



TOWN HALL
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DESIGN REVIEW BOARD
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May 30, 2012

DRB Memorandum #2012-06

Memo to: Rob Morra, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – May 29, 2012

The Tuesday, May 29, 2012, meeting of the Design Review Board began at approximately 7:20 p.m. in the Second Floor Meeting Room/Library, Town Hall.

Design Review Board members Kathleen Ford, Derek Noble and Jonathan Salvon were present for review of the Doughnut Shop sign and for Fratelli's Restaurant/Pioneer Valley Pizza addition and site improvements.

DRB members Kathleen Ford, Derek Noble and Michael Hanke were present for review of 28 Shays Street.

Applicants who were present for the Doughnut Shop were Keren and Nick Rhodes. Present for Fratelli's Restaurant/Pioneer Valley Pizza were Brian Covell and Joe Bowman, applicants, and Laura Fitch, of Kraus Fitch Architects. Present for 28 Shays Street was Michael Ben-Chaim, owner of the property.

Members of the public who were present were Bill Cray, Avril de la Cretaz, Greg Keochakian, Simon Keochakian and Tim Rohan, all of the Shays Street neighborhood.

DRB 2012-00023 – Keren Rhodes for The Mini Donut – 233 North Pleasant Street – Review of new signs

Recommended approval without conditions

Keren and Nick Rhodes presented the proposed signs. They would like to install two signs:

- 1) A 2' x 4' plaque sign on the wall next to the front door of their shop; the sign will have a medium sky blue background with the words "GLAZED" and "doughnut shop" in white lettering with a gray shadow background and a white pin line around the edge; the lettering is a "retro" 1930's font style;
- 2) The second sign will consist of two parts and will be vinyl letters placed on the outside of the tinted windows that face North Pleasant Street; this sign will have the words "GLAZED" and "doughnut shop" on the left window pane in white letters with a blue shadow and "traditional doughnuts", "gourmet doughnuts", and "gluten-free baked goods" on the right window pane, in white letters with blue dots separating the lines; the font style will be the same as sign #1.

Board members commented that the design of these signs was stronger than the draft designs that were presented on May 15th.

DRB 2012-00024 – Brian Covel for Pioneer Valley Pizza and Fratelli’s Restaurant – 30 Boltwood Walk
– Review of new building addition, signs and site improvements

Recommended approval with conditions

Laura Fitch, of Kraus Fitch Architects, and Joe Bowman and Brian Covel, applicants, presented the application. The applicants have an existing business, Pioneer Valley Pizza, at 20 Belchertown Road. They are planning to move the business to 30 Boltwood Walk, into a new addition proposed to be constructed next to the existing building, and start a new business, Fratelli’s Restaurant, in the basement of the same building. The new addition to the building will provide inside seating for people who order take-out food. The patrons will be able to sit indoors or outdoors on the patio. There will be one kitchen that will serve people at Fratelli’s and serve packaged take-out food for Pioneer Valley Pizza. The restaurant will have a more expensive price point than the pizza place. The main entry to the restaurant will be at the lower level.

Ms. Fitch reported that the applicants would like to build a pavilion on the existing courtyard, level with the sidewalk, on the west side of the building at 30 Boltwood Walk. The existing concrete courtyard is currently underutilized. The stairs that exit the downstairs space on the west side of the building are not an emergency access. The stairs will provide access from the downstairs kitchen to the pavilion on the street level. Johnny’s Tavern, an existing restaurant to the north, is a different architectural style from the Victorian style of 30 Boltwood Walk. The new pavilion has been designed to match the style of the existing Victorian building.

Three large trees will be left in place. The entire concrete patio area will be disturbed during construction and will be replaced with brick pavers. There will be a one-way gate into an alley that will separate the pavilion from the existing building.

Ms. Fitch explained that work still needs to be done to make the roofs come together where they meet at the north end of the pavilion.

The existing building, including the Johnny’s Tavern portion and the original portion, are non-conforming as to setbacks. The new pavilion will also be non-conforming as to setback on the west side.

Ms. Fitch stated that there will be simple signage over the doorways to the new pavilion and to the new restaurant. There are three street lights in the vicinity, but there will be accent lighting installed within the pavilion area and at the entrances to the building.

