



TOWN HALL
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Amherst, MA 01002-2351

DESIGN REVIEW BOARD
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August 11, 2016

DRB MEMORANDUM

Memo to: Rob Morra, Building Commissioner
David Ziomek, Asst. Town Manager
Christine Brestrup, Planning Director
Jennifer Gannett, Permit Administrator
From: Jonathan Tucker, Senior Planner
Subject: DRB Meeting – August 9, 2016

The Tuesday, August 9, 2016 meeting of the Design Review Board began at 7:03 p.m. in the Town Room of Amherst Town Hall.

Design Review Board members Michael Birtwistle, Jan Marquardt, and Catherine Porter, were present, along with Senior Planner Jonathan Tucker.

No applicant or member of the public was present.

Applications

DRB 2017-00002, Amherst Mindfulness, 17 Kellogg Avenue – New signs for a second story business.

Recommend approval as proposed, with conditions.

Mr. Tucker summarized the application, and presented the application materials consisting of a sign design and two photos indicating proposed sign locations.

Ms. Marquardt said the sign lettering would be hard to read, and should be bolder. She agreed with a suggestion that black pin line outlining would make the lettering more legible at a distance.

There was general discussion of the proposed sign locations. After discussion, the Board decided by consensus to approve the proposed sign designs, with the following conditions:

- 1) Sign Design - The weight of the letter font used for “Amherst Mindfulness” should be a substantially bolder version of the same font be used, and the lettering (and possibly the tan triangle) should be outlined in a very fine black pin line, to help differentiate it visually from its background. The pin line treatment is made all the more necessary by

the mid-tone red clay coloring used for the lettering, which is attractive but harder to 'read' at a distance than a more saturated, darker, or assertive color might be.

- 2) West Sign - The sign contractor should measure the proposed space before fabricating the sign, to ensure that the bottom of the sign once mounted will not protrude below the bottom of the sill of the adjacent window. The proposed sign should fit within the architectural 'frame' established by the elements and spaces created by the building.
- 3) North Sign – The Board recommended approval of the proposed projecting/hanging sign location on the north face of the building next to (left of) the entrance to the building, but cautioned that this sign location will be within easy reach of passersby, and so should be very securely fastened, perhaps with an additional wall bracket along the bottom that matches the material and appearance of the bracket above. The alternative would be to have several signs made, and be prepared to replace them.

The Board set its next meeting for Tuesday, September 13.

The meeting was adjourned at 7:12 p.m.