

City of Concord, New Hampshire
Architectural Design Review Committee

March 8, 2005

The Design Review Committee held its regular meeting on Tuesday, March 8, 2005, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Claude Gentilhomme, Elizabeth Hengen, and Hamilton Rice. Messrs. Woodward and Henninger, and Ms. Osgood from the Planning Division were also present, as was Craig Walker from Code Administration.

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 16, 2005, 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:

- **Aubuchon Hardware ICI Paints** at 80 South Main Street

The Committee questioned whether this is another sign for an existing use. Mr. Walker explained that this is a separate space in the same building as Aubuchon. It is entered separately, operated separately but they are owned by the same company. He explained it is looked at as a separate business leasing space in the building.

Jeff Ginn was present from Aubuchon and explained that the sign will be placed over the existing bays facing the existing parking lot and will not be illuminated. The sign will not likely be seen from the road. He explained this would be a white sign with a white background placed on the existing dark green band.

Mr. Walker produced a photo of the side of the building on which the signage is proposed.

Members recommended scaling down the size of the sign since it will only be read by a captive audience already in the parking lot. Mr. Ginn agreed.

The Design Review Committee found the proposed sign to be appropriate for the location and use, and recommended approval subject to a reduction in the scale of the sign and placement in the band over the entrance door.

Mr. Ginn indicated he would make the corrections and will submit a revised design before Tuesday for consideration at the Planning Board meeting on Wednesday.

- **Charlies Paw Wash Plus** at 248 Sheep Davis Road

Members noted that there was no information regarding placement of the sign.

Mr. Rice noted that this might be accessory to a principal use. He was lead to believe that this would be accessory to a retail establishment. However, the design in front of the Committee seemed to show otherwise.

Members felt the sign was too busy for its size and suggested that the number of words be reduced substantially and that they focus on what they want their key message to be. The Committee found the sign to be cluttered and will not be readable. The words "self-service" are not legible as shown on the graphic.

The Design Review Committee recommended tabling action on this application to get information regarding placement as well as clarification of the use.

- **Fedex Kinko's** at 10 Fort Eddy Road (3 signs)

Sean Norton from Sign Power Inc. was present on behalf of the applicant and explained that he is not allowed to distort the logo in any way.

The Design Review Committee recommended approval of the signage as submitted with the suggestion that the words "office and print center" be eliminated on the panel in the freestanding sign.

- **Freedom Cycle** at 105 Manchester Street (2 signs)

Mr. Rice reported that the Zoning Board of Adjustment had granted a variance to allow the freestanding sign as a second freestanding sign on the lot, given that the first is a billboard with eight years remaining on its lease.

Andy Gallaher was present from Freedom Cycle as was Glenn Schadlick from Ne-Op-Co Signs.

Mr. Gallaher responded to the Committee's comments from last month and explained the importance of brand recognition. He reported customers are not looking for Freedom Cycle as much as they are looking for a particular brand vehicle. With the freestanding sign, they are trying to respond to that need for brand identification. They are building a beautiful building and they don't want to clutter it with lots of brand signs. He reported the base will match the building materials.

Members suggested eliminating the bottom panel with the changeable message board. They could then give a little more space to each panel. They felt they needed to reduce the clutter of individual panels to allow more white space around the brand name.

The Design Review Committee found the affixed sign to be appropriate for the use and location proposed and recommended approval as submitted, and recommended approval of the freestanding sign without the changeable message panel, with the extraneous wording eliminated from the individual brand panels, and the message spread out within each of the panels from which the excess wording has been eliminated.

Mr. Schadlick indicated he would submit revised drawings by Tuesday for review by the Planning Board on Wednesday.

- **Freihofer's Bakery** at 184 Loudon Road

Don Reed from Barlo Signs was present on behalf of the applicant and explained this is a replacement panel in an existing sign. This is a new location for the applicant.

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

Site and building plans related to an application by **The Audubon Society of New Hampshire** at **3 Silk Farm Road**.

Chris Lizotte, architect from Sheerr McCrystal Palson, was present on behalf of the applicant and pointed out changes to the elevations and site plan as a result of discussions with the Committee last month. He explained landscaping changes to screen the propane tank as well as the extended walkway with an identifying banner on the walkway to identify the entrance.

The Committee noted that they had responded very well to earlier comments. They suggested painting the propane tank a dark color if the propane provider allows.

The Design Review Committee recommended approval of the site and landscaping plans and building elevations as revised.

Revised site and building plans related to an application by **Berkshire Concord LLC** at **295 Loudon Road**.