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AMHERST Massachusetts

DESIGN REVIEW BOARD
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February 11, 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 – February 11, 2016

The Thursday, February 11, 2016 meeting of the Design Review Board began at approximately 7:05 p.m. in the Second Floor Conference Room/Library, Town Hall.

Design Review Board members Derek Noble, Catharine Porter, and Jonathan Salvon were present.

Staff present included Senior Planner Jonathan Tucker.

Applicants present included Dhanesh Patel for Cousins' Market.

Applications

DRB 2016-00010 – Cousins' Market – 11 East Pleasant Street – Review a design for a new main interior lit panel sign

Recommend approval with conditions.

Mr. Patel presented designs for a new main panel sign, to replace the existing Cousins' Market sign. After discussion, the Design Review Board recommended the following changes, to improve the sign's legibility and effectiveness at a distance, given the store's location away from the street:

- 1) In terms of the vertical space for the three bands of text on the sign, the top band should be the same height as the bottom band, and the letters should be of equal height in each section.
- 2) The same letter font used for the middle and bottom bands of the sign should be used for the name of the establishment in the top section of the sign, though it could be bolded for emphasis.
- 3) The colors (black and red) work well as proposed.
- 4) The graphic elements at the bottom corners could be simplified to be easier to interpret at a distance.
- 5) The text at the bottom could laid out as follows: BEER ® WINE ® SMOKE.

The Board also encouraged the applicant to approach the owner of the property about a directory sign along the street frontage.

The next meeting was set for Thursday, March 3, 2016 at 7:00 p.m.

Mr. Tucker noted that the Design Review Board would have new member at that meeting—Historical Commission representative Jan Marquardt.

The meeting was adjourned at 7:30 p.m.