

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

January 12, 2010

The Design Review Committee held its regular monthly meeting on Tuesday, January 12, 2010, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Jay Doherty, Elizabeth Hengen, Duene Cowan and Frederick Richards. Ms. Hebert of the City Planning Division was 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 January 20, 2010, 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:

- **Friendly's** at 147 Loudon Road (2 affixed signs, 1 freestanding sign)

Ms. Hebert explained that the application included two affixed wall signs and the replacement of one freestanding sign for the new Friendly's restaurant, at 147 Loudon Road. The Committee discussed the signs during the architectural design review of the building. Neeka Smart from The Sign Center was present to answer questions. She explained that the letters on the wall sign would be channel set and the phrase, "Where Ice Cream Makes The Meal", would be affixed to a curved panel that is designed to protrude from the building slightly. She also stated that the freestanding sign involves the refurbishment of the existing sign. The changeable copy is currently on a separate panel which sits lower on the sign post than the "Friendly's" sign. The new sign combines this into one panel.

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

- **Checkmate Pizza** at 41 Washington Street (2 affixed signs)

Ms. Hebert reported that the Design Review Committee had reviewed this sign proposal at the last two meetings. At the November Planning Board meeting, the Board tabled action and asked the applicant to return to the Architectural Design Review Committee

to work out a compromise on the layout and design of the sign. Ms. Hebert explained that nothing new has been submitted by the applicant since the last meeting.

James Roy was not present to answer questions from the Committee.

The Committee postponed discussion of this sign application to their next meeting. Craig Walker, Zoning Administrator, stated that he would try to contact Mr. Roy.

There was no further business to come before the Committee and the meeting adjourned at 8:55 AM.

Respectfully submitted,

Rebecca Hebert
Planner