

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

January 13, 2009

The Design Review Committee held its regular monthly meeting on Monday, January 13, 2009, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Jay Doherty, Claude Gentilhomme, Elizabeth Hengen and Ron King. Mr. Henninger, Ms. Hebert and Ms. Osgood of the City Planning Division were also present, as was Mr. Santa, the City's Code Administrator.

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 21, 2009, 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:

- **Jackson Hewitt Tax Service at 374 Loudon Road** (1 affixed sign, 1 panel in existing freestanding sign)

Mr. Henninger explained this proposal for a new panel in an existing freestanding sign, as well as a new affixed sign on the building. He explained this was in keeping with the pattern of existing signs at this retail center. The proposed sign is to be internally illuminated and placed in a manner similar to the other affixed signage at this plaza.

Tim Sullivan from Barlo Signs was present for the applicant.

Mr. King suggested providing some space around the edges of the affixed sign so that it would not appear as crowded, and Mr. Sullivan responded that he thought that could be done.

The Design Review Committee found the proposed design and placement of the sign to be appropriate for the location and use, and recommended approval subject to the suggestion that the affixed sign be resized to provide space around the edges

- **First Impressions Custom Cars & All Tune Motor Lube at 204 Fisherville Road** (freestanding sign)

Mr. Henninger reminded the Committee that this signage package had been reviewed in September and recommendations made by the Committee. The Planning Board had adopted the Committee's recommendations and had not acted on the freestanding sign, as it was felt the proposed signage was cluttered, confusing and unattractive. A new design has now been submitted for review. He explained that since the time of initial review, the First Impressions business that was using the lower panel of the freestanding sign had left the building, and the applicants had returned to a green panel for the existing self-storage business in the lower panel.

Before the Committee at this time is an affixed directory sign as well as the All Tune sign panel in the freestanding sign.

Danielle Drew was present from All Tune Lube on behalf of the applicant.

The current proposal for the freestanding sign is the All Tune Lube sign in white with black letters on the upper half of the upper panel, a changeable message panel in the middle of the sign, and a lower panel that returns to the Self-Storage business in green with white lettering.

Following a discussion relative to whether the All Tune panel is being split for an additional business, inasmuch as the lower half of the panel was left blank, 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.

Site and building plans related to an application by **LAT Holding Company LLC** at **20 Break O'Day Drive**.

Ms. Hebert introduced this proposal by the Scott Lawson Group to construct a new 44,000 square foot office building, which will include a 125-seat auditorium and a lab, as well as a fitness facility for employees. She reported they intend to seek platinum LEEDS certification for this building. She reported they also intend to purchase the former Break O'Day schoolhouse building and move it onto their site for use as a skate house for the ice skating pond they also propose to construct.

Mr. Cowan asked if this building would be visible from I-393 and Ms. Hebert responded that it would be visible from I-393 and probably from Route 106 as well.

Ms. Hebert reported that last month there were concerns about the north elevation as viewed from I-393 and about screening from I-39. The Committee had suggested that the applicant needed to continue to explore options for the design of the site and building as seen from I-393 and return with updated plans for both building façade and landscaping.

Scott Vlasak from Bruce Hamilton Architects was present on behalf of the applicants and presented photosimulations showing the view of the proposed building from I-393. He noted that there was a 100-foot vegetative buffer established by NH Department of Transportation. He reported that there will be limited glazing on the north side of the building in order to minimize heat loss. Also, since the north side of the building faces I-393, the lack of windows will minimize the noise from the highway.

He explained that the façade will be of a brick veneer along with industrial metal panels using thick seams between the panels. He reported that there will be a white membrane roof to reflect solar gain for a portion of the roof, and then the remainder will be a green roof with access to a small area for demonstration purposes. There is a light green element near the main entrance, which will be used as an educational component to provide information relative to the utilities being consumed in the building.

Mr. Vlasak explained that the wind turbines on the roof are intended to be visible from I-393 to show people driving by that this building is something unique. They are doing a wind survey on the site to determine how useful they will be for actually generating electricity.

He reported that since last month they had added vegetation around the perimeter of the man-made pond and along the northerly edge of the parking field to provide some buffer between the building and I-393.

(Mr. Santa left at 9:15 AM.)

Mr. Henninger asked about signage, and Ms. Hebert responded that they will submit a signage package for review at a later date.

Mr. Vlasak was reminded that they will have to return to the Design Review Committee when the plan has been finalized for the skate house.

Site and building plans related to an application by Tropic Star Development on behalf of Burger King Corporation, the Hall 2001 Family Revocable Trust, Jean B. Chase, and Dale G. Fifield at 155 and 157 Loudon Road.

Mr. Henninger introduced this proposal located at the corner of Loudon Road and East Side Drive. He reported they propose to demolish the existing American Brake Service building and the existing Burger King building, and to construct a new 13,225 square foot building for CVS and a new 2,495 square foot Burger King building.

He reported this will be an informal review at this time, since the developer has asked for postponement of determination of completeness by the Planning Board until February for a March public hearing.

Committee members expressed concern about the location and design of the dumpster enclosures and recommended that the dumpster currently proposed to be located near the front of the Loudon Road side of the Burger King building should be relocated to a less visible spot.

Mr. Henninger pointed out several issues with the site design including no screen or parapet wall on the rear of the Burger King Building facing the houses to the north, the quality of the screening around the dumpsters and their prominent placement on the site, signs on CVS & Burger King exceeding the sign ordinance in number and size, signs facing towards the residential area to north at the drive up for CVS, lighting and landscape issues.

Members noted that there is no parapet wall proposed on the CVS building at this time and suggested that they consider how the applicants will screen the mechanical units on the roof.

Mr. Gentilhomme suggested that staff refer the architect for the CVS building to the Design Review Committee's comments regarding the CVS store recently constructed on Hall Street, particularly as they relate to treatment of the blandness of the front façade. As currently proposed, the CVS building is a real "bunker" building with almost no windows.

Mr. Henninger reported they would need to reconsider their lighting, given the abutting residential uses.

Ms. Hengen asked if there is a buffer for the residential properties, and Mr. Henninger responded that any buffering is currently provided by the abutting residential property owners on their own property.

Ms. Hebert noted that there is a large stand of large pines at the southwest corner of the lot and suggested that it would be nice to preserve those trees. Members agreed that they should explore building fewer parking spaces and retain the stand of pines.

Members of the Committee recalled that developers of the Burger King at Hall Street had spent a considerable amount of money on the design of that prototype building. Members liked that design and suggested the developers consider using that design for this building.

There was no further business to come before the Committee and the meeting adjourned at 10:00 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner