

**City of Concord, New Hampshire
Architectural Design Review Committee
May 13, 2014**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, May 13, 2014 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Fred Richards, Jennifer Czysz and Ron King. Steve Henninger, Becky Hebert, Nancy Larson and Patricia Murray of the City Planning Division were also present.

The ADRC 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 21, 2014, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Due to the absence of a quorum, the following recommendations are non-binding.

Agenda Items

1. Consideration of the following applications under the provisions of Section 28-9-4(f), Architectural Design Review, of the Zoning Ordinance.

- a. Application by Capital Plaza, LLC, on behalf of Rath, Young and Pignatelli, PC, requesting Architectural Design Review Approval for a new 4 sq. ft. hanging sign at 57-81 N. Main Street, within the Central Business Performance (CBP) District.**

A representative was present to speak to the application. Mr. Richards stated that the sign meets requirements for a second story tenant.

Mr. King recommended Design Review approval of a new 4 sq. ft. hanging sign at 57-81 N. Main Street as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- b. Application by Boys and Girls Club of Greater Concord, requesting Architectural Design Review Approval for a new 12 sq. ft. non-illuminated monument sign, a new 6 sq. ft. wall sign and a new 7.6 sq. ft. window sign at 55 Bradley Street, within the Urban Transitional (UT) District.**

Chris Browher, United Sign Associates, was present for the applicant. He stated that they received previous approvals for the affixed signs but the monument needed amending. Mr. Henninger stated that the monument sign was not approved. The concern was over the billing of "Bradley Street" and "Kimball Park". Mr. Henninger noted that the Recreation Advisory Committee advised that "Kimball Park" be the primary message on the signage and identify "55 Bradley Street" below. Ms. Hebert suggested that the order be reversed to read "55 Bradley Street, Kimball Park, City of Concord, NH". After some discussion it was decided the order should read "Kimball Park, 55 Bradley Street, City of Concord". It was also decided that "NH" should be removed. Mr. King questioned the brighter shade of "55 Bradley Street" compared to

the rest of the lettering. Mr. Browher stated that the intention is to tie 55 Bradley Street to Boys and Girls Club by using the same suggestive use of color for both. He inquired about the possibility of having a double-faced monument. The Committee indicated that a double-faced sign is permitted. Mr. Henninger requested an amended sketch for distribution to the Planning Board by Thursday. Mr. King questioned landscaping at the site. Mr. Browher responded that a benefactor of the project was overseeing that aspect as far as regrouping/relocating the landscaping. Mr. Henninger stated that there is landscaping but the location that is marked out on the site for the sign slightly differs from the site plan.

Mr. King recommended Design Review approval for a new 12 sq. ft. non-illuminated monument sign, a new 6 sq. ft. wall sign and a new 7.6 sq. ft. window sign at 55 Bradley Street as amended with the suggestion that the order of text from top to bottom read “Kimball Park, 55 Bradley Street, City of Concord”. Mr. Richards seconded the recommendation. This recommendation passed unanimously.

c. Application by Clark Tomassian, on behalf of RJ Ilg, requesting Architectural Design Review Approval for a replacement panel in an existing non-illuminated freestanding sign at 169 Loudon Road, within the General Commercial (CG) District.

Jim Schadlick, NE OP-CO Signs, was present to discuss the application. He stated this was previously the Papa John’s sign which is an aluminum background with channel letters. The new panel will be an overlay on the existing sign. He stated the top part of the sign that reads “Miele” will be blocked out. Ms. Hebert requested a colored copy of the design for the Planning Board. Mr. Schadlick submitted one at that moment.

Mr. King recommended Design Review approval for a replacement panel in an existing non-illuminated freestanding sign at 169 Loudon Road, as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

d. Application by MNP Realty, LLC, on behalf of Family Dollar, requesting Architectural Design Review Approval for a replacement panel in an existing internally illuminated wall sign, and a replacement panel in an existing internally illuminated freestanding sign at 108 Fisherville Road, within the General Commercial (CG) District.

No discussion.

