



TOWN HALL
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DESIGN REVIEW BOARD
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January 22, 2015

DRB Memorandum

Memo to: Rob Morra, Building Commissioner
Jonathan Tucker, Planning Director
From: Christine Brestrup, Senior Planner
Subject: DRB Meeting – January 6, 2015

The Tuesday, January 6, 2015, meeting of the Design Review Board began at approximately 6:35 p.m. in the Town Room, Town Hall.

Design Review Board members Michael Hanke, Derek Noble, Ted Harvey and Jonathan Salvon, were present, along with Christine Brestrup, Senior Planner.

Applicants and their representatives who were present were Duncan Ferguson for Wild Side Smoke Shop and Eliana's and Janis Gray for the Unitarian Universalist Society.

Applications

DRB 2015-00018 – Duncan Ferguson for Wild Side Smoke Shop – 55 South Pleasant Street – Review of sign

Recommended approval

Duncan Ferguson presented the sign for the space formerly occupied by the Jeffrey Amherst Bookshop. The old awning was removed. The new sign will be a 2' x 8' aluminum sign (16 square feet). The façade is 11' x 14' (168 square feet). Therefore the sign is less than 10% of the façade. This is smaller than the previous sign. It will have a custom-molded frame. Wild Side Smoke Shop has 40 other stores. The image shown on the sign is the logo for the business.

DRB 2015-00019 – Amherst Chinese Restaurant – 60-62 Main Street – Review of window signs

Recommended approval

In the absence of a representative from Amherst Chinese Restaurant, Ms. Brestrup presented the proposed signs. The business is proposing two signs to be affixed to the window. One sign reads "Authentic Sichuan Cuisine" and the other sign has Chinese lettering. The signs consist of white letters with red borders. They are relatively small – one is 8" x 16" and one is 5" x 12".

DRB 2015-00020 – Janis Gray for Unitarian Universalist Society of Amherst – 121 North Pleasant Street – Review of interpretive sign for Tiffany window

Recommended approval

Janis Gray presented the new sign for the UUSA. The sign is required by the restrictions of the CPA (Community Preservation Act) grant that was used to restore the window. The Historical Commission has reviewed the sign and approved it, with the suggestion that the portion of the sign listing the hours when the church is open for viewing be the same color as the copper plate on the sign.

The Board agreed that the main sign could be repaired and painted "Roycroft Pewter" to match the church building and the new sign.

Old Business

DRB 2012-00007 – Eliana’s Barber Shop – 233 North Pleasant Street (original location) and 11 East Pleasant Street (new location) – Review of new location for existing sign

Recommended approval

Duncan Ferguson presented the new sign location for the existing sign that had hung at Eliana’s former location in the Carriage Shops. Mr. Ferguson is proposing to move the sign to Eliana’s new location at 11 East Pleasant Street, the Piper Building. The space is the former Mercantile space. He presented a composite photograph showing the sign in its new proposed location.

Adjournment

The meeting was adjourned at approximately 7:15 p.m.

Cc: Duncan Ferguson, Applicant
Janis Gray, Applicant
Amherst Chinese Restaurant, Applicant
Jim Wald, Select Board Liaison
DRB Members