

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

December 11, 2007

The Design Review Committee held its regular monthly meeting on Tuesday, December 11, 2007, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Elizabeth Hengen, Ron King, and Michael Santa, Interim Code Administrator (who arrived at 9:20 AM). Messrs. Woodward and Henninger, Ms. Hebert 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 December 19, 2007, 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:

- **A Day to Remember** at 1 North Main Street

Glenn Schadlick was present from NeOpCo Signs on behalf of the applicant. In answer to a question from the Committee he reported that the existing awning will remain for the time being.

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

- **American Cowboy Supply** at 113 Storrs Street

Bob Perry was present from Advantage Sign on behalf of the applicant.

Mr. Walker asked if this was shared space with the W.S. Hunter Co. and Mr. Perry responded that they shared a building entrance as well as some space.

The Committee felt the sign was cluttered with text and that it detracts from the name of the business and the attractiveness of the sign. It is as much advertising as it is identification of the business. Mr. Perry offered to eliminate some of the words so that the sign reads "Western Wear, Boots, Tack & Accessories". He also reported that there will be no lighting and no awning at this time.

Mr. King suggested that the cowboy be depicted without the gun. The applicant's agent concurred.

The Design Review Committee recommended approval subject to eliminating the cowboy's gun and reducing the amount of text on the sign.

- **Eames Insurance Real Estate** at 78 Airport Road

There was no one present for the applicant and no new information available.

- **Liberty Books** at 5 Kimball Street

Bob Perry was present from Advantage Sign on behalf of the applicant.

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

- **Mr. B's Truck & Equipment Painting** at 11 Stickney Avenue

Mark Blanchard was present as applicant and explained that this will be a single sign centered over the overhead door. In answer to a question by the Committee, he indicated he was proposing to place the sign in this location in order to get as much visibility from the highway as possible.

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

- **New Hampshire Charitable Foundation** at 37 Pleasant Street

Bob Perry was present from Advantage Sign on behalf of the applicant.

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

- **Priscilla's Tailoring** at 8 North Main Street

There was no one present on behalf of the applicant.

Members felt the pink background of the sign was too vivid and suggested that a color sample would be helpful. Members agreed that the color might be a result of the computer rendering and that a more subdued shade might actually be proposed. Members agreed that the graphics are attractive as submitted.

The Design Review Committee found the proposed placement and design of the sign to be appropriate for the location and use and recommended approval as submitted, provided the background is a subdued shade of pink.

- **Red Boat Advisor Resources LLC** at 56 South State Street

Bob Perry was present from Advantage Sign on behalf of the applicant and submitted a revision showing granite posts instead of the previously submitted simulated stone base.

Members felt that there was too much text on the sign. The text is too small to be read driving by or from any distance. Members felt the granite posts are an improvement over the original design and the graphics are otherwise nicely done.

The Design Review Committee recommended approval subject to the elimination of at least two lines of text.

- **Uno** at 15 Fort Eddy Road (4 signs)

Robin Harper from Batten Brothers Sign Advertising was present on behalf of the applicant. She indicated they currently have five signs that are being replaced with four signs due to a corporate graphics revision.

Mr. Henninger asked for clarification of the color and Ms. Harper responded that what appeared to be orange on the plan would be the same red as used in the existing signs.

Mr. Walker reported that the sign package complies with the variances granted to the entire plaza some time ago.

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

Revised building plans related to a previously approved application known as **Loudon Road Car Wash at 247 Loudon Road.**

Matt Peterson from Woodland Design was present on behalf of the applicant.

Mr. Henninger explained that this project was reviewed by the Committee and approved by the Planning Board last year. The building is now constructed and the owners have requested a Certificate of Occupancy. He reported that when he inspected the building for the Certificate of Occupancy, he noted it had not been constructed as approved. He reported that the changes are subtle. Four windows originally approved on the car wash bay end have been removed, the approved copper roof was replaced with asphalt shingle, and the gray vinyl building is now a light tan. Mr. Henninger advised that the wall where the windows were removed is not visible off site.

The Design Review Committee found the modifications to the previously approved elevations to be appropriate and recommended approval as submitted.

Site and building plans for construction by the **State of New Hampshire** at the **State Office Park South at 105 Pleasant Street.**

Mr. Henninger introduced this proposal to renovate the former Medical & Surgical Building at the State Hospital campus in order to convert it to an office building. He explained the proposal is for a large in-fill to the U-shaped building and a one-story

addition for a loading dock. The new work is not likely to be seen from anywhere outside the campus.

