



TOWN HALL  
4 Boltwood Avenue  
Amherst, MA 01002-2351

DESIGN REVIEW BOARD  
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November 10, 2016

**DRB MEMORANDUM**

**Memo to:** Rob Morra, Building Commissioner  
Christine Brestrup, Planning Director  
Brandon Toponce, Senior Planner  
Jennifer Gannett, Permit Administrator  
**From:** Jonathan Tucker, Senior Planner  
**Subject:** DRB Recommendations of November 9, 2016

The Tuesday, November 9, 2016 meeting of the Design Review Board began at 7:06 p.m. in the Conservation and Development Library, second floor, Town Hall.

Design Review Board members Michael Birtwistle, Janet T. Marquardt, and Catherine Porter, were present, along with Senior Planner Jonathan Tucker. Others present included applicants David Williams, Jerry Guidera, Kyle Wilson, Rabib Rafik, and Amherst B.I.D. Executive Director Sarah la Cour.

**Applications**

**DRB 2017-6, 31 Boltwood Walk, TOP Kabab** – New sandwich board signs to be located on North Pleasant and Main Street.

After reviewing and discussing the sign designs, the Board considered a number of issues and offered recommendations:

- **Jurisdiction** - The Board was not clear that it had jurisdiction over sandwich board signs in the public way.
- **Portable Sign Regulation** – The Board questioned whether these signs should be allowed under Amherst’s portable sign regulations, since both locations—entrances providing access to the interior of Boltwood Walk, where the business is located—also provided access to directory signs for private businesses. The Board also noted that there was a proliferation of sandwich board signs in both locations, creating visual clutter. The Board asked that the Building Commissioner review and seek to regularize the process by which such signs are regulated for this application and for others.
- **Design** - The Board recommended that the applicant alter and simplify the sign design, as follows:

- Remove the ‘background’ pictures of food, which are distracting and make the sign too visually busy to be legible for customers. The main message should be the logo and name of the establishment.
- Enlarge and center the circular business logo on the sign.
- Move the band with the arrow at business address to closer to the bottom of the sign.
- The word “Kabab” is also spelled “Kabob” on the sign. The spelling should be consistent.
- Consider whether to change the title to “Taste of Persia” rather than “Taste of Persian.”

**DRB 2017-7, 11 Amity Street, Amherstworks – New signs.**

***Recommend approval as proposed.***

After hearing a presentation and discussion, the Board recommended unanimously (3-0) by consensus to recommend that the design of the new signs be approved as proposed.

The Board looks forward to seeing designs for future changes to the building and site.

**DRB 2017-8, 197 North Pleasant Street, Lili’s Restaurant – New awning sign**

***Recommend approval as proposed.***

After reviewing the design and discussion, the Board recommended unanimously (3-0) by consensus to recommend that the design of the new signs be approved as proposed.

**DRB 2017-9, 63 North Pleasant Street, Bistro 63 – New panel signs for front and rear entrances**

***Recommend approval with conditions.***

After reviewing the design and discussion, the Board recommended unanimously (3-0) by consensus to recommend that the design of the new signs be approved with the following conditions:

- Front entrance sign – The Board recommended that the front entrance sign changed in two ways:
  - The main sign on the face of the building above the awning be installed as a blade sign, perpendicular to the face of the building, with its proportions such that it did not protrude above tops and bottoms of the adjacent second floor windows. A blade sign will be easier for drivers and pedestrians to see as they approach the building.
  - That the name of the establishment “BISTRO 63” in white letters be placed and centered on the front valance of the existing awning directly above the entrance.
- The Board recommended that the applicant speak to the Town Tree Warden about potentially obstructing lower branches on the street tree directly in front of the building.
- The Board recommended approval of the design of the rear entrance sign, as proposed.

**DRB 2017-10, 35 South Pleasant Street, Amherst BID/Chamber of Commerce** – New sign for new visitors center.

*Recommend approval as proposed.*

After reviewing the design and discussion, the Board recommended unanimously (3-0) by consensus to recommend that the design of the new panel and window signs for the Visitors Information Center be approved as proposed.

The Board discussed its membership.

The next meeting was set for Wednesday, November 30, 2016.

The meeting was adjourned at 8:30 p.m.