

City of Concord, New Hampshire
Architectural Design Review Committee

May 10, 2005

The Design Review Committee held its regular meeting on Tuesday, May 10, 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, Susanne Smith Meyer, 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 May 18, 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:

- **38 Locke Road with 4 tenant signs** at 38 Locke Road

Keith Fortin was present from Seven Brothers Realty LLC and explained that this is a freestanding sign for a four-unit building. Two current tenants want a panel on this sign but a third tenant does not want to be included. The freestanding sign does include a panel in the event the tenant in that unit wishes to be included at a later date. A fourth unit is not under contract at this time.

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

- **Burlington Coat Factory** at Capitol Shopping Center on Storrs Street

Donna Cullen was present from Philadelphia Sign Company and reported they had received variances from the Zoning Board of Adjustment for these signs, one on the south elevation and one on the east elevation. She explained that these would be individual box letters internally illuminated.

Members noted that there had been a spot on the rear of the building that had not been painted over after the previous sign was removed. They indicated that the spot would have to be painted the same as the background color before placement of any new signage.

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

- **Capital Commons** at 11 South Main Street (Master sign plan)

Mr. Henninger introduced this proposal for a master signage plan for both the parking garage and the office building at Capital Commons. He introduced Larry Young, architect, and Boyd Morrison from Gamble Design LLC.

Mr. Young explained this is a concept plan and the final signage will be presented to the Committee for review as tenants are finalized. The proposal includes signage for primary building identification, tenant identification, parking identification, and a theatre marquee.

Mr. Morrison explained they tried to concentrate the graphic information along a band above the first floor of the office building at a pedestrian scale. He reported that the property owner had expressed the wish to not have any signage above the first floor of the office building. They propose signage on projecting armatures for the tenants of the upper floors of the office building in a uniform style fixture with the ability to personalize the individual panels as needed.

He reported that the marquee was being shown in concept as to scale, form and placement but the graphic design had not yet been finalized since the tenant was not certain at this point in time.

He reported that, for the garage signage, they are mimicking the grid system of the garage as well as using some of the glass elements from the office building.

Members noted that, as proposed, some of this signage will be larger than allowed by the Zoning Ordinance, and the hanging signs for the tenants of the upper floors will also need action by the Zoning Board of Adjustment.

Ms. Hengen pointed out that the developer will need to spell out for his tenants the message that the signage will only have the name of the business and not a slogan or extra words.

Mr. Rice noted that the hanging signs for an upper floor tenant would not be allowed under the Zoning Ordinance. The marquee sign is oversize and off premises and will also need action by the Zoning Board of Adjustment and/or a license from the City Council.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the use and location and recommended approval of the concept with the understanding that compliance with the Zoning Ordinance will need to be resolved.

Committee members asked that the record show that support for the marquee sign is directly related to the fact that this would be for a theater tenant and not necessarily any other use.

- **Carlson's Chrysler Plymouth** at 13 Manchester Street (2 signs)

Don Reed from Barlo Signs was present on behalf of the applicant and explained that they are refurbishing the existing freestanding sign to introduce the current Chrysler logo, and replacing the current reader board with a time and temperature panel including a changeable message reader board with four lines of moving copy.

Mr. Rice explained that the changeable reader board may not be allowed under the Zoning Ordinance. The only sign of that nature in the city is at the Capital Center for the Arts and the Zoning Board of Adjustment granted a variance for that sign.

Members felt this was an improvement over the existing reader board.

The Design Review Committee recommended approval of the freestanding sign with the electronic component limited solely to time and temperature.

Mr. Reed then pointed out a second sign application for an updated panel in an existing affixed sign on the westerly elevation.

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

- **Hannaford** at 73 Fort Eddy Road

Don Reed from Barlo Signs was present on behalf of the applicant and reported this is a replacement panel in an existing box.

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

- **Priceline Auto Sales** at 292 North State Street

Don Reed from Barlo Signs was present on behalf of the applicant and reported, in answer to a question by the Committee, that the freestanding sign would be placed according to setbacks required under the Zoning Ordinance and with landscaping at the base of the sign.

There was some question as to whether there was currently a freestanding sign on the site and Mr. Woodward produced the site plan for the development which showed an existing freestanding sign. Committee members indicated that the existing freestanding sign will need to be removed before the new sign is installed.

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

as submitted with landscaping at the base and located in accordance with the requirements of the Zoning Ordinance.

- **Soccer Post** at 72 Fort Eddy Road

Don Reed from Barlo Signs was present on behalf of the applicant and reported this is a replacement panel in an existing box. There was no colored drawing available and Mr. Reed explained that there would be red letters, black soccer balls, green grass and a white background.

