

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

**March 9, 2004**

The Design Review Committee held its regular meeting on Wednesday, March 9, 2004, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Ron King, Claude Gentilhomme, Craig Walker and Hamilton Rice. Messrs. Henninger and Pollock, and Ms. Seifried 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 March 17, 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 and presented a master plan for building signage at 43 North Main Street. He explained he had revised the design since last meeting with the Committee, having taken into consideration the suggestions made by members. The signs will now be burgundy lettering on a grey background with a more simplified bracket device. He indicated tenants would be expected to comply with a uniform design, font, background color and border for the Main Street façade.

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

Mr. Aubertine indicated he would submit plans for the rear entrance in time for staff review before the Planning Board meeting on March 17<sup>th</sup>.

- **Cassandra's of Concord at 54 North Main Street**

There was no one present to answer questions on behalf of the applicant.

Members felt there was not enough information available to make a recommendation relative to this sign. However, they did feel there should be a border around the sign at a minimum.

The Design Review Committee recommended tabling action on this application until further information is available.

- **Conant Elementary School** at 152 South Street

Russ Aubertine was present from Advantage Signs on behalf of the Conant Elementary School PTO. He explained this sign will be made of PVC and wood and will mimic the design of the school. There will be a shingle roof to the sign structure that will resemble the school's roof.

Mr. Gentilhomme suggested increasing the lintel between the sign and the roof structure to about eight inches. Mr. Aubertine agreed to the change.

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

- **David Levine Oriental Rugs** at 10 North Main Street

Angela Fortier was present as applicant and explained they hoped to re-use their hanging sign from the former location and add an affixed sign above the awning. They also propose lettering on the awning.

The Committee suggested that the lettering in the window replace the proposed affixed sign, and the lettering be removed from the awning and placed in the panel above the awning.

Ms. Fortier and Mr. Aubertine agreed to look at the suggestions and submit a revised design for staff review prior to the Planning Board meeting on March 17<sup>th</sup>.

The Design Review Committee recommended approval of the hanging sign as submitted, the signage removed from the awning and placed in the panel above the awning, and the proposed sign above the window converted to lettering in the storefront window.

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

Mr. Henninger introduced this proposal for an 84,000 square foot retail shopping center in two buildings abutting the site of the proposed Smokey Bones restaurant. He explained there will be two main tenants with a possible third tenant. He reported they had been before the Committee in February and had resubmitted plans based on the Committee's comments.

Dan Levine, vice president of Berkshire Developers, was present along with Rich Roberts, from Omega Design Architecture, and Joe Hochrein, landscape architect.

Mr. Levine described the visibility studies from both Loudon Road and Old Loudon Road that were undertaken to determine what screening would be necessary.

Mr. Roberts indicated the building for Tenant A will be of split face masonry on all four sides so that there is no appearance of a back side to the building. The rooftop screening will match the decorative color of the building. There will be a raised masonry screen wall to screen the loading dock. There was a discussion relative to the height of this wall and it was agreed that it will be high enough to screen the view of a truck in the loading dock area.

Committee members noted that there was no roof top screening on the westerly elevation of the Dick's Sporting Goods building. Mr. Roberts indicated he could extend the parapet wall around the entire building. Pilasters are brick and the building will be split face with smooth face bands.

The Committee suggested, since there were still so many variables, that the freestanding sign be considered as a separate submittal.

In answer to a question by Mr. Henninger, Mr. Roberts indicated the wall at the location of prospective Tenant C would probably be a smooth face masonry painted to match the rest of the building until the addition is constructed. He also expected that the Tenant C building would be constructed at the same time as Dick's Sporting Goods (Tenant B).

Mr. King felt that if the Tenant C building is not to be constructed at the same time, then the wall should be of split face masonry.

Mr. Hochrein then described the landscape plan.

The Design Review Committee found the site and building plans as revised appropriate for the location and use, and recommended approval as revised provided that if Tenant C is not constructed with Tenant B that the rear wall be constructed as split face block.

**Site and building plans related to an application by Two Loudon Developers LLC at Loudon & Old Loudon Road.**

Pats Gorman, engineer from LRC Group, was present on behalf of the applicant and reported that the site dropped over 100 feet from front to back. He reported they had been granted approval from the Zoning Board of Adjustment for several variances.

He reported they are discussing phasing for this project but have not finalized that plan.

He explained drainage will be treated by an underground infiltration bed.

Mr. Gorman introduced Larry Grossman, architect from ADD Inc., who explained their concepts for the design of the site, landscaping and prospective elevations. He felt it was too early to present definite plans since there were no confirmed tenants at this time.

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

Attorney Daniel Klasnick, from Duval Associates, was present on behalf of Verizon Wireless and explained that since the Committee's meeting in January, they had reviewed their design and found an alternative antenna that allowed them to reduce the diameter of the pole on top of the existing building. The pole would be 24 inches in diameter at the base tapering to 18 inches at the top. He reported the pole will be illuminated at night since it will be treated as a true flag pole. He reported the roof top equipment shelter had been redesigned to match the building.

