

**City of Concord, New Hampshire
Architectural Design Review Committee
July 8, 2014**

The Architectural Design Review Committee (ADRC) held its regularly monthly meeting on Tuesday, July 8, 2014 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Jay Doherty, Jennifer Czysz, and Fred Richards (arrived at 8:45am). Craig Walker, Zoning Administrator and 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 July 16, 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 PFP Associates Ltd Partnership, on behalf of RMS Residential Mortgage Services, requesting Architectural Design Review Approval for a new 27.8 sq. ft. internally illuminated wall sign at 22 Bridge Street, Unit 5 (MBLU: 45/A 1/2), within the Opportunity Corridor Performance (OCP) District.**

Glen Schadlick, NeOpCo Signs, was present to speak to the application. Lynne Haney and John Gaglia, RMS, were also present. Mr. Schadlick presented a color chart for the Committee stating that the color is a bluish-green, which are the corporate colors. Mr. Schadlick stated there was an existing sign, Equity 1, in the location previously that was the same location and same square footage. The sign is an internally illuminated box sign which will be centered over the opening. Mr. Walker indicated that there was an issue with the Center for Advanced Veterinary sign that is also located at this site. He stated that that sign will not be staying in the present location; it will be positioned lower to accommodate the 9 foot required clearance. The dog image at the top of the Center for Advanced Veterinary sign was also not approved. Mr. Walker advised the committee that he was working to bring the existing sign for the Center for Advanced Veterinary into compliance.

Mr. Doherty recommended Design Review approval of a new 27.8 sq. ft. internally illuminated wall sign at 22 Bridge Street, Unit 5 (MBLU: 45/A 1/2) for RMS Residential Mortgage Services as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- b. Application by PFP Associates Ltd Partnership, on behalf of Center for Advanced Veterinary Care (AVC), requesting Architectural Design Review Approval for a new 6.25 sq. ft. externally illuminated projecting and hanging sign at 22 Bridge Street, Unit 1 (MBLU: 45/A 1/2), within the Opportunity Corridor Performance (OCP) District.**

No representative was present. Mr. Henninger stated the sign is located over the entrance at the Bridge Street side. This will be the second sign for this business. Ms. Larson noted the Unit number should be 1 instead of 5 as noted in the agenda title. Mr. Doherty noted that there are 2 different symbols used on the

two signs and believes that may be confusing. The Committee agreed that the new proposed sign was more attractive than the existing sign. There was no further discussion.

Mr. Doherty recommended Design Review approval for 6.25 sq. ft. externally illuminated projecting and hanging sign at 22 Bridge Street, Unit 5 (MBLU: 45/A 1/2)) as submitted with the comment that the signs should complement one another better. Ms. Czysz seconded the recommendation. This recommendation passed unanimously.

- c. Application by Robert Aranorian, on behalf of Peter Jennings, requesting Architectural Design Review Approval for a replacement (sign re-face) 13.5 sq. ft. internally illuminated freestanding sign on an existing pylon, a new 20.2 sq. ft. non-illuminated wall sign, and a new 34.6 sq. ft. non-illuminated wall sign at 249 Sheep Davis Road (MBLU: 111/H 4/11), within the Gateway Performance (GWP) District.**

No representative was present. Mr. Doherty questioned the name of the business which is “Baked Downtown Cafe” since the establishment is not downtown. Ms. Hebert stated they have another store in Manchester.

Mr. Walker informed the Committee that a future drive-up station may be applied for.

Ms. Czysz recommended Design Review approval for a replacement (sign re-face) 13.5 sq. ft. internally illuminated freestanding sign on an existing pylon, a new 20.2 sq. ft. non-illuminated wall sign, and a new 34.6 sq. ft. non-illuminated wall sign at 249 Sheep Davis Road (MBLU: 111/H 4/11), as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

- d. Application by Amba Realty, LLC, on behalf of Celeste Oliva, requesting Architectural Design Review Approval for a replacement 24 sq. ft. internally illuminated wall sign at 75 South Main Street (MBLU: 34/5/9), within the Urban Commercial (CU) District.**

Glen Schadlick, NeOpCo Signs, was present to speak to the application along with the owner, Ms. Mailhot. Mr. Schadlick stated that the colors and layout of the signage will match labels used within the business.

Mr. Doherty recommended Design Review approval for a replacement 24 sq. ft. internally illuminated wall sign at 75 South Main Street (MBLU: 34/5/9), as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

- e. Application by O ICE, LLC, on behalf of Friendly’s Ice Cream LLC, requesting Architectural Design Review Approval for a replacement (sign re-face) 52.7 sq. ft. internally illuminated freestanding sign on an existing pylon at 203 North Main Street (MBLU: 59/2/4), within the Urban Commercial (CU) District.**

Neeka Earle, The Sign Center, was present to discuss the application. She stated they are replacing the face in the pylon with the same “Friendly’s” logo with the addition of “Est. 1935” with architectural moldings along the top and bottom of the sign. She stated the reader board with changeable copy will be removed from the sign. Ms. Hebert asked if the blue ice cream cone was part of the design. Ms. Earle stated that the final shape of the sign allows the inclusion of the blue ice cream cone. Mr. Henninger asked if the affixed signs were being updated. Ms. Earle replied that it will remain as is.

