



TOWN HALL
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AMHERST Massachusetts

DESIGN REVIEW BOARD
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December 11, 2015

DRB MEMORANDUM

Memo to: Amherst Planning Board
Rob Morra, Building Commissioner
Christine Brestrup, Planning Director
From: Jonathan Tucker, Senior Planner
Subject: DRB Meeting – December 9, 2015

The Wednesday, December 9, 2015 meeting of the Design Review Board began at approximately 7:02 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 included Jerry Gates and Michael Auerbach of Agnoli Signs.

Others present included Rene Theberge, Chair of the Amherst Public Arts Commission, and Larry Kelley, journalist.

Applications

DRB 2016-00005 – Mitaqueria Mexican – 31 Boltwood Walk – Review of new sign and sandwichboard sign.

Recommended approval with conditions.

Ms. Brestrup presented the information submitted by the applicant. A new 3'x8' panel sign would be installed on the north face of the building above the first floor windows. The proposed sandwich board sign would be located out on North Pleasant Street roughly opposite the alley opening.

The panel sign would be digitally printed and laminated on a 3mm thick alu-lite sign slab with a 1" thick aluminum frame. The colors are a yellow background red and dark green lettering. The logo is multi-

colored, of a male Mexican figure holding a taco. The sign includes the business telephone number (in white) above and the full mailing address in dark green.

The Board discussed the sign designs, the adequacy of site lighting, and the size of the panel sign relative to the space available on the building and the size of the wall on which it would be mounted.

It was the recommendation of the Board that both signs be approved. The panel sign should be sized to fit the space between the upper and lower windows, and the street address be removed from that sign as unnecessary and causing the sign to be visually busy and difficult to read.

DRB 2016-00006 – Northampton Cooperative Bank – 253 Triangle Street – Review of proposed new freestanding sign.

Recommend approval with conditions.

Michael Auerbach of Agnoli Signs presented the proposed sign, which was a 24” tall by 36” long double sided panel sign set on two 2”x2” aluminum posts and located in a planting bed west of the westernmost driveway entrance to 253 Triangle Street. The new logo for Northampton Cooperative Bank (now a subsidiary of Greenfield Savings Bank) was displayed on both sides, along with the name of the bank. The colors were black, green, and blue on a white background. The purpose of the sign was to better identify the entrance drive.

The Board discussed the sign’s purpose, the proposed location, how the sign fit into the surrounding context, and its scale.

It was the recommendation of the Board that the sign be approved, but be increased in size to 30” tall x 48” long, so that the lettering, which was a thin san-serif font, would be visible enough to be effective to people driving by on Triangle Street.

Old Business

DRB 2013-00016 – Jerry Gates, One East Pleasant Street – 233 East Pleasant Street – Review of proposed relocation for the public artwork “Hope” (a whimsical sculpture of a cow), which also serves as a ‘donation box’ for Craig’s Doors, a social service agency serving the homeless in Amherst.

Recommend approval with conditions.

Mr. Tucker provided a history of the creation of Realignment Park. He noted that the DRB’s role was to make recommendations with respect to the design of the proposal. Its approval was in the hands of the Amherst Public Arts Commission and the Select Board.

Jerry Gates presented the proposal to relocate “Hope” from its current location in front of the former Loose Goose Café to a site across North Pleasant Street within the Realignment Park landscape design installation. He related the history of the sculpture’s origin and installation, and described the relocation proposal. See page 2 of the Design Review Board memo from March 13, 2013 for further background on “Hope”.

Mr. Gates noted his involvement with both the redevelopment project at One East Pleasant Street (former Carriage Shops) and as a member of the Board of Directors for Craig’s Doors. He also described his work with the Amherst Business Improvement District (BID) to help keep Realignment Park well maintained.

Mr. Gates said that he and others would come back with designs for signs associated with the new location for “Hope”.

The Board reviewed the history, the appearance of the sculpture, and a site plan for the park and the proposed location—north of the semi-circular seating area.

After discussion, the Board recommended approval of the proposed relocation, and recommended that the sculpture be installed so that “Hope” was facing west, toward the interior (and more heavily-used) sidewalk, so that passersby would view the sculpture from the sides. The Board looked forward to reviewing the design of the proposed signs.

Next Meeting

The Board set its next meeting for Tuesday, December 22.

Adjournment

The meeting was adjourned at approximately 8:15 p.m.

cc: Jonathan Salvon, DRB
Catherine Porter, DRB
Derek Noble, DRB
Jim Wald, Select Board Liaison
Marleny Amaya, applicant
Michael Auerbach, applicant
Jerry Gates, applicant