

**City of Concord, New Hampshire**  
**Architectural Design Review Committee**

**January 10, 2006**

The Design Review Committee held its regular monthly meeting on Tuesday, January 10, 2006, in the Second Floor Conference Room at City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Claude Gentilhomme, Ron King, and Hamilton Rice. Messrs. Henninger, Woodward, and Pollock, Ms. Seifried, 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 January 18, 2006, 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:

- **Concord Birth and Wellness Center** at 8D McGuire Street (3 signs)

Mr. Henninger reminded the Committee that this had been reviewed last month but had been submitted too late for formal notification for the Planning Board. He reported that the sign will not be visible from the street.

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

- **Concord Crossing** at 2 Whitney Road

Mr. Henninger explained this application for a freestanding sign for a multi-use building. He reported that variances were granted by the Zoning Board of Adjustment for the oversize sign and for other modifications, including height.

Laurie Rauseo was present as applicant and presented a photosimulation. She explained that the sign will be slightly higher than allowed under the Zoning Ordinance because the sign will be placed on a slope and needed the height in order to be visible to the traveling public.

She explained that there will be a granite cap on the granite posts instead of the red cap originally depicted. The letters will be eight inches high in a font thicker than shown on the plan. The sign will be internally illuminated. The tenant panels will have a black background with white lettering and the top panel with the building name will have a red background. While they have shown panels for ten tenants, they expect at about seven tenants.

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

- **Merchant's** at 175 Manchester Street
- **Nissan** at 175 Manchester Street (4 signs)

No one was present to speak on behalf of the applicants.

Mr. Rice explained that the signage package consisted mostly of directional signs that do not need Planning Board approval. However, there are five signs that do need approval and there is a significant amount of signage that is being removed from the site. He reported they have received a variance for the freestanding sign. The affixed signs will be channel letters and will be internally illuminated.

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

- **Petsmart** at 255 Loudon Road (3 signs)

Tom Carpowitz??? from Atlantic Sign Company was present on behalf of the applicant and explained that all three proposed signs will be internally illuminated.

The Design Review Committee found the three proposed signs to be appropriate for the location and use and recommended approval as submitted. Members noted, however, that they had not made a recommendation regarding the band field because that had been withdrawn by the applicant.

Mr. Rice noted that he still needed to review these applications for compliance with the Zoning Ordinance relative to placement.

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

Mr. Woodward reminded members of the Committee that they had made recommendations on proposed signage and building plans for the Valvoline and AAMCO buildings and are now being asked to make a recommendation on the site plan.

He reported that the applicants had looked at rotating the building as recommended by the Committee but preferred the layout as proposed.

Tom Ireland from Henley Enterprises was present on behalf of the applicant. He presented photographs of the fence to be placed along the Branch Turnpike frontage as far as they can.

In answer to a question by the Committee, Mr. Ireland indicated that they would redesign the building to allow the proposed exterior stairwell to be placed inside.

Mr. King asked about the location of the oil collection containers and Mr. Ireland responded that there would be containers for used filters within the dumpster enclosure, and that they collect and recycle the used oil internally for heating.

The Design Review Committee found the site plans to be appropriate and recommended approval with the conditions that the external stairwell is moved inside and the base for the freestanding sign is black instead of the red shown on the plans.

Revisions to previously approved building elevations and signage for **Concord Co-op Market/ UPS Store** at 24 ½ South Main Street

Scott Aubertine was present from the sign company as was Val Hall from the Co-op to answer questions from the Committee.

Mr. Aubertine explained the changes proposed to the signs and awnings since this was previously approved. He reported that once the applicants saw the cost of the originally proposed signage and awnings they decided to revise the design to bring the scale down and to find a color that was less vibrant and more in keeping with their image.

The Design Review Committee recommended approval of the revisions as submitted.

