

City of Concord, New Hampshire
Architectural Design Review Committee

August 9, 2005

The Design Review Committee held a meeting on Tuesday, August 9, 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, Ron King, 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 August 17, 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:

- **Citizens Bank** at 188 Loudon Road (5 signs)

Carolyn Parker was present on behalf of the applicant and explained that Citizens Bank was going through a re-imaging and changing their logo.

Mr. Henninger noted that there was some question about whether all of these signs would be allowable under the current Zoning Ordinance. Ms. Parker agreed that the directional signs would be reduced to four square feet in area. It was noted that the signage on the ATM kiosk is oversized. Ms. Parker indicated that the signage will be removed except for the four square foot information sign for the ATM.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval as submitted subject to landscaping at the base of the freestanding sign and compliance with the City's Zoning Ordinance.

- **Citizens Bank** at 88 South Street (3 signs)

Carolyn Parker was present on behalf of the applicant.

Mr. Henninger noted that the directional signs and the freestanding signs are all oversized as proposed.

Mr. Gentilhomme mentioned that the proposed “No Left Turn” sign should be more like a traditional “No Left Turn” sign. Otherwise, it is likely to be ignored by drivers.

Ms. Parker indicated that the directional signs would be reduced to four square feet and that the signage on the ATM kiosk would be reduced to a four square foot informational sign.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval as submitted subject to reduction of the size of the directional signs and compliance with the City’s Zoning Ordinance.

Ms. Parker indicated that she would consult with the Code Administrator and then submit updated plans for the Planning Board meeting on August 17th.

- **Concord Auto Spa** at 16 Water Street

Joey Seluk was present on behalf of the applicant and explained that this is a replacement panel for an existing sign.

The Committee did not have any objections to the sign but members felt the font was too fine and would be hard to read from a distance. Members suggested eliminating some of the text and emphasizing the information the applicant wanted prospective customers to know. They suggested boosting the thickness of the letters for the phone number and business name.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval as submitted but suggested that the applicant re-think the design of the sign for readability.

- **Concord Business Center** at 126 & 128 Hall Street (2 signs)

Mr. Henninger explained that the property owner proposed two freestanding signs. He explained that this development was actually two separate buildings on separate lots under the same ownership. He explained that these are directory signs, one for each building, and are to be placed one on each side of the common driveway. He explained that both signs would use the same color scheme but the second sign would have the colors reversed.

Members felt “Concord Business Center” needed more attention drawn to it and suggested that the letters be made larger and be in the contrasting color to the tenant identification panels. They also suggested that the street number be centered at the top of the sign. Members also suggested that the suite letter designations be brought into the body of the sign as part of the box.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval subject to the above recommended modifications.

- **Courtyard-Marriott** at 70 Constitution Avenue

Mr. Henninger reported the Zoning Board of Adjustment had granted a variance to permit the placement of the affixed sign above the sill of the first level of windows above the first story.

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

- **GMAC Mortgage** at 199 Loudon Road

Dave Hazen was present for the applicant and explained that they propose to remove the existing wood posts and replace them with white PVC posts with caps, set back five feet from the sidewalk. This will be an internally illuminated sign.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval as described.

- **Granite State College** at 8 Old Suncook Road

Mr. Rice noted that there would now be a single use for the entire existing building.

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

- **Irving Oil** at 163 North State Street

Robert Schuller, from Core States Engineering, and Frank Daniels, from Irving Oil, were present and explained they are updating the image of the Irving Oil properties. Mr. Schuller explained that they are replacing the pole and the freestanding sign in the same location.

The Design Review Committee found the proposed signage to be appropriate for the location and use, and recommended approval as submitted, provided the location and size of the sign complies with the City's Zoning Ordinance.

- **Irving Oil** at 414 South Main Street (3 signs)

Robert Schuller, from Core States Engineering, and Frank Daniels, from Irving Oil, were present on behalf of the applicant and explained they are replacing panels in an existing freestanding sign, and adding two graphics to the canopy.

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

- **Margarita's Mexican Restaurant & Watering Hole** at 1 Bicentennial Square (2 signs)

Don Reed from Barlo Signs was present on behalf of the applicants and reported that these are two replacement signs.

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

- **New Hampshire Liquor & Wine Outlet** at 80 Storrs Street

Rick Hammer from Hammer & Sons Signs was present on behalf of the applicants and explained that this would be an internally illuminated sign centered on the building and using the existing supports.

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

Building plans related to an application by **the Estate of Stella A. Ciborowski at 54-56 North Main Street.**

Mark Ciborowski was present as applicant and explained that he had a prospective tenant who wanted the space currently occupied by two adjacent storefronts. He reported he had found brick pillars and cast iron columns when he started exploring the structure of the building. He explained they will introduce two new columns, a granite base, and a granite panel above the windows. He reported he has not been able to locate cast iron columns but they have found a company that can form a concrete column that will replicate the cast iron columns. He is also considering using fiberglass. He reported he was trying to introduce a traditional appearance to the storefront.

Mr. Ciborowski presented four alternative designs to the Committee.

The Design Review Committee recommended approval of Scheme 5 with columns of a single uniform width and Mr. Ciborowski concurred.