All food served at the pavilion will be wrapped in a bag in the kitchen. Patrons can take it home or eat in the pavilion or on the patio.

Board members commented that it was a good choice to design the new pavilion to match the existing building. They noted that the dentils shown on the cornice might be expensive and were not necessary if the applicants would like to eliminate them.

Conditions

- 1) Signs, outdoor lighting and site furniture shall be submitted to the Design Review Board for review and recommendations.

Review and recommendations to ZBA and Applicant regarding:

ZBA FY2012-00021 –Michael Ben-Chaim – To convert a dimensionally non-conforming single family dwelling to a two family dwelling, under Section 3.321 and 9.22 of the Zoning Bylaw, at 28 Shays Street (Map 20A, Parcel 15, R-N Zoning District)

Recommended that the applicant return to the DRB at a future meeting with more information, including a complete set of drawings for the building and the site.

Mr. Ben-Chaim presented the application. He would like to add a dwelling unit to an existing single-family house to create a two-family dwelling. The Zoning Bylaw requires that the Zoning Board of Appeals, the permit granting authority in this case, apply the principles and standards of the Design Review Board when evaluating a proposal for a two-family dwelling. The ZBA has asked that the DRB review the proposal and make recommendations to the ZBA with regard to the DRB's principles and standards.

The Zoning Board of Appeals opened the public hearing on this Special Permit application, heard the applicant's presentation and noted that the mass of the proposed building was out of scale with the existing house and with the surrounding neighborhood.

The DRB members had received drawings of the original design, as seen by the ZBA, in their packets. They had also received revised drawings, prepared by Kuhn Riddle Architects, via email. DRB members focused on the revised drawings.

Mr. Ben-Chaim noted that he had purchased the property in August 2011 and that it had had a history of neglect. He has upgraded the existing house, installing new windows and doors, fixing the plumbing and electrical system and insulating the attic. He has not yet made site improvements. There is an existing garage structure which he intends to demolish. The garage is not safe and it violates the Building Code, he said.

The house is a nice simple house, approximately 1,110 square feet in area. There is a small structure attached to the house. The concrete slab of this structure might be worth saving. There was discussion about which parts of the buildings would be saved.

Mr. Ben-Chaim proposes to build an addition that has a similar structure to the existing house and turn it 90 degrees, to form an L-shape. The front of the addition would face to the northwest.

Mr. Ben-Chaim described various changes that he would like to make in the newly revised drawings. He asked the Board to recommend approval of these changes in concept.

Ms. Ford stated that Mr. Ben-Chaim should draw the various options and then the Board could evaluate them. Ms. Brestrup noted that the Board would not be able to recommend approval of a concept but would need a specific proposal to review before the members could make recommendations.

Mr. Noble observed that the revised drawings showed a better resolution than what was originally proposed. The revised design is more in keeping with the original house. The rotation of the floor plan works well and allows the shorter end of the new addition to be parallel to the road. The roof line reads better.

Mr. Ben-Chaim stated that he plans to live in the addition and to rent out the existing house. He would like to be able to sit in the house and see the view to the north. Therefore the parking on the north side will be shifted over to the northwest.

Mr. Noble encouraged the applicant to look at the concept of the existing house and to use it as the concept for the new addition.

Board members encouraged the applicant to come back with a full proposal, drawn to reflect exactly what Mr. Ben-Chaim proposes to do, including a site plan showing exactly where the parking is proposed to be located. They encouraged him to hire an architect and to include a site plan, showing proposed landscaping, in the package that he brings back to the Board. They asked the applicant to include elevations of all sides of the building in the package.

The Board members agreed with the applicant that the parking should be moved away from the Baird House and asked the applicant to present a plan showing the proposed parking location and screening along the property line with the Baird House. Board members agreed that the proposed site plan prepared by the surveyor was hard to read and encouraged the applicant to hire an architect to prepare a complete site plan.

There were questions about the walk-out basement of the new addition and what it would be used for. Mr. Ben-Chaim explained that he has four children who will be visiting and that the basement will be a place for

them, with a bathroom. He plans to install windows in the basement to bring in light. He would like to maximize the potential for the walk-out basement space.