Mr. Doherty recommended Design Review approval for a replacement (sign re-face) 52.7 sq. ft. internally illuminated freestanding sign on an existing pylon at 203 North Main Street (MBLU: 59/2/4), as submitted. Mr. Richards seconded the recommendation. The recommendation passed unanimously.

2. Application by Team Advantage, LLC, to make exterior building renovations consisting of a new metal panel showroom façade with flat membrane roof infill abutting existing partial membrane roof over showroom at 158 Manchester Street (MBLU: 110/K 1/5) within the Highway Commercial (CH) District. (2014-0040)

Kelly Davis, Port One Architects, was present to speak to the application. He stated the site was an existing auto dealership and the project includes replacing the existing metal roofing over the showroom area with a light grade frame and the Kia branding metal panels. The rest of the building will remain the same.

Mr. Doherty recommended Design Review approval to make exterior building renovations consisting of a new metal panel showroom façade with flat membrane roof infill abutting the existing partial membrane roof over the showroom at 158 Manchester Street (MBLU: 110/K 1/5), as submitted. Ms. Czysz seconded the recommendation. The recommendation passed unanimously.

3. Major Site Plan Application by NH Excavation, LLC, to construct a 11,800 SF (80' x 125') building for office and industrial/warehouse uses as well as construction of an attached 50' x 70' covered outside work/storage area and associated site improvements at 49-52 Chenell Drive (111G-1-66) in the IN (Industrial) District. (2014-0037)

Mr. Henninger stated that this item is on the agenda for Determination of Completeness at the July 16, 2014 Planning Board Meeting and tentatively set for public hearing at the August, 2014 meeting.

Mr. Jeff Burd, RJB Engineering, was present to speak to the application. The applicant has applied for Major Site Plan approval for the construction of an 11,800 sq. ft. industrial/office/warehouse building at the corner of Henniker Street and Chenell Drive. The first floor of the building is 10,000 sq. ft. with a partial second story office area containing an additional 1,800 sq. ft. The site also includes a 3,500 sq. ft. covered outside storage area and a 30,000 sq. ft. paved outside storage area to the rear of the building. The site is currently a vacant land unit in a two unit land condominium. The adjacent land unit has been developed with a small office building.

The applicant is a utility contractor. The building will be pre-fabricated metal. The storage unit, which will be covered and open, will be used to store spools of cable and other supplies and the storage area/backyard area will be used to park equipment. The building will be divided into two units; he will occupy the larger half on the right side and the other will be for rent and not occupied by the applicant.

Mr. Burd explained that the landscape design will enhance the building as proposed but they understand it's not a showcase piece of development. There are proposed shrubs, over 15 trees, and perennials for the front.

Mr. Burd stated there was no architect on the project. He stated there are preliminary drawings from NuCor but they are not presentable yet.

Ms. Hebert stated the storage area would require screening. She also stated Henniker Street is a mix of Industrial and Office Districts and all sites have been through the Design Review process. Ms. Hebert stated that staff is working with the landscape architect to better design and screen the back area. Mr. Burd explained that the back area is approximately 10 feet lower than the road and drops off at the right

of way line which may cause a problem with screening. Discussion ensued about appropriate screening including a fence and additional trees along roadway.

Ms. Hebert stated there is an issue with the ratio between the building area and the outside storage area. She said loading areas, maneuvering areas, and striped parking areas need to be defined to keep the ratio within range. Mr. Burd will work with staff to define those areas. Mr. Henninger suggested keeping the existing berms as screening. Ms. Larson suggested using the berm along with ornamental trees. Mr. Henninger stated the screening needs to be at least 6 feet or the height of the stored materials. Ms. Hebert stated the building could also be used as part of the screen. Mr. Burd agrees that a combination of berm and fence is the most desirable solution.

Discussion regarding the building ensued. Mr. Richards stated that it is an industrial building and he has no problem with its appearance. Mr. Doherty stated he feels that a lot of money is being invested to hide the building with landscaping and the building should be enhanced instead. Suggestions to add windows to the blank north wall facing Chenell Drive, adding a horizontal band or block along the bottom of the building were discussed. Ms. Czyns commented that the earlier buildings in that area are typical metal boxes and the newer buildings do use a variety of materials and colors to enhance the metal box. She stated that we do not want to go backwards with appearance. The committee agreed that the colors chosen were a good choice.

Discussion regarding the signage, which has not yet been applied for, ensued. Mr. Burd will work with his clients to revise the plans utilizing the suggestions.

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 9:30 am.

Respectfully submitted,

Stephen Henninger
Assistant City Planner