

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

February 10, 2009

The Design Review Committee held its regular monthly meeting on Monday, February 10, 2009, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Claude Gentilhomme, and Elizabeth Hengen. Mr. Woodward, Mr. Henninger, Ms. Hebert and Ms. Osgood of the City Planning Division were also present, as was Mr. Walker, the City's Zoning 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 February 18, 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:

- **Averill's Martial Arts Academy** at 3 North Main Street (2 signs)

Glenn Schadlick from Ne-Op-Co Signs and Paul and Chris Averill from Averill's Martial Arts Academy were present to answer questions from the Committee.

Mr. Walker explained this proposal for replacement of an existing hanging sign and retroactive approval of the affixed sign. He explained that this building housed three business units and that the martial arts academy currently leases two of the units.

Ms. Averill reported that they had been advised that the affixed sign would look better centered in the space available but that they had left the space available for a second business panel. Members agreed that the sign should be centered in the area as long as there was only one business using that space.

Ms. Hengen noted that the telephone number on the hanging sign appeared to be the most prominent element of the sign. There was a discussion as to whether the telephone number on the hanging sign would be useful to prospective visitors. Members suggested minimizing the size of the telephone number.

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

- **Bona Fide Tattoo** at 19 Warren Street (1 sign)

There was no one present on behalf of the applicant.

Mr. Henninger reported this is an application for a new hanging sign.

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

- **Circle K/Irving** at 190 Pleasant Street (3 signs)

There was no one present on behalf of the applicant.

Mr. Henninger noted that it appeared there were four signs proposed and asked if they complied with the Zoning Ordinance. Mr. Walker indicated he would confirm the size of the proposed signs but he believed the proposal complied with the Zoning Ordinance.

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

- **Circle K/Irving** at 114 Fisherville Road (2 signs)

There was no one present on behalf of the applicant.

Members found there was no relationship between the yellow building and the proposed red and white sign. The gasoline canopy the building need to relate better to each other.

Mr. Cowan suggested using blue stripes on the sign band instead of red stripes leading to the circle with the K in the center. Mr. Gentilhomme also suggested that the building be painted blue instead of yellow as shown. It was agreed that the proposed sign age and façade changes were incompatible with the existing architectural design and were commented upon extremely unfavorably by the committee. It was felt that the applicant needed to reevaluate the changes and come back with a different plan.

The Design Review Committee recommended tabling action to allow the applicant to redesign the signage for this site to better coordinate the colors, and further recommended that the applicant prepare a more clear presentation of the proposal.

- **Circle K/Irving** at 163 North State Street (2 signs)

There was no one present on behalf of the applicant.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the use and location, and recommended approval as submitted subject to the background color of the building behind the affixed sign remaining as shown.

- **Circle K/Irving** at 231 Loudon Road (2 signs)

There was no one present on behalf of the applicant.

Members found there was no relationship between the yellow building and the red and white proposed sign, and suggested that they remove the red stripes and the yellow band and find colors that work with both the Circle K emblem and the Irving colors. It was agreed that the proposed sign age and façade changes were incompatible with the existing architectural design and were commented upon extremely unfavorably by the committee. It was felt that the applicant needed to reevaluate the changes and come back with a different plan.

The Design Review Committee recommended tabling action to allow the applicant to redesign the signage for this site to better coordinate the colors, and further recommended that the applicant prepare a more clear presentation of the proposal.

- **Men's Wearhouse and Tux** at 89 Storrs Street (2 signs)

Tim Sullivan from Barlo Signs was present on behalf of the applicant and explained this is replacement signage because they have changed their logo.

The Design Review Committee found the design and placement of the proposed signage to be appropriate for the use and location, 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 noted that the Design Review Committee had reviewed this application in December and January but had not formalized a recommendation to the Planning Board.

There was a brief discussion relative to the site and building plans presented last month and the recommendations made at that time.

The Design Review Committee recommended approval of the site, landscape and building plans as discussed in January with the understanding that the signage and the building plans for the proposed skate house will be submitted at a later date.

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 reported that new building elevations had not been submitted at this time but a revised site plan had been submitted. He reported that the site plan shows the dumpsters relocated from the front yard but staff still has concerns with on-site circulation. He reported appropriate site and building plans will be presented for review when they are submitted.

Site and building plans related to an application by McCarthy Properties on behalf of Capital Region Development Council, at 12 Chenell Drive.

Jim McCarthy from McCarthy Properties and Erin Reardon from Nobis Engineering were present on behalf of the applicant.

Mr. Henninger introduced this proposal to construct a 9,140 square foot industrial building. He reported it will be a natural looking split face block building with tan siding and green trim. Mr. Henninger noted that additional trees need to be planted or preserved in the buffers. Ms. Hebert mentioned that a shade tree should be added in the island at the northwest corner of the building.

Ms. Hengen noted that the landscaping along the buffer along the front of the site appears sparse and suggested supplementing it with low-growth materials.

Members discussed the entrance to be used by the second tenant and suggested that it be given more prominence. As shown, it does not appear to be an entrance. Mr. McCarthy agreed to add a smaller gable over the secondary entrance similar to over the main entrance.

Mr. Henninger noted that there are no foundation plantings shown on the plan. It was recommended that foundation plantings be added at the base of the building facing Chenell Drive.

The Design Review Committee recommended approval subject to the addition of landscaping as noted above, the addition of a smaller gable over the second tenant entrance on the front of the building matching the main canopy, and revised renderings providing more accurate color representations.

There was no further business to come before the Committee and the meeting adjourned at 9:40 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner