

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

February 9, 2010

The Design Review Committee held its regular monthly meeting on Tuesday, February 9, 2010, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Duene Cowan, Jennifer Czysz, Claude Gentilhomme, and Ron King. Messrs. Woodward and Henninger and Ms. Osgood of the City Planning Division were also present, as was Mr. Walker, the City's Zoning Administrator. Mike Santa, Code Administrator, was also present for the review of the application by DEW Construction Corporation, on behalf of the City of Concord.

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 17, 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:

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

Mr. Henninger reported that the Design Review Committee had previously reviewed this sign proposal and recommended that the Planning Board table action to allow the applicant to consider their comments and revise his plan. The Planning 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. He reported that the applicant had met with City staff and now proposed a revised design for the signage, the major component being a white background rather than the bright yellow background previously proposed. The applicant also added a black border around the proposed signs.

James Roy was present as applicant to answer questions from the Committee.

The Design Review Committee noted that the applicant had responded positively to the Committee's earlier comments, and recommended approval as revised with the understanding that the applicant will submit revised sign permits to Code Administration for the three signs as now proposed.

- **Donovan's Party & Novelty** at 102 Ft. Eddy Road (1 affixed sign)

Glenn Schadlick from Ne-Op-Co Signs was present on behalf of the applicant.

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

- **Exeter Events & Tents** at 118 North Main Street (1 affixed sign)

There was no one present on behalf of the applicant.

Committee members noted that there was no lighting proposed for this sign.

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

Mr. Walker commented that he had observed that at night many storefronts on Main Street are not very visible because the signage is not lighted. Main Street in some locations looks dark. He suggested the Design Review Committee consider the nighttime appearance of storefronts and, when appropriate, recommend that signage be lighted.

- **Rath Young & Pignatelli** at One Capital Plaza (1 affixed sign and a projected image on the storefront window)

Mr. Henninger explained this proposal for a projected image on the storefront window. He explained the image would be a photograph of Mount Washington and the actual signage would be the lettering placed at the top and bottom corner of the image.

Mr. Walker explained that the actual sign is only the lettering. The background is not considered signage but as a graphic or art image without any advertising or identification component. A photograph of Mount Washington would not be considered an advertisement for the product this applicant provides.

Sherry Young was present as applicant to answer questions from the Committee, as was Dominic DiPasquale from Computech Illustrators. Mr. DiPasquale provided a demonstration of the projection they propose for the graphic. He explained they would spray a product onto one side of the window and then project the image onto the treated window. This will not be a changing picture.

Ms. Young noted that their preference would be to have the lettering be part of the image.

Mr. Gentilhomme noted that lighting will have to be carefully considered in order for the company name to remain visible both day and night. It would be desirable to have two light levels for the graphic one for daylight and one at night.

The Design Review Committee found the design and placement of the proposed sign to be appropriate for the location and use, and recommended approval as submitted but expressed concern that there will need to be consideration given to the variance in brightness between day and night.

Site and building plans related to an application by DEW Construction Corporation, on behalf of the City of Concord, at 4 Crescent Street and 0 East Street. (#2010-05)

Mr. Henninger introduced this proposal for construction of a one story office building to be constructed in two phases. Phase 1 will consist of an approximately 9500 square foot building, with an approximately 5000 square foot addition proposed for Phase 2.

Steve Yaw from DEW Construction Corporation and Erin Reardon from Nobis Engineering were present on behalf of the applicants. The applicant submitted at the meeting new renderings of the building. It was noted by the Committee that the new renderings don't match the elevations, floor plan or site plan. Ms. Reardon noted that these plans will be revised to reflect the new renderings.

Mr. Yaw explained the design of the building.

Mr. Gentilhomme had concerns about the placement of the main entrance on the building facing the parking lot. He felt the building looked awkward with the entrance appearing tacked on at the end of the building in the first phase. The main entrance canopy actually overlapped onto the phase two facade and the committee found this detail disproportionate. Mr. King suggested that the entrance be moved away from the edge of the building towards the middle of the patient lobby. Mr. King felt they needed to make access from the street friendlier and more welcoming.

Mr. Cowan mentioned the possibility of constructing an entrance for patients walking in from Crescent Street or East Street instead of arriving from the parking lot. Ms. Reardon indicated that they are planning a walkway along the end of the phase one building from Crescent Street to the main entrance. The Committee expressed its opinion that a direct pedestrian connection to the building be provided from Crescent Street.