Mr. King recommended Design Review approval for a replacement panel in an existing internally illuminated wall sign, and a replacement panel in an existing internally illuminated freestanding sign at 108 Fisherville Road, as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- e. Application by ADN Realty Trust and ABS Realty Trust, on behalf of Fisherville Pharmacy, requesting Architectural Design Review Approval for a new 36 sq. ft. internally illuminated wall sign at 219 Fisherville Road, within the General Commercial (CG) District.**

No representative was present to speak to the application. The Committee had questions about which of the existing signs are to be retained, and the design and placement of the proposed sign. The committee recommended that the application for a new 36 sq. ft. internally illuminated wall sign at 219 Fisherville Road be tabled until a representative can be present to discuss the application with the committee.

- f. Application by The Duprey Companies, on behalf of Greater Concord Chamber of Commerce, requesting Architectural Design Review Approval for two (2) new 16 sq. ft. banners to be affixed to light poles at 49 South Main Street, within the Central Business Performance (CBP) District.**

Mr. King confirmed that the size of the clearance between the bottom of the sign and the pavement was at least 9 feet.

Mr. King recommended Design Review approval for two (2) new 16 sq. ft. banners to be affixed to light poles at 49 South Main Street, as submitted. Ms. Czynsz seconded the recommendation. The recommendation passed unanimously.

- g. Application by Tedeschi Food Shops, on behalf of Bo and Pop Limited Partnership, requesting Architectural Design Review Approval for a replacement freestanding sign, a new internally illuminated 36 sq. ft. wall sign, a replacement 65 sq. ft. internally illuminated freestanding sign and two (2) new wall signs on the pump island canopy at 9 Village Street, within the General Commercial (CG) District.**

Ms. Hebert noted that the changeable copy is manual. The representative confirmed and stated that the area of the freestanding sign will be reduced by about 15 square feet. Some discussion about the roof and dormer and size of individual signs ensued.

Ms. Czynsz recommended Design Review approval for a replacement freestanding sign, a new internally illuminated 36 sq. ft. wall sign, a replacement 65 sq. ft. internally illuminated freestanding sign and two (2) new wall signs on the pump island canopy at 9 Village Street, as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- h. Application by United Church of Penacook requesting Architectural Design Review Approval for two (2) non-illuminated freestanding signs - 13.3 sq. ft. and 39.6 sq. ft. (with changeable copy) at 21 Merrimack Street, Penacook, within the Central Business Performance (CBP) District.**

Jim Schadelick, NE OP-CO Signs, was present to discuss the application. Ms. Hebert noted the five foot setback from the property line for signs. Mr. Schadelick confirmed that the proposed signs would be installed in compliance with the setback requirement.

Mr. King recommended Design Review approval for two (2) non-illuminated freestanding signs - 13.3 sq. ft. and 39.6 sq. ft. (with changeable copy) at 21 Merrimack Street, Penacook, as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- 2. Application by Richard J. Day, on behalf of Sugar River Bank, requesting Major Site Plan Approval to construct a 3,350± square foot building to contain a branch bank with four (4) drive up lanes, parking, landscaping, drainage and lighting at 198 Loudon Road, and requesting a Conditional Use Permit (CUP) pursuant to Article 28-7-8(c) of the Zoning Ordinance, Separation of Driveways in Non-residential Districts, to allow for a single driveway onto Loudon Road with less than 200' of spacing from adjacent driveways. (2014-0012)**

Brian Vincent, Nobis Engineering, was present to address the application in response to the ADRC comments from the April meeting. Included are revisions to the landscape plan, modifications to the canopy and a view from the northeast to southwest as requested.

Mr. Vincent presented the changes to the elevations and landscaping plan. Mr. Vincent noted that the base of the freestanding sign is square in shape and the sign will be set back several feet further from the road to accommodate the future widening of Loudon Road, and additional evergreen landscaping was added at the back of the property to further screen abutters. Ms. Czysz questioned the ATM and the suggestion that an ATM be provided for pedestrians. A specific recommendation was requested that a pedestrian walkway be provided from the Loudon Road sidewalk leading directly to the ATM lane. Mr. Vincent stated the owner, because of research regarding safety, has found that the lobby ATM's were more of a security risk and elected not to include one in the design. The ATM will remain in a drive-through lane. A discussion about ATM access ensued. Ms. Larson questioned the window styles and the recommendation that they be consistent. Mr. Vincent stated that the window shapes have not changed. Ms. Hebert questioned if the windows are grid between the glass or internal. Mr. Vincent acknowledged that the grids will be internal; no change from the original plan.

