

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

**June 9, 2009**

The Design Review Committee held its regular monthly meeting on Tuesday, June 9, 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, and Frederick Richards. Messrs. Woodward and Henninger, 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 June 17, 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:

- **Auto Showcase Grappone Automotive Group** at 134 Manchester Street

There was no one present on behalf of the applicant.

Mr. Henninger explained this proposal for a replacement panel in an existing sign and noted that the plan submitted showed a panel for the time. Mr. Walker responded that the time element is part of the existing sign and will be allowed to remain.

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

- **Laconia Savings Bank** at 165-167 North Main Street (5 signs)

Sue Gelinas from Jutras Signs was present on behalf of the applicant.

Mr. Gentilhomme noted that they had placed very nice granite steps at the employee entrance to the new building. He noted that when this site and building plan was reviewed he had objected to a doorway without pedestrian access. He again voiced his concern that there should be no walkway to the door since this is not intended to be a

customer entrance. Ms. Gelinas indicated she would pass along his concerns to her client.

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.

- **Sunny's Table** at 11 Depot Street

Kim Lully was present as applicant to answer questions from the Committee.

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

- **TD Bank** at 277 Sheep Davis Road (Steeplegate Mall)

There was no one present on behalf of the applicant.

Mr. Henninger explained this application for a new freestanding sign adjacent to Sheep Davis Road. He explained that they did not have a freestanding sign now but have received a variance from the Zoning Board of Adjustment to allow an additional freestanding sign on this space leased from Steeplegate Mall.

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

- **Tire Warehouse** at 113 Manchester Street

There was no one present on behalf of the applicant.

Mr. Henninger reported they are removing all other signage on the site and replacing it with a new freestanding sign.

Committee members found this proposed signage to be an improvement over the existing.

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

- **Zoe and Co.** at 92 North Main Street

Michelle Pendola was present on behalf of the applicant.

Mr. Henninger explained this proposal for a new awning with a sign on the valance for this existing business.

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

A Master Signage Plan related to an application by **2 Pillsbury Street LLC at 2 Pillsbury Street**

Stephen Duprey was present as applicant to answer questions from the Committee.

(Mr. Doherty recused himself from discussion and recommendation on this item.)

Mr. Henninger explained there were applications for six signs in this package, five of which require approval. The signs include a main project identification sign, hanging signs for The Eye Center and for In A Pinch Café, a directional sign, a freestanding sign and an affixed sign for the Visiting Nurses Association. He reported several variances are required and those will be acted upon by the Zoning Board of Adjustment this week.

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 required variances are granted.

Site plan related to an application by **Wheelabrator Concord Company, L.P. at 11 Whitney Road**

Mr. Woodward explained this is an ancillary parking lot that will be used temporarily for contracted maintenance. There is nothing for the Committee to review and no action necessary at this time.

Concepts for new Main Street Banners prepared by **Main Street Concord Inc. in cooperation with the City of Concord** (4 designs)

Jessica Eschelmann from Main Street Concord Inc. explained that these are only concepts at this time and are being presented for input as to whether they are heading in the right direction.

Mr. Richards asked if the colors shown will be the actual colors and Ms. Eschelmann responded that they are not the actual colors but the closest the printer could produce. She explained that there will also be a sponsor panel under the banner, triangular in shape, which will be changed out as needed.

Mr. Doherty liked the bold, bright, playful appearance.

Mr. Cowan suggested taking the edge off the clip art appearance. Ms. Eschelmann responded that those images are stand-ins for more refined images that have not been finalized yet. She also noted that all of the banners will have a small black border around the edge. These banners are intended to be vibrant and colorful.

Mr. Doherty noted he did not care for the border around the banner. It felt somewhat boxed-in to him. The other committee members preferred the black border.

Ms. Eschelman indicated she would return with the final version at a later date.

**Non-Agenda Item**

**Sanel Realty Inc. property on South Main Street**

Mr. Woodward noted that there had been news reports about this project and he expected that there would be an opportunity for early comments on the design.

There was also a discussion about the feasibility of constructing residential uses in the upper stories of the commercial buildings downtown.

There was no further business to come before the Committee and the meeting adjourned at 9:10 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

o