

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

November 10, 2008

The Design Review Committee held its regular monthly meeting on Monday, November 10, 2008, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Jay Doherty, Claude Gentilhomme, and Elizabeth Hengen. Messrs. Woodward and Henninger, Ms. Hebert and Ms. Osgood of the City Planning Division were also present.

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 November 19, 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:

- **Boloco Inspired Burritos** at 10 Fort Eddy Road (3 signs)

Allie Goddard from Boston Signs was present on behalf of the applicant and explained they propose to replace the existing awning with a slighter darker red awning, and replace the existing Boston Market signs with the Boloco Inspired Burritos signs.

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

- **Community Bridges** at 70 Pembroke Road

Bob Perry from Advantage Signs was present on behalf of the applicant and, in answer to a question by Mr. Henninger, explained that they propose to construct an additional freestanding sign at the site.

Mr. Henninger noted that the second freestanding sign on the site would not comply with the Zoning Ordinance. Mr. Henninger outlined options the applicant could take to comply with the ordinance and referred him to Craig Walker Zoning Administrator.

Mr. Perry explained that the bottom of the sign will be about three feet above grade to accommodate snow banks.

The Design Review Committee found the design of the proposed sign to be appropriate for the location and use, and recommended approval subject to compliance with the Zoning Ordinance.

- **Mary Baker Eddy Historic House** at 62 North State Street

Kris Barthelmess from Longyear Museum was present as applicant to answer questions from the Committee.

Mr. Cowan felt the overall design of the sign was fine but he found it to be cluttered. He felt that much of the words in the center portion of the sign could be removed and placed on a plaque on the building.

Mr. Doherty noted that in the photograph of the existing sign in Rumney there was a shadow line over the Mary Baker Eddy name. Mr. Barthelmess responded that there was small LED spot lights on the underside of the horizontal bar.

The Design Review Committee recommended approval as submitted with the stipulation that the design of the sign be reformatted to reduce the amount of verbiage to make the sign less cluttered.

Mr. Woodward suggested that the applicant consider applying for a State historic marker. He explained that could be placed in a location that would be very visible and would provide a place for the information the curators want on the sign.

- **Phenix Mutual** at 42 Pleasant Street

Bob Perry from Advantage Signs was present on behalf of the applicant to answer questions from the Committee.

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

- **Princess Nails & Spa** at 374 Loudon Road (2 signs)

Rod Girard from Hammar & Sons Sign Company was present on behalf of the applicant to answer questions from the Committee.

Mr. Henninger noted that the Code Administrator had noticed non-compliant flashing signs in the windows and had indicated that it would be unlikely that a permit would be issued until those signs are removed.

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

- **The Masiello Group** at 4 Park Street (2 signs)

Bill McNamara from Classic Signs was present on behalf of the applicant and explained that the applicants are changing their affiliation so the color and design logo will change. They now propose a grey awning with white text. The affixed sign on Main Street will have a white background with green lettering. The affixed signs will be of the same square footage as the existing signs, and the awning will be replaced by an awning of about the same size.

Ms. Hengen noted that the message on the two panels side by side were confusing. The Board found the signs to be appropriate in appearance and design.

The Design Review Committee recommended approval subject to the stipulation that they more increase the size of the words "Real Estate" and use this phrase to link the two separate elements of each sign, "The Masiello Group" and "Better Homes and Gardens".

Members also suggested that "Each office is independently owned and operated" be eliminated as it is not necessary and add clutter to an otherwise attractive sign. Mr. McNamara responded that the franchise expected those words to be there.

Mr. Henninger asked for revised plans by the end of the week for distribution to the Planning Board.

Site and building plans related to an application by **Faith Tabernacle** at **164 East Side Drive**.

There was no one present for the applicant.

Mr. Henninger explained this is an extremely modest proposal to construct a carport for buses. This will be an open structure with a metal frame for about four small buses. They will use T-111 on the end gables with an evergreen roof.

Mr. Gentilhomme suggested a different roof color, perhaps a dark grey or brown to blend better with the surrounding tree trunks and make the building less visible with the leaves off.

The Design Review Committee recommended approval as submitted subject to the substitution of a dark grey or brown roof instead of the green roof shown on the plans, in order to make it less noticeable, particularly in the winter.

Revisions to building plans related to an application by **Greenlands Redevelopment LLC** at **57 Constitution Avenue**.

Nick Isaak from ProCon Construction was present on behalf of the applicant to answer questions from the Committee.

Ms. Hebert explained there are a number of minor revisions to the recently approved elevations.

Mr. Isaak explained most of the changes came about as a result of their pursuit of LEEDS certification for the building. He reported that the biggest change is the design of the windows, they have been made operable with the smaller panel at the bottom reversing the original design which had the small panel at the top. They have also, at the suggestion of the Design Review Committee, reduced the railing on the roof to an area just around the patio area. At the rear of the building the block line will be raised to the top of the first floor with brick on the second story.

The Design Review Committee found the revisions to be in keeping with the previous approval.

There was no further business to come before the Committee and the meeting adjourned at 9:35 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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