

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, Henninger, and Pollock, 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 an additional sign for an existing use. Mr. Walker explained that this is a separate space in the same building as Aubuchon. It is entered separately and 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 sign with a white background will be placed on the existing dark green mansard roof.

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 and placing it on the lower orange band over the store front. 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 to fit within the orange band over the entrance door.

Mr. Ginn indicated he would make the corrections and submit a revised design by 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 available regarding placement of the sign.

Mr. Rice noted that this might be accessory to a principal use. He reported he had been led 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 not readable. The words "self-service" are not legible as shown on the graphic.

The Design Review Committee recommended tabling action on this application in order to receive information regarding placement as well as determination of zoning compliance.

- **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. A condition of ZBA approval was the removal of the billboard after the current lease expires.

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 of 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 of the freestanding sign will match the building materials.

The Committee recommended eliminating the changeable message board in the bottom panel. They could then give a little more space to each panel. Members felt they needed to reduce the clutter of individual panels to allow more white space around the brand names.

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 they had made changes to the landscaping to screen the propane tank and had extended the walkway and provided 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**.

Mr. Henninger introduced this proposal for amendments to a previously approved retail development adjacent to the recently constructed Smokey Bones Restaurant. He reported the Planning Board had granted conditional site plan approval and tabled approval under Architectural Design Review. He reported they now propose changes to the site plan and are ready for action on the building elevations for two of the buildings. He reported the orientation of the building for Dick's Sporting Goods has been changed slightly and they now propose three buildings instead of the two

buildings previously approved. These changes necessitated changes to the parking field.

Daniel Levine was present from Berkshire Developers as was Richard Roberts, architect from Omega Design Architecture, who explained that he was present on behalf of Berkshire Concord LLC and Dick's but not Jared's. He explained that there were not many changes proposed to the elevations for Dick's since the Committee first reviewed this development, but the orientation of the building on the site had changed. He explained this will be a tan split face masonry building with steel details applied to the surface of the masonry. The split face will be used on all four sides of the building. He reported the parapet is 27'4" high and the roof is about 24 feet high with the roof sloping to an internal roof drain system. The roof top mechanical units will be fully screened because they can be seen from the residences across Old Loudon Road. The screening will make them look like they are part of the building mass.

Mr. Cowan asked if there was a way to break up the mass of the Loudon Road elevation for Dick's. Mr. Roberts responded that there were a number of things that could be done, including extending the pilasters around the corner from the front. Ms. Hengen suggested giving more definition to the sign element on the Loudon Road façade. Mr. Roberts also indicated they could frame some of the murals they use inside the building for panels along this elevation. Mr. Roberts presented an alternate Loudon Road elevation.

Mr. Henninger discussed the proposed signage and indicated that the affixed sign on the front of the building will be more likely to be seen from the residential abutters than by people driving along Loudon Road.

The Committee recommended that the design of the Loudon Road sign match the proposed main sign with individual letters or a green background.

The Design Review Committee recommended approval of the building design for Dick's Sporting Goods provided they reduce the impact of the sign on the front façade and recommended that the larger of the two signs be placed on the Loudon Road façade and provide more architectural features to the Loudon Road frontage so that it is treated as a primary façade.

Mr. Roberts reported that, regardless of the information shown on the elevations, signage for Jared's is proposed only for the Loudon Road façade and the façade facing the parking lot. The design element will remain on all four sides. He reported that it was his understanding that they would be using masonry and EIFS materials for the building with fabric awnings over the windows.

There was a question about the diamond shaped feature at the top of each of the parapets, what material it is and whether it is a registered trademark for Jared's.

Members suggested eliminating the lower panel of glazing for each of the windows and continuing the masonry base on the north and east facades.

The Design Review Committee recommended approval of the building design for the proposed Jared's with the recommendation that the lower panel of glazing for each of the windows be eliminated and the masonry base be continuous on the north and east facade.

Members then discussed the proposed freestanding sign. Mr. Roberts explained that the top element with the "Gateway Commons" name would be tan background with white letters and would be internally illuminated. The Committee was of the opinion that the sign appeared chopped up. After discussion of the options, the Committee recommended that the Gateway Commons panel should be integrated into the top element as a single unit.

Members felt the Tenant B panel should be the same color as the Jared's sign next to it until it is replaced with the tenant panel. The panel for Dick's should fill the entire width of the area between the columns in the dark green background.

The Design Review Committee recommended approval of the freestanding sign subject to the revisions noted.

Mr. Roberts indicated he would submit revised plans before Tuesday for review by the Planning Board on Wednesday.

Site and building plans related to an application by Joyland Associates on behalf of Hampshire Investors at 57 Chenell Drive.

Peter Holden, from Holden Engineering & Surveying, Inc., was present with Jay Gladstone as applicant.