Signage, building and canopy elevations related to an application by **Doane Ruggles at 114 Fisherville Road. (4 signs)**

Robert Schuller, from Core States Engineering, and Frank Daniels, from Irving Oil, were present and explained they are updating the image of the Irving Oil properties.

Mr. Schuller described the proposed changes to the fascia. He explained they plan to paint the existing building a light yellow with a brighter yellow band across the top of the building and blue columns at the corners of the building. The only illumination on the upper panel is the sign itself. In answer to a question by the Committee, he reported that the overall lighting for the site will be dramatically decreased. The red band around the canopy will appear to be a red glow. It will not be a bright light. Mr. Daniels indicated they could eliminate the red tube from the north and east sides of the canopy facing the abutting residences.

Mr. Schuller explained that they planned to re-use the existing freestanding sign box without the solid panel shown on the lower portion of the sign.

The Design Review Committee recommended approval of the proposed signage, and building and canopy elevations as submitted.

Mr. Henninger asked the applicants to submit a revised drawing before the August 17th Planning Board meeting showing no panel at the lower portion of the freestanding sign.

Signage and canopy elevations related to an application by Doane Ruggles at 190 Pleasant Street. (4 signs)

Messrs. Schuller and Daniels reported that modifications were proposed for the canopy and signage only. No changes were proposed to the building itself.

In answer to a question by the Committee, Mr. Daniels indicated they would decrease the size of the affixed sign to accommodate the existing advertising panel that will remain on the building in order to conform to zoning requirements.

The Design Review Committee recommended approval of the proposed signage and canopy elevations as submitted.

Signage, building and canopy elevations related to an application by Doane Ruggles at 229-231 Loudon Road. (4 signs)

Messrs. Schuller and Daniels indicated they would remove the bottom panel in this freestanding sign to prevent blocking the view of the sign for Canterbury Meadows.

After discussion, Mr. Daniels indicated the proposed blue band will not have the red tube along sides facing the residential boundary.

The Design Review Committee recommended approval of the proposed signage, and the building and canopy elevations subject to eliminating the red tube from the canopy seen from the abutting residential properties to the north, and removal of the bottom panel from the freestanding sign.

Mr. Henninger asked the applicants to submit a revised drawing before the August 17th Planning Board meeting showing no panel at the lower portion of the freestanding sign.

Site and building plans related to an application by Berkshire-Concord LLC at 295-299 Loudon Road.

Mr. Henninger explained the Committee last month had reviewed elevations for a proposed PetSmart store as the third building on this site and the applicants had made revisions as a result of the Committee's comments.

Daniel Levine was present from Berkshire Developers to answer questions from the Board.

The Design Review Committee recommended approval of the revised plans as submitted.

Revisions to site plans related to an application by River Hill Condominiums at 45-47 Bog Road.

Mr. Henninger introduced this proposal to construct a series of six-foot high vinyl fences across the front of the property for privacy purposes.

The Committee suggested using fencing that has detail at the top to provide more airiness to the top. They suggested the privacy fence with lattice for a more residential appearance in either a desert sand or grey color.

The Design Review Committee recommended approval of a privacy fence with lattice at the top in either a desert sand or grey color as shown in the catalog included with the application.

Site and building plans related to an application by Two Home Avenue LLC, Duprey Company, LLC, and PM Carter Properties LLC at 2 Home Avenue and 62 Hall Street.

Mr. Pollock introduced this proposal to change the use of an existing concrete building from an auto detailing service and other uses to a fitness center. He explained that they are also acquiring property across the street and will demolish the existing building on that lot to create a parking lot for use by patrons of the fitness center.

Joel Silverwatch from Silverwatch Architects explained that they will replace the garage bays with glass and spandrel and will fill in some of the additional space. They propose to add a glass vestibule to provide protection from the weather. This will protrude six feet from the building within a six foot landscape strip. The glass will be tinted but not the purple that is shown on the elevations.

Members suggested recessing the entrance and then placing a canopy over the entryway. They expressed concern about damage to the vestibule by vehicles, and from snow plows in the winter. Staff also expressed concern with patrons stepping out of the vestibule into the vehicular travel way.

Mr. Silverwatch also noted that there will be a second entrance on the southerly elevation for a chiropractor.

Don Reed from Barlo Signs was also present for the applicant to discuss proposed signage. He pointed out that there had been a design change to the signage since the application was submitted. The new signage will be yellow and black only and will no longer have the red detailing originally proposed. He also noted that they propose an emblem in each of the end gables. He indicated he was aware they will need variances from the Zoning Board of Adjustment for some of the signage.

Mr. King felt the emblems as proposed were small. Mr. Reed responded that they were proposed at 36 inches but could be 48 inches. The Committee felt that if the emblems were not allowed in the gables, then some architectural detail should be used there.

Mr. Henninger asked for accurate color samples for the Board's records.

Mr. Rice noted that Zoning Board of Adjustment action will be required for two of the proposed signs.

The Design Review Committee recommended approval of the proposed signage as submitted, providing they can conform to the City's Zoning Ordinance or obtain relief from the Zoning Board of Adjustment.

Mr. Silverwatch indicated he would submit revised plans responding to the Committee's suggestions for review at next month's meeting.

There being no further business to come before the Committee, the meeting adjourned at 11:00 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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