Ms. Czysz recommended Design Review approval to construct a 3,350± square foot building to contain a branch bank with four (4) drive up lanes, parking, landscaping, signage, drainage and lighting at 198 Loudon Road, as submitted with the recommendation that the access area to the AMT be revised with pedestrian/bicyclist use considered. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- 3. Application by W&E Realty, on behalf of Key Auto Group, requesting Major Site Plan and Design Review Approval, at 94 Manchester Street, to construct three (3) new buildings including a 19,909 square foot collision center, a 2,696 square foot used car sales building, and a 6,638 square foot oil/lube center with service bays. The project also includes parking, vehicle display areas, enclosed towing & vehicle storage for collision center, walkways, stormwater controls, underground utilities and landscaping. Also requested is a Conditional Use Permit (CUP) pursuant to Article 28-4-2 of the Zoning Ordinance, Buffer Requirements for Residential Districts and Article 28-4-2(L)(2) of the Zoning Ordinance, Conditional Use Permits Required for Certain Buffers, to allow for a shifting of change the required buffer. (2014-0019)**

Erin Lambert, Nobis Engineering, and John Tuttle, TW Design, were present to discuss the application. Ms. Lambert presented the plans. This is an 11 acre site that is bisected with the Highway Commercial zone in front and Office Park Performance Zone in the back. She noted there are three proposed uses for the site; a used auto sales building, a quick lube and the Key collision center/towing operation (currently Concord Collision located on Hall St.) who will be relocating to the Manchester St. complex. She also noted that the site abuts a residential zone on the west side and there is a Unitil powerline and easement in place immediately adjacent to the residential properties to the west. Ms. Lambert advised that they have applied for a Conditional Use Permit to provide the required 30' buffer area at a different location Therefore they are looking at reducing the driveway behind the quick lube building to allow for the 30' buffer in this area and perhaps making the driveway a one-way. They will also enhance the buffer by adding more trees and need to increase the number of trees to be planted to conform to the City's requirements. All existing structures will be removed. In response to questions from the committee, Ms. Lambert explained the underground galleries which are plastic chambers surrounded by stone and serve as infiltration galleries for stormwater. These are required at both the State and City levels for storage. These will not be seen as they are covered by asphalt. She pointed out the display parking area which will be striped but not provided with internal landscape islands

Discussion about landscaping ensued. Ms. Lambert noted the owners desire to balance the display of cars with the amount of landscape. Ms. Larson questioned the size of the basin at the rear of the site. Ms. Lambert stated the basin is for snow storage and the size of basin is based on the large amount of pavement proposed. This area will be gated. Ms. Lambert stated the goal is to close on the property in late July and start construction in early fall. Mr. King noted that the entry to the site was not inviting and recommended the addition of landscape islands along the main entry. The committee was concerned about the lack of landscaping along the Manchester street frontage and several suggestions were made to add additional trees, and a split rail fence to separate the display area from the landscape area along Manchester Street. Ms. Hebert suggested that the applicant consider the addition of landscape islands with shade trees along the aisle along the east side of the display area.

Mr. Tuttle presented the elevations. He stated that the owner likes a simplistic look and one that speaks to its purpose. The materials will be a combination of smooth metal and corrugated metal. The quick lube building will be a block building which gives the necessary heights. He talked about the possibility of dressing up the quick lube building by changing the entry location so that the better finishes will be at the front. Mr. Henninger suggested changing the front exterior of the collision center to make it more appealing since it would be visible from Manchester Street and to patrons of all three uses.

The Committee agreed that the exterior to the Collision Center needs to be more appealing. The ADRC was supportive of Mr. Tuttle's suggestions for introducing a brick base and contrasting panels above.

Ms. Lambert indicated that they consider all the recommend changes and will return to the June 10th meeting with revised building elevations and site plan.

4. Any other business which may legally come before the Committee.

As there was no further business to come before the Committee, the meeting adjourned at 9:45 am.

Respectfully submitted,

Stephen Henninger
Assistant City Planner