Members expressed concern that this infill will eliminate much of the natural light and suggested that provisions be made for sufficient interior light to compensate for the loss of all natural lighting.

(Mr. Santa arrived at 9:20 AM.)

Site and building plans related to an application by **The Thomas A. Moon 1988 Trust at 208 Loudon Road.**

Ted Kupper from Provan & Lorber was present on behalf of the applicant.

Ms. Hebert introduced this proposal to construct a 6467 square foot building divided into a service area in the rear and a tire storage/retail area in the front. She reported they have received variances for a reduction in lot coverage and for a reduction in the number of required parking spaces. They have also negotiated an arrangement with the abutter to allow delivery trucks to exit through the abutting property.

She reported no lighting plan had been submitted to date but they are proposing cut-off lights and lighting on the building. This will be a brick building with asphalt roof but no colored rendering has been submitted. Ms. Hebert also noted that the landscape plan appears to be deficient as to the number of trees shown on the plan.

Ms. Hebert explained that the City has requested a seven-foot easement along Loudon Road. This would mean redesigning the site to either reduce the width of the required ten-foot landscape strip, reduce the size of the building, or request a Conditional Use Permit for more compact parking spaces. Members expressed a preference to not reduce the ten-foot landscape strip.

Mr. Kupper explained that they propose to use a red 4x16 block that looks like brick and EIFS trim. He also presented sign details for review by the Committee. He reported that they propose to have a freestanding sign but have not determined a location for it yet, especially given the need for the seven-foot easement.

Members advised that the mansard or other screening should be continued around the building to screen the mechanical rooftop equipment from the residential neighborhood to the rear of the building. The mansard may need to be slightly raised to completely screen the mechanical equipment. Members felt that the graphic of the freestanding sign is attractive but suggested that a little more red background be added between lines of text and the tire symbol.

In answer to a question by the Committee, the applicant indicated the detail shown on the plans over the affixed sign on the building is a window detail and not a part of the logo.

Mr. Henninger also noted that the wall-mounted lighting will need to be directed downward.

Mr. Kupper indicated that he expected that the final package, including signage, will be submitted for next month's meeting.

Site and building plans related to an application by **Robert Nichols** at **42-52 Shawmut Street**.

Mr. Henninger explained that the Committee had seen the proposed elevations and site plan in October and provided comments. As a result of those comments, updated plans had been submitted and were available for review. He reported that this project will be considered for completeness in January by the Planning Board.

Bob Nichols was present as applicant, as was Kevin Kraft from the HL Turner Group.

He reported they had made changes to the community building entrance as well as added handicapped accessibility to the building.

Members discussed handicapped access to the residences and suggested that the applicant continue to consider the needs of the older population to whom these units are being marketed, particularly those of wheelchair-bound residents.

(Mr. King left the meeting at 10:05 AM.)

Ms. Hengen inquired about visibility of the development from the abutting property to the east. Mr. Nichols responded that there would be an eight-foot high white vinyl fence for about 300 feet. Ms. Hengen suggested that the fence be a darker color to blend with the background and Mr. Nichols indicated he thought the fence was available in a dark green.

Building plans related to an application by **Legal Land Company Ltd.** at **41 Centre Street**.

Mr. Woodward introduced this proposal for the conversion of an existing office building to a three-unit multi-family residential building. This was submitted as a minor site plan but it is in a Civic Zoning District which requires architectural design review. He explained they propose to demolish an existing porch and to construct a handicapped ramp on the easterly side of the building.

Friedrich Moeckel from Tarbell & Brodich was present on behalf of the applicant.

The Design Review Committee recommended approval as submitted with the suggestion that any pieces removed from the porch be stored on site to the extent possible for re-use as necessary.

Non-Agenda Item

Revised building plans related to an application by **Charter Trust Company** on behalf of **Zoe & Company** at **92 North Main Street**.

Mr. Woodward explained that the Committee had reviewed and the Planning Board approved renovations to the façade in November. He explained that when they started the demolition necessary for the renovation, they discovered that the granite band they expected to find was not there but was actually a steel beam. They now proposed a black sign band in place of the previously approved granite band.

The Design Review Committee approved the revision as submitted.

There was no further business to come before the Committee and the meeting adjourned at 10:25 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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