



TOWN HALL
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DESIGN REVIEW BOARD
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March 6, 2012

DRB Memorandum #2012-03

Memo to: David Waskiewicz, Acting Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – February 23, 2012

The Thursday, February 23, 2012, meeting of the Design Review Board began at approximately 6:05 p.m. in the Second Floor Meeting Room/Library, Town Hall.

Design Review Board members Janet Winston, Jonathan Salvon, Derek Noble (6:20 p.m.) and Michael Hanke were present. Also present were John Keyes for D.P. Dough and Duncan Ferguson for the Amherst Woman's Club, Left Click and the Sub and Pizza.

DRB 2012-00016 – John Keyes for Johnny Dean LLC/D.P. Dough, 96-110 North Pleasant Street –
Review of proposed signs on awning

Recommended approval without conditions

Mr. Keyes presented the proposed design for the sign on the awning. The sign is intended to be very similar to the sign on the previously-existing awning. That awning and sign were destroyed by a truck. The proposed sign on the new red awning will contain:

1. The D.P. Dough logo as used in other D.P. Dough establishments – a “retro” logo design. The logo will appear on the left side of the awning. The logo is red, white and black.
2. The words D.P. Dough in large, white letters in the middle of the awning.
3. The words “We Deliver!” and the phone number on the right side of the awning.

There will also be a lighted “Open” sign in the window that will not flash or move. In addition there will be a poster in the window with the menu. The design of the signs will be almost exactly what had existed previously. The total area of the signs will be less than 10% of the façade area. Mr. Keyes may wish to propose a sandwich board sign in the future since his business is not on a public way. The sandwich board will be located on the property of the building owner. Mr. Keyes will come back to the DRB with a plan for the sandwich board once it has been designed.

Mr. Keyes stated that there are other D.P. Dough stores in Albany and Troy. Mr. Noble arrived. (6:20 p.m.)

DRB 2012-00013 – Duncan Ferguson for Amherst Woman's Club, 35 Triangle Street – Review of proposed freestanding sign

Recommended approval without conditions

Mr. Ferguson stated that the proposed sign is a replacement for an existing sign, which is currently in an “odd” location and is dilapidated. The Woman's Club would like to create a new image and more awareness of the organization. The new sign is proposed to be two-sided and to be located closer to the road than the

existing sign. It will line up with other similar signs located down the street (Center for Cross Cultural Study). Shrubbery has been cleared to make a place for the new sign.

The Woman's Club may wish to install a second sign along Triangle Street, but the club members did not wish to go through the Special Permit process (required for a second sign) at this time.

The new sign is proposed to be similar in color to the building. It will be a painted, two-sided, all wood sign, with posts painted the same color as the sign. The maximum size of a sign allowed (without a Special Permit) in a residential zoning district is 12 square feet. This sign is 12 square feet.

DRB 2012-00014 – Duncan Ferguson for Left Click, 15 Cowles Lane – Review of proposed sign

Recommended approval without conditions

Mr. Ferguson stated that the proposed sign will be custom-made, of raised letters. The letters will be polycarbonate and painted a kiwi or apple green. The logo is one that is used at the Left Click store in Northampton. Board members commented that it was a nice looking sign, was sized correctly for the location and that it could be seen from North Pleasant Street.

DRB 2012-00015 – Duncan Ferguson for the Sub and Pizza, 33-37 East Pleasant Street – Review of proposed signs

Recommended approval without conditions

Mr. Ferguson stated that the new signs were part of a facelift for the entire restaurant. The interior has been cleaned up and redecorated. The new signs will be internally lit, as were the old exterior signs. The new signs will consist of a new covering over the existing light boxes. The old covering will be removed.

Board members commented that the proposed exterior signs were straightforward, nice and clean, that they will stand out and will go with the style of the building and that they will look good when lit.

Old Business

Town Flag – Letter dated February 3, 2012 from James Croft of The Institute of Civic Heraldry to Barry Moser, artist, regarding the design of the new town flag

Board members acknowledged receipt of the letter from Mr. Croft. They noted that they appreciated Mr. Croft's comments on the design of the new town flag, but the decision on the flag has already been made. Board members expressed satisfaction with the design of the new town flag.

Adjournment

The meeting was adjourned at approximately 7:00 p.m.

Cc: Janet Winston, DRB Jim Wald, Select Board Liaison
Jonathan Salvon, DRB Jeff Bagg, Senior Planner
Derek Noble, DRB John Keyes, Applicant
Michael Hanke, DRB Duncan Ferguson, Applicant
Kathleen Ford, DRB