

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**

**February 10, 2004**

The Design Review Committee held its regular meeting on Wednesday, February 10, 2004, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Elizabeth Hengen, Ron King and Susanne Smith Meyer. Messrs. Henninger and Pollock, and Ms. Osgood from the Planning Division 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 February 18, 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:

- **Master Signage Plan at 43 North Main Street**

Russ Aubertine was present from Advantage Signs on behalf of the property owner. He explained there will be at least three tenants in the building so the owner needed to provide signage for all the tenants and proposed a unified sign package for the entire building. He reported there were a lot of trees in front of the building blocking the main entrance to the building, especially in the summer. He explained there are two entrances on Main Street and an existing rear entrance. He expects there will be two retailers and a possible office space in the building.

Committee members felt the proposed iron work framework for the signs did not relate well to the post-industrial style building.

Members felt the "43 North Main Street" shown on the North Main Street façade should be moved from the decorative brick panel to the panel above the entry recess. The proposed directory at the entry recess should be rethought since not all the tenants will enter at that spot.

The Design Review Committee was of the opinion that the concept was appropriate and suggested that revised plans be submitted that take into account the following suggestions:

1. The "43 North Main Street" shown on the North Main Street façade should be moved from the decorative brick panel to the panel above the entry recess.

2. There should be individual hanging signs for each tenant instead of a directory sign.
3. There should be a more simplified fixture for the signage instead of the iron work as proposed.

Mr. Aubertine indicated that revised plans would be prepared for next month's meeting.

- **Sovereign Bank** at 161 North State Street
- **Sovereign Bank** at 75 West Street

The Committee noted that these appeared to be replacement panels for existing signage that was grandfathered.

The Design Review Committee found the replacement panels to be appropriate for the location and use, and recommended approval provided the Code Administrator rules that they comply with the Zoning Ordinance.

- **Foy Insurance** at 43 Centre Street

Mr. Henninger reported that the Planning Board had tabled action on this signage pending a redesign of the signage in response to Committee comments at the January meeting. Revised plans had now been submitted.

Ms. Hengen mentioned that the affixed sign was placed such that it would cover up an architectural feature of the building. She felt this was not an appropriate location for a sign. It was placed on the doorway entablature, which is a key design feature of the building.

Committee members also felt the affixed sign was redundant. A second sign could be mounted on the vertical recess if they found it was necessary to have a second sign.

The Design Review Committee recommended approval of the freestanding sign as revised and recommended that the affixed sign not be approved as located because it would cover up the doorway entablature which is a key design feature of the building

- **Strings & Things** at 113 South Main Street

Mr. Henninger explained this proposal for a new awning across the entire storefront.

Michael Bilodeau of Strings & Things was present as applicant and explained that this was a deep red, not burgundy, backlit illuminated awning. It was intended to be lit 24 hours a day.

The Design Review Committee found the awning to be appropriate for the location and use, and recommended approval provided the awning is opaque with the light shining through it, and further provided the bump out will not protrude beyond the front edge of the awning.

Mr. Bilodeau returned later in the meeting with clarification that the awning fabric was opaque and provided a color sample and more detail on the proposed bump.

The Design Review Committee recommended approval as proposed.

- **Willow Crossing** at 41 Village Street in Penacook

Russ Aubertine from Advantage Signs was present on behalf of the applicant.

Members asked that the location and height of the sign be provided. Jonathan Halle, who was present on another matter, mentioned that the location of the sign was approved as part of the site plan.

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

Site and building plans related to an application by **Berkshire Developers at 295 Loudon Road.**

Mr. Henninger introduced this proposal to construct an 84,165 square foot retail shopping center adjacent to the recently approved Smokey Bones Restaurant. He explained two main buildings were proposed, with a third potential tenant space.

Dan Levine, vice present of Berkshire Development LLC, and Richard Roberts, architect with Omega Design Architecture, were present for the applicant.

Mr. Henninger explained an interconnection between Smokey Bones and this site is being discussed, with the prospective closure of the right-in/right-out access at the westerly side of the Smokey Bones site. He reported there would be no access to Old Loudon Road from this site and that there is a grade change along Old Loudon Road now.

Members felt the Old Loudon Road frontage should be planted more densely and filled in with shrubs or fencing, particularly at the northwest corner of the property.

Mr. Roberts discussed the building elevations and signage. He reported the Dick's Sporting Goods building will be constructed of split face block with a smooth face banding and green structural steel architectural element.

The Committee noted that the Loudon Road façade looked like there was a second main entrance for Dick's Sporting Goods which did not exist. The Committee discussed with the applicant bringing the brick base across the window opening and downplaying the sign parapet.

The Committee noted that a determination relative to the definition of roof height and signage height will have to be made by the Code Administrator.

Members reminded the applicant that the rooftop mechanical equipment needed to be screened from all sides, particularly Old Loudon Road, with screening materials to match the building.

Mr. Roberts explained that the Tenant A building will be of a slightly different color and have EFIS and tile detail elements. Mr. Henninger noted they were showing a smooth face block on the side and rear elevations and asked for clarification that this was, indeed, what they intended. Mr. Roberts reported that it was. The Committee reminded him that these buildings had four fronts and each one needed to be treated as such.

Members suggested wrapping the detailing of Tenant A building around to the Loudon Road side.

Mr. Roberts reported that the freestanding sign will match Dick's Sporting Goods building as far as color and materials.

Messrs. Levine and Roberts indicated they would take the recommendations from the Committee under advisement and return with revised plans next month.

Site and building plans related to an application by **Concord Terminal LLC** at **118 Hall Street.**

Jonathan Halle, architect from Warrenstreet Architects, Inc., was present on behalf of the applicant to discuss this proposal for the construction of a 33,130 square foot warehouse/office building with a paved trailer storage area.

