

City of Concord, New Hampshire
Architectural Design Review Committee

August 8, 2006

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

Present at the meeting were Duene Cowan, Jay Doherty, Ron King, and C. Hamilton Rice. Messrs. Henninger and Pollock, and Ms. Osgood from the Planning Division were also present, as was Craig Walker, Zoning Compliance Officer.

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 16, 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:

- **Chief's Place** at 348 Village Street (2 signs)

George Blatsis was present as applicant to explain his proposal to remove existing signage and replace it with awnings lighted from underneath.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted provided the existing signs are removed.

- **Federal Place** at 3 North Spring Street

Todd Fahey was present as applicant as well as Glenn Schadlick from Ne-Op-Co Signs.

Mr. Henninger asked why there are five panels on the proposed freestanding sign when there are only four condominium units. Mr. Fahey responded that was done to accommodate the possibility that there might be more than one tenant in a condominium unit.

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

- **Heritage Harley Davidson** at 142 Manchester Street

Glenn Schadlick from Ne-Op-Co Signs was present on behalf of the applicant. He explained that this will be a box-style sign with internally illuminated letters.

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

- **Jos. A. Bank** at 240 Loudon Road (2 signs)

Cindy Lewis from Architectural Link was present on behalf of the applicant and explained that the affixed sign above the door will be internally illuminated.

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

- **Maggie Moose Ice Cream & Treatery** at 2 South Main Street

There was no one present on behalf of the applicant.

Mr. Walker indicated that the current occupant planned to remove some of the existing signage to make space for this sign.

The Design Review Committee found the proposed design and placement of the signage to be appropriate for the location and use, and recommended approval as submitted subject to the elimination of two existing signs.

Revised building plans related to an application by **AGR Foodmart** at **242 Sheep Davis Road**.

Mr. Henninger reported the applicants were denied a variance from the Zoning Board of Adjustment for oversized signage and now propose signage that is in compliance with the Zoning Ordinance. He reported they propose a yellow canopy with the Shell logo and a red stripe around the canopy.

Cindy Lewis from Architectural Link was present to answer questions from the Committee.

Members suggested maintaining a white canopy and placing the yellow logo on the canopy.

Mr. Rice expressed concern about the amount of signage and whether it still complies with the Zoning Ordinance.

The Committee recommended approval subject to the canopy being white with a narrow, four-inch lighted red band around three sides and with lettering as proposed.

Ms. Lewis indicated she would provide revised plans before the Planning Board meeting.

Revised building plans related to an application by **Hodges Development Corporation** at **240 Loudon Road**.

Cindy Lewis from Architectural Link was present on behalf of the applicant to answer questions from the Committee. She reminded the Committee that the applicant had received approval of the building plans with the condition that each tenant would present their awnings for approval. She reported that initially they planned to provide small goose neck lighting fixtures but find that all the tenants want their own lighting. They now propose more lighting fixtures that are larger in order to light the signage as well as the front parking spaces. She explained that lighting and awnings will be consistent for all the uses but awning colors may be different for each tenant.

The Design Review Committee recommended approval of the lighting for the front façade as proposed along with three canopies for two of the stores.

Ms. Lewis indicated she would provide revised plans before the Planning Board meeting.

Site and building plans related to an application by **Milano Real Estate Associates LLC at 317 Loudon Road.**

John Jordan, architect, was present with revisions to the site and building plans as a result of comments made by the Committee at the last meeting. He described the existing conditions, especially vegetation. He reported the most directly affected abutting residence is well screened by large trees on its own property. He reported the building will be buff and brick colored masonry. It will have split face block throughout. He explained they tried to coordinate the appearance of this building with the other retail buildings in the neighborhood.

Mr. Henninger noted that the landscape plan showed 26 red maples and he suggested that there be greater variety species of trees.

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

Site and building plans related to an application by **John Dapergolas at 12 Integra Drive.**

Mr. Woodward introduced this proposal for a 3000 square foot addition to the existing building.

Cindy Lewis from Architectural Link was present on behalf of the applicant to answer questions from the Committee.

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

Ms. Lewis indicated she would provide revised plans before the Planning Board meeting.