Mr. Hanke expressed concern about the possibility of having up to eight people living in the two-family house in the future, if Mr. Ben-Chaim sells the property or moves out. He referred to a property on Lincoln Avenue where a condition had been placed on a two-family house (by the ZBA) requiring owner occupancy of one of the units.

Mr. Hanke asked the applicant to return with a complete site plan showing plantings (including names species) and screening along the property line that this property shares with the Baird House.

Ms. Brestrup noted that the DRB standards include landscaping and the ZBA will be looking to the DRB to make recommendations regarding the site plan and plantings as well as the building.

Mr. Hanke expressed concern about the context of this house and the fact that the neighboring Baird House is a historic house that was designed by Frank Lloyd Wright. He commended Mr. Ben-Chaim for improving the design by bringing the height down, for stepping the building back from the street. He encouraged him to install plantings along the street to screen the house. He explained that the full measure of Design Review Board principles and standards, as well as other rules and regulations, come into play when someone proposes to building a two-family house.

The Board encouraged Mr. Ben-Chaim to come back with more detail, with window sizes and roof lines worked out and materials and trim proposed. The Board noted that the existing house has wooden clapboards. Although the architect's notes proposed gray cedar shingles to match the existing house, the applicant proposed vinyl siding on the new addition. Board members questioned this choice. They encouraged the applicant to consider installing the similar siding on the addition as that which exists on the house.

Mr. Ben-Chaim stated that he preferred to install vinyl siding on the addition, although he plans that the two units will be the same color.

Ms. Ford noted that there were multiple inconsistencies in the presentation and that the Board needed a clear set of documents to review. Mr. Hanke noted that there was too much ambiguity in the presentation.

Board members noted that Mr. Ben-Chaim had made progress in his proposal. The revised drawings were an improvement over the original drawings.

Simon Keochakian of 76 Shays Street stated that he has lived in the neighborhood since 1961. He opposed the proposal to create a two-family house at 28 Shays Street. He noted that the current design is larger than the existing garage and he asserted that the building will be out of proportion with the surroundings and not in keeping with DRB standard #2. He noted that there was no floor plan for the basement and no indication of its proposed use. He encouraged the Board to do a site visit and note the relationship of this property to the Baird House. He expressed concern about lights from the parking cars shining into the Baird House. He expressed concern about the choice of siding and the proposed color of the house. He noted that the neighbors were not happy with the prospect of students being added to the neighborhood.

Avril de la Cretaz of 31 Shays Street stated that she was concerned about traffic at the corner of Shays and West Street. It is a blind corner and there is a need to keep sight lines open.

Tim Rohan, an architectural historian at UMass Amherst, stated that the Baird House is a treasure in Western Massachusetts. He expressed concern about the placement of parking in relation to the Baird House. The site is sensitive, he said. Sound carries. The plan keeps shifting. He expressed concern about the use of the walk-out basement.

Mr. Hanke observed that he sympathized with the neighbors thoughts about student housing, but there is no way to keep students from renting and the use of the property is not under the jurisdiction of the Design Review Board. The next step is for the applicant to submit more information so that the DRB can review the proposal. The DRB will then send its recommendations to the Zoning Board of Appeals who will make

decisions about the application. The DRB needs more information and more detail. The applicant should consider hiring an architect to carry the process forward. An architect can prepare proper and complete drawings. The process of review may take many steps and it is not an easy process.

Mr. Ben-Chaim noted that there were two sets of commentaries being offered on his proposal:

- 1) An architectural critique
- 2) A critique of the plan to rent one of the units to students.

He asserted that the Master Plan that the town had adopted promotes diversity within neighborhoods, with single-family homes being side-by-side with housing for students and seniors. He noted that his property is 50 yards away from Route 116.

Mr. Hanke encouraged Mr. Ben-Chaim to engage an architect who can prepare proper drawings showing the proposal as Mr. Ben-Chaim envisions it and attend meetings with the Board.

Adjournment

The meeting was adjourned at approximately 8:35 p.m.

Cc:	Jonathan Salvon, DRB	Jeff Bagg, Senior Planner
	Derek Noble, DRB	Joe Bowman and Brian Covel, Applicants
	Michael Hanke, DRB	Michael Ben-Chaim, Applicant
	Kathleen Ford, DRB	Keren & Nick Rhodes, Applicants
	Jim Wald, Select Board Liaison	