



TOWN HALL
4 Boltwood Avenue
Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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May 13, 2014

DRB Memorandum

Memo to: Rob Morra, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – May 6, 2014

The Tuesday, May 6, 2014, 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, Michael Hanke and Jonathan Salvon were present.

Also present were Keren and Nick Rhodes for the Glazed Doughnut, Kathryn Grandonico for the directory sign and Marleny Amaya and Marisol Amaya for El Rinconsisto Cuscatleco.

DRB 2014-00012 – Keren Rhodes for Glazed Doughnut Shop – 19 North Pleasant Street – Review of new sign
Recommended approval without conditions

Keren Rhodes presented the application. The sign will be 24” x 36” and have a Plexiglas backing with white vinyl letters and bright blue neon around the word “Glazed”. The words “doughnut shop” will not have neon around them. The sign will fit within the sign band of the building. The gooseneck lights will be removed.

DRB 2014-00013 – Marleny and Marisol Amaya for El Rinconsisto Cuscatleco – 31 Boltwood Walk (former Thai Corner) – Review of new sign

Recommended approval without conditions

Marleny Amaya presented the application. The sign will be 20” x 32”. It will be located in the same location as the existing Thai Corner sign that is mounted on the north wall of the building. The sign will have a core of pressure treated plywood and an exterior of 0.40 aluminum with printed vinyl laminated letters. The sign will be mounted with aluminum hardware. There is an existing light above the existing sign location, which will remain.

DRB2014-00014 – Kathryn Chiavaroli for Grandonico Properties LLC – 37 North Pleasant Street (Knights of Columbus alleyway) – review of directory/blade sign

Recommended approval with recommendations

Kathryn Chiavaroli presented the application. The proposed sign will replace the existing Thai Corner blade sign that is mounted above the entrance to the alleyway leading to Boltwood Walk. The existing sign will be removed along with the configuration of pipes and floodlights above it. The new sign will be mounted so that its bottom edge will be 7’-6” off the ground, in accordance with the requirements of the Town of Amherst. The new sign will list the Boltwood Walk tenants of Grandonico Properties. It will also let passersby know where Boltwood Walk is located.

The sign will consist of an internally lit box, about 6” to 8” thick, 38.5” wide and 47.3” high. It will be black, white and a maroon color, similar to that used by Alden Credit Union, around the border.

Mr. Hanke recommended that the letters used for the directory list be thinner so that there would be no “halation” or spreading of light beyond the boundaries of the letters. The thicker letters will cause “halation” since the sign is internally lit, so thinner letters will be easier to read.

Ms. Ford recommended that the letters be a different size from the letters that say “Boltwood Walk”.

Board members also recommended that the arrow pointing to Boltwood Walk be a thinner, different kind of arrow.

Ms. Grandonico agreed and will revise the sign based on these recommendations.

Adjournment

The meeting was adjourned at approximately 6:50 p.m.

Cc: Dave Waskiewicz, Building Inspector
Peter Fein, Building Inspector
Jeff Bagg, Senior Planner
Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Kathleen Ford, DRB
Ted Harvey, DRB
Keren Rhodes, Applicant
Marleny Amaya, Applicant
Kathryn Chiavaroli, Applicant
Lindsey Britt, Permit Administrator
Jim Wald, Select Board Liaison