Site and building plans related to an application by **General Growth Properties at Steeplegate Mall at 270 Loudon Road.**

Mr. Henninger introduced this proposal for exterior modifications and an addition of 289 square feet, including revisions to landscaping and the sidewalk.

Lou Cowan, architect, was present behalf of the applicant.

The Committee noted that none of the elements of the proposed façade relate to the existing mall.

Mark Whittemore, manager of the Steeplegate Mall, was present on behalf of General Growth Properties. He reported the brick being taken off for this renovation will be re-used for the renovation.

In answer to the Committee's comment that this renovation seemed unrelated to the existing elements of the Mall, Mr. Cowan presented two alternatives that were also being considered. The Committee expressed a strong preference for Option #1.

The Design Review Committee recommended approval of the site and landscape plans as submitted as well as the elevations referred to as Option #1 as presented.

Site and building plans related to an application by **John Grappone Leasing Inc.**
at **4 & 8 Hall Street.**

Mr. Henninger introduced this proposal to demolish an existing 22,000 square foot building and to construct a 12,900 square foot retail building with freestanding ATM building.

Kevin Patten, from BKA Architects, was present on behalf of the applicants and explained they proposed to use red brick with yellow EIFS.

Members felt strongly that the Water Street view needed to be treated as a primary façade.

Mr. Doherty asked if the mechanical equipment on the roof would be visible and Mr. Henninger responded that the rooftop screening will be very important because it will be visible from Water Street as well as the abutting property to the west. He felt they also needed to pay more attention to the north façade.

Members suggested exploring the idea of rotating the building on the site.

Mr. King reminded the applicant that this site is at a major gateway entrance to the city and they should do whatever they can to make the property attractive.

Richard Westergren from Poyant Signs was present to explain the proposed signage.

There was some concern as to whether they proposed more signage than allowed under the Zoning Ordinance.

Mr. Patten indicated he would take the Committee's comments under advisement, discuss them with the applicant and return next month for further review.

Site and building plans related to an application by **The University System of New Hampshire at 125 North State Street.**

No one was present on behalf of the applicant.

Mr. Woodward introduced this proposal for the demolition of the existing exterior stairwell, construction of an addition and a revised parking layout. He reported they have received a number of variances from the Zoning Board of Adjustment for the expansion and parking. He reported the garage is expected to be fully occupied as well as the entire house, including basement and top floors. He reported the addition will mimic the existing architecture.

Mr. Henninger felt the westerly elevation was pretty bleak looking and shutters or some other architectural detail would be helpful.

Members suggested that the entire elevation for the new addition be shown in color.

Site and building plans related to an application by **2 Pillsbury Street LLC, on behalf of New Hampshire Public Radio, at 2 Pillsbury Street.**

(Mr. King left the meeting at 10:35 AM.)

Mr. Henninger introduced this proposal for the installation of roof-top satellite dishes at the former Blue Cross Blue Shield building. He noted that there are a number of telecommunications facilities already existing on the roof of this building, with some constructed in a location not approved by the Planning Board.

Karen Schacht from CN Carley Associates and Scott McPherson from NHPR were present to answer questions from the Committee.

Mr. McPherson explained that there were technical reasons for the location of the satellite dishes on the building. There are distance requirements as well as FCC requirements relative to screening to prevent interference of their equipment with other equipment in the area.

Members suggested connecting the screening units to enclose the entire structure.

Given the investment that has been made in this building to make it more attractive, the Committee felt more thought should be given to this installation.

The Design Review Committee recommended approval subject to enclosing the satellite dishes with full screens to make them look like they are part of the roof-top structure. They also recommended using a three-sided structure to conceal the braces for the screening. Mr. McPherson will verify with his technical experts that this can be done. Members also noted that the color of the equipment and screening will need to match the headers over the windows of the building.

Non-Agenda Item

Mr. Henninger presented revisions to the previously approved façade changes for **Speer's Fine Jewelry at 24 North Main Street**.

The Design Review Committee found the revisions to be an improvement over the originally submitted design and recommended approval as revised.

There was no further business to come before the Committee and the meeting adjourned at 11:05 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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