

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

**April 13, 2004**

The Design Review Committee held its regular meeting on Wednesday, April 13, 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, Susanne Meyer, and Hamilton Rice. 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 April 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:

- **55 North Main Fine Food Fine Wine** at 55 North Main Street

The Design Review Committee found the design and placement of the sign to be appropriate for the location and use, and recommended approval provided they do not drill new holes in the granite and that the sign bracket be anchored in the mortar, not the brick.

- **Concord Billiards** at 49 South Main Street (2 signs)

The Design Review Committee found the design and placement of the sign for the South Main Street façade to be appropriate for the location and use, and recommended approval provided it is located between the pilasters and within the sign panel in the brick above the windows. The Committee found the design and placement of the sign for the rear facade to be appropriate for the location and use, and recommended approval provided they make the street address larger and leave off "Concord, New Hampshire".

- **Eastern Mountain Sports** at 68 Fort Eddy Plaza

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

- **K. M. Minemier & Assoc.** at 31 Warren Street

The Design Review Committee found the design and placement of the sign to be appropriate for the location and use, and recommended approval provided it complies with the Zoning Ordinance.

- **Modern Woodsmen of America** at 109½ South State Street

Don Legere was present as owner of the business and explained he proposed three affixed and one freestanding sign. Committee members noted there were originally two freestanding signs for this location.

Members felt the affixed signs are heavy on copy. Two lines would be more appropriate and still serve to identify the business. Mr. Legere responded that he had to have certain information on these signs to inform the public of the products he represents. There were regulations requiring that information and these signs were standard corporate signs.

The Committee asked staff to confirm the requirement since other signs for similar businesses had apparently not needed the product information on them. Mr. Legere indicated it was his understanding that this was a federal regulation. Members asked that Mr. Legere submit a copy of the policy/regulation to staff.

The Committee felt the sign was very cluttered with excessive information for identifying the business, which is the purpose for the sign, repeated three times on the building.

The Design Review Committee recommended tabling action on this application to allow the applicant time to resubmit with a simplified sign with significantly less copy on it. Members also noted that the amount of signage needed to be reduced, and the hanging sign should be reduced in size to be more appropriate to the scale of the residential style building.

- **Nextel** at 205 North State Street

Ted Donahue, owner of the business, was present to answer questions from the Committee. He explained this application for an awning or sign affixed facing north and an affixed sign on the east façade.

The Design Review Committee recommended approval of the affixed sign on the east façade as submitted provided it was an externally illuminated sign. This sign needs to be illuminated from above to avoid impacting the residence on the second floor. The Committee further recommended approval of an awning sign with a replacement band of solid yellow fabric with lettering affixed to the yellow band instead of a second affixed sign for the north facade. Mr. Donahue concurred.

- **Ocean National** at 197 Loudon Road (2 signs)

Don Reed from Barlow Signs was present to answer questions from the Committee.

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

- **Ocean National** at 66 North Main Street

Don Reed from Barlow Signs was present and presented new drawings inasmuch as the signage had been downsized since the original submittal.

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

- **South Church** at 27 Pleasant Street

Committee members were of the opinion that there was too much information on the proposed sign.

Mr. Rice reported it was his understanding that the color of the sign would match the existing sign.

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

Site and building plans related to an application by **Forest Street Realty** at **94-98 Manchester Street**.

Mr. Pollock introduced this proposal to construct a 1470 square foot addition to the existing 3985 square foot automobile dealership building along with additional outdoor display space for car sales. He explained Concord Kia received Planning Board approval about a year ago for a new building on the site. That was not constructed and they now propose to modify the project and construct it in phases. He explained they had purchased an abutting property and demolished the buildings on that parcel.

Roland Gamelin was present on behalf of the applicant and explained the addition would be white metal construction with a flat roof. The existing building is a gray block building which will be repainted white to match the addition. He explained that the intent was to keep these buildings for use by the rental portion of the business when the previously approved larger building is constructed in a couple of years.

Mr. Rice reported he would review the issue of the proposed unpaved display area and whether that would comply with the Zoning Ordinance.

Mr. Gamelin indicated they will use the previously approved landscape plan for Phase 1 of this project. The several proposed internal parking lot islands will not be constructed for the time being.

Committee members commented that the brick face should remain and recommended that the proposed EFIS finish on the side and rear elevation match the buff brick material on the front.

The Design Review Committee recommended approval of the white metal building addition with the understanding that the existing front façade remain and the EIFS covering on the sides and rear of the existing building match the color of the buff brick.

Site and building plans related to an application by **NH Community Loan Fund at 14 & 16 South State Street.**

Tim Bernier, surveyor from T. F. Bernier, Inc., explained this proposal to convert two existing buildings to a single building for office use with an addition connecting the two buildings. An existing garage will be demolished and there will be substantial renovations to both existing buildings.