Mr. King noted that there was no walkway from the door from the employee lounge. The Committee supported Mr. King's comments and suggested that a path from this door to the sidewalk be provided for employee use and it be landscaped so that it does not look like a public entrance as well as to screen the employee break area. The Committee was of the opinion that the corner of East Street and Crescent Street should be more prominent. Ms. Reardon advised that a monument sign for the project will be placed at this corner and additional landscaping added.

Mr. Cowan asked, given that East Street is a major access into Penacook, if they had looked at any other options for dumpster placement. Ms. Reardon responded that they had moved the dumpster back substantially from East Street and now show a dumpster screen that matches the siding of the building. Ms. Reardon also noted that the sidewalk for the employee entrance on the east side of the building will be extended out to connect to the sidewalk proposed along East Street by the City. Considerable discussion ensued about the amount of landscaping to be provided at the east end of the building and detailing to be provided on the dumpster screening. Mr. Gentilhomme suggested trying to make the enclosure into an architectural feature instead of making it match the building.

Mr. Gentilhomme also suggested adding an architectural element in the large gables on the north and east elevations to break up the large mass of those gables. He also noted that the south elevation has a large mass of roof, and he recommended that the small gable shown on the south elevation be at least three times larger to break up this large area of roofing. He also suggested adding an architectural detail in the gable end as well.

Mr. Yaw indicated that mechanical equipment will all be inside the building.

Mr. Yaw provided color and material samples for the building and explained that they propose a two-tone tan color scheme. There will be shutters and the doors will be blue to coordinate with Concord Hospital's color scheme. Members suggested that the blue that Mr. Yaw proposed should be a warm color or match the shutters in dark green or black. The light blue shown was a cool color and did not coordinate with the rest of the colors selected.

The Committee expressed concerns about the appearance of the building as visitors entered into Concord from the east. This building would be the first building seen after crossing the Contoocook River Bridge. The Committee noted that in the rendering the applicant had attempted to add details to the large gable end that faces east. However, the Committee noted that the architectural details in this gable end need to be larger and more prominent. The Committee noted that the mature trees shown on the renderings need to be removed since they will not reflect the true appearance of the site for many decades.

Ms. Reardon explained that lighting will be on the building and on poles and there will be no lighting trespass beyond the property lines.

The Committee asked that plans for project signs be included in the next submittal, including directional signs at the entrances.

Matt Walsh, the City's Assistant for Special Projects, explained that the City will be providing street trees along the East Street frontage in order to provide an extra layer of landscaping and that the City has committed to extend the sidewalk along East Street across the project frontage.

The applicants advised that they would consider the recommendations made by the Committee and return with updated plans next month.

Site and building plans related to an application by Johnny Prescott & Son Oil Company, Inc. at 122 Airport Road. (#2010-04)

Mr. Henninger introduced this proposal to construct a 2,360 square foot building to house a Concord Coach, the Fickett's Jewelry Store clock, and other items from the applicant's collection of historical significance to Concord. This is not intended to be open to the public as a tourist attraction.

Mr. Walker explained that the use is classified as storage or warehouse. It is not classified as a tourist attraction. This is for storage and display of the applicant's private collection.

Tom Prescott was present as applicant and explained they had purchased a twelve-passenger Concord Coach and intended to display it in this building in a diorama showing Concord's Main Street. He has a few old Concord store signs along with the Fickett's clock that was on Main Street until just a few years ago. He also plans to place four fiberglass horses as part of the coach display. This will be barn-style construction with barn doors on the Airport Road façade. There will be a glass wall so that the Coach will be visible and illuminated at night. He also has purchased a one-horse sleigh that was constructed in Concord and there may be other displays as he purchases them.

He explained he proposes a grey vinyl shake exterior to match the existing house, with a green metal roof and white trim. The door may be either white or fuchsia to match the house doors. He is not planning to have any signage and he is looking for a barn style light to be on the building over the barn door. He emphasized that he does not want to advertise this for the public.

Mr. Cowan asked if the applicant had considered placing the new building a little closer to Airport Road so it would relate more to the residential building. Mr. Cowan suggested shifting the building five to eight feet further east. Mr. Prescott responded that he would like to preserve as many trees in that area as possible. The Committee suggested adding short sections of walkway to the windows on the north side of the buildings.

The Design Review Committee recommended approval as submitted and complimented the applicant on the proposed design of the structure and his preservation of important elements of Concord's heritage.

There was no further business to come before the Committee and the meeting adjourned at 10:15 AM.

Respectfully submitted,

Stephen L. Henninger
Assistant City Planner

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