

Town of



TOWN HALL  
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# AMHERST Massachusetts

DESIGN REVIEW BOARD  
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April 6, 2016

## DRB MEMORANDUM

**Memo to:** Rob Morra, Building Commissioner  
Christine Brestrup, Planning Director  
Jennifer Gannet, Permit Administrator  
**From:** Jonathan Tucker, Senior Planner  
**Subject:** DRB Meeting – April 5, 2016

The Monday, April 5, 2016 meeting of the Design Review Board began at approximately 7:04 p.m. in the Second Floor Conference Room/Library, Amherst Town Hall.

Design Review Board members Catherine Porter, Derek Noble, and Jonathan Salvon were present. Member Jan Marquardt was absent.

Staff present included Senior Planner Jonathan Tucker.

Applicants present included Courtney Waring and Ellen Keiter, Curator, of the Eric Carle Museum.

### Applications

**DRB 2016-00013, Eric Carle Museum** – Multiple locations - Brown Bear anniversary temporary art installations.

### *Recommend approval as proposed.*

Ms. Waring and Ms. Keiter presented mock-ups and site plans for the installation of panels displaying individual Eric Carle figures in a variety of public and private locations. These included the Town Common (dog), Bangs Community Center (cat), Black Sheep Deli (sheep), High Horse Café (blue horse), Fort River Elementary School (teacher), and Mill River Recreation Area Pool (fish). Sites have been chosen thematically. Other locations outside the Town's jurisdiction will also be involved. The installations will be up for 9 weeks between August and October.

The Board reviewed the panels' locations, materials, and methods of installation. The applicants indicated that the pole materials for those panels to be mounted on poles had not yet been selected, although it would likely be wood, and there was consideration of using two poles for stability. They will

submit that information. No lighting will be involved. The installations will be regularly checked and replaced as needed.

After further discussion, the Board recommended approval of the temporary art installations as proposed.

**DRB 2016-00014, Insomnia Cookie** – 40 Main Street – New main panel sign and lighting, with window signs.

***Recommend approval as proposed, with one condition.***

The applicant did not appear, so the application materials were presented by staff. After discussion, the Board recommended approval of the new panel sign, gooseneck lighting, and window signs as proposed, with the following condition:

- 1) That the width of the main panel sign not exceed the width of the recess above the display windows provided for a sign on the façade of the building, so that the sign would not protrude laterally beyond the edges of the main display windows.

The next meeting was set for Tuesday, April 26, 2016 at 7:00 p.m.

The meeting was adjourned at 7:39 p.m.