The Committee suggested painting the pole to match the building and Mr. Klasnick agreed.

The Design Review Committee found the revised design of the telecommunications pole and shelter to be appropriate for the location, and recommended approval subject to the pole being painted to match the building.

Mr. Rice asked the opinion of the Committee as to whether this flag pole design would appear to be a part of the building and Committee members agreed to recommend to the Planning Board that this be found to be an appropriate appurtenance to the existing building.

**Site and building plans related to an application by KJR Realty Associates (Ed Reilly Subaru) at 150 Manchester Street.**

Mr. Henninger introduced this proposal to construct a 3,000 square foot addition to an existing building along with a 6' x 6' icon tower.

Paul Connelly, engineer from CivilWorks, Inc., was present as was Ed Reilly as applicant.

Mr. Connelly reported they were having difficulty figuring out how to fit the required 55 trees onto the site. He reported the intent of the construction was to keep the building appearance the same as the existing building except for the addition of the tower. Mr. Henninger advised that they had 1300 feet of landscape strip around the perimeter and, planted on thirty foot centers, that would accommodate nearly all the plantings.

There was a discussion relative to whether the stone tower for the icon is a freestanding sign and whether it is affixed to the building. It was agreed that the Code Administrator will make a determination relative to compliance of the stone icon tower with the zoning ordinance.

There was also a discussion relative to landscaping on the site and the Committee suggested clustering the landscaping to create green islands along the Manchester Street frontage.

The Design Review Committee found the site and building plans to be appropriate for the use and location, and recommended approval subject to the determination by the Code Administrator of compliance of the icon tower with the zoning ordinance, the planting of the required number of trees, and subject to clustering the landscaping to create green islands along the Manchester Street frontage.

Site and building plans related to revisions by **Riverbend Community Mental Health Inc. at 40 Pleasant Street.**

Jay Bliss was present on behalf of the applicant and explained this plan to add a set of steps off the side of the existing porch. They will be wood frame stairs with a pipe gate.

The Design Review Committee indicated that this was not acceptable as proposed. Members felt wood stairs with matching stair rails would be appropriate and suggested that, if the applicants chose to resubmit, they should provide photos of the existing areas. The Committee also asked for information relative to style, color and size of the proposed stairs and railings, which were not provided.

The Design Review Committee did not recommend this modification to this historically significant building.

Plan and detail for signage on the **Heights planting islands.**

John Sullivan was present from Groundwork Concord with changes to the design of the proposed signage of the Heights planting islands in response to recommendations by the Committee last month.

Members recommended that the size of the lettering for "Concord Heights" be reduced to make a slightly larger border around the lettering, approximately three inches in width. Mr. Sullivan agreed to the change.

The Design Review Committee found the proposed plan appropriate for the location and recommended approval as revised.

Landscape plans related to **athletic fields off High Street.**

Mr. Sullivan was also present relative to the Concord American Little League athletic fields off High Street. He described the landscape plans to fix some of the problems created at the fields in the last few years. He reported they were basically going back to the approved plans developed by Provan and Lorber about nine years ago.

He reported the walkway created at the top of Dillon Field will be planted in order to discourage walking along the top of the retaining wall above the field. There is no seating at the Grappone Field other than on the banking. The existing playground will remain. He reported they were cleaning up the area between the two fields and removing the rocks that are there now.

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

Alterations to a previously approved site plan for **Hodges Development** for **Centerstone Apartments on Loudon Road.**

Mr. Henninger explained this proposal to modify the approved site plan by replacing the approved granite curbing materials with bituminous asphalt curbing and to convert the proposed sidewalks from concrete to asphalt.

Committee members felt either granite curbing with asphalt sidewalk or monolithic concrete curbs and sidewalks appropriate but recommended against the bituminous curbing and sidewalks. The Committee did not object to a change to asphalt curbing in locations without sidewalks.

**Non-Agenda Item**

Signage for **C. C. Tomatoes** at **217 Fisherville Road**

Douglas Dow was present as applicant with drawings for proposed signage for a new restaurant which received Planning Board approval in February after review by the Design Review Committee. He reported he had been granted a variance by the Zoning Board of Adjustment for a second freestanding sign on the site. He explained the freestanding sign will be an illuminated two-sided sign.

Mr. Dow also reported there will be an affixed sign on the easterly elevation of the new building.

Mr. King suggested placing the sign on a gable or shed roof, or reducing the sign in size and placing it under the eaves.

The Design Review Committee recommended approval of the freestanding sign as proposed and recommended reconsideration by the applicant of the affixed sign.

There was no further business to come before the Committee and the meeting adjourned at 11:30 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

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