



TOWN HALL
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Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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December 13, 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 December 12, 2016

The Monday, December 12, 2016 meeting of the Design Review Board began at 7:07 p.m. in the Conservation and Development Library, second floor, Town Hall.

Design Review Board members Michael Birtwistle, Janet T. Marquardt, Catherine Porter, and Lindsay Schnarr (new member) were present, along with Senior Planner Jonathan Tucker. Others present included sign consultant Ron Melnick.

Members introduced themselves.

Applications

DRB 2017-11, 104 North Pleasant Street, Ichiban Asian Bistro – New main panel signs and window signs. Mr. Melnick and Mr. Tucker presented the application. It was noted that existing LED lighting from above would be used for the main panel signs.

There was a consensus that the sign design elements worked well, but that there was an imbalance between the size and emphasis of the main logo and the words “Asian Bistro” on the main panel signs.

After extended discussion, the Board recommended Approval of the sign design as proposed, but offered the following suggestions for the applicants’ consideration:

- Consider repeating the design of the sign as it appears on the display window to the left of the main entrance—with the full logo and Japanese character above, and “Asian Bistro” in smaller letters fitting below. This would result in a more compact sign that could be mounted directly above the main entrance.

- Consider allowing the red ‘swoop’ around “Ichiban” to extend onto the face of the sign band above and below the sign panel recess, rather than forcing it to be cut off by the dimensions of the recessed space.
- Consider using the existing design for the main panel signs, but arranging the words “Asian Bistro” vertically (one above the other) to the right of the rectangle of the Japanese character:

ASIAN
BISTRO

This would again have the effect of shortening the length of the sign and allowing it to be more of a visual feature associated with the main entrance.

- Consider switching the letter and background colors for the main panel signs, using a black background with white letters. This would make the panel signs consistent with the sign as it appears on the display window to the left of the main entrance.

The Board members reviewed upcoming Town projects, including the North Common restoration, Jones Library expansion, and Central Fire Station. Members agreed to review the sites in the field. Mr. Tucker agreed to send around historical materials on the various sites.

The next meeting was set for Thursday, January 12, 2017.

The meeting was adjourned at 7:37 p.m.