

**City of Concord, New Hampshire
Architectural Design Review Committee
January 8 2013**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, January 8, 2013, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Jennifer Czysz, Elizabeth Durfee Hengen, Frederick Richards, James Doherty, Duene Cowan, and Claude Gentilhomme. Gloria McPherson, Steve Henninger, Becky Hebert, and Donna Muir of the City Planning Division were also present, as were Craig Walker, Zoning Administrator and Michael Santa, Code Administrator. Also present at the meeting were Heritage Commission members Phil Donovan and Bryant Tolles.

1. The ADRC met in order to review the proposed design of certain sites, buildings, building alterations, and signs that are on the Planning Board's regular agenda for January 16, 2013, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

- **Application by CenterPoint Church requesting Architectural Design Review approval of two affixed signs located at 20 North State Street, within the Central Business Performance (CBP) District.**

Mr. Doherty recused himself from the discussion, as he attends the CenterPoint Church.

Joe Palmisano, from CenterPoint Church, was present. Mr. Palmisano stated that the Church originally wanted to have a banner sign instead of the current hanging sign attached to a post. The Church agreed to an aluminum frame sign attached to the building and centered between the stained glass windows.

Ms. McPherson asked whether the sign was actually 12 feet tall. Mr. Palmisano responded that it was and that the stained glass windows were 17 feet high.

Mr. Cowan stated that the large sign is minimalist, different, and very nice; however, he feels that the other sign looks like a business card. Mr. Palmisano stated that the smaller sign is more of an informational sign for those already in the parking lot.

Ms. Hengen stated that the signs are handsome and clean.

Ms. Hengen moved to recommend Architectural Design Review approval for the two affixed signs as submitted. Mr. Gentilhomme seconded the motion. Motion carried unanimously.

- **Application by Eills Law requesting Architectural Design Review approval for the addition of an "Eills Law" logo to an existing freestanding sign at 35 Pleasant Street, within the Civic Performance (CVP) District.**

Andrew Eills was present. Mr. Eills stated that he has just begun his own practice and is renting space at 35 Pleasant Street. He is proposing to place a double sided, 16" by 9.67" sign attached to the bottom of

an existing sign. Mr. Eills stated that most of his clients do not come to his office and he is not intending the sign to garner business from those passing by. He originally planned to attach the double sided sign to the bottom panel on the existing sign, but is unable to, according to AMI Graphics in Portsmouth. AMI Graphics informed him that the best way to mount the sign is to have two separate signs affixed on both sides with a board attached to the existing sign. Mr. Eills suggested that the two signs could be filled to look like a single sign. He explained that the color on the graphics was not correct and that the actual color is a dark blue. Mr. Eills passed around a business card showing the correct color.

Mr. Doherty asked how far from the ground the bottom of the sign was. Mr. Eills responded that it was about 16 inches, and that he understood that he would have to remove any snow from under and around the sign in order for the sign to remain visible.

Mr. Gentilhomme suggested that the proposed sign looks like an afterthought and suggested that the sign panel span the width between the two posts on the existing sign. Mr. Eills responded that he would work with the landlord to redesign the sign. Ms. Hengen suggested that the sign could mimic the graphics on Mr. Eills' business card, with the logo on the left and writing on the right. She stated that the panel should be the dark blue color with white lettering.

Mr. Gentilhomme moved to recommend Architectural Design Review approval for the sign, with the sign reconfigured as a horizontal panel, with a dark blue panel and white lettering, and no border. Mr. Richards seconded the motion. Motion carried unanimously.

Mr. Henninger requested that Mr. Eills provide the Planning Division with revised graphics by the end of the week so the revised design could be submitted to the Planning Board for their review and approval at the January meeting.

- **Application by Radio Shack requesting Architectural Design Review approval of a replacement affixed sign at 96 Fort Eddy Road, within the Gateway Performance (GWP) District.**

Tim Sullivan, from Barlo Signs, was present on behalf of the applicant. Mr. Sullivan said that Radio Shack has changed their logo colors. He explained that the channel letters will remain and the existing neon will be replaced with red LEDs.

Ms. Hengen moved to recommend Architectural Design Review approval of the replacement affixed sign as submitted by the applicant. Mr. Richards seconded the motion. Motion carried unanimously.

- **Application by Village Street Garage requesting Architectural Design Review approval of two new affixed signs at 336 Village Street, within the Central Business Performance (CBP) District.**

Mr. Henninger explained that the application is for an affixed sign on the roof and an affixed sign on the eave.

Christopher Browher and Andrew Hodgkins, from United Sign Associates, were present on behalf of the applicant.

Ms. Hebert asked if the sign on the building between the windows would be removed. Mr. Hodgkins responded that it would be removed.

Mr. Cowan asked why the affixed sign on the roof would be located on the right side of the building. Mr. Hodgkins responded that it would be to provide more visibility.

Mr. Hodgkins explained that the gas canopy would be painted and the previously approved sign on the canopy would be removed.

Mr. Gentilhomme moved to recommended Architectural Design Review approval of two new affixed signs as submitted. Mr. Richards seconded the motion. Motion carried unanimously.

2. Joint meeting with the Architectural Design Review Committee and the Heritage Commission.

- **Informal discussion with Bill Binnie regarding the reuse of Walker School and any preliminary design and historic preservation issues and concerns.**

Bill Binnie presented the ADRC and the Heritage Commission members with an overview of his business and discussed preliminary plans for the Walker School so that it could accommodate a television and radio station, as well as office space and his charitable organization.

The ADRC members and Heritage Commissioners discussed with Mr. Binnie the building and site, including replacement windows, signage, access and parking, landscaping, lighting, and screening satellite dishes. Mr. Binnie has not yet hired a design team and wanted to get input and feedback from these two committees before he started any work on his permit applications.

As there was no further business to come before the Committee, the meeting adjourned at 11:10 a.m.

Respectfully submitted,

Gloria McPherson
City Planner

djm