

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

**May 11, 2010**

The Design Review Committee held its regular monthly meeting on Tuesday, May 11, 2010, in the City Council Chambers in the City Hall Annex at 8:30 AM.

Present at the meeting were Jennifer Czysz, Jay Doherty, Claude Gentilhomme (who arrived at 8:40 AM), and Elizabeth Hengen. 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 and Michael Santa, Code 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 19, 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:

- **Arrows and Embers Tattoo** for one hanging sign at **7 Pleasant Street Extension**

There was no one present on behalf of the applicant.

Mr. Walker reported that this is a replacement sign using the existing bracket.

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

- **Checkmate Pizza** for three affixed signs at **41 Washington Street**.

Mr. Walker reported that he had talked with the applicant but had not heard back from him. He reported someone from Code Administration would follow up with the applicant.

- **Pizza Fina** for a replacement panel in free standing sign and a replacement affixed sign at **127 Warren Street**.

Rod Gerard from Hammer & Son Sign Company was present on behalf of the applicant and explained that the freestanding sign was recently damaged by wind and this was a

replacement. The sign will be double-sided and illuminated like the original panel and the changeable copy panel will also be replaced.

(Mr. Gentilhomme arrived at 8:40 AM.)

Ms. Hengen felt the freestanding sign looked like several signs in one. There are many different color schemes and different fonts being used. It lacks a unified design.

Mr. Gentilhomme suggested that a white background would help the various elements tie in better.

Members suggested that the phone number be incorporated into the upper panel with a white background. Mr. Gerard agreed to the suggested change.

The Design Review Committee found the proposed replacement sign to be appropriate for the location and use proposed, and recommended approval subject to the relocation of the phone number to the upper panel with a white background.

Mr. Henninger asked that Mr. Gerard provide revised graphics by Tuesday for action by the Planning Board at its meeting on May 19, 2010.

- **Tandy's Top Shelf Capitol Dining & Cocktails** for one hanging and one affixed sign at One Eagle Square

Russ Aubertine from Advantage Signs was present on behalf of the applicant and explained this proposal for two replacement signs in compliance with the overall master sign plan for the complex. He reported they will be using a new bracket.

Members noted that the business name was very wordy. Mr. Aubertine indicated that this was the name of the business. It was agreed that the South Main Street sign was primarily designed to be viewed by pedestrians. The Committee found the appearance of the sign to be acceptable.

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

Revisions to the exterior building colors, as well as to the canopies over the loading dock and retail gasoline facility, and the base of the free-standing sign, by **Sam's Club at 304 Sheep Davis Road. (#2010-20)**

Mr. Henninger introduced this proposal for approval of a number of minor revisions to the previously approved building plans, including changing the color of the canopy for the retail gas facility to match the building. They are also adding one informational sign to the package and painting the base of the freestanding sign. Mr. Walker noted that the free standing sign was destroyed in the wind storm last month and that we may see an application for a completely new sign shortly.

The Design Review Committee recommended approval of the revisions as submitted.

**Location of a generator beside the building facing Centre Street, on the premises of TPC, Inc. at 125 North Main Street. (#2010-19)**

Carolyn Amrol from R & T Electric, Inc. was present on behalf of the applicant to answer questions from the Committee.

Mr. Henninger explained that the Design Review Committee had seen this proposal informally last month and, after considering a variety of placement options for the generator, had agreed that the location beside the building and facing Centre Street was most appropriate if properly screened to match the building.

Ms. Amrol explained they now propose to paint the generator black or brick color or provide landscaping at the base. She presented a landscape plan for review. The Committee noted that a combination of plantings and painting the generator black would be the best solution. The Committee noted that the combination of painting and landscaping would significantly reduce the visual impact of the generator. It was noted that the trees shown on the landscaping plan already existed.

The Design Review Committee recommended that the applicant paint the generator black and implement the landscape plan of six yews with the understanding that the applicant or his agent will coordinate the size and location of the planting with the City's landscape architect.

**Site and building plans related to an application by Concord National Little League on behalf of the City of Concord on Iron Work Road. (#2010- 18)**

Ms. Hebert explained that the Little League had received approval in 2008 for a new ball field at Russell Martin Park and the approval had expired. They now wish to reactivate their approval for the same plan. There are no major changes proposed to the plan since it was approved in 2008.

The Design Review Committee recommended approval of the site and building plans as previously approved in 2008.

**Revisions to building plans by Duprey Acquisitions, LLC, on behalf of Sanel Realty Company, Inc., at 45A-49 South Main Street and 7 Theatre Street. (#2009-34)**

Dana Adams from Opechee Construction Management and Steve Duprey as applicant were present to discuss proposed revisions to previously approved building plans.

Mr. Duprey explained that he did not feel the building as approved had any pizzazz. Consequently, they had spent some time looking at alternatives and now suggest a design by which they have tried to create asymmetry to provide a little interest. They plan for each façade to have a slightly different appearance. They have added

substantial details including additional brick coursing, rough surfaced window sills and cornices, additional banding, a larger cornice on the building, and added a lighter color to the second story over the entrance. He explained that at this time he was before the Committee for feedback about the direction they are going before submitting a final set of revised plans for approval at a later date.

Mr. Gentilhomme liked the new detail. His only concern was that it was a building with a center entry that they are trying to make asymmetrical. The Committee noted that the development on either side of the project is, and will be significantly different, and felt that the asymmetrical features were appropriate to the context.

Mr. Henninger suggested that they look at the final building plans for the residential building that will be constructed by CATCH as part of this overall project and check to see if their designs for the east and south facades are compatible.

The Committee found the changes to be an overall improvement in design and look forward to reviewing the final design.

There was no further business to come before the Committee and the meeting adjourned at 9:25 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

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