



TOWN HALL
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DESIGN REVIEW BOARD
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March 13, 2013

DRB Memorandum

Memo to: Rob Morra, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – March 12, 2013

The Tuesday, March 12, 2013, meeting of the Design Review Board began at approximately 6:35 p.m. in the Second Floor Meeting Room/Library, Town Hall.

Design Review Board members Kathleen Ford, Derek Noble and Michael Hanke were present.

Also present were applicants Natalie Leighton, Bob Weitzman, and Dan Hale (Hale Custom Signs) for Amherst Laser and Skin Care and Jerry Gates, Kevin Noonan and Matt Heron-Duranti (Counterfeit Cow Productions) for Amherst Carriage Shops.

DRB 2013-00014 – Natalie Leighton for Amherst Laser & Skin Care – 264 North Pleasant St (former Silverscape building) – Review of proposed new signs

Recommended approval without conditions

Natalie Leighton and Dan Hale presented the application. Two signs are proposed to be installed on the building. They will be installed in the exact locations of the existing Silverscape signs. The existing signs are mounted within illumination boxes. The proposed signs will also be mounted within the existing illumination boxes.

The proposed signs will consist of flat “nameplates” with cutout letters. The sign on the south side of the building will be 2’ x 8’ and will be made of Lexan. The sign on the east (front) side of the building will be 2’ x 16’ and will be made of ½” PVC.

The sign on the south side of the building will say “Amherst Laser” and the sign on the east side will say “Amherst Laser & Skin Care”.

The nameplates will be black. The cutout lettering will appear to be white.

DRB 2013-00015 – Jerry Gates for Amherst Carriage Shops Condominium Trust – 233 North Pleasant Street and 1 and 5 East Pleasant Street – Review of proposed new sculpture and directory sign

Recommended approval without conditions

Jerry Gates presented the application. Mr. Gates is President of the Board of Craig’s Doors, a homeless shelter in Amherst. He is also involved in running a transitional house in town and is a trustee of the Carriage Shops Condominium Trust.

Accompanying Mr. Gates was Kevin Noonan, Executive Director of Craig’s Doors, and Matt Heron-Duranti, of Counterfeit Cow Productions, a company that is working on a film about homelessness in a university town.

In order to raise money to support Craig’s Doors and other efforts to help homeless and poor people in Amherst, Mr. Gates and his colleagues are proposing to install a 3-D metal sculpture of a cow in a landscaped island at the entry to the Carriage Shops. The concept is that there would be a slot in the sculpture where people could donate money. There will also be events planned around the cow and with a cow theme, such as concerts and road races and the sale of T-Shirts with a cow logo that will raise money for the cause.

The cow sculpture will be made by Kamil Peters, a local sculpture. Mr. Peters plans to make the sculpture from pieces of recycled steel propane tanks, welded together. The sculpture will be anchored into the ground to a depth of 4 feet with 2 x 3 steel rods. The sculpture will be painted. It will be designed to be “ridden” and it will be surrounded on three sides by a bed of playground mulch. On the front side, where the donation slot will be located, there will be a handicapped accessible pathway. This will allow people with mobility impairments to approach the cow sculpture and have photographs taken or be lifted up to sit on the cow sculpture.

The sculpture will be approximately 7 feet tall and approximately 6 feet long. Mr. Gates presented photographs of a plywood cutout showing a profile of the cow in place on the site.

There will be additional landscaping installed around the mulched area that will surround the cow.

Mr. Gates told the Board members that the two directory signs on the left side of the entry driveway will be consolidated into one sign. The sign will sit at the location of the rear-most directory sign that is currently in place. The background will be painted a dark color (probably green) to allow the individual signs to be clearly seen.

The directory sign will be approximately 17 square feet, which is less than the 25 square feet allowed in the B-G zoning district, in accordance with Section 8.240 of the Zoning Bylaw. The property has been determined by the Building Commissioner to have two street frontages, on North Pleasant Street and East Pleasant Street, allowing both the directory sign and the black and gold Amherst Carriage Shops sign. There will be no sign on the cow sculpture.

Adjournment

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

Cc: Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Kathleen Ford, DRB
Jim Wald, Select Board Liaison
Jeff Bagg, Senior Planner
Natalie Leighton, Applicant
Jerry Gates, Applicant