There was a lengthy discussion relative to the visibility of the site from the Interstate.

Mr. Pollock reported that there was some confusion about the intent of the use of the building and asked for floor plans that would make clear the uses. Mr. Halle responded that there was a mix of office and warehouse use proposed. There will be 1,000 square feet of office space and the remainder will be warehouse.

Mr. Halle reported this will be a metal building with glass block detailing between entrances and box signs on the top of the individual entrances. He expected that there will be a freestanding sign that will mimic the affixed signs.

There was a discussion relative to the ability to screen the paved trailer storage area and members suggested leaving the tree edge at the 230 foot elevation line as shown on the plans. This would make the paved surface visually recede.

The Design Review Committee found the building and site plans to be appropriate for the location and use, and recommended approval as submitted with the recommendation that the tree edge be left at the 230 foot elevation line.

Site and building plans related to an application by **Exxon Mobil (Prompto Oil Change)** at **13 South Main Street.**

Kevin King was present on behalf of Prompto Oil Change and explained that as a result of the last meeting they had revised their plans. The freestanding sign will match the building, and the cupola has been increased in size to better match the proportions of the building.

He reported it will be a clear stained cedar sign and building with reddish brown shingles and with awnings on the front of the building. He reported they had added some trees along the front of the property.

The Committee recommended eliminating the cap on the freestanding sign. They also recommended that the proposed 24 inch black raised letters on the affixed signage be reduced in size to 18 inches. Mr. King concurred.

Committee members felt the signage was much improved over the last submittal.

The Design Review Committee found the building and site plans to be appropriate for the location and use, and recommended approval as submitted with the recommendations that the cap on the freestanding sign be eliminated and that the raised letters on the affixed signage be reduced in size to 18 inches high.

Site and building plans related to an application by **Fuller Family Concord Realty Trust** at **242-244 Sheep Davis Road.**

Attorney Simon Leeming and Wendy Keeler, realtor, were present on behalf of the applicant.

Mr. Henninger explained this proposal for the change of use of an existing 5,000 square foot building.

Mr. Leeming presented old photographs showing the site prior to the fire in 1998, after which the building was reconstructed. He reported the paving has been increased to meet the City's requirements. The existing freestanding sign is non-conforming and will be removed. Signage will be applied for when there are confirmed tenants. He reported there was no intent to modify the building at this time.

Members felt the building entrance was not very friendly or welcoming.

After a lengthy discussion, members agreed to not consider at this time the façade of the building with the understanding that it will come back for approval of the building at the time a new owner and tenant are available.

Members recommended that a tree be placed in the island next to the southerly entrance.

The Design Review Committee found the site plans to be appropriate for the location and use, and recommended approval as submitted with a shade tree being located in the island to the north of the southerly entrance.

Site and building plans related to an application by **Mall Realty** at **217 Fisherville Road.**

Douglas Dow was present as the prospective developer of a 2996 square foot restaurant on the south side of the parcel at 217 Fisherville Road.

Mr. Dow reported he had requested a variance from the Zoning Board of Adjustment for an additional monument sign on the site.

Members noted the freestanding sign needed to be set back five feet from the property line. The Committee found that the sign did not reflect the design of the building and suggested that Mr. Dow consider a redesign. They suggested a shorter sign with a stone base that reflects architecture of the building. Members also felt it had readability issues.

The Design Review Committee found the building and site plans to be appropriate for the location and use, and recommended approval as submitted with the understanding that signage will be resubmitted.

#### Landscape plan for **American Red Cross at 282 South Main Street.**

MaryAnn Leon, from American Red Cross, and Peter Holden, from Holden Engineering & Surveying, Inc., were present to discuss the proposed landscape plan.

Mr. Holden explained that they had received Planning Board approval for the site and building but not for the landscape plan. They were now ready to plan the start of construction and submitted the landscape plan for review.

There was a discussion relative to the proposal for rhododendrons in the Maitland Street yard and the suggestion was made to replace those rhododendrons with two shade trees.

The recommendation was also made that the shade trees proposed along the northerly slope be moved to the street edge or along the southerly edge of the building. The Committee noted that large low-maintenance native shrubs should be added next to the neighbor's parking lot at the top edge of the northerly slope of the lot.

#### Plan and detail for signage on the **Heights planting islands** and the entrance sign to **Terrill Park.**

John Sullivan was present from Groundwork Concord with updated plans for signage for the Heights planting islands.

There was a discussion about the official City symbol and whether to depict the Concord Coach or the State House dome on the sign.

Ms. Meyer suggested that the shape be a little less like a grave stone, that it be rough cut rather than a smooth cut piece.

After discussion, Mr. Sullivan indicated he would take the comments under consideration and return with revised plans for the Heights sign in March.

The Design Review Committee found the proposed entrance sign for Terrill Park to be appropriate and recommended approval as submitted.

**Alterations to a previously approved site plan for The Pines of West Concord at 20 Bog Road.**

Mr. Pollock explained this apartment complex was constructed in the 1980s. The detention pond previously approved has been eroding portions of the porches on the buildings. He explained they constructed a block wall to try to correct the problem but there was a hazard issue for the residential units as well as a procedural issue relative to alterations undertaken without approval.

Rich Clark was present on behalf of the owner and explained the things he had tried in order to correct the drainage/erosion problem. Nothing so far had worked. He now requested approval to construct a fence on top of the concrete blocks already placed in order to correct the safety issue associated with the concrete wall.

The Design Review Committee suggested filling the area with crushed stone and fabric to a two foot drop and then plant grass on top, provided the design was engineered to replace the function of the drainage swale.

There was no further business to come before the Committee and the meeting adjourned at 11:35 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

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