

City of Concord, New Hampshire
Architectural Design Review Committee

October 11, 2005

The Design Review Committee held its regular monthly meeting on Tuesday, October 11, 2005, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Ron King, and Hamilton Rice. Mr. Henninger and Ms. Osgood from the Planning Division were also present, as was Mr. 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 October 19, 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:

- **The Bold Look of Kohler and The Granite Group** at 6 Storrs Street
(3 signs)

Cliff Conti from New Hampshire Signs was present and explained these applications for three awning signs for Kohler. Mr. Walker noted that the temporary banners shown on the plan are not allowed under the Zoning Ordinance except for one of four square feet in area.

Mr. Conti explained they are trying to identify the business with the Kohler brand.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the location, and recommended approval of the four awnings, three signs on the awnings, and the graphics for the single allowable four square foot temporary banner.

- **Distinctive Home Decor** at 21 Warren Street

Joanne Chiasson was present as applicant to answer questions from the Committee.

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

- **Granite State Candy Shoppe** at 9-17 Warren Street (3 awning signs)

Jeff Bart was present as applicant as applicant and explained the request for three fabric awnings, non-illuminated. In answer to a question by the Committee, Mr. Bart explained that the top of the awning will be placed to the top of the granite lentil in order to comply with the height requirements of the Zoning Ordinance.

Members expressed concern that the size of the awning would cover some of the historic detail of the building and suggested that the awnings be shorter by about 6-8 inches.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the location, and recommended approval with the recommendation that the applicant explore raising the valance.

- **Merrimack County Savings Bank** at 89 North Main Street

Terry Clarkson and Tom Cimikoski were present from Merrimack County Savings Bank and explained this is a replacement for the existing freestanding sign. The metal posts will also be replaced with granite posts. They reported that it will be downlit from the arch into the sign.

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

- **Mike's Affordable Auto** at 124 Manchester Street

Tom Dunn and Julie Gianni were present from Metro Sign & Awning to answer questions from the Committee.

The Committee suggested removing the yellow racing strips from the blue posts because they draw the eye away from the message of the sign.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the location, and recommended approval as submitted with the suggestion that the racing stripes be eliminated from the posts.

- **Wash 'N Run** at 110 Loudon Road

There was no one present on behalf of the applicant.

The Committee noted that it appeared the sign will be placed on the westerly side of the building.

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

- **The Yellow Submarine** at 192 North State Street

Mr. Henninger reported that no new information had been submitted for this application.

Site and building plans related to an application by the **HT Properties Inc. at 232 & 234 Loudon Road.**

Mr. Henninger presented revised elevations for the proposed Valvoline building and revisions to the Aamco building.

The Committee recommended that the base of the freestanding sign be black instead of the red proposed and that they use the same color for the directional signs.

Members noted that they still need to see the rear and west elevations. Members felt the applicants have made progress on the elevations but have not answered all the questions and recommendations made by the Committee in earlier meetings.

The Design Review Committee recommended tabling action until a full set of elevations has been submitted for review.

Site and building plans related to an application by the **Local Government Center Inc. at 25 Triangle Park Drive.**

Mr. Henninger introduced this proposal to construct a 6450 square foot second story addition to an existing building. He reported that the materials will match the existing building.

The Design Review Committee recommended approval as submitted.

Building plans related to renovations at the **Fairfield Inn** by the **Jamson Hotel Management, Inc. at 4 Gulf Street.**

Greg Coates from ProCon Inc. was present on behalf of the applicant and explained this proposal to re-clad the existing building. He explained they proposed to remove the existing EIFS and replace it with cementitious clapboards on the front and with vinyl siding on the rear. The ends will have a combination of the two materials.

There was a discussion relative to the darker colored band at the bottom of the building and whether it could be a lighter color or not as broad a band. Mr. Coates explained that this was a standard configuration for the Fairfield brand and they were very protective of their exact design.

The Design Review Committee recommended approval as submitted.

Revised building elevations related to an application by **Berkshire-Concord LLC for Dick's Sporting Goods. at 295 Loudon Road.**

Dan Levine was present with photographs of graphics placed on the Loudon Road façade of the new Dick's Sporting Goods store. The Code Administrator has ruled that these graphics are not signage but asked that the Design Review Committee review the design and placement.

The Design Review Committee recommended approval as submitted with the condition that whenever the graphics change, the new graphics proposed for the replacement will be presented for review by the Design Review Committee.

There was no further business to come before the Committee and the meeting adjourned at 9:40 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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