



MEETING MINUTES

DESIGN REVIEW BOARD

The Amherst Design Review Board virtually met at **5:00PM** on **Wednesday, October 26, 2022**

This meeting was recorded on Zoom and may be viewed on the Town of Amherst YouTube Channel. Click on the following link to access this meeting recording:

<https://www.youtube.com/playlist?list=PLcnmFtV6BPFNakxbIcj3yJLPy4rrOyKms>

At this Meeting, the Design Review Board will conduct the following business:

PRESENT: *Erika Zekos, Chair; Catherine Porter; Thom Long, and Becky Lockwood

ALSO PRESENT: Maureen Pollock, Planner and staff liaison to the DRB; applicants, and members of the public;

At this Meeting, the Design Review Board will conduct the following business:

APPLICATION:

DRB FY2023-06, Kwench Juice Cafe – To review the proposed sign lettering in windows, under Section 3.20 of the Zoning Bylaw, located at **19 North Pleasant Street (Map 14A/Parcel 51)** General Business (B-G) Zoning District/ Design Review (DR) District.

The representatives to the applicant, Chris Gregoris, provided a presentation explaining/showing the proposal

After the applicant's presentation, the Board discussed the proposal and made the following motion and voted with suggestions.

MOTION: Moved by Catharine Porter, seconded by Becky Lockwood, and voted (3-0) to give a positive recommendation to the Building Commissioner for the proposed sign lettering in windows, under Section 3.20 of the Zoning Bylaw, located at **19 North Pleasant Street (Map 14A/Parcel 51)** General Business (B-G) Zoning District/ Design Review (DR) District, with the following suggestions:

1. lettering provided on the left window should only include the business logo,
2. lettering provided on the right window should only include the bulleted list.

DRB FY2023-07, Sam Dong – To review the proposed wooden element in windows for the new restaurant called Lao Hu Tong, under Section 3.20 of the Zoning Bylaw, located at **63 Main Street (Map 14A/Parcel 258)** General Business (B-G) Zoning District/ Design Review (DR) District.

The applicant, Sam Dong, provided a presentation explaining/showing the proposal

After the applicant’s presentation, the Board discussed the proposal and made the following motion and voted.

MOTION: Moved by Catharine Porter, seconded by Becky Lockwood, and voted (3-0) to give a positive recommendation to the Building Commissioner for the proposed wooden element in windows for the new restaurant called Lao Hu Tong, under Section 3.20 of the Zoning Bylaw, located at **63 Main Street (Map 14A/Parcel 258)** General Business (B-G) Zoning District/ Design Review (DR) District.

The DRB did not have any suggestions to provide and believe the proposed wooden elements will look great in the front windows.

DRB FY2023-10, The Spoke – To review the proposed wall sign at existing restaurant/nightclub called The Spoke, under Section 3.20 of the Zoning Bylaw, located at **33-37 East Pleasant Street (Map 11C/Parcel 272)** General Business (B-G) Zoning District/ Design Review (DR) District.

Representative to the applicant, Chad O’Rourke, provided a presentation explaining/showing the proposal.

After the applicant’s presentation, the Board discussed the proposal and made the following motion and voted.

MOTION: Moved by Catharine Porter, seconded by Becky Lockwood, and voted (3-0) to give a positive recommendation to the Building Commissioner for the proposed wall sign at existing restaurant/nightclub called The Spoke, under Section 3.20 of the Zoning Bylaw, located at **33-37 East Pleasant Street (Map 11C/Parcel 272)** General Business (B-G) Zoning District/ Design Review (DR) District.

The DRB did not have any suggestions to provide and believe the sign on the north building wall window looks fine.

DRB FY2023-11, Downtown Amherst Foundation – To review the proposed sign marquee along the walkway railing leading to the front entrance to the Drake, a new live performance and music venue, under Section 3.20 of the Zoning Bylaw, located at **44 North Pleasant Street (Map 14A/Parcel 337)** General Business (B-G) Zoning District.

*Erika Zekos joined the meeting at this time.

Representative to the applicant, Gabrielle Gould, provided a presentation explaining/showing the proposal. Ms. Gould provided 2 marquee options for the DRB's consideration, including a marquee sign that requires a person to manually insert letter messaging, and a digital marquee sign, similar to the existing one owned/operated by Amherst Cinema.

After the applicant's presentation, the Board discussed the proposal. Board stated that they prefer the digital sign more than the other option, as it is more user friendly and the messaging will be more eye catching. The Board stated that the other option feels dated and not fitting for a lively music venue in the heart of downtown Amherst. The Board made the following motion and voted with suggestions.

MOTION: Moved by Catharine Porter, seconded by Becky Lockwood, and voted (4-0) to give a positive recommendation to the Building Commissioner for the proposed sign marquee along the walkway railing leading to the front entrance to the Drake, a new live performance and music venue, under Section 3.20 of the Zoning Bylaw, located at **44 North Pleasant Street (Map 14A/Parcel 337)** General Business (B-G) Zoning District, with the following suggestion:

1. install a digital marquee sign, similar to the one owned/operated by Amherst Cinema
2. Provide a black frame around the perimeter of the digital marquee sign
3. Do not have any wiring visible from the front face of the digital marquee sign, railing, or from the public right-of-way.

APPROVAL OF MEETING MINUTES:

GENERAL PUBLIC COMMENT PERIOD: None

OTHER BUSINESS NOT ANTICIPATED WITHIN 48 HOURS:

ADJOURN: The DRB adjourned at 5:45pm