB meeting in January to discuss the flag designs and then meeting with the Historical Commission to make a final recommendation to the Select Board.

Tuesdays in January were discussed as possible dates for these meetings – January 3rd, 10th, 17th or 24th.

Ms. Winston noted that she will be unable to attend meetings in February. Mr. Salvon noted that he will be unable to attend meetings in March and/or April.

The meeting was adjourned at approximately 7:45 p.m.

Cc: Janet Winston, DRB
Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Pete Charron, Applicant
David Stevens, Applicant
Mark Tassinari, Applicant
Jim Wald, Select Board Liaison
Jeff Bagg, Senior Planner
David Waskiewicz, Building Inspector