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AMHERST Massachusetts

DESIGN REVIEW BOARD
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October 16, 2015

DRB MEMORANDUM

Memo to: Amherst Planning Board
Rob Morra, Building Commissioner
Christine Brestrup, Planning Director
From: Jonathan Tucker, Senior Planner
Subject: DRB Meeting – October 15, 2015

The Thursday, October 15, 2015 meeting of the Design Review Board began at approximately 6:35 p.m. in the Second Floor Conference Room/Library, Town Hall. Design Review Board members Jonathan Salvon (Chair), Catherine Porter, and Derek Noble were present. Staff present included Christine Brestrup, Planning Director, and Jonathan Tucker, Senior Planner. Applicants present were Eliana Dabbous and Anna Quan.

Board members reviewed the following applications:

DRB 2015-00021 – Eliana Dabbous for Malek Shawarma – 11 East Pleasant Street – Review of new sign and rear vent stack

Recommended approval with condition

The Board reviewed designs and photographs for a proposed new sign and rear vent stack for an interior kitchen stove hood for Malek Shawarma, a new Mediterranean sandwich and coffee shop proposed to open at 11 East Pleasant Street.

Ms. Dabbous presented the designs for the sign. The sign is proposed to be an aluminum panel sign approximately 20” tall x 80” long, within the maximum 10% of the shop façade area. It would be identical in size to the adjacent existing Eliana’s Barber Shop sign.

The proposed sign consisted of dark brown serifed lettering on a warm tan background, with the symbol of a gyro topped with a crown to the left. The name Malek Shawarma appeared in larger letters across the top with the phrase “Mediterranean Food” below.

There are existing lights mounted above the sign area that will light the sign at night. The sign will be professionally made.

The design of the rear vent stack and site photographs were reviewed. It was the consensus of the Board that its design was appropriate for the purpose, and was not overly visible from West Cemetery.

Condition

- 1) The phrase “Mediterranean Food” should appear in bolder, sans-serif letters, to make it more legible at a distance, given that the storefront is set well back from the road, at the rear of a parking lot.

DRB 2016-00004 – Anna Quan for Amherst Community Connections, Inc. - 121 North Pleasant Street – Review of a new sign

Recommended approval with condition

The Board reviewed photographs for a proposed new sign for the side (north) entrance to the ground floor of the Unitarian Meetinghouse building, the location of the office for Amherst Community Connections, Inc.

Ms. Quan presented the design and proposed location for the sign. The sign is a wooden panel measuring 14” tall x 42” long, within the maximum 10% for the portion of wall involved. The background of the sign is a muted green with carved (incised) lettering in a Cambria font, painted gold. The sign is to be suspended from the ceiling of the side entrance porch near the wall, or affixed to the wall. Ms. Quan indicated that the Unitarian Society would prefer that the sign not be bolted to the wall.

The sign is needed to allow clients being served by the organization—which has been in place for about a year—to find the office.

There is existing site lighting, and the gilt lettering will readily reflect existing ambient lighting.

Condition

- 1) The sign should be very securely affixed to support members in the ceiling of the porch, to prevent its loss from vandalism.

Adjournment

The meeting was adjourned at approximately 7:10 p.m.

cc: Eliana Dabbous, applicant
Anna Quan, applicant
Jim Wald, Select Board Liaison
DRB Members
Jennifer Gannett, Permit Administrator