Christopher Carley, architect from C. N. Carley Associates, explained the elevations.

Members suggested reducing the pitch of the roof of the addition to match the roof lines of the two buildings being connected. Mr. Carley concurred.

There was a discussion regarding the need for the proposed sidewalk connecting the front entrance and the parking lot. It was noted this is a requirement of the Zoning Ordinance and Mr. Carley reported that it was there only to comply with the Zoning Ordinance. Mr. Rice will research and rule on this requirement, given the site layout.

The Design Review Committee found the site and building plans appropriate for the location and use and recommended approval with the understanding that the existing architectural features, while not shown on the rendering, would be retained. Mr. Carley concurred.

Site and building plans related to an application by **Osprey Point Realty Inc. at 33 Locke Road.**

Mr. Pollock introduced this proposal to construct an 8100 square foot storage building for vending machines and supplies along with parking for 20 cars. He reported the majority of the lot had been previously filled with DES approval.

Rick Brown was present from Trapper Brown Corporation to answer questions on behalf of the applicant. He made it clear they are not clearing any further on the site. They are not disturbing anything that has not already been disturbed.

Members felt the mansard and the doors should be the same color and the Committee expressed the opinion that it should not be white because that is too stark.

The Design Review Committee found the site and building plans appropriate for the location and use and recommended approval with the stipulation that the mansard and doors be the same earth tone color. Mr. Brown concurred.

Site and building plans related to an application by **E. Douglas Ryan at 234 Loudon Road.**

Mr. Henninger explained this proposal to revise the existing site layout and signage and make revisions to the existing building.

(Ms. Meyer recused herself since she had done the landscape plan for this project.)

Henry Phillips, from Eric Mitchell Associates, was present and explained this proposal for the use of the back side of the building for parking for a proposed automobile service facility. He explained that they will reconfigure parking and traffic circulation with this plan and make minimal changes to the exterior of the building.

Mr. Henninger noted that a freestanding sign currently on the site already exceeds the maximum size allowed by Zoning Ordinance and is placed in the City's right-of-way.

In answer to a question by the Committee, Mr. Phillips reported that the areas of the building being used by each tenant will be painted a different color. Members indicated the entire building should be painted the same color.

Mr. Rice explained the changes to the site plan that were approved by the Zoning Board of Adjustment.

Mr. Phillips explained that windows on the Loudon Road façade will remain the same but there were changes planned to the overhead door on the easterly point of the building.

The Design Review Committee recommended approval of the site and building plans subject to the stipulations that the existing building paint scheme remain, the phone numbers be eliminated from the proposed red awnings for Aamco, and the applicant return with signage that conforms to the Zoning Ordinance for further review.

Site and building plans related to revisions by **Harold E. and Judith A. Ekstrom**  
at **34 Warren Street**.

Mr. Henninger introduced this proposal for changes to the façade of the building to accommodate the expansion of the abutting Peter's Images into the empty storefront at 34 Warren Street.

Harold Ekstrom was present as applicant and indicated that he planned to keep everything identical to what was there before with the exception of the replacement of the wood sashes with metal sashes. The replacement door will be used for exit only and not as an entrance to the facility. The wood panels at the bottom of the windows will be replaced with the same window glass as the abutting Peter's. He reported that the intention is to make both spaces appear as the single use they will be. He explained the wood elements were removed because the wood was rotting. He reported he felt it would look identical to what the old wood looked like.

He explained the tinted glass was being used to provide privacy for the customers of the proposed tenant. Ms. Hengen responded that there were many ways to provide privacy without using the tinted glass that would change the traditional appearance of the building. She felt the tinted glass was an element that was at real odds with the character of a building that is in the National Register District.

The Design Review Committee recommended that the storefront material and glass removed from this building be replaced with glass and a wood-like trim following the pattern that was there previously. The original proportions should be maintained.

Site and building plans related to an application by **David & Jennifer Albert** at **292 North State Street**.

Tim Bernier, surveyor with T. F. Bernier, Inc., was present with David Albert as applicant. Mr. Bernier explained this is an automobile sales and service facility for which approval has been granted by the Planning Board subject to the condition that the Architectural Design Review Committee review and comment on the landscape and building plans. He explained that the concrete block portion of the existing building had been demolished and they will use all new gray vinyl siding on the building, with glass doors in the front.

The Committee, in review of the landscape plan, identified the need for additional shade trees.

Committee members noted that the sign will need to be lowered to comply with the Zoning Ordinance, and that they need to submit a plan showing colors and materials intended to be used on the building. Mr. Albert explained the colors and materials proposed and the Committee was of the opinion that this was an improvement and was acceptable.

The Design Review Committee approved the façade changes as proposed with the stipulation that the applicant submit a revised plan showing colors and materials, and approved of the landscape plan provided three shade trees are provided along the frontage.

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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