

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

July 8, 2008

The Design Review Committee held its regular monthly meeting on Tuesday, July 8, 2008, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Claude Gentilhomme and Ron King. Messrs. Woodward and Henninger, Ms. Hebert and Ms. Osgood of the City Planning Division were also present, as was Mr. Walker, the City's 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 July 16, 2008, 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:

- **APP Advantage Plastic Products, Inc.** at 38 Henniker Street (1 freestanding sign)

There was no one present on behalf of the applicant.

Mr. Walker noted that the location for this sign had been approved as part of the site plan approval.

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

- **Pool B. Partners Inc.** at 4 Chenell Drive (1 freestanding sign)

There was no one present on behalf of the applicant.

Mr. Henninger noted that this is a replacement sign.

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

- **Vianor** at 63 Hall Street (3 affixed signs)

Rob McIntyre from New England Signs was present for the applicant.

Mr. Henninger noted that this is replacement signage.

Members felt that the sign on the Hall Street frontage was too large. It should be reduced by about 15% in size. Mr. McIntyre responded that the size was needed in order to provide visibility as there are a number of large trees nearby that screen the sign from view.

Mr. King felt the size was overkill for the neighborhood.

Mr. McIntyre suggested that the larger sign be placed on the Interstate frontage and the sign facing Hall Street be reduced. The Committee concurred with this compromise.

The Design Review Committee recommended approval of the sign on the Hall Street frontage provided the lettering be reduced in size from four feet in height to three feet, and approval of the sign on the Interstate frontage increased in size from four feet in height to five square feet with the proportions being adjusted accordingly.

- **Vintner's Cellar Winery** at 133 Loudon Road (2 affixed)

Glenn Schadlick from Ne-Op-Co Signs was present, along with the applicants, to answer questions from the Committee. He explained that the signage will be illuminated with gooseneck lighting fixtures.

Members noted that there are a number of illegal signs on the Loudon Road frontage and asked that those be removed. The applicants explained that they were not the owners of the property but would support that recommendation. Mr. Walker indicated he would follow up with the property owner regarding the illegal signage.

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.

- The following commercial tenants at **204 Fisherville Road**:
 - i. **Cooper Tires** (2 affixed)
 - ii. **First Impressions Custom Cars** (panel in freestanding sign)
 - iii. **All Tune Motor Lube** (1 affixed, 1 freestanding, 2 directional)

There was no one present on behalf of the applicants.

- iv. **Cooper Tires** (2 affixed)

There was a question as to why there were two signs for Cooper Signs with different logos placed side by side.

The Design Review Committee recommended that the applicants choose the most current Cooper logo and use only that one sign.

- v. **First Impressions Custom Cars** (panel in freestanding sign)

Members felt that, as submitted, the First Impressions Custom Cars sign was not particularly effective as it was not readable. The committee had no concern with appearance of the sign.

The Design Review Committee recommended approval and suggested that the applicants add space between "First" and "Impressions", and then add horizontal space between "First Impressions" and the line below it.

vi. **All Tune Motor Lube** (1 affixed, 1 freestanding, 2 directional)

Members expressed difficulty understanding the signage proposal for All Tune Motor Lube. They felt there was too much going on with the both the affixed sign and the free standing signage and it was too confusing. The committee noted that the signage was inharmonious and not in keeping with the design of the building and other signage. The committee noted that the two blocks on the right hand side of the sign were confusing. It appears to be three different companies. They also recommended that the directional sign in the back of the property be simplified by taking out all the small lettering and substitute a white background for the yellow background.

The Design Review Committee recommended tabling action on this signage to allow the applicant to reconsider the sign package.

Master Signage Plan for **2 Pillsbury Street LLC at 2 Pillsbury Street.**

Mr. Henninger explained that two freestanding signs were proposed, one for the building at 2 Pillsbury Street and one for the proposed building at 30 Pillsbury Street. Affixed signage is also proposed for the Eye Center, In a Pinch Café, and the Visiting Nurses Association.

Since there was no one present to discuss this signage plan, the Design Review Committee deferred review and recommendation until next month.

Site and building plans related to an application by **125 North State Street LLC at 125 North State Street**

Mr. Woodward reported the Committee had reviewed this proposal last month, recommended approval of the building plans, and deferred action on the landscape plan until a plan has been submitted. He reported that no landscape plan had been submitted to date but that a plan had been submitted for the proposed parking lot to be used in the event they need additional parking as described in the Conditional Use Permit application. Mr. Woodward noted that the CUP parking plan preserved the existing landscaped buffer on the west side of the parking lot.

The Design Review Committee recommended approval of the parking plan submitted in support of the Conditional Use Permit and again deferred action on the landscape plan until such time as a plan is submitted.