Mr. Pollock explained this proposal for the construction of a new 14,400 square foot building. He explained this will be a metal building with an interior mezzanine for the office space and warehouse space in the rear.

Mr. Holden explained they will be planting evergreens along the property line to separate this parking lot from the parking lot of the abutting property.

Members suggested that they use a deeper shade of the siding color for the doors instead of the stark white as the white draws attention away from the building.

For the elevation seen from Sheep Davis Road, members suggested placing a gable over the utility bump out instead of the shed roof.

Members recommended adding street trees along Chenell Drive at twenty foot intervals.

Mr. Gladstone reported that he was not proposing signage for review at this time. He indicated that signage would be minimal, perhaps limited to the street number on the building with unit numbers on the doors of the individual tenants.

The Design Review Committee recommended approval subject to placement of a gable roof over the utility bump out instead of the proposed shed roof, on the Chenell Drive façade the color of the doors matching the deeper shade of the wall covering instead of the white proposed, and additional street trees at twenty foot intervals along the Chenell Drive frontage.

Site and building plans related to an application by **the City of Concord on behalf of Nextel Communications** at **150 North State Street**.

Mr. Pollock introduced this proposal to add 12 panels to the existing telecommunications tower located at the City's fire headquarters building. In addition, the applicant will construct an 11' x 20' equipment building within the fenced area.

Josh Delman was present on behalf of Nextel Communications and answered a question from the Committee relative to parking spaces. He explained they believed they would be eliminating two parking spaces. Parking will be available for the unmanned building in front of the building.

Christopher Pope, City Fire Chief, was present and expressed his support for the plan and explained he felt this was consistent with the plan approved by the Planning Board in 1999. The difference from that plan is that this is a slightly different location than previously proposed. He believed this plan would allow for the loss of only one parking space on the site. Staff noted that two or three spaces would likely be lost to install the mechanical equipment building.

Mr. Delman indicated that there is a chain link fence already on the site and they will extend that around the equipment building.

Members noted that there was no site plan available showing placement of the equipment building on the site as well as the location of the existing tower. Nor was there any information relative to removal of any pavement on the site, removal of parking, or replacement of any of the parking.

The Design Review Committee recommended approval of the addition of the antenna as submitted and recommended tabling action on the site plan until information has been provided regarding removal of pavement and redesign of the parking area.

Revised site and building plans related to an application by **St. Paul's School** for faculty housing at **325 Pleasant Street**.

Mr. Woodward explained this amendment to a site plan for faculty housing approved by the Planning Board in 2003. At that time, they presented an overall site plan for single family and duplex units with the understanding that review would take place at each phase of construction within the footprint of the site plan submitted. At this time they propose to demolish an existing three-family building currently used for faculty housing. The original approval did not call for removal of this building. The Heritage Commission's Demolition Review Committee has reviewed the proposed demolition and ruled that it is not subject to the demolition review ordinance.

Dennis Mires, architect, indicated that the architecture is intended to mimic the nearby Armour Hall. It will pick up the theme of the courtyard at Armour. They will be re-using the existing garage and surface parking and creating two additional parking spaces and a new drive for one of the units. This three unit building will be similar in appearance to the single family units recently constructed. He explained there will be an extended porch on the center unit and a recessed entry on each of the end units.

Mr. Cowan suggested that they construct a shallow gable over the end entry to add definition to those elevations, and Mr. Gentilhomme suggested the vent in the gable be larger.

The Design Review Committee recommended approval subject to definition of the entry detail for the end units and to larger gable vents on the end facades.

Site and building plans related to an application by Tanguay Homes LLC at 382 North State Street.

Yves Tanguay was present as applicant with his architect, Phil Spurr.

Mr. Spurr presented changes made to the elevations as a result of discussions with the Committee last month. He also reported that the original Abbott House will be renovated and the later additions will be demolished.

He explained that all of the new buildings will have wood clapboard siding. The lower roofs will be slate and the upper roof will be metal. They will use a cultured stone product on the lower floor of the buildings with the clapboard on top with a wood deck. There will be a grey brick on the ends of the buildings.

The Committee then reviewed the community building. Members suggested bringing another element from the residences to this building, perhaps the same metal roof on the cupola as the residences.

The Design Review Committee recommended approval of the building plans for the new residential units and the community building subject to the inclusion of an architectural detail from the residential units on the design for the community building.

At Mr. Henninger's request, Mr. Spurr indicated he would submit full elevations for all the buildings noting colors and materials.

Mr. Spurr reported that if any other changes are proposed to the exterior of the Abbott House, the applicant will return prior to making the modifications. Mr. Tanguay indicated that they will not be changing the windows and will be repainting the building but will not be replacing the siding. He was told they will need to submit elevations for those walls that will be exposed after the ells are demolished, and provide a written statement in regard to the repainting and repairs to be made to the elevations.

There was no further business to come before the Committee and the meeting adjourned at 11:45 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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