

**DESIGN ADVISORY COMMITTEE**  
**TOWN OF GREAT BARRINGTON**  
**ZOOM MEETING**

**WEDNESDAY, MARCH 10, 2021**  
**5:00 P.M.**

**PRESENT:** **PEDRO PACHANO, CHAIR**  
**JONATHAN HANKIN**  
**STEVE DIETEMANN**  
**HOLLY HAMER**  
**REES SHAD**  
**JIM MERCER**  
**JENNIFER CLARK**  
**ED MAY, STAFF LIAISON**

**I. CALL TO ORDER**

Mr. Pachano called the Zoom meeting to order at 5:00 P.M. He stated that the meeting is being recorded. He called for a roll call of those present.

Mr. Hankin, present; Mr. Shad, present; Mr. Dietemann, present; Mr. Mercer, present; Ms. Hamer, present; Mr. Pachano, present; Ms. Clark had not yet arrived.

**II. MINUTES: JANUARY 13, 2021**

**MOTION:** Ms. Hamer to approve the minutes of January 13, 2021

**SECOND:** Mr. Dietemann

**ROLL CALL VOTE:** Mr. Dietemann, aye; Mr. Shad, aye; Mr. Hankin, aye; Ms. Hamer, aye; Mr. Mercer, aye; Mr. Pachano, aye

**III. 284 MAIN STREET: ROBIN'S CANDY**

Phil Ghi from Ghi Signs and Robin Helfand, owner of Robin's Candy, were present to discuss the projecting sign. The sign is an arrow with raised letters and a neon outline. The sign was originally on Railroad Street.

Ms. Helfand said the sign will be on a timer and only illuminated for a period of time every day.

Mr. Dietemann asked if the sign is allowed.

Mr. May said yes. He said it has to be 10 feet above the sidewalk and is presented at that height.

Mr. Pachano said the “Robin’s Candy” sign is neon.

Ms. Helfand said it is illuminated but not neon. She said the intent is to bring attention to the Barrington House location. Not any particular tenant just the location.

Mr. Pachano said the sign will be on a timer.

Ms. Helfand said it will be on a manipulated timer..

Mr. Dietemann asked why not intended for all stores.

Ms. Helfand said the Barrington House is the geo political center. It is intended to draw people to the area.

Ms. Hamer said she is concerned about how it will impact the neighbor above.

Ms. Helfand said she did the measurements so it is not in the vicinity of the window. She explained to the tenant that the sign would go off between 10:00-11:00 PM. If there is an issue there will be a discussion with the resident and accommodations will be made to turn the light off when people aren’t on the street.

Mr. Pachano asked if the sign is “Robin’s” store property.

Ms. Helfand said the bottom of the sign is entirely on my store front but the other part is on Richard Stanley’s front.

**MOTION:** Mr. Shad to approve the sign application as presented

**SECOND:** Mr. Hankin

Mr. Mercer said he thinks it is a great reuse of the sign. He said it is great to have anything that brings people to the downtown

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, aye; Mr. Dietemann, aye; Ms. Hamer, nay; Mr. Mercer, aye; Mr. Pachano, aye

### **70 RAILROAD STREET:**

Mr. Ghi said there are two signs going into the space along the stairs at 70 Railroad Street. The signs are for Rob’s Records and Hey Day. He said the location is the best for drawing people up the stairs.

Mr. Pachano asked if the exact location is shown in the application.

Mr. Ghi said yes. He said the Hey Day sign is being relocated from Main Street.

Ms. Clark joined the meeting at 5:18 P.M.

Mr. Ghi said the signs are above the railing. He said there are not a lot of options for getting people up the stairs.

Mr. Shad said he is concerned about the sign interfering with use of the handrail.

Mr. Ghi said letters are tight to the brick. He said he manipulated the signs to fit.

Mr. Dietemann asked what the clearance of the handrail.

Mr. May said there is an inch and a half clearance.

Ms. Clark said she thought the signs are too big for the triangular space. She said it appears the signs are crammed into the space. She said she understands the trying to save money by reusing the sign but it looks poor. She said she is surprised others aren't feeling that way.

Mr. Dietemann said it is a tough space. The signs are basically yelling "Please come up here". He said he thinks it does fit with the Town.

Ms. Clark said it is too big for the space. It looks way too big.

Mr. Shad said it has a graffiti feel. He agreed that it is too big for the space and the size should be reduced. He said the signs should be painted on the wall. He said he doesn't have an issue with the playfulness but he has an issue with how close the signs are to the handrail.

Ms. Hamer said they are two separate signs. She said it looks like they are fighting with each other. She said the record sign has a different feeling.

Mr. Ghi said the plan started with Rob's sign. He said it is a 50's style sign. It may have worked better if it was there alone. He said he was asked to present the Hey Day sign as well. He said it is tough when talking about someone's branding.

Ms. Clark said the aesthetics of one square sign in a triangular space shared by two companies is difficult.

Mr. Ghi said he would hate to see one or the other punished for trying to work out the space.

Mr. Mercer asked if there could be an arrow to direct people up the stairs and have the signs mounted above the doors to the businesses.

Mr. Ghi said the space that Rob is taking has zero exposure. He said there is absolutely no visibility. He said he agrees with the comments but the space is limited.

