

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

May 11, 2009

The Design Review Committee held its regular monthly meeting on Monday, May 11, 2009, in the City Council Chambers in the City Hall Annex at 8:30 AM.

Present at the meeting were Jay Doherty (who arrived at 9:30 AM), Elizabeth Hengen, and Frederick Richards. 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 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 May 20, 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:

- **Bistro Rustica** at 80 North Main Street (1 sign)

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal to remove the existing sign on the canopy and to install a new hanging sign on the existing hardware.

Members expressed concern regarding the bright orange background and asked to see a color sample. They felt it was a very handsome design but preferred a more complementary background color.

The Design Review Committee found the placement and design of the proposed sign to be appropriate for the location and use, and recommended approval provided the background color is more subdued than shown.

- **Concord Regional Solid Waste/Resource Recovery Cooperative** on Whitney Road (3 signs)

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal for a free standing sign, an affixed sign as well as two directional signs, one of which is required by the State Department of Environmental Services to post what materials will be accepted by the facility.

Mr. Henninger noted that the affixed sign does not appear to be in compliance with the Zoning Ordinance relative to area and is placed higher than 25' above grade on the building.

The Design Review Committee found the placement and design of the proposed signage to be appropriate for the location and use, and recommended approval as submitted provided the affixed sign is revised to comply with the Zoning Ordinance.

- **Generations Dental Care** at 9 Triangle Park Drive

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal to add a tenant panel to the existing freestanding sign. He reported that the color scheme will be consistent with the existing signage on the property.

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

- **Jade Nails** at 89 Ft. Eddy Road (2 signs)

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal for a box sign similar to the other signs at the Merrimack Center.

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

- **The Rooster** at 152 North Main Street (2 signs)

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal to install a new sign for a new business using the existing sign brackets and raceway. They plan to use the existing lights above the sign so the affixed sign will not be internally illuminated.

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

- **Wal-Mart** at 344 Loudon Road (2 signs)

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal for two replacement panels in freestanding signs. He reported that this is part of a renovation of the existing store and that decisions are still being made about the affixed signage which will be presented at a later date.

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

- **Eastern Analytical** at 25 Chenell Drive (1 sign)

There was no one present on behalf of the applicant.

Mr. Henninger explained this sign has been in place for many years without benefit of a permit and they are now seeking retroactive approval as a result of enforcement action by Code Administration. He reported the sign meets the requirements of the current Zoning Ordinance.

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

- **Secure Care Products International** at 39 Chenell Drive (1 sign)

There was no one present on behalf of the applicant.

Mr. Henninger explained this sign has been in place for many years without benefit of a permit and they are now seeking retroactive approval as a result of enforcement action by Code Administration. He reported it meets the requirements of the current Zoning Ordinance.

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

Site and building plans related to an application by **Alex Moody on behalf of William R. and Claire A. Moody** at **285 Village Street**

Mr. Henninger explained that this building is currently a multi-family residential building with an attached auto service business. He reported Mr. Moody proposes to replace the auto service business with a laundromat.

Alex Moody was present with a revised submittal and explained he proposes to remove the existing overhead doors and to replace them with large bay windows and two large doors centered in the space. The framework will be white aluminum. The intent is to make the Laundromat appear separate from the residential building to which it is

attached. The panels below the main windows will be infilled with white aluminum and the panels above the display window will be infilled with an opaque glass.

Ms. Hengen suggested an alternative design whereby he could construct a display window to replace one bay and then split the other bay with display space and a door.

Mr. Moody indicated he would consider that option but he needs to have two doors to satisfy building code requirements.

The Committee found the revised submittal acceptable.

Ms. Hengen asked about signage and Mr. Moody responded that he expects to re-use the existing framework but has not finalized the design yet.

Site and landscape plans related to an application by **Riverbend Community Mental Health, Inc.** at **278 Pleasant Street**

(Mr. Doherty recused himself and noted that this plan was submitted by his firm but that he did not have any involvement with its preparation.)

There was no one present on behalf of the applicant.

Ms. Hebert explained this proposal to eliminate the residential facilities and to expand the administrative and clinical office use. The plan includes the reconstruction of the existing parking area to add thirteen new parking spaces. The site is narrow and the parking lot expansion will be located in the front yard. Currently, cars are parking informally in the front yard area and additional parking is needed. There are no changes proposed to the existing building, with the exception of the construction of a handicap accessible ramp in front of the existing building, and the installation of two accessible parking spaces. The landscape plan includes the construction of ornamental walls along each side of the main entrance drive, and extensive landscaping along the Pleasant Street road frontage.

