

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

**September 7, 2010**

The Design Review Committee held its regular monthly meeting on Tuesday, September 7, 2010, in the Second Floor Conference Room in City Hall at 8:30 AM.

Present at the meeting were Jennifer Czysz and Ron King. Mr. Woodward, Mr. Henninger, and Ms. Osgood of the City Planning Division were also present, as were Craig Walker, 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 September 15, 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:

- **Dress Barn** for one affixed replacement sign in the **Ft. Eddy Plaza at 24 Fort Eddy Road**

There was no one present on behalf of the applicant.

Members noted that there was no significant change proposed to the sign from the existing sign.

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

- **Eastern Mountain Sports** for one affixed replacement sign in the **Ft. Eddy Plaza at 24 Fort Eddy Road**

Mike Patenaude from Poyant Signs was present on behalf of the applicant and explained that this will not be a box sign. It will be white individual letters on a blue background.

Members noted that is similar in design to the other signs in this shopping center.

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

- **Holiday Inn** for one replacement freestanding sign at **172 North Main Street**

There was no one present on behalf of the applicant.

Mr. Henninger reported that the Planning Board had taken action on the affixed signage reviewed by the Design Review Committee but had tabled action on the freestanding sign to allow the applicant to have further discussion with the Committee inasmuch as members of the Planning Board felt this design would not fit the downtown location, particularly the bright white background color.

He reported that the applicant had resubmitted with a narrow pole instead of the wide base originally proposed. The pole is noted as a light beige color. The committee asked staff to determine if the beige matched the color used on the building. It was noted that the committee does not usually recommend the use of a narrow pole for freestanding signs, but committee was of the opinion that it was appropriate to use in this location with the base of the sign being well below street level.

The Design Review Committee recommended approval provided the sign is on a light beige pole matching the color of the building.

- **Penacook Village Laundromat** for one freestanding sign and one affixed sign at **285 Village Street in Penacook.**

There was no one present on behalf of the applicant.

Mr. Walker explained this application for a sign using individual black letters affixed to the building and not illuminated. The freestanding sign will have black lettering on a white background. This is a replacement sign using the existing posts.

Members felt the proposed signage was not inspiring but accomplished the purpose of identifying the business.

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

Site and building plans related to an application by **Banks Chevrolet** at **137 Manchester Street. (#2010-31)**

Peter Holden from Holden Engineering & Surveying, Inc. and Bill Jasak from Banks Chevrolet were present on behalf of the applicants.

Mr. Henninger introduced this proposal to demolish all of the existing buildings on the site and to construct a new 90,000 square foot building for the automobile dealership.

He reported that City staff was not suggesting that the applicant provide street trees within the right-of-way and vertical granite curbing along Manchester Street since there

is an upcoming project in the Capital Improvement Plan for widening Manchester Street that will disrupt anything done there.

He reported that last month the Committee had reviewed the building plans, noted that the building design was in keeping with the proposed use and was compatible with the uses along Manchester Street, and recommended approval as submitted.

Mr. Henninger reported that they currently have a nearly continuous curb cut along the Manchester Street and Old Suncook Road frontages. Under the new plan, there will be a single curb cut on Manchester Street and two curb cuts on Old Suncook Road.

Mr. Walker reminded the applicants of the demolition review process for the buildings they plan to demolish. They may need to photograph the buildings inside and out for the archives. Mr. Jasak said he believes that this may have already been done and agreed to provide digital copies of the photography to the Zoning Administrator. The applicant was advised that they need to submit to the Demolition Review Committee a letter of intent to demolish.

Mr. Holden described the site layout and landscape plan. He explained that the applicant was concerned that cars parked in the display area would not be visible to the public driving by. Right now the landscape plan shows shade trees to comply with the City's regulations but they would like some flexibility in their plant material. Mr. Henninger suggested substituting trees of a higher canopy. Mr. King did not think it would be wise to replace all of the low vegetation with tall material. He felt they needed something to provide variety of scale.

Mr. Jasak mentioned that they are also concerned about security, particularly along Old Suncook Road.

The Design Review Committee recommended approval of the site plan as submitted with the understanding that the applicant will work with the City's landscape architect on landscaping substitutions along Manchester Street and Old Suncook Road while retaining the green edge along the right-of-way.

#### Non-Agenda Item

- **Brookside Pizza at 151 Manchester Street**

Mr. Walker reported that he had received an application for signage for Brookside Pizza after the submittal deadline. He presented it for the Committee's comments on the design. He reported this proposal included a hanging sign and an affixed sign.

Mr. Henninger noted that the roof sign is not allowable under the Zoning Ordinance and neither is the hanging sign. The location of the signs was shown on the architectural elevations approved by the Technical Review Committee.

Members suggested that they simplify the color pallet. They felt that the font was too heavy to read from the road. They should have a more legible font. The graphics are too busy and the colors clash as used on the sign.

Mr. Santa also reported that they are considering making a change to the building to accommodate an oversize freezer. This would include a two foot extension of the building with a roof overhang on the back side of the building.

The Design Review Committee felt that as long as there were no impacts to the existing parking, the proposed building changes were appropriate.

There was no further business to come before the Committee and the meeting adjourned at 9:20 AM.

Respectfully submitted,

Stephen L. Henninger  
Assistant City Planner

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