Site and building plans related to an application by **NH Federal Credit Union** at **70 Airport Road**

Mr. Pollock explained the revised plans submitted reflecting comments made at the November meeting.

Member found the modifications to be an improvement and resulted in a cleaner design.

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

Site and building plans related to an application by **NH Excavating LLC** on **Henniker Street**

Steve Jackson and Aaron Spain from JH Spain Inc. and Cindy Lewis from Architectural Link were present on behalf of the applicants.

Ms. Seifried introduced this proposal to construct two buildings on a site that is currently empty. She explained one building would be used by a design company as an office and showroom as well as a small warehouse space. The second, larger building is expected to be a multi-tenant building for office and warehouse tenants and has no prospective tenants at this time.

Mr. Henninger asked if this will be condominium ownership and Mr. Spain responded that he expected it would be. Mr. Henninger reminded the applicants that they will need Planning Board approval for condominium ownership before conveyance of any unit.

Mr. Rice noted he needed to review the proposed uses for compliance with the Zoning Ordinance.

Mr. Cowan commented on the proposed shutters for the larger building and suggested that they not try to make this building look like a New England colonial since it does nothing to hide the fact that this is a big box.

Mr. Walker asked if they had given any thought to reversing the placement of the buildings on the site with the smaller, more attractive building at the front, more visible part of the lot. Mr. Henninger reminded the Committee that there is a PSNH easement across the property that limits placement of the buildings.

Mr. Gentilhomme noted that on the smaller building the proposed gable appeared too heavy for the columns holding it up. He suggested either strengthening the columns or minimizing the gable.

Mr. Spain indicated that the intent of the prospective user of the smaller building would be to re-use the existing freestanding sign from their current location for this site. They have no intention of having affixed signage on the small building.

Mr. Gentilhomme suggested using color to break up the mass of the larger building instead of the shutters or other architectural elements.

Site and building plans related to an application by **Concord Hospital at 250 Pleasant Street.**

Ray Gerbi, Vice President for Operations at Concord Hospital, and Angela Watson, architect from Shepley Bullfinch, were present on behalf of the applicant.

Mr. Henninger introduced this proposal for the construction of two additional floors on the current east wing addition with no modifications to the site plan.

Mr. Gerbi explained that in designing the additions currently under construction at the hospital, they had planned for the addition of a fifth and sixth floor to the east wing in three or four years. Once underway, they decided that it would be necessary and more feasible to construct those two floors at the same time.

He indicated he will be bringing the signage package for approval at a later date.

The Design Review Committee recommended approval as submitted with the caveat that they will need to continue to be aware of the need to minimize noise into the abutting residential neighborhood.

**Non-agenda Item**

### Site plans for renovations at **Bicentennial Square**

John Sullivan from Groundwork Concord was present with advanced plans for Bicentennial Square. He reminded members that he had brought concept plans to them several months ago for review and comment. They had been working on this project since then and were now ready with a final plan for review before construction.

He reported the dumpster pad had been relocated and four dumpsters were being removed from the Square to a spot at the Durgin Garage. He described the proposed features of the site and the proposed landscaping. He reported that three lighting fixtures in the Square have already been replaced by the City and the remaining lighting in the square will also be replaced with the same fixtures. He reported a dozen history tiles are being created for the history trail by elementary school students.

He reported that the arches are 13 1/2 feet and 14 1/2 feet tall and the Fire Department had reviewed them and approved the height.

Mr. King volunteered to sit on a committee to select a sculptor for the large proposed sculpture.

Mr. Gentilhomme asked if there was a way to deal with the dumpsters on Central Avenue, particularly the grease dumpster used by the restaurant, and Mr. Sullivan responded that the City's health officer was working with the restaurant to deal with the grease dumpster internally.

Mr. Henninger suggested that the new dumpster location should be carefully screened. There was a discussion about alternative materials for the fencing instead of a stockade fence.

There was no further business to come before the Committee and the meeting adjourned at 10:30 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

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