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 **Joyland Associates on behalf of Hampshire Investors at 57 Chenell Drive.**

Mr. Pollock presented revised landscape and building plans addressing comments made by the Committee at last month's meeting.

Ms. Meyer noted that there are better choices for plant material than the proposed evergreen azaleas as they are not very hardy.

Revised site and building plans and signage designs related to an application by **Peter D. Holden at 19 Triangle Park Drive.**

Mr. Pollock presented revised landscape plans addressing comments made by the Committee at last month's meeting. He reminded the Board that this was a proposal to convert an office building to a bicycle shop. Most of the existing vegetation along the frontage will be removed and new plant material will be placed to allow for better visibility of the building since it will now be a retail use.

The Design Review Committee found the site and building plans to be appropriate and recommended approval as revised.

Site and building plans related to an application by **Robert V. and Richard E. Aranosian, on behalf of CATCH, on Old Suncook Road.**

Mr. Henninger introduced this proposal for the construction of a 54-unit multi-family development on former landfill property.

Mr. Meyer asked whether any consideration had been given to a connection with the abutting Mulberry Village development, particularly a pedestrian connection. Mr. Henninger responded that he believed there was a fence around the Mulberry Village property which would limit access.

George Hickey was present as architect for the applicant to answer questions from the Committee.

Ms. Meyer suggested that the ginkgo tree proposed is not a good choice for this location inasmuch as it grows painfully slowly. She noted that plant material will have to be carefully chosen to be able to thrive in the sandy soil found on the parcel. She also suggested that trees be added to all of the grass islands. There should also be clearer identification of materials on the plan and reconsideration given to some of the species proposed.

Mr. Hickey mentioned they planned to use the same sign design as used in Penacook at CATCH's Willow Village?? project.

The Committee suggested using larger windows in the gables of the buildings.

Members noted they would need to continue the existing substantial chain link fence between this property and the abutting soil vapor management system.

Site and building plans related to an application by Cumberland Farms Inc. at 196 North Main Street.

Mr. Henninger introduced this proposal to close an existing convenience store and remove the pump islands on property they own and sell that parcel. They will then demolish everything across the street on the subject parcel and construct a new convenience store with gasoline pumps. He reported they propose a gable roof building with a canopy over the pumps with blue and orange striping.

Members felt they needed to do a much better job with the canopy. They had no comments on the building at this time.

Members noted that they will need some street trees along the front of the property.

Site and building plans related to an application by Fox Brook Holdings LLC on Foundry Street.

Mr. Henninger introduced this proposal for the construction of Phase 2 of the Foundry Business Center. He explained that there is already one office building on the site where proposed as part of a previously approved three-building development. He explained that the applicants had revised the site plan and eliminated the two other buildings. That plan had previously been reviewed and approved. The developers now are back with a site plan for the two additional buildings in a slightly different configuration.

Jonathan Halle, from Warrenstreet Architects, and Michael Kerivan, from McFarland Johnson, Inc., were present on behalf of the applicants.

Mr. Halle explained that one building was originally approved for 15,000 square feet and is now proposed to be 21,000 square feet, and the other building was approved for 20,000 square feet and is now proposed to be 59,000 square feet. He reported the ability to do this was created by the acquisition of land from the State after the improvements to Exit 16 were completed.

There was a lengthy discussion relative to the location of the pad for the satellite dishes. Ms. Meyer suggested adding more plant material around the dish pad and using evergreen shrubs instead trees in order to provide better screening. The intent would not be to try to hide the dish pad but to reduce the visual impact.

Mr. Halle explained that the signage on the buildings will be individual white letters. There will be a freestanding sign at the entrance to the property which will match the sign at Horseshoe Pond. The existing Sanborn Head sign will be relocated to a new location in front of their building. There was a discussion about how much of the signage shown on the elevations is actually allowable under the Zoning Ordinance. It was agreed that signage will need to be submitted for review at a later date.

Pre-Application Discussion

- Sign higher than allowed on a single tenant building at **105 Loudon Road** for **Casey Family Services**.

Mr. Rice presented a proposal for signage for the easterly building at Prescott Park. Since the applicant will occupy the whole building the Zoning Ordinance makes provision for a sign higher than normally allowed if the Planning Board approves the location under the Conditional Use Permit process. The applicant has asked for input from the Design Review Committee about the design of the proposed sign prior to their submittal of an application for a CUP.

Members suggested a linear sign with "Casey" on one line and "Family Services" on a second line. If it is left as three lines of copy, the sign should be placed farther to the left and between the windows of the second and third floors.

There was no further business to come before the Committee and the meeting adjourned at 10:55 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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