She reported that the Planning Board granted Architectural Design Review approval for the site and landscape plan subject to approval by the Design Review Committee.

The Design Review Committee moved to grant approval as submitted.

Site and building plans related to an application by **Sam's Club** at **304 Sheep Davis Road.**

Mr. Henninger explained this proposal for revisions to the façade of the existing retail building. He explained they propose to repaint the building using shades of beiges and browns and to change the existing signage to the newest company logo. At this time they are proposing one freestanding and two affixed signs. The freestanding sign will be the about the same size as the existing sign and they will have one sign on the gas canopy. They will remove all the other signage. Mr. Henninger noted that the company

is allowed one more affixed sign and we expect to see an application for the third affixed sign next month.

The Design Review Committee found the revisions to be appropriate and recommended approval as submitted.

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 explained this proposal for the demolition of the existing Burger King restaurant and American Brake Service building in order to construct a new CVS store and a new Burger King restaurant on the site.

Wayne Morrill from Jones and Beach Engineers was present on behalf of the applicants and explained they had revised the building elevations for the Burger King building since last month in response to the Committee's comments. Instead of a white building, they now propose a peachy beige background color in addition to a applied stone facing.

Mr. Henninger noted that they show five signs on the plans where only three are allowed. Mr. Morrill suggested that they remove the Burger King disk over the entrance and that the stone façade be continued above the main entrance on the east side to the roof line. The committee concurred with this change. Mr. Henninger suggested that they also eliminate the Burger King lettering between the two separate disks.

The Design Review Committee recommended approval of the Burger King signage with the removal of two of the proposed signs on the east side appearance and façade of the Burger King building.

Mr. Morrill introduced Kevin Patten from BKA Architects who explained changes made to the CVS building design as a result of the Committee's comments at the last meeting. He explained that the colors were toned down but the size and shape of the building have not changed. They added two new bays of windows along the Loudon Road side of the building. They will be using a 4 inch by 16 inch solid "EasyBrick" blocks for the exterior façade in a red brick color and a peachy beige color similar to that proposed on the Burger King building.

Ms. Hengen felt the both affixed signs for CVS were oversized for the panels above the windows and felt they should be reduced in size so as not overwhelm the design features of the building. If the signs were reduced in size they would better fit the peachy beige panels above the awnings.

Ms. Hebert asked what they propose for rooftop mechanical screening and Mr. Patten responded that they are proposing simple unit-mounted "envisor²" screening matching the peachy beige color.

The Design Review Committee noted that the revised design for CVS was a substantial improvement over the early proposals and recommends approval for the CVS façade with the recommendation that both CVS signs be reduced in size to better fit into the peachy beige background

Mr. Morrill then discussed the site lighting. He indicated they felt the lights on a six foot high post would be too bright for people toward them. Instead they propose fewer twenty-foot high poles along the rear of the buildings with back shields casting low wattage lighting toward the commercial buildings in order to shield the abutting residences from the impacts of the lighting.

Mr. Woodward noted that light shining on a light colored building will reflect back to the residential uses. Ms. Hebert and Mr. Walker noted that identical lighting recently installed at the McDonalds restaurant on Loudon Road still resulted in unacceptable levels of lighting spilling onto the immediately adjacent residential lots.

Mr. Henninger pointed out that twenty-foot high shielded lighting would provide a major impact to the back yards of the abutting houses and suggested the applicant consider lowering the lights on the rear portion of the site to no more than 12 feet in height noting how the lights at the recently constructed Aamaco site on Loudon Road reduced the spillover effect.

Mr. Morrill indicated they will continue to review the lighting plan. In reviewing the lighting plan the committee asked that the impact of the sconces on the rear of the Burger King be addressed.

The committee noted that the landscape plan had been upgraded and differed detail comments to city staff to address. Plans for the free standing signs have not yet been submitted for review.

Non-Agenda Items

Circle K/Irving Oil signs at various locations

Mr. Henninger presented revised plans for the freestanding signs for the Circle K and Irving Oil at a number of locations in the city. He reminded members that the Design Review Committee had reviewed and the Planning Board had approved updated signage recently for all locations. They now propose a slight design change by placing the Circle K on the right side of the panel and the gas price on the left side of the panel.

The Design Review Committee found the revision to be appropriate and recommended approval as revised.

Ms. Hengen then brought up an issue that has surfaced a number of times in recent years, particularly with sign applications, that colors on the printed plans are not always the actual color proposed. This is generally explained as the closest color possible as

allowed by the printer. She suggested that applicants be required to submit color samples along with their application. Members agreed that this would be helpful.

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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