Mr. Hankin asked if there is room for a shingle sign.

Mr. Ghi said no. He said the entrance is perpendicular to Railroad Street.

Mr. Hankin said the challenge is architectural. He said it is a bad design to have retail spaces that don't have space for their signs. He said this is the only space they have.

Mr. Dietemann said we can't say no but we can suggest a better way to do it.

Ms. Clark suggested a log horizontal sign to make it clear there are two distinct stores. She said there should be more order and the signs should be more graceful. She said the Hey Day sign can't be reused.

Mr. Dietemann said he is concerned about what is happening downtown. People need a chance.

Ms. Clark said she wants to support but the sign can't be reused.

Mr. Pachano asked if Ms. Clark would like the signs if painted on.

Ms. Clark said no.

Mr. Pachano said he hoped Mr. Ghi would bring the comments to his clients.

**MOTION:** Mr. Dietemann to have Mr. Ghi bring the comments to his clients with suggested redesign

**SECOND:** Mr. Shad

Ms. Hamer asked if the motion should include having the applicants return to the Committee.

Mr. Pachano said the applicants don't have to come back. They are only required to present. If they decide to do a different sign they would come back.

Mr. May said the Committee is only required to review. He said he can move forward with this review.

Mr. Ghi said he would come back if there is a redesign.

Mr. Hankin said it is important for the signs to be easily changeable.

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, aye; Ms. Clark, aye; Mr. Dietemann, aye; Ms. Hamer, aye; Mr. Mercer, aye; Mr. Pachano, aye

### **292 MAIN STREET: BERNAY ART**

Paula Freedman was present to discuss the signs for 292 Main Street. The proposed sign is made of white acrylic letter with a navy blue background. She said the letters will be ¾ inch off the background.

Mr. Dietmann said the sign is great.

Ms. Hamer said the sign is elegant.

Mr. Hankin asked if existing lighting would be used.

Ms. Freedman said yes.

**MOTION:** Ms. Hamer for a positive recommendation

**SECOND:** Mr. Dietemann

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, aye; Ms. Hamer, aye; Mr. Dietemann, aye; Mr. Mercer, aye; Ms. Clark, aye; Mr. Pachano, aye

### **34 RAILROAD STREET:**

Travis Derr was present to discuss the window signs for 34 Railroad Street. Signs will be place on two windows and the door for Two Flowers Cafe.

Mr. Dietemann said he likes the restraint, very subtle.

Ms. Clark said she appreciates the subtlety between the pink and the dark background.

**MOTION:** Ms. Hamer for a positive recommendation

**SECOND:** Mr. Hankin

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, aye; Ms. Clark, aye; Ms. Hamer, aye; Mr. Dietemann, aye; Mr. Mercer, aye; Mr. Pachano, aye

### **322 MAIN STREET: BERKSHIRE MONEY MANAGEMENT**

Chad, the project manager, was present to discuss the signs for Berkshire Money Management. He said the existing black vinyl logo on the side windows (facing Castle Street) will be matched.

Ms. Clark asked if the windows will be translucent.

Chad said the windows will be etched for privacy so they can't be seen through.

Ms. Clark asked how that works with the bylaw.

Mr. May said 50% of the window can be used. He said the tinting is not included.

Ms. Hamer had to leave the meeting at 5:59 P.M.

Ms. Clark discussed the size of the windows. She then asked if the rectangular sign could be oval for symmetry.

Chad said it wouldn't be in keeping with their logo.

Ms. Clark said she would like it to be oval. She asked if there could be a gold line around the

outside of the sign to marry the look.

Chad said he would have to reduce the sign a little but he could do that.

Ms. Clark said she looked at the window from Castle Street. She said there will be a lot of contrast. She said it looks overdone. The logos look too big. There is too much advertising for entering Town. As a pedestrian there is too much going on.

Mr. Mercer said for symmetry it is more important for the sign to be oval in a similar size. He suggested leaving the tree off.

Chad said the tree is part of their logo.

Mr. Dietemann said he didn't have a problem with the sign presented.

**MOTION:** Ms. Clark to recommend for an oval sign similar to the gallery sign to establish symmetry and returning to a more historic look for the façade

**SECOND:** Mr. Shad

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, nay; Ms. Clark, aye; Mr. Dietemann, nay; Mr. Mercer, aye; Mr. Pachano, aye

**MOTION:** Ms. Clark logos on Castle Street be reduced in size and quantity with logos on three windows making logos 60% of current size or leave as it now with logo only on the middle window

**SECOND:** Mr. Shad

**ROLL CALL VOTE:** Mr. Shad, aye; Mr. Hankin, nay; Ms. Clark, aye; Mr. Dietemann, aye; Mr. Mercer, aye; Mr. Pachano, nay

Mr. Dietemann left the meeting at 6:11 P.M.

**DAC BUSINESS:**

Ms. Clark said she is learning to live with the color of the bridge.

Mr. Hankin said the color matches the chip that was chosen.

Mr. Pachano said he doesn't have a problem with the color.

**IV. CITIZEN'S SPEAK TIME:**

There was no one present to speak.

Having concluded its business, Mr. Pachano adjourned without objection at 6:13 P.M.

Respectfully submitted,

*Kimberly L. Shaw*

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Secretary