Site and building plans related to an application by **Child and Family Services Realty Corporation at 125 River Road and 210 Bog Road.**

Mr. Woodward introduced this proposal to construct a new pavilion facility and new bath/shower building at Camp Spaulding, along with a new well and septic system.

Eric Palson from Sheerr McCrystal Palson was present on behalf of the applicants and explained that the bathhouse building will be block construction with a metal roof and is meant to be sturdy and appropriate to be closed up for the winter. Colors will match the rest of the camp compound.

He explained that the second proposed structure is a pavilion to be primarily used on rainy days. It will be 40' x 80' and 23 feet tall at the center of the building, with a shed attached for storage. There will be no walls, with netting for sides that can be rolled up when it is fully occupied. The shed will be constructed with fire retardant framing and a metal roof.

The Design Review Committee recommended approval as submitted.

Site and building plans related to an application by Concord-Merrimack County SPCA at 3 Silk Farm Road.

Mr. Henninger introduced this proposal to construct a new approximately 23,000 square foot, two-story building with a substantial amount of clearing. He reported that they propose a metal roof on a silver gray stained wood building with red trim and some corrugated metal siding. He reported the proposed signage is non-compliant as it is both too high and too large. There is also an excessive amount of lighting proposed for this rural area.

There was no one present on behalf of the applicant.

Members suggested a simple freestanding sign instead of the proposed affixed sign. They also suggested that the loading dock be screened and lighting and buffers be addressed.

Members also indicated that material samples and colored renderings will be needed for proper review before a recommendation can be made.

Mr. Henninger noted that this is scheduled for a determination of completeness at the Planning Board's meeting on July 16th and the Committee will have another opportunity to review the complete plan next month.

Site and building plans related to an application by the Corporation of the Presiding Bishop of the Church of Jesus Christ of Latter -day Saints at 90 Clinton Street.

Ms. Hebert introduced this proposal for a 2,000 square foot addition to the front of the existing building to be used for meeting rooms. She reported they propose a more traditional steeple and front façade on the building. The steeple proposal requires a Conditional Use Permit for the height. She reported that City staff had recommended that the infiltration system be moved to a location under the paving in order to retain the mature trees in the front of the property.

There was a discussion regarding alternatives to removing the large mature trees in the front of the property in order to make space for the additional parking.

Mr. Gentilhomme commented regarding the proposed building design. He felt the existing building looked like a warehouse with a steeple, and now they are trying to construct an elaborate front addition. He suggested changing the roof lines by constructing gables on either end of the addition. If they are going to use a classic style on the addition, they need to use proper details and dimensions. The other option would be to build on the original architectural vernacular.

Mr. Gentilhomme recommended not approving as submitted. Mr. King agreed with Mr. Gentilhomme's comments and suggested tabling a recommendation to give the applicant the opportunity to revise the building design and to allow the applicant to discuss the building design with the committee.

Site and building plans related to an application by **the Friends of Concord Crew at 15 Loudon Road.**

Ms. Hebert introduced this proposal to construct a boathouse on City owned property near the Everett Arena.

Warren Billings, president of the Friends of Concord Crew, was present on behalf of the applicant and explained this is the exact building that was proposed for a West Portsmouth Street site about two years ago. It is now proposed to be located near the existing fire training facility on Loudon Road. They will be constructing a retaining wall, slope stabilization and a dock. It will have an autumn red roof and gray ship lap siding with gray windows and trim.

Committee members felt this was a nice design. The committee members suggested that the applicant consider using red sashes to give the building punch. Mr. Billings concurred with the suggestion.

The Design Review Committee recommended approval as submitted with the suggestion that they applicant use red sashes on the windows to add a little punch to the building.

Non-Agenda Items

Revised building plans for **Dunkin Donuts at 412 South Main Street**

Mr. Henninger introduced this proposal for revisions to previously approved building plans. He explained that Dunkin Donuts hoped to get their Certificate of Occupancy next week and, when he inspected the site, he noticed that the building was considerably different from the building reviewed and approved. He noted that awnings had not been placed on the building at the time of his inspection.

The Design Review Committee noted a preference for the building as constructed and indicated that they preferred the new design over the design that was originally approved. The committee asked for colored elevations that match what was actually

constructed. Mr. Henninger noted that the mechanical equipment on the top of the external cooler needed to be screened.

Revised signage for **Kentucky Fried Chicken** at **18 Hall Street**

Mr. Walker presented a request to replace panels in existing signage that has been damaged and needs to be replaced. He explained that the logo has been updated by the company and the applicant can no longer purchase the panels as previously approved.

The Design Review Committee found that while the new design is less attractive than that being replaced, they would consider recommending approval subject to receipt of an appropriate application.

There was no further business to come before the Committee and the meeting adjourned at 10:20 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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