

City of Concord, New Hampshire
Architectural Design Review Committee

January 13, 2004

The Design Review Committee held its regular meeting on Wednesday, January 13, 2004, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Claude Gentilhomme, Elizabeth Hengen (who arrived at 10:30 AM), Ron King and Hamilton Rice. Messrs. Woodward and Pollock, and Ms. Osgood from the Planning Division, and Brent Edmonds, City Engineer, and David Flynn, Engineering Services Project Manager, were also present.

The Design Review Committee 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 21, 2004, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review. Comments on and criticisms of the items were made.

The following proposals were evaluated.

Agenda Items

Consideration of proposed placement and design of signs:

- **Cleary Cleaners** at 80 South Main Street (2 signs)

Don Reed was present from Barlo Signs on behalf of the applicant and explained they are not altering the structure of the signs. They are just changing the face. He presented photos of other signs in the area.

Mr. Rice indicated there was an issue with interpretation of the zoning ordinance on a number of items. Consideration took into account a number of items including the change of ownership, change in business name, and how much of the signage had the right to be changed before it had to comply with the zoning ordinance. If a change in signage relates to the same ownership, it has historically been considered to be within the allowances of the zoning ordinance.

Members felt the combination of bright colors, particularly the yellow, and the size called attention to a building that is not very attractive. The City, State and federal governments have spent millions of dollars to make this entrance to the city attractive and this would seem to be contrary to that effort.

Members felt the replacement proposed for the billboard style sign was too large and too bright for the location proposed.

Mr. Reed indicated there may be things they could do to minimize the impact of the bright colors on the billboard sign.

Members noted that the visual impact of the entire signage package was overwhelming and they asked that the applicant reconsider the design.

Mr. Reed indicated he would revisit the graphics and submit a revised design in time for the Planning Board's review next week.

- **Constantly Pizza** at 39 South Main Street

Committee members noted that this was a replacement panel.

Members felt there would be a little less clutter to the signage if the two end panels only read "Pizza".

The Design Review Committee recommended approval subject to the stipulation that the two end panels only read "Pizza".

- **Foy Insurance** at 43 Centre Street (2 signs)

Mr. Woodward indicated there was an issue about whether the proposed freestanding sign complied with setbacks.

Members suggested creating a hanging sign instead of a freestanding sign. They also preferred the two proposed signs to be consistent in color and theme.

The Design Review Committee recommended approval of the building sign as proposed and further recommended approval of the design of the freestanding sign provided that the messages (the company name and the address) are reversed and that the placement of the sign meets setback requirements or that it be a hanging sign.

Site and building plans related to an application by **Concord 93 Limited Partnership** at **73 Fort Eddy Road**.

Mr. Pollock introduced this proposal to fill in the 350 square foot entrance to the existing store. He reported the site also needed to be brought back into compliance with the zoning ordinance relative to landscaping at the street edge.

Doug Boyce and Ron LaPorte were present from Hannaford and explained they intended to fill in the area now being used as a vestibule. Mr. Boyce explained this was being done as part of an interior remodeling project. He explained the street trees had died over the years and had not been replaced but they would see that the trees are replaced.

The Design Review Committee found the proposed revisions to be appropriate for the location and use, and recommended approval as proposed.

Site and building plans related to an application by **Frederick & Sharen Fuller, Trustees of the Fuller Family Concord Realty Trust, at 242 & 244 Sheep Davis Road.**

Mr. Woodward introduced this proposal and explained the history of the site. He explained this is an existing building that the Code Administrator is trying to bring into compliance with the requirements of the zoning ordinance. He reported some construction has taken place without benefit of permits from the City.

He reported they have proposed to add a few trees around the frontage and will clean up the debris field at the corner of Pembroke Road. He reported traffic circulation on the site is a concern. The applicant's engineers have met with the State to discuss access and they will be required to comply with the State requirements. The applicants do not intend to make any changes to the existing building.

Mr. Woodward indicated they have not applied for approval of signage but they are intending to remove the existing gasoline sign and replace it with a sign for the convenience store.

There was a discussion relative to the lack of substantial landscaping. Mr. Woodward explained that the zoning ordinance allows the property owner to utilize existing vegetation as part of the tree count.

The Committee suggested that the applicant be required to engage in conversation with the State about what they will allow for additional landscaping along the frontage within the State's right-of-way and additional vegetation at a modest height around the freestanding sign and in the entrance islands.

The Design Review Committee recommended approval of the building as submitted and approval of the site plans with the stipulation that the applicants provide additional vegetation in the entrance islands and at the base of the freestanding sign and along the frontage to the extent allowed by the State.

Site and building plans related to an application by **Wal-Mart Real Estate at 344 Loudon Road.**

Mr. Pollock introduced this proposal to add gable roofs with drop curtain for walls onto the front of the existing store building to enclose the garden center. It is currently enclosed with a fence and a web material for cover.

David Rowden, from PBA Architects, was present on behalf of the applicants and presented samples of the materials proposed.

The Design Review Committee found the proposed enclosure to be appropriate for the use and location, and recommended approval with the recommendation that the gable be constructed with a clear material instead of the proposed opaque material.

Site and building plans related to an application by **Capital Region Health Care Corporation at 250 Pleasant Street.**

Mr. Woodward explained this application for a Conditional Use Permit for a sign at the Payson Cancer Center at the hospital

Ray Gerbi was present on behalf of the hospital and reported this would be an internally illuminated sign using the corporate colors that would peek out above the garage to provide visibility to first-time visitors to the hospital campus. He reported they had learned that the maze of buildings on the campus was confusing to visitors and they were trying to provide a landmark for people to use to reach their destination on campus.

The Design Review Committee found the proposed signage to be appropriate for the use and location, and recommended approval as submitted.

Site and building plans related to an application by **Hodges Development Corporation on behalf of Verizon Wireless at 197 Loudon Road.**

Mr. Pollock explained this proposal to construct a stealth flagpole with internally mounted antennas and a roof top equipment shelter. The pole would extend 40 feet above the existing building.

Daniel Klasnick, attorney representing the applicant, was present and explained they tried to disguise the antennas as a flagpole structure to make it more compatible with the existing building.

Mr. Woodward explained this application had been placed on the Planning Board agenda as an item for determination of completeness because there were still some zoning interpretations that needed to be resolved.

Todd White, construction manager for Verizon Wireless, was also present and explained they needed to physically tie the structures to the structure of the building and that limited placement of their new structures on the roof.

Mr. Gentilhomme felt this was out of proportion and should be placed to the rear of the building. He felt they should not try to disguise the antenna as something they are not.

Members suggested reversing the location of the flagpole structure and the equipment shelter but Mr. White noted that the construction of the existing structure did not allow for that.

Mr. Rice discussed the issues related to the zoning ordinance and alternatives available to the applicants.

The Design Review Committee found the design and placement of the equipment shelter to be appropriate and recommended approval as submitted. However, they suggested that the applicants pursue the prospect of moving it to the front of the existing building to allow the pole to be placed to the rear of the roof. The Committee further recommended approval of the proposed pole without the flag or ball on the top.

Revisions to previously approved building plans for **Mulberry Village**.

Reggie Moreau was present as developer and explained changes he proposed to the previously approved building plans for multi-family units at Mulberry Village. He presented photos of an existing project he has completed that has worked well and that he would like to replicate.

Mr. Moreau explained he would like to eliminate the horizontal banding over the garage level because it tended to catch water. The drip edge often did not work well.

(Ms. Hengen arrived at 10:30 AM.)

The Design Review Committee recommended approval of the revisions to the garage panel as submitted as well as the elimination of some of the deck screening between units so that there is only one screen per deck of the same color as the building. The Committee further recommended that the proposal to alternate color vertically is appropriate but the original horizontal color was preferred.

Landscape plans and signage related to **Smokey Bones Restaurant at 317 Loudon Road**.

Mike D'Amante was present on behalf of the applicant and explained they planned to place three large fir trees (12-14 feet in height) on the site - two behind the building and one in front. The base for the freestanding sign will match the stone base of the abutting Ruby Tuesday Restaurant sign. The applicant was reminded that the freestanding sign should be five feet back from the property line.

Members felt the take out sign should be located as a ground sign left of the entrance, and placed in back of the sidewalk and in front of the landscaping.

The Committee recommended that the raceway on the entrance sign not be a noticeable color.

Committee members also requested that they add two shade trees to the west side of the parking lot.

The Design Review Committee recommended approval of the proposed signage and landscape plan with the stipulation that the raceway on the entrance sign not be a noticeable color and that they add two shade trees to the west side of the parking lot.

Proposed design guidelines by **Main Street Inc.**

Tim Britain, chairperson of the design committee for Main Street Inc., and Nan Hagen, director of Main Street Inc., were present with revised design guidelines that Main Street Inc. proposed to adopt. Mr. Britain reported they had addressed concerns expressed earlier by the Design Review Committee relative to signs and had added photos of good examples as well as less desirable.

Mr. King suggested adding an index or table of contents to the document and suggested a few areas that could be improved to make it visually a little more useable.

Mr. Cowan suggested emphasizing paragraph 5 on page 2 regarding the process. Mr. Britain responded that they had created another document that emphasizes the process and explains it in more detail, both from the Main Street Program point of view and the City's. Members suggested referring in the guidelines to that document.

Ms. Hengen mentioned that downtown is on the National Register and that should be noted in the guidelines. There are inventory forms for each building and Mr. Woodward indicated that information would be available on the City's web site soon.

Mr. Rice noted that there was an error on page 10 in quoting the requirement in the zoning ordinance for the height minimum clearance of signs.

Non Agenda Item

Doug Dow was present to discuss a conceptual plan for a new restaurant building on property owned by Mall Realty on Fisherville Road. This would be a separate building utilizing the parking lot for the existing strip mall. He described a cream colored building with brick trim and some glass features to mimic the original mall building to try to tie the two buildings together.

Committee members suggested lowering the windows in the dining area and playing up the entrance. Massing and the ridge lines should be compatible with the existing building.

There was no further business to come before the Committee and the meeting adjourned at 11:15 AM.

Respectfully submitted,

Robert W. Pollock